

ESTTA Tracking number: **ESTTA1221523**Filing date: **07/13/2022**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding no.	92079034
Party	Plaintiff Peanuts Worldwide LLC
Correspondence address	JONATHAN D REICHMAN HUNTON ANDREWS KURTH LLP 200 PARK AVENUE NEW YORK, NY 10166 UNITED STATES Primary email: tmdocketny@huntonak.com Secondary email(s): Jboczko@HuntonAK.com, jreichman@HuntonAK.com 212-309-1000
Submission	Other Motions/Submissions
Filer's name	Jonathan D. Reichman, Esq.
Filer's email	tmdocketny@huntonak.com
Signature	/Jonathan D. Reichman/
Date	07/13/2022
Attachments	Motion to Amend Petition to Cancel Peanuts Worldwide v Intelligent Blends IT_S THE GREAT PUMPKIN MRS BROWN.pdf(142554 bytes) Exhibit 1_Amended TTAB Petition for Cancellation Likelihood of Confusion_Peanuts Worldwide_Intelligent Blends IT_S THE GREAT PUMPKIN MRS BROWN.pdf(218712 bytes) Exhibit A to Amended TTAB Petition for Cancellation - photos from pro test letters - 1 of 2.pdf(5951601 bytes) Exhibit A to Amended TTAB Petition for Cancellation - photos from pro test letter - 2 of 2.pdf(4460026 bytes) Exhibit B to Amended TTAB Petition for Cancellation ITS THE GREAT PUMPKIN CHARLIE BROWN registration certificate.pdf(86317 bytes) Exhibit C 1 of 6.pdf(2149562 bytes) Exhibit C 2 of 6.pdf(4765751 bytes) Exhibit C 3 of 6.pdf(3426762 bytes) Exhibit C 4 of 6.pdf(3978024 bytes) Exhibit C 5 of 6.pdf(3928818 bytes) Exhibit C 6 of 6.pdf(4614000 bytes) Exhibit D SNOOPY Class 21 Registration.pdf(43488 bytes) Exhibit 2_Redline TTAB Petition for Cancellation Likelihood of Confusion_Peanuts Worldwide_Intelligent Blends IT_S THE GREAT PUMPKIN MRS BROWN.pdf(736636 bytes) Exhibit 3_consent from opposing counsel to amend petition for cancellation re-dacted.pdf(341809 bytes)

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

PEANUTS WORLDWIDE LLC,

Petitioner,

v.

INTELLIGENT BLENDS, LP,

Respondent.

Cancellation No. 92079034

**PETITIONER’S MOTION TO AMEND PETITION FOR CANCELLATION
(On Consent)**

Petitioner, Peanuts Worldwide LLC, respectfully moves pursuant to Fed. R. Civ. P. 15(a)(2) and Trademark Rule 2.115 to amend the Petition for Cancellation (1 TTABVUE) filed in this matter to assert additional marks in support of its claim for cancellation. A signed copy of the proposed Amended Petition for Cancellation (with all exhibits) is attached as Exhibit 1. A “red-lined” copy (showing additions in underlining and deletions) is attached as Exhibit 2.

Respondent, Intelligent Blends, LP, though its counsel, has graciously provided written consent to the proposed amendment. A partially redacted copy of Respondent’s consent is attached as Exhibit 3.

The parties, however, respectfully request that the Board delay entry of the Amended Petition until it has ruled on the two co-pending cross-motions (9 TTABVUE; 11 TTABVUE) to strike certain affirmative defenses asserted by each party in this case. Because the proposed amendment merely seeks to include additional marks in support of Petitioner’s originally-pleaded claim (rather than raise a new claim), Respondent expects in its Answer to assert the same

affirmative defenses as previously (6 TTABVUE 5-7), two of which are subject to Petitioner's co-pending motion to strike. *Cf.* 9 TTABVUE 3-7. And because Respondent's Counterclaim (6 TTABVUE 8-14) is unaffected by the proposed amendment, Petitioner's affirmative defenses thereto, which are themselves the subject of Respondent's cross-motion (11 TTABVUE 11-17), will likewise remain in the case.

Deciding these fully-briefed cross-motions now, before entering the proposed amendment, would therefore promote judicial and party efficiency, compared with the alternative of declaring those filings moot and requiring them to be re-filed. Thus, the parties ask that the Board do so.

Respectfully submitted,

HUNTON ANDREWS KURTH LLP

Dated: July 13, 2022

By: /Jonathan D. Reichman/
Jonathan D. Reichman (NY Bar. No.: 1963495)
HUNTON ANDREWS KURTH LLP
200 Park Avenue
New York, NY 10166
Tel.: (212) 309 – 1000
Fax: (212) 309 – 1100

Counsel for Petitioner

CERTIFICATE OF SERVICE

I certify that Opposer's *Motion to Amend Petition for Cancellation*, along with all supporting attachments, declaration, or exhibits, was served on the counsel or parties indicated before on the date and in the manner indicated:

By Electronic Mail (Per Rule 2.119(b)(6))

Honeah Sohail Mangione
ELLENOFF GROSSMAN & SCHOLE LLP
1345 Avenue of the Americas; 11th Floor
New York, NY 10105
hmangione@egsllp.com
asingh@egsllp.com
trademark@egsllp.com

Dated: July 13, 2022

By: /Jonathan D. Reichman/
Jonathan D. Reichman (NY Bar. No.: 1963495)
HUNTON ANDREWS KURTH LLP
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Fax: (212) 309 – 1100

Counsel for Petitioner

Exhibit 1

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

In the Matter of Registration No. 5,486,312

For the mark: IT’S THE GREAT PUMPKIN, MRS. BROWN

Registered: June 5, 2018

----- X
PEANUTS WORLDWIDE LLC, :
 : **Cancellation No. 92079034**
 Petitioner, :
 :
 v. :
 :
 INTELLIGENT BLENDS, LP, :
 :
 Respondent. :
----- X

AMENDED PETITION FOR CANCELLATION

PEANUTS WORLDWIDE LLC (“Petitioner”) believes that it will be damaged by the continued registration of “IT’S THE GREAT PUMPKIN, MRS. BROWN” (“Respondent’s Mark”) as a trademark for “single-serving, disposable pods, packets, capsules and cartridges containing coffee, tea and hot chocolate blends for use with brewing and beverage machines; coffee; tea; cappuccino; cappuccino mixes; coffee based beverages; beverages with a coffee base; coffee beverages with milk; prepared coffee and coffee-based beverages” (“Respondent’s Goods”) in International Class 30, as shown in Trademark Registration No. 5,486,312 (the “Registration”). Petitioner therefore seeks the cancellation of same pursuant to Sections 2(d) and 14 of the Trademark Act of 1946 (the “Lanham Act”), 15 U.S.C. § 1052(d) and 1064.

As grounds for cancellation, Petitioner alleges as follows:

1. Petitioner is a Delaware limited liability company with a principal place of business at 352 Park Avenue, Fl 8, New York, NY 10010.
2. On information and belief, Intelligent Blends, LP (“Respondent”) is a California limited partnership with a principal place of business at 5330 Eastgate Mall, San Diego, California 92121, and is the current listed owner of the Registration.
3. Petitioner is the owner of all trademark and copyright rights in and to the world famous comic strip property PEANUTS®, featuring such celebrated and beloved characters as Snoopy, Charlie Brown, Woodstock, Linus and Lucy. Since its introduction in the United States in 1950, the PEANUTS® property has become one of the most popular and successful brands in the world. The PEANUTS® comic strip has run in over 2,600 newspapers, with a readership of 355 million in 75 countries, and has been translated into over 20 languages. Over the past 70+ years, the PEANUTS® property has been exploited by Petitioner (including its predecessors-in-interest) and its licensees in a wide variety of product and service areas, including without limitation television programs, motion pictures, home videos, books, clothing, toys and foods.
4. Within the canon of the PEANUTS® comic strip series, the “Great Pumpkin” is an unseen, but frequently referenced, original character. First mentioned in an October 26, 1959 strip, and often associated with Petitioner’s “Linus” character, the “Great Pumpkin” character is described as a supernatural figure who rises

from the local pumpkin patch on Halloween evening and flies around bringing toys to sincere and believing children:



5. As it does with many other character names in the PEANUTS® universe (such as CHARLIE BROWN, SNOOPY and WOODSTOCK), Petitioner owns trademark rights in (THE) GREAT PUMPKIN character name and variations thereof. Consumers and others identify (THE) GREAT PUMPKIN as an original character exclusive to the PEANUTS® universe, and have done so since long before Respondent's claimed date of first use.
6. On October 27, 1966, Petitioner's classic animated special IT'S THE GREAT PUMPKIN, CHARLIE BROWN® was first broadcast on network television. Petitioner's IT'S THE GREAT PUMPKIN, CHARLIE BROWN® special has received both critical and popular acclaim, with the program nominated for multiple Emmy Awards and watched by millions of viewers. Petitioner's IT'S THE GREAT PUMPKIN, CHARLIE BROWN® special is exhibited annually during the Halloween season, and has been distributed in multiple home video formats.
7. Over the years, Petitioner and its licensees have used its GREAT PUMPKIN, THE GREAT PUMPKIN and IT'S THE GREAT PUMPKIN, CHARLIE

BROWN® names and marks to indicate that Petitioner is the source of a wide variety of branded goods and services, including without limitation home videos, downloadable television shows, mobile game applications, books, toys, charity events, amusement park attractions, clothing and decorations. *See* Exhibit “A”. Petitioner continues to pursue, develop and exploit new licensing opportunities for its GREAT PUMPKIN, THE GREAT PUMPKIN and IT’S THE GREAT PUMPKIN, CHARLIE BROWN® names and marks.

8. Petitioner has obtained U.S. Trademark Registration No. 6,048,082 for the mark IT’S THE GREAT PUMPKIN, CHARLIE BROWN® in Class 9 for use in connection with “pre-recorded dvds featuring animated characters; downloadable, television show featuring animated characters; motion picture films for television featuring animated characters; and mobile game application.” Attached hereto as Exhibit “B” is a true and correct printout from the United States Patent and Trademark Office (the “PTO”) electronic database reflecting this registration.
9. As a result of the above-described activities, consumers and others have come to associate the goods and services bearing the GREAT PUMPKIN, THE GREAT PUMPKIN and IT’S THE GREAT PUMPKIN, CHARLIE BROWN® names and marks exclusively with Petitioner and/or its PEANUTS universe. Petitioner thus holds strong registered and/or common law rights in and to these names and marks for use in connection with such products and services, and for related products and services.

10. Additionally, Petitioner and its licensees have sold and advertised coffee mugs, coffee makers, travel tumblers, hot cocoa, lemonade, chocolates, ice cream cakes, cookies, gingerbread house kits, MCDONALD'S HAPPY MEAL[®] toys, MCDONALD'S HAPPY MEAL[®] packaging, and dog treats making use of various elements of the PEANUTS[®] property. *See* Exhibit "C".
11. Petitioner has obtained trademark registrations for elements of its PEANUTS[®] property in connection with food and beverage-related items. For example, and without limitation, Petitioner has obtained U.S. Trademark Registration No. 1,286,055, issued on July 17, 1984, for use of the mark SNOOPY[®] in connection with beverage glasses, cups and mugs in Class 21. Attached hereto as Exhibit "D" is a true and correct printout from the PTO electronic database reflecting this registration.
12. Based on Petitioner's exploitation of its GREAT PUMPKIN, THE GREAT PUMPKIN and IT'S THE GREAT PUMPKIN, CHARLIE BROWN[®] names and marks as described above, and its exploitation of other elements of the PEANUTS[®] property in connection with food and beverage-related products and services, Respondent's Goods are well within Petitioner's natural zone of expansion with respect to Petitioner's GREAT PUMPKIN, THE GREAT PUMPKIN and IT'S THE GREAT PUMPKIN, CHARLIE BROWN[®] names and marks.
13. As set forth in the Registration, Respondent commenced use in commerce of Respondent's Mark in connection with Respondent's Goods as of June 2016.

14. Accordingly, Petitioner commenced use of its GREAT PUMPKIN, THE GREAT PUMPKIN and IT'S THE GREAT PUMPKIN, CHARLIE BROWN® names and marks long before Respondent commenced use of Respondent's Mark in connection with Respondent's Goods.
15. Respondent's mark is confusingly similar to Petitioner's GREAT PUMPKIN, THE GREAT PUMPKIN and IT'S THE GREAT PUMPKIN, CHARLIE BROWN® names and marks. For example, it is visually and phonetically identical to Petitioner's IT'S THE GREAT PUMPKIN, CHARLIE BROWN® name and mark, with the sole exception of Respondent's substitution of "MRS." for "CHARLIE".
16. Furthermore, Respondent's Mark has been used by Respondent in connection with goods that are similar to goods used by Petitioner and its licensees in connection with Petitioner's names and marks and its iconic PEANUTS® property, and that travel through the same trade channels and appeal to the same classes of consumers.
17. Consequently, on information and belief, consumers will mistakenly believe that Respondent's Goods are licensed, authorized, sponsored, approved, endorsed and/or produced by, or are associated with, or are offered in conjunction or association with, Petitioner.
18. Petitioner has not given Respondent permission or approval to use Respondent's Mark, or any variation thereof, or to incorporate Petitioner's GREAT PUMPKIN,

THE GREAT PUMPKIN or IT'S THE GREAT PUMPKIN, CHARLIE
BROWN® names and marks (in whole or in part) into any other mark.

19. If Respondent is allowed to maintain a registration for Respondent's Mark in connection with Respondent's Goods, Respondent would be entitled to the presumptions flowing from such registration, all to the injury of Petitioner.
20. Accordingly, Registration No. 5,486,312 should be cancelled under the provisions of Sections 2(d) and 14 of the Lanham Act.

21. Please address all further communications regarding this matter to:

Jonathan D. Reichman
New York State Bar Registration No. 1963495
Jeremy S. Boczek
New York State Bar Registration No. 5004858
Hunton Andrews Kurth LLP
200 Park Avenue
New York, New York 10166
Tel.: (212) 309 - 1000
Fax: (212) 309 - 1100
E-Mail: tmdocketny@HuntonAK.com
jreichman@HuntonAK.com
jboczek@HuntonAK.com

22. If any fees associated with this proceeding are required and were not paid during the course of the electronic filing process, please charge such fees to Deposit Account 50-0206 (Our Ref. 114371.0000139).
23. WHEREFORE, Petitioner respectfully prays that its cancellation be sustained and that Respondent's Registration No. 5,486,312 be cancelled.

Respectfully submitted,

Date: July 13, 2022

HUNTON ANDREWS KURTH, LLP

/Jonathan D. Reichman/

Jonathan D. Reichman

Jeremy S. Boczeko

200 Park Avenue

New York, NY 10166

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Email: Jreichman@HuntonAK.com

Jboczeko@HuntonAK.com

tmdocketny@HuntonAK.com

Attorneys for Petitioner

Peanuts Worldwide LLC

CERTIFICATE OF ELECTRONIC FILING

I hereby certify that this Petition for Cancellation is being filed through the electronic system for the Trademark Trial and Appeal Board in the United States Patent and Trademark Office on July 13, 2022.

By: /Jeremy C. King/

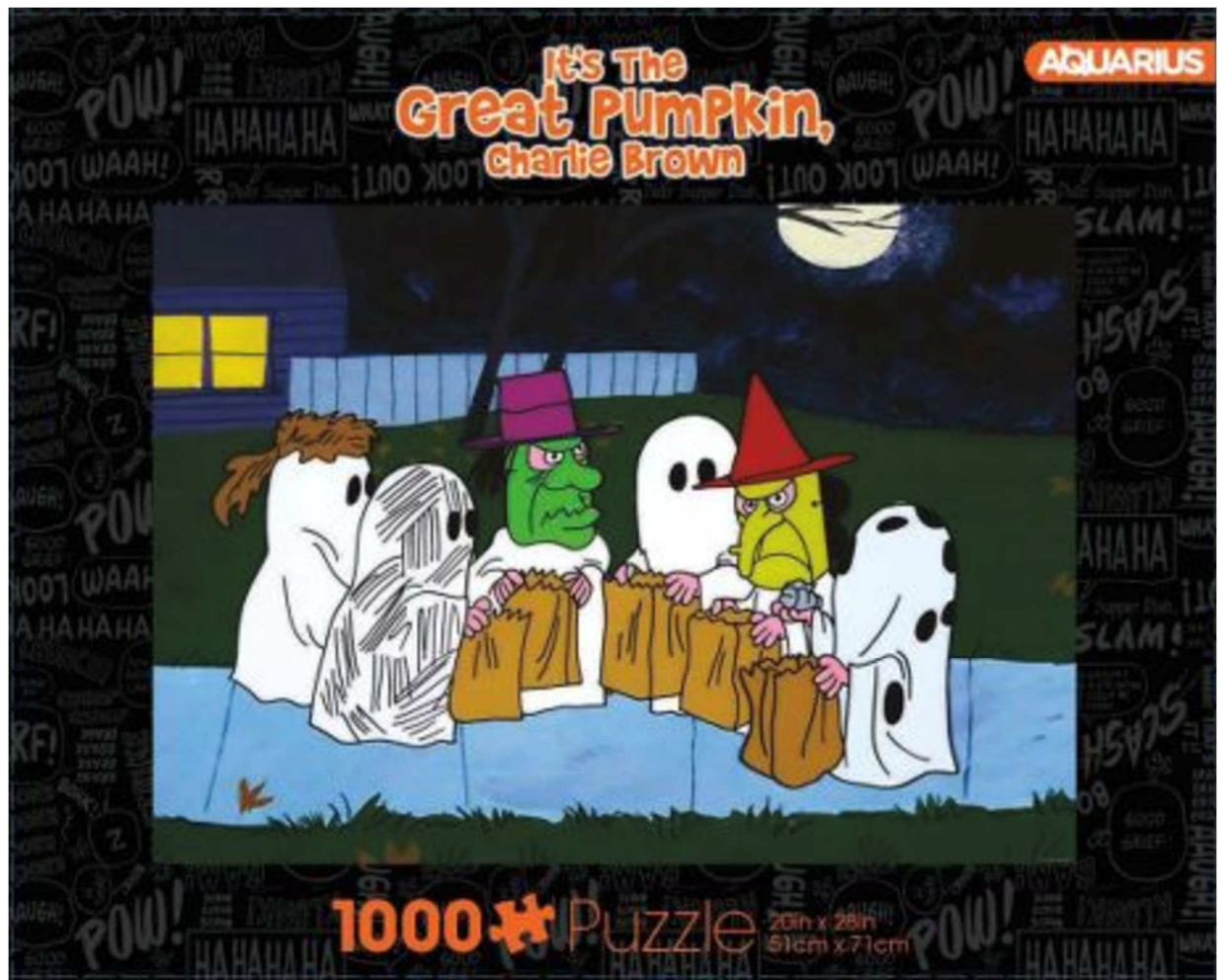
Jeremy C. King

Exhibit A

(Part 1 of 2)







THE GREAT PUMPKIN CARVING KIT

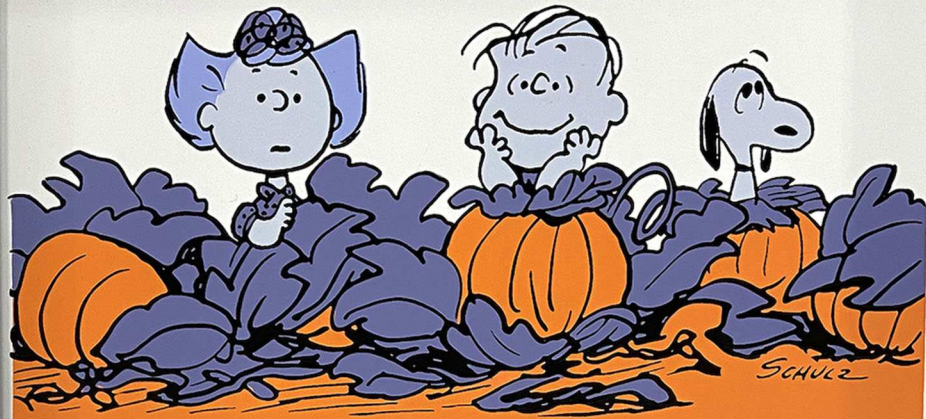


WELCOME
GREAT
PUMPKIN









GREAT PUMPKIN

Watchers Society

est. 1966





Exhibit A

(Part 2 of 2)





IT'S
THE

GREAT PUMPKIN, Charlie Brown

IT'S
THE

GREAT PUMPKIN, Charlie Brown

A HALLMARK LIGHTED POP-UP BOOK



BY CHARLES M. SCHULZ



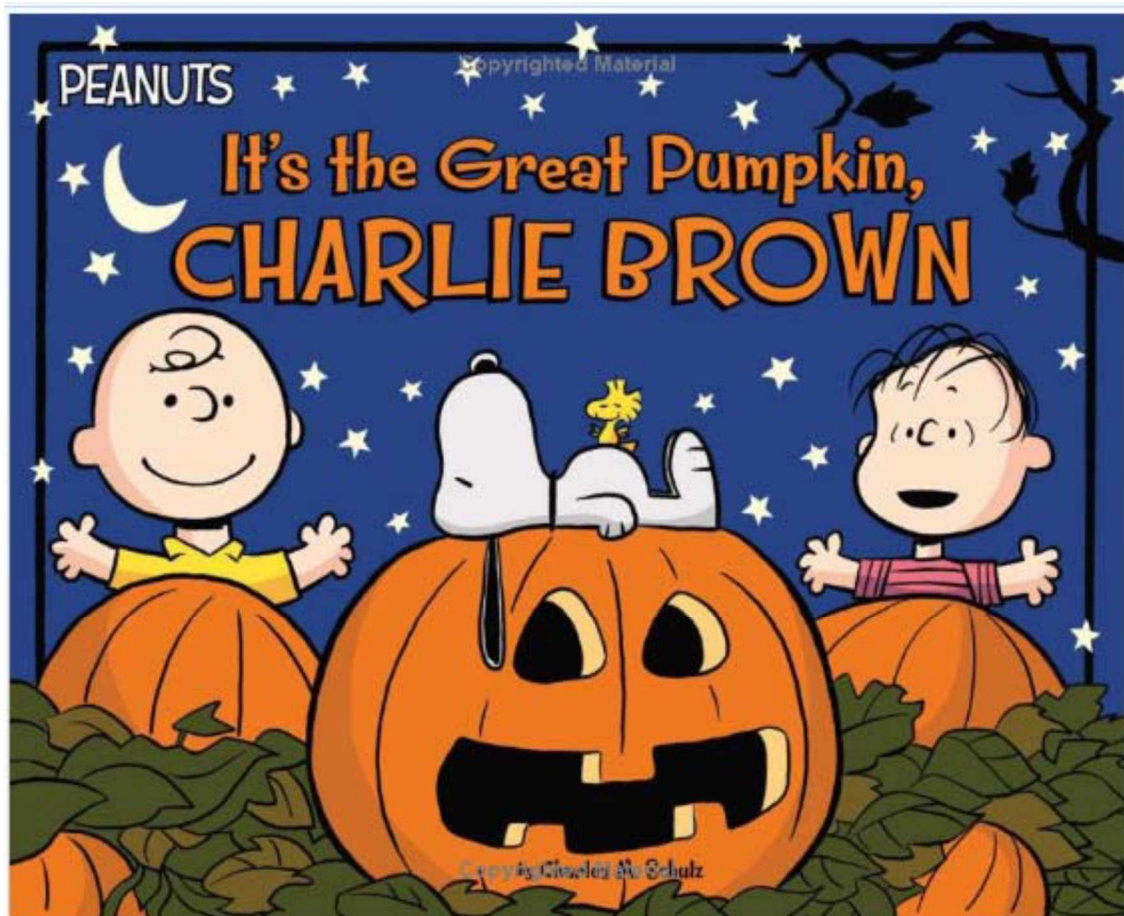


PEANUTS 50TH ANNIVERSARY DELUXE EDITION

It's The Great Pumpkin, Charlie Brown.



Includes A Bonus Peanuts TV Special





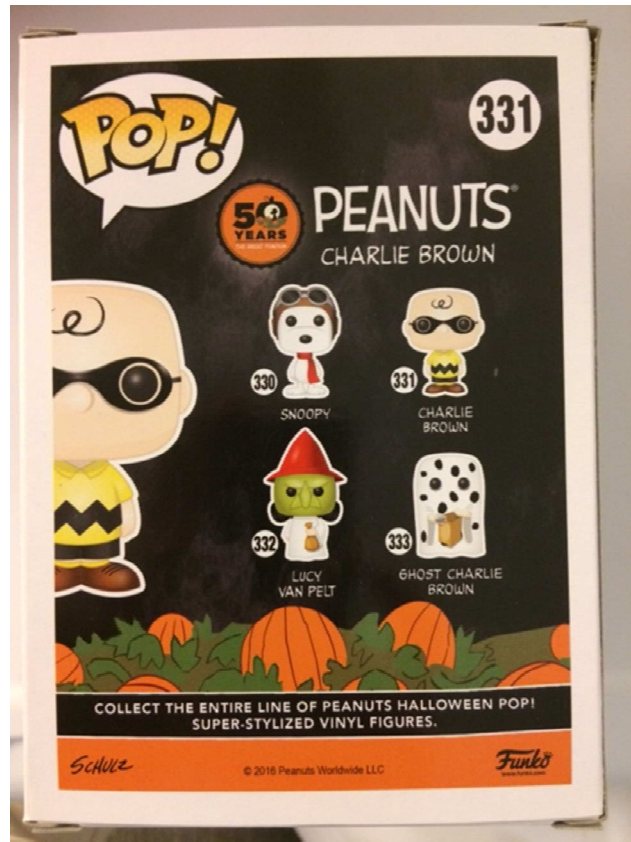


Exhibit B

Generated on: This page was generated by TSDR on 2021-11-24 11:49:08 EST

Mark: IT'S THE GREAT PUMPKIN, CHARLIE BROWN

IT'S THE GREAT PUMPKIN,
CHARLIE BROWN

US Serial Number: 87675229

Application Filing Date: Nov. 07, 2017

US Registration Number: 6048082

Registration Date: May 05, 2020

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

Status Date: May 05, 2020

Publication Date: Nov. 27, 2018

Notice of Allowance Date: Jan. 22, 2019

Mark Information

Mark Literal Elements: IT'S THE GREAT PUMPKIN, CHARLIE BROWN

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

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: Pre-recorded DVDs featuring animated characters; downloadable, television show featuring animated characters; motion picture films for television featuring animated characters; mobile game application

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(a)

First Use: 1988

Use in Commerce: 1988

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Peanuts Worldwide LLC

Owner Address: 352 Park Avenue So. FL 8
New York, NEW YORK UNITED STATES 10010

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country DELAWARE
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jonathan D. Reichman, Esq.

Docket Number: 114371275207

Attorney Primary TMDocketNY@HuntonAK.com
Email Address:

Attorney Email Yes
Authorized:

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Correspondent e-mail: TMDocketNY@HuntonAK.com

Correspondent e-mail Yes
Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
May 05, 2020	REGISTERED-PRINCIPAL REGISTER	
Mar. 31, 2020	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Mar. 30, 2020	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Mar. 27, 2020	STATEMENT OF USE PROCESSING COMPLETE	76538
Mar. 10, 2020	USE AMENDMENT FILED	76538
Mar. 27, 2020	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76538
Mar. 10, 2020	TEAS STATEMENT OF USE RECEIVED	
Jan. 24, 2020	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jan. 22, 2020	EXTENSION 2 GRANTED	98765
Jan. 22, 2020	EXTENSION 2 FILED	98765
Jan. 22, 2020	TEAS EXTENSION RECEIVED	
Sep. 23, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Sep. 23, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 19, 2019	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jul. 17, 2019	EXTENSION 1 GRANTED	98765
Jul. 17, 2019	EXTENSION 1 FILED	98765
Jul. 17, 2019	TEAS EXTENSION RECEIVED	
Jan. 22, 2019	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Nov. 27, 2018	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Nov. 27, 2018	PUBLISHED FOR OPPOSITION	
Nov. 07, 2018	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Oct. 16, 2018	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 15, 2018	ASSIGNED TO EXAMINER	70703
Sep. 13, 2018	TEAS/EMAIL CORRESPONDENCE ENTERED	74221
Sep. 13, 2018	CORRESPONDENCE RECEIVED IN LAW OFFICE	74221
Sep. 10, 2018	ASSIGNED TO LIE	74221
Aug. 27, 2018	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 26, 2018	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Feb. 26, 2018	NON-FINAL ACTION E-MAILED	6325
Feb. 26, 2018	NON-FINAL ACTION WRITTEN	83174
Feb. 19, 2018	ASSIGNED TO EXAMINER	83174

Nov. 17, 2017 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM
Nov. 10, 2017 NEW APPLICATION ENTERED IN TRAM

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Mar. 30, 2020

United States of America

United States Patent and Trademark Office

IT'S THE GREAT PUMPKIN, CHARLIE BROWN

Reg. No. 6,048,082

Registered May 05, 2020

Int. Cl.: 9

Trademark

Principal Register

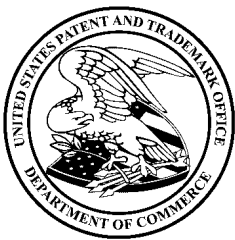
Peanuts Worldwide LLC (DELAWARE LIMITED LIABILITY COMPANY)
352 Park Avenue So. Fl 8
New York, NEW YORK 10010

CLASS 9: Pre-recorded DVDs featuring animated characters; downloadable, television show featuring animated characters; motion picture films for television featuring animated characters; mobile game application

FIRST USE 00-00-1988; IN COMMERCE 00-00-1988

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

SER. NO. 87-675,229, FILED 11-07-2017



Andrei Iancu

Director of the United States
Patent and Trademark Office



REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

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

Requirements in the First Ten Years*

What and When to File:

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

Requirements in Successive Ten-Year Periods*

What and When to File:

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

Grace Period Filings*

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

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

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

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

Exhibit C
(Part 1 of 6)

amazon

Hello

Select your address

Grocery & Gourmet Food

Q

US

Hello, Sign in

Account & Lists

Returns & Orders

0

All

Best Sellers

Amazon Basics

New Releases

Today's Deals

Customer Service

Prime

Books

Registry

Gift Cards

Toys & Games

Grocery

Deals

Snacks

Breakfast

Warm Beverages

Cold Beverages

Cooking Staples

Baby Food

Candy & Chocolate

Subscribe & Save

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Peanuts Christmas Candy Chocolate Variety Pack | 1.75oz 5-Bar Snoopy Gourmet Holiday Snack Bars | Charlie Brown Gifts for Kids | 2021 Milk & Dark Chocolates Gift Box Prime Giftable Food Treats

★★★★★ 1,163 ratings

\$14.99 (\$14.99 / Count)

Get Fast, Free Shipping with Amazon Prime

Get \$60 off instantly: Pay \$0.00 ~~\$14.99~~ upon approval for the Amazon Prime Store Card. No annual fee.

Style: 5 Bar

\$14.99 (\$14.99 / Count)

\$11.99 (\$11.99 / Count)

Currently unavailable.

Currently unavailable.

Currently unavailable.

Currently unavailable.

\$11.99 (\$11.99 / Count)

\$14.99 (\$14.99 / Count)

Weight

1.75 Ounces

Brand

Astor Chocolate

Country/Region Of Origin

United States

Package Weight

0.32 Kilograms

Item Form

Bar

About this item

\$14.99 (\$14.99 / Count)

Get Fast, Free Shipping with Amazon Prime

FREE delivery Monday, January 24 if you spend \$25 on items shipped by Amazon

Or fastest delivery Tomorrow, January 19. Order within 6 hrs 48 mins

Select delivery location

In Stock.

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from Amazon

Sold by Astor Chocolate

Return policy: Refund or replacement available

prime

Enjoy fast, FREE delivery, exclusive deals and award-winning movies & TV shows with Prime

Try Prime and start saving today with Fast, FREE Delivery

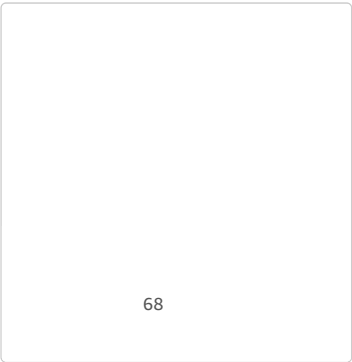
☐ Add a gift receipt for easy returns

Add to List

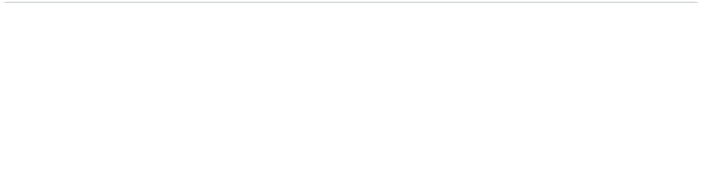
Share

https://www.amazon.com/Peanuts-Christmas-Chocolate-Chocolates-Giftable/dp/B08JHB8L82/ref=asc_df_B08JHB8L82/?tag=hyprod-20&linkCode=df... 1/8

- **OFFICIALLY LICENSED PEANUTS PRODUCT:**
The perfect Peanuts Christmas gift featuring all the classic characters like the perpetually positive Charlie Brown and his best pal Snoopy! Other characters featured are Schroeder playing his iconic piano and Lucy & Sally ice skating in a fun winter theme!
- **PREMIUM RICH BELGIAN CHOCOLATE:** All of our delicious chocolate bars, squares & tablets are made in the USA with quality imported Belgian chocolate. From rich dark chocolate to creamy milk chocolate each treat is made with love & care and shipped fresh right to your door!
- **HOLIDAY SHOPPING IN TWO CLICKS:** Need a present for a loved one for Christmas or a winter birthday? This chocolate bar variety pack featuring Peanuts characters is perfect for Mom, Dad, Grandparents & kids! Get in the holiday spirit or give a gift just because! Secret Santa Grab Bag Gifting made easy!
- **TRY ALL 5 DELICIOUS FLAVORS!:** This Peanuts collection features 5 gourmet chocolate bars in a variety of flavors. Classics like Milk and Dark, as well as Dark Almond, Milk Toffee Pretzel & Milk Caramel filled. So many yummy flavors – try them all!
- **EXCEPTIONAL QUALITY INSIDE & OUT:** Our premium Belgian chocolate is made in a manufacturing facility with the highest safety and quality standards. Recognized by the Safe Quality Food Institute as a Level 3 certified facility - we take pride in our products and want you to be satisfied with the product you receive! We want your holidays to shine – from Thanksgiving to Christmas!



Sponsored ⓘ



Sponsored ⓘ

Buy it with



Total price: **\$45.97**

Add all three to Cart

- ✓ **This item:** Peanuts Christmas Candy Chocolate Variety Pack | 1.75oz 5-Bar Snoopy Gourmet Holiday Snack Bars | C... **\$14.99** (\$14.99/Count)
- ✓ Peanuts Merry Christmas Mini Chocolate Bar Set, Happy Holiday Candy Gift Box Charlie Brown Snoopy Bulk Gifts Go... **\$11.99** (\$11.99/Count)
- ✓ Peanuts Merry Christmas Chocolate Tin, Happy Holiday Candy Stocking Stuffers Gift Box Charlie Brown Snoopy Gifts ... **\$18.99** (\$18.99/Count)

More items to explore



(1/2 LB) Madelaine Solid Premium Milk Chocolate Presents, Wrapped In Italian Foils, Featuring Assorted Designs (Half...
★★★★★ 375
\$10.39 (\$10.39/Count)
Get it as soon as **Monday, Jan 24**
FREE Shipping on orders over \$25 shipped by Amazon
Only 5 left in stock - order...



Peanuts Merry Christmas Mini Chocolate Bar Set, Happy Holiday Candy Gift Box Charlie Brown Snoopy Bulk Gifts...
★★★★★ 68
\$11.99 (\$11.99/Count)
Get it as soon as **Monday, Jan 24**
FREE Shipping on orders over \$25 shipped by Amazon



Madelaine Premium Milk Chocolate Mini Santas (1 LB) Novelty Christmas Party Favors - Candy...
★★★★★ 756
Amazon's Choice in Candy
& Chocolate Assortments & Samplers
\$14.95 (\$0.93/Ounce)
Get it as soon as **Monday, Jan 24**
FREE Shipping on orders over \$25 shipped by Amazon



Lindt Holiday Milk Chocolate Figures Novelty Pack, Great for Holiday Gifting, 7.1...
★★★★★ 1,417
Amazon's Choice in Candy
& Chocolate Bars
\$24.98 (\$3.52/Ounce)
Get it as soon as **Monday, Jan 24**
FREE Shipping on orders over \$25 shipped by Amazon



Haribo Gold-Bears Christmas Edition...
★★★★★ 154
Amazon's Choice in Gummy Candies
Save 13%
\$5.50 (\$0.58/Ounce) ~~\$6.35~~
Lowest price in 30 days
Get it as soon as **Monday, Jan 24**
FREE Shipping on orders over \$25 shipped by Amazon
Only 15 left in stock - order...



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Have a question?

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Product Description

Peanuts Chocolate Christmas Variety Gift Pack | Snoopy Gourmet Bar Snack Set | Charlie Brown Gifts for Kids | 1.75oz 5-Bar Rich Belgian Chocolate Holiday 2020 Box Set

Product details

Package Dimensions : 8.58 x 5.91 x 0.67 inches; 1.75 Ounces
UPC : 092163107214

Manufacturer : Astor Chocolate
ASIN : B08JHB8L82
Best Sellers Rank: #10,857 in Grocery & Gourmet Food (See Top 100 in Grocery & Gourmet Food)
#229 in Candy & Chocolate Bars
Customer Reviews:
★★★★★ 1,163 ratings

Videos

Help others learn more about this product by uploading a video!

Upload video

Important information

Legal Disclaimer
Statements regarding dietary supplements have not been evaluated by the FDA and are not intended to diagnose, treat, cure, or prevent any disease or health condition.

Products related to this item

Sponsored ⓘ



Peanuts Merry Christmas Chocolate Tin, Happy Holiday Candy Gift Box Charlie Brown S...
★★★★★ 68
\$18.99 (\$18.99/Count)
✓prime



Peanuts Gang Family Chocolate Gift Box, Snoopy Charlie Brown Gourmet Snack Candy...
★★★★★ 68
\$11.99 (\$11.99/Count)
✓prime



Peanuts Gourmet Belgian Chocolate Truffles Gift Box, Snoopy Charlie Brown Family...
★★★★★ 81
\$15.00 (\$15.00/Count)
✓prime



Christmas Sweet Ball Lollipop, Mixed Fruit Flavor, Made in Brazil, Individually Wra...
★★★★☆ 14
\$4.99 (\$0.42/Count)
✓prime



Christmas Gummy Candy, Delicious Gummy Candy, Gluten-Free, Fun and Festive Holiday ...
★★★★★ 5
\$6.99 (\$0.87/Ounce)
✓prime



Christmas Candy
★★★★★
\$6.99 (\$0.87/Ounce)
✓prime

Customer Questions & Answers

See questions and answers

Customer reviews

★★★★☆ 4.7 out of 5

1,163 global ratings



How are ratings calculated?

424

Shop now

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Reviews with images



See all customer images

Top reviews

Top reviews from the United States

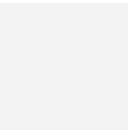
The OG Elf **TOP 50 REVIEWER** **VINE VOICE**

★★★★★ Yummy!!

Reviewed in the United States on December 9, 2020

Style: 5 Bar | **Verified Purchase**

I'm a huge Peanuts fan. I mean who doesn't love Charlie Brown. When I was a kid and when my kids were little we'd watch 'A Charlie Brown Christmas' every year while making Christmas cookies. Each one of these bars is a different color, has a different character and is a different flavor. You can choose from milk chocolate, dark chocolate, caramel, almond & toffee. I tried the caramel, because I can't pass up a caramel chocolate bar. It was really delicious. I used the rest in the baskets I'm making for my kids teachers. You can't go wrong with these.



8 people found this helpful

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Ronny Acosta **#1 REVIEWER** **#1 HALL OF FAME**

★★★★★ Yummy

Reviewed in the United States on December 16, 2020

Style: 3 Bar | **Verified Purchase**

I had every good intention buying these as gifts as I was going to be attaching a gift card to each bar and give them to their intended people, however, I got a craving and these chocolate bars are so delicious! My absolutely favorite was the toffy crunch one. Normally when I've purchased chocolate bars that claim to have toffee pieces, they're either so small that you can't taste them or there's barely any pieces inside of the bar. With this chocolate bar, they were scattered all over this bar and they were a good size that with every bite, you got a good amount of toffee and chocolate. Not to mention, you could taste the toffee pieces which were delicious. I then used the other two bars, well half of them to make s'mores which with these bars, you don't need a lot of chocolate. I used one square for each s'more we made and they were perfect. The chocolate melted perfectly between the graham cracker and marshmallow. I then ended up eating the

remaining chocolate as a snack. I have since purchased a few more as these. For the size and price, this is a really good deal. Not to mention, the chocolate is actually delicious and flavorful.

4 people found this helpful

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Melsa **TOP 100 REVIEWER**

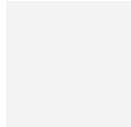
★★★★☆ **The Gang is all in my belly!** 😊

Reviewed in the United States on December 3, 2020

Style: 5 Bar | **Verified Purchase**

Yes, so sue me- these were going to be all for the kids tied to their presents but I got a little hungry wrapping the other day!

Overall definitely a different chocolate taste than the big name brands but in a good way. I opted to eat the dark chocolate one and I gotta say it was okay- hit my 🍫 craving!



7 people found this helpful

Helpful

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Will-Review4U **HALL OF FAME TOP 10 REVIEWER**

★★★★★ **Gift all 3 separately or as 1 gift set of Christmas chocolate bars**

Reviewed in the United States on December 10, 2020

Style: 3 Bar | **Verified Purchase**

This arrangement of three candy bars can be given as one gift since they are held together by a thin plastic box that lets you or the person receiving these as a gift see the peanuts snoopy designs and the ingredients on the back. Or you can open and gift all three individually into stockings. Two are variations of Belgian chocolate dark and milk. The last one did not make it as a gift, it was toffee crunch and reminded me of a skor or heath crunch and those are my weakness!

2 people found this helpful

Helpful

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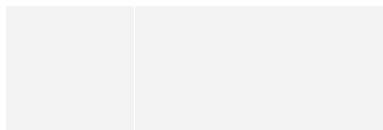
Nikki **TOP 50 REVIEWER**

★★★★★ **Makes a great gift IF you dont eat it yourself!** 😊

Reviewed in the United States on December 28, 2020

Style: Chocolate Gift Box | **Verified Purchase**

My mom is a huge snoopy fan! Every year I get her some kind of snoopy themed gift. This year I got her a blanket and this 1lb chocolate bar! I mean who doesnt love chocolate, and this chocolate is delicious. Thankfully she opened it with me there and I got to try a bite because I was curious. I ordered a few other variations of chocolate bars because I heard it was really good. It is a creamy milky type of chocolate. Not too sweet not too bitter it literally has a perfect combination of everything. I would buy more for sure!



One person found this helpful

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Jenn Butterfield **TOP 50 REVIEWER**

★★★★★ **Packaged Super Cute & Tastes Delicious!!!**

Reviewed in the United States on December 21, 2020

Style: 3 Bar | **Verified Purchase**

SO CUTE!!!💜 Perfect 4 the Peanuts Fans out there!!! These chocolate bars are delicious. They come packaged very nicely which makes them great for a gift.📦 Perfect for any chocolate lover and Snoopy fan. Each bar is in a colorful wrapper with a different Peanuts character on it. I love the variety of the different chocolate bars. There is something for everyone - milk and dark chocolate, dark almond and milk toffee pretzel. My favorite is the toffee bar!!! The gourmet chocolate is smooth and creamy. I need more to give as gifts for teachers...etc♥♥

Helpful

|

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Emily Smith-Cogswell

★★★★★ Great Little Christmas Gift!

Reviewed in the United States on January 6, 2021

Style: 5 Bar | **Verified Purchase**

I purchased these as a little gift to add to handmade Christmas cards. Thought I didn't try any of the flavors firsthand, one of the recipients I gifted a bar to, said they enjoyed theirs and it tasted good. The bars are perfect size to slip into a card or stocking, just as a little extra gift. The packaging was the cutest thing for me. Very festive, charming, and has a slight almost 'foiled' but of design to it. Overall, I loved this purchase, although I couldn't eat any of it.

Helpful

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Jason & Stefanie

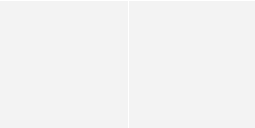
TOP 50 REVIEWER

★★★★★ For the peanuts lover

Reviewed in the United States on December 26, 2020

Style: 3 Bar | **Verified Purchase**

My sons elf left these chocolates as a surprise on Christmas Eve- he LOVES watching Charlie Brown Christmas every year and who doesn't love chocolate so I thought it was the perfect parting gift. The 3 variety bars break into little individual squares so you can share or save for later. The toffee was my personal favorite. Love how cute these were and to see the excitement when he found them in the morning



Helpful

|

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Brands related to this category on Amazon

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Filled with Endless Waves

[Shop Burt's Bees >](#)

68

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Sponsored ⓘ

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English

United States

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Astor Chocolate launches Peanuts chocolate collection

Milk, dark chocolate bars feature classic comic strip's characters.

September 15, 2020



[Astor Chocolate](#) has launched a *Peanuts* branded chocolate bar collection featuring all of the beloved classic comic strip's characters — Snoopy, Charlie Brown, Linus, Lucy and the rest of the *Peanuts* gang.

The nostalgia of Astor's "*Happiness Is...*" *Peanuts* collection is perfect for life-long *Peanuts* followers and anyone longing for the comfort and simple pleasures of chocolate and positivity. These candies feature Snoopy and the gang in all their innocent charm, making this the perfect collection to share some smiles.

The everyday "*Happiness Is...*" *Peanuts* Collection includes:

1.75-oz. Belgian chocolate bars

Available individually or displayed together in a 5-piece set, these bars feature classic flavors and well-known *Peanuts* characters.

- Dark Chocolate Roasted Almonds (Schroeder and Snoopy)
- Milk Chocolate Caramel Filled (Lucy)
- Dark Chocolate (Charlie Brown)
- Milk Chocolate (Snoopy and Woodstock)
- Milk Chocolate Toffee Pretzel Sea Salt (Linus)

S.R.P.: Individual bars, \$2.75; 5-pc. set, \$16.50

3-oz. Belgian chocolate bars

Available individually or displayed together in a 3-bar set, these bars feature Charlie Brown, Lucy and Snoopy in their classic settings.

- Dark Chocolate Sea Salt (Charlie Brown)
- Milk Chocolate S'mores (Lucy)
- Milk Chocolate (Snoopy)

S.R.P.: \$4.50; 3-pc. set, \$15.50

Peanuts Character Chocolate Thin Tub

180 pieces of gourmet Belgian chocolate thins, individually wrapped, displayed in a tub with Charlie Brown, Lucy, Linus, Snoopy and the rest of the *Peanuts* gang.

S.R.P.: \$67.50

Peanuts Comic Strip Chocolate Thin Set

Ten pieces of gourmet Belgian chocolate showcasing an authentic *Peanuts* comic strip cartoon.

S.R.P.: \$9.50

1-lb. chocolate bar

An entire pound of solid, creamy Belgian milk chocolate features Charlie Brown, his best friend Snoopy and the rest of the Peanuts gang on the wrapper.

S.R.P.: \$16.75

9.2-oz. Megabar

This bar features crisped rice and Belgian milk chocolate. It's wrapped in classic Peanuts comic strip highlights.

S.R.P.: \$9.75

Charles M. Schulz first introduced the world to the Peanuts characters in 1950, when the Peanuts comic strip debuted in seven newspapers. Since then, Charlie Brown, Snoopy and the rest of the Peanuts gang have made an indelible mark on popular culture.

The new series Snoopy in Space launched on Apple TV+ Nov. 1, 2019. Peanuts animated specials and series air on major networks and streaming services, including ABC, CartoonNetwork.com and Boomerang in the U.S., Family Channel in Canada and the WildBrain Spark network on YouTube.

**1 COMPLIMENTARY ARTICLE(S) LEFT**

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Exhibit C
(Part 2 of 6)



McDonald's presents 2015 The Peanuts Movie Happy Meal

McDonald's presents 2015 The Peanuts Movie Happy Meal



Port of Spain, November 4th 2015 – Kids can share the smiles with *Charlie Brown* and the gang when they get a *The Peanuts Movie Happy Meal*® now available at *McDonald's* Trinidad. The new Happy Meal features 12 collectible *The Peanuts Movie* toys, available now for a limited time.



Hearing that music, seeing those characters and experiencing those voices brings us each back to a place that is almost a bit like going home. Just in time to kick off the holiday season, Twentieth Century Fox and Bluesky Animation will bring this billion dollar classic franchise to the big screen. A whole new generation will be exposed to the friendships, humour and iconic personalities that we fell in love with when we were kids.

For the first time ever, Snoopy, Charlie Brown and the rest of the gang we all know and love from Charles Schulz's timeless *Peanuts* comicstrip will be making their big-screen debut. In this CG animated feature film, Snoopy embarks upon his greatest mission as he and his team take to the skies to pursue their arch-nemesis, while his best pal Charlie Brown begins his own epic quest back home. The Happy Meal toy line-up features all of the memorable characters from the well-known *Peanuts* comic strip, each with a fun function that relates to that character's personality. Every Happy Meal toy has McPlay Power, through which kids can scan their toy to unlock an interactive game in the Happy Meal McPlay digital app.

"We take fun food seriously and parents can feel good knowing that we offer choices that can help kids learn to make smart menu decisions. We want parents to trust that at McDonald's, kids can get what they need to live active, balanced lives. Children are one of the reasons we take food safety and quality so seriously and we're proud that our quality and safety standards are among the highest in the restaurant industry" said Kalifa Duncan, Market Supervisor for Arcos Dorados Trinidad and Tobago. "We're committed to making sure the things kids love are the things parents can feel good about" Duncan added. The Peanuts Movie Happy Meal toys include talking characters Charlie Brown and Lucy, a push along Sally and Snoopy, Woodstock bobble head, Linus, Peppermint Patty, Schroeder with Snoopy, and Fifi, among others.

All Happy Meal combinations include fresh fruit and a reduced kids-size French fries, a balanced meal with less than 600 calories, as recommended by the World Health Organization for children 6 to 10 years old. Last year Arcos Dorados took further steps in our journey towards helping customers and families make informed nutrition choices by listing calorie information on restaurant and drive-thru menus across the country.

To collect the new Happy Meal collection, available for a limited time, visit your favourite McDonald's in Trinidad. For more information, go to www.happymeal.com or visit the website www.mcdonalds.tt

Facebook page McDonald's TT or follow on Twitter @McDonalds_TT.



Robin Bridges

Where is Franklin



Magali Fréchette

is there a way to purchase these online or something? Most of the McDonald's around here seem to always carry the same ones...



Joanne McConnell

im looking for linus and the bird



Barb Curtis Cathcart

I have 6 doubles of 3...where is a list of characters and the weeks they come out?



Joanne McConnell

do u have any peanut characters for sale



Barb Curtis Cathcart

I have duplicates



Caroline Bailey

Is there any way to purchase the peanut characters outside of McDonalds?



Caroline Bailey

There are seven characters that I wasn't able to get w/the happy meals. Can I get them through the company that

manufactures them?



Ki Ki P



JoAnne Thompson Skidmore

We found them at one McDonald's here in Tennessee. Would have thought they would be all locations with new movie out.



Ratnesari Kartawiria

Do you still have any peanut characters for sale?



Nathalie Kosak

Trop chou ça commence chez nous



Gabriel Fonseca

I have problems to find them in California.. I'm in SoCal.. does someone know which store I can buy?



Mei Suaky

hi i missed out some of the toys, can we order from you the toy like how it was done in the minions before?



Colleen Hoar

What is it that Lucy says other than hey?



Donella Irwin

When will these be in Australia?



Liza J. Singco

yay... 5 more to collect



Paul Johnson

can anyone at McDonald's please advise me how i can get ones ive missed please. Give you're loyal customers answers and chance to complete collections if you care



Paul Johnson

im in uk but relative on holiday collected all apart from linus,the guy on the piano and one on sledge thanks



Natalia Dejgaard



Christiana Paulina Venturanza Briol

No more to collect got all them.



Eliana Guiselle Wilmoth

Still trying to collect them all. Anyone on here would like to trade their doubles. I have a few doubles and I would really like to trade for the ones I am missing.



George Basden

I have a complete set of 12 still in their original bags I am looking to sell. for \$45 free shipping, priority mail.

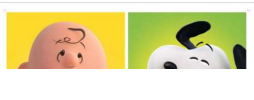
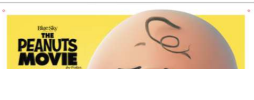


HAPPY MEALS



TASKED WITH
BRINGING THE
PEANUTS
MOVIE TO LIFE
AT
MCDONALD'S,
WE ROUNDED
UP THE
WHOLE
PEANUTS
GANG FOR A
SERIES OF
SUPER
INTERACTIVE
HAPPY MEAL
BOXES AND
POSTERS.

ART
DIRECTOR:
TOM KELLY





POSTER



WINDOW
POSTER



WINDOW
POSTER

FUN LITTLE RHYMES INTRODUCED A
NEW GENERATION OF KIDS TO EACH
CHARACTER.

"CHARLIE NEVER GIVES UP, NO MATTER
WHAT. HOW DO YOU KEEP YOUR CHIN
UP?"

"LUCY SMILES WHEN SCHROEDER IS
NEAR. WHO MAKES YOU GRIN EAR TO
EAR?"

"SNOOPY OWNS HIS HAPPY DANCE.
WHAT MAKES YOU WANT TO CLAP
YOUR HANDS?"

ALICIA CRESSEY

PORTFOLIO



OUR
FOOTBALL-
THEMED

WE
TRANSFORMED
THIS HAPPY
MEAL BOX INTO

HAPPY MEAL
ALLOWED KIDS
TO POP OUT
LUCY AND
SCORE THE
WINNING
FIELD GOAL.

SNOOPY'S
DOGHOUSE,
BRINGING THE
FLYING ACE OUT
FOR A BOLD
ADVENTURE.



AN AUGMENTED
REALITY BOX
BROUGHT KIDS'
FAVORITE
PEANUTS
CHARACTERS TO
LIFE BEFORE
THEIR VERY
EYES.



FLYING ACE
GOGGLE
GIVEAWAY

JUST AS THE
MOVIE WAS
TAKING OFF,
MANY FAMILIES
WERE

TRAVELING FOR
THE
THANKSGIVING
HOLIDAY. WE
REWARDED
THOSE
STOPPING BY
MCDONALD'S AT
THE AIRPORT
WITH SNOOPY'S
SIGNATURE
FLYING ACE
GOGGLES. NOT
ONLY WERE
CUSTOMERS
FLYING IN



ALICIA CRESSEY

PORTFOLIO

THEY WERE
FLYING BACK
INTO
MCDONALD'S
FOR MORE
MEMORABLE
MOMENTS WITH
THEIR LOVED
ONES.

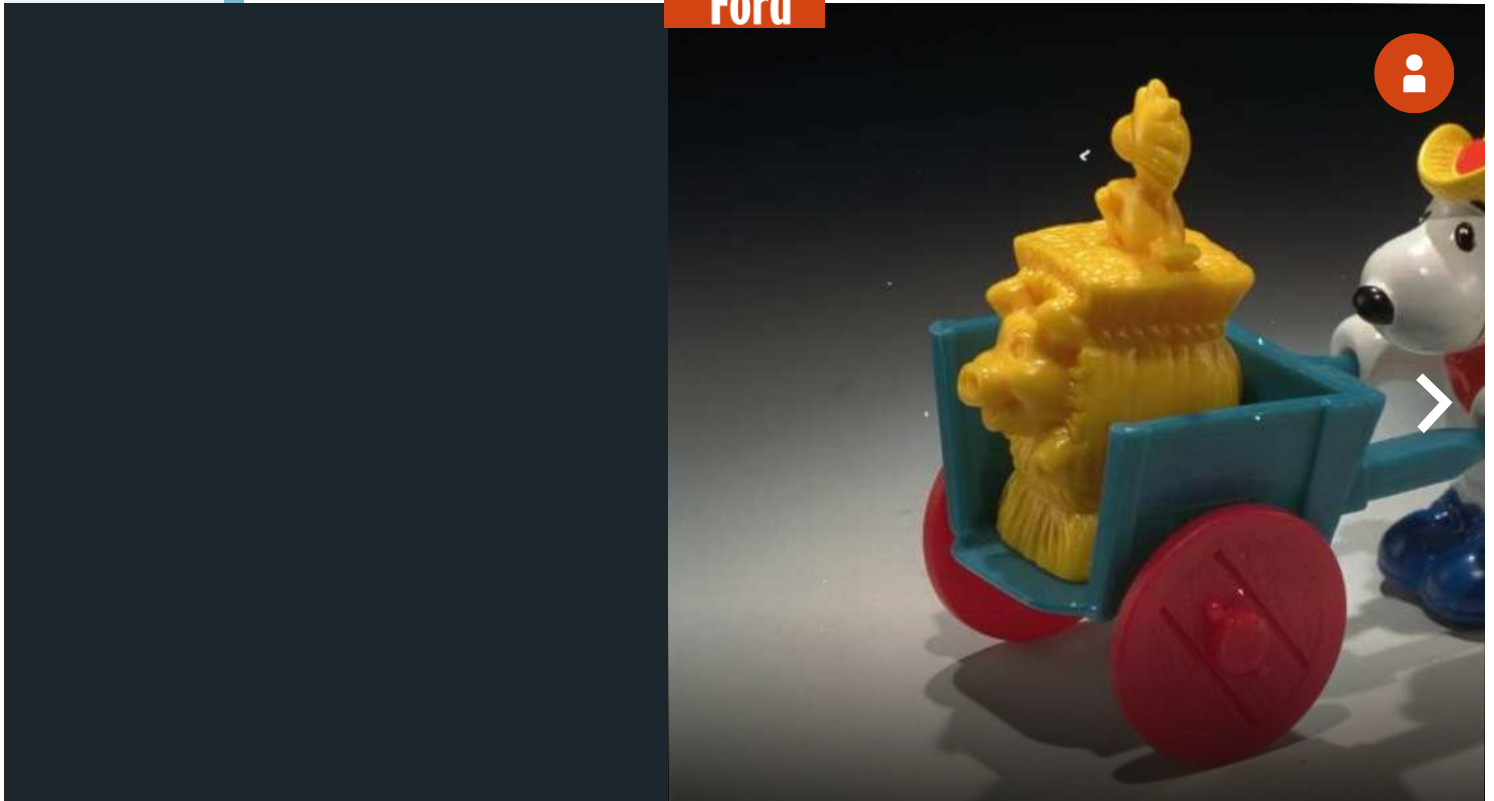


HAPPY MEAL BOOKS

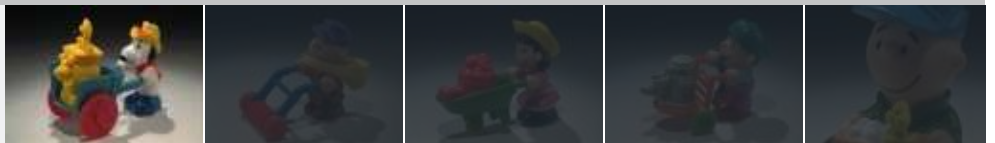
AT THE CLOSE OF 2016, MCDONALD'S
HAD DISTRIBUTED OVER 50 MILLION
BOOKS TO KIDS AND FAMILIES
THROUGH ITS HAPPY MEAL BOOKS
PROGRAM.

WE CELEBRATED OVER VALENTINE'S
DAY BY CREATING AN INTERACTIVE "I
LOVE READING TOOLKIT" THAT
POPPED OUT OF THE HAPPY MEAL
BOX ITSELF AND ENHANCED STORY
TIME FOR EVERYONE. ALONG WITH
SOME AWESOME BOOKS, WE GAVE
KIDS A HANDY BOOKMARK, FAUX
READING GLASSES AND A DOOR
HANGER TO KEEP DISTRACTIONS AT
BAY.

Exhibit C
(Part 3 of 6)

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THF309575 / McDonald's Peanuts Happy Meal Toys, 1990



McDonald's Peanuts Happy Meal Toys, 1990

Summary

Starting in a few daily newspapers in 1950, "Peanuts" went on to become one of the most popular and influential comic strips in history. By 1963, it was the most famous comic strip in the world. In 1990, for the comic strip's fortieth anniversary, McDonald's released a Happy Meal set of Peanuts characters in a farm setting.

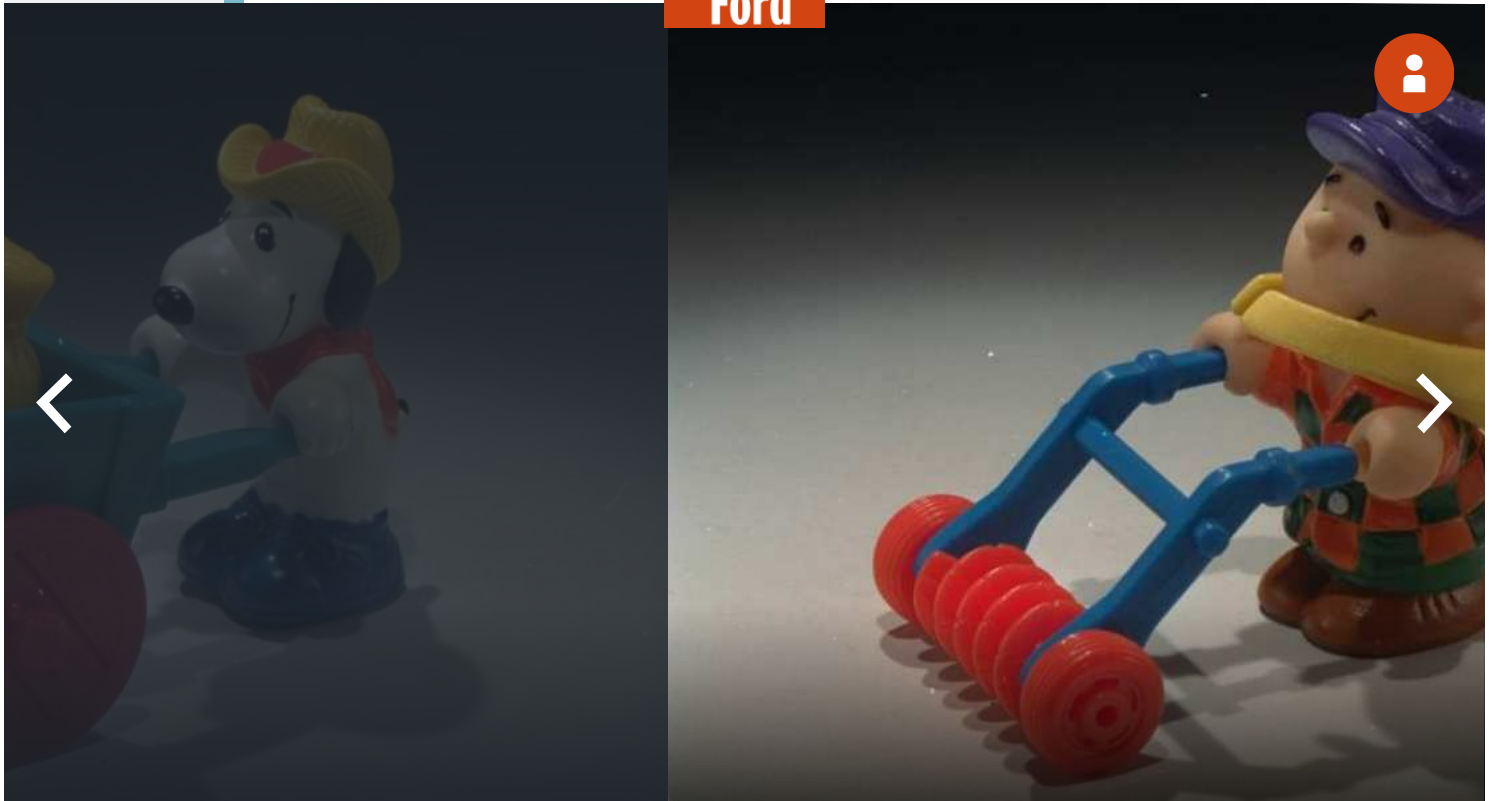
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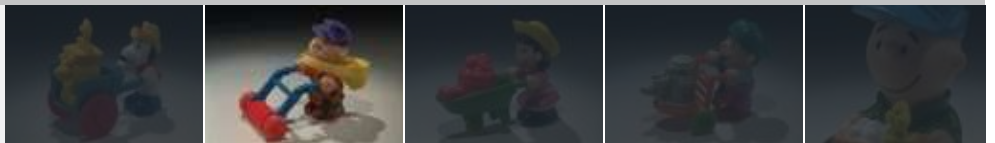


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THF309576 / McDonald's Peanuts Happy Meal Toys, 1990



McDonald's Peanuts Happy Meal Toys, 1990

Summary

Starting in a few daily newspapers in 1950, "Peanuts" went on to become one of the most popular and influential comic strips in history. By 1963, it was the most famous comic strip in the world. In 1990, for the comic strip's fortieth anniversary, McDonald's released a Happy Meal set of Peanuts characters in a farm setting.

Artifact

Toy (Recreational artifact)



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THF309577 / McDonald's Peanuts Happy Meal Toys, 1990



McDonald's Peanuts Happy Meal Toys, 1990

Summary

Starting in a few daily newspapers in 1950, "Peanuts" went on to become one of the most popular and influential comic strips in history. By 1963, it was the most famous comic strip in the world. In 1990, for the comic strip's fortieth anniversary, McDonald's released a Happy Meal set of Peanuts characters in a farm setting.

Artifact

Toy (Recreational artifact)

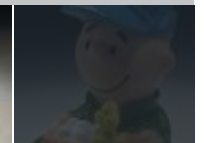
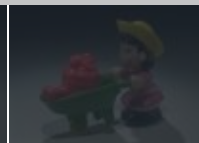
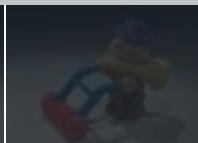
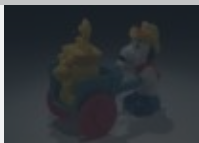


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THF309578 / McDonald's Peanuts Happy Meal Toys, 1990



McDonald's Peanuts Happy Meal Toys, 1990

Summary

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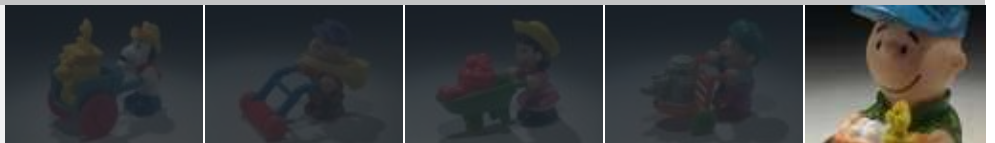
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Toy (Recreational artifact)

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THF309579 / McDonald's Peanuts Happy Meal Toys, 1990



McDonald's Peanuts Happy Meal Toys, 1990

Summary

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Artifact

Toy (Recreational artifact)

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THF309580 / McDonald's Peanuts Happy Meal Toys, 1990

McDonald's Peanuts Happy Meal Toys, 1990

Summary

Starting in a few daily newspapers in 1950, "Peanuts" went on to become one of the most popular and influential comic strips in history. By 1963, it was the most famous comic strip in the world. In 1990, for the comic strip's fortieth anniversary, McDonald's released a Happy Meal set of Peanuts characters in a farm setting.

Artifact

Toy (Recreational artifact)



FEBRUARY 18, 2018 BY ADMIN

McDonald's Happy Meal Toys – March 2018 – Peanuts Snoopy

McDonald's Happy Meal Toys – March 2018 – Peanuts Snoopy

Peanuts happy meal toys is coming next to McDonalds in the USA and Canada. Snoopy toys are available in Singapore in February.



Peanuts Snoopy Helicopter Snoopy 2018 McDonald's Happy Meal Toy #10 NEW NIB



\$4.50

End Date: Monday Jan-31-2022 05:15:04 EST

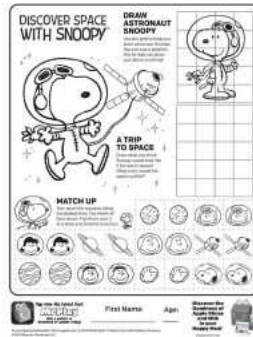
Buy It Now for only: \$4.50

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**Snoopy Toys Include:**

- Snoopy as the Flying Ace
- Beagle Scout Light Up Torch
- Basketball Player Snoopy
- Masked Marvel Launcher
- Secret Agent Code Reveal (Lunar New Year Special)
- Astronaut Launcher
- Dancing Flywheel Snoopy
- Joe Cool Stamper (Lunar New Year Special)
- Helicopter Rolling Stamper
- Famous Author Embosser

Snoopy Peanuts Coloring and Activities Sheets:



Peanuts Snoopy Helicopter Snoopy 2018 McDonald's Happy Meal Toy #10 NEW NIB



\$4.50

End Date: Monday Jan-31-2022 05:15:04 EST

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NEW The Peanuts Movie McDonalds Happy Meal Toys Set of 10 (2015)



\$25.00

End Date: Sunday Feb-13-2022 17:16:40 EST

Buy It Now for only: \$25.00

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Wendy's Kids Meal Peanuts 50th Anniversary Collection Series Snoopy Toy #2 NIP



\$4.99

End Date: Friday Feb-11-2022 16:53:10 EST

Buy It Now for only: \$4.99

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2018 SNOOPY Peanuts DETECTIVE SECRET AGENT FIGURE #6 Happy Meal McDonald's Toy



\$3.99

End Date: Tuesday Jan-25-2022 17:30:32 EST

Buy It Now for only: \$6.99

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Peanuts Snoopy Charlie Brown McDonalds Toys Lot Of 3 T3



\$6.99

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Exhibit C
(Part 4 of 6)













📁 MCDONALD'S TOYS - 2018

MCDONALD'S, PEANUTS, HAPPY MEAL TOYS



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Peanuts® joins the Astor Chocolate Family with the beloved characters on gourmet Belgian chocolate bars. Snoopy & gang brightens your day with delicious chocolate.



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Transform your home with Peanuts! Browse our selection of Peanuts home and decor items, including Peanuts customizable drinkware, coffee mugs, book lights, pillowcases, lamps, and blankets. We are the official store for Peanuts merchandise, carrying a wide selection of home and decor items featuring Charlie Brown, Snoopy, Woodstock, Linus, Lucy, Peppermint Patty, Sally, Schroeder, and more.



HIDE FILTERS



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FEATURED



COLLECTIONS

ALL COLLECTIONS



ALL PRODUCTS



CHARLIE BROWN



CHRISTMAS



COLLEGE LIFE



LINUS



LUCY



NEW



PEANUTS[®] ACCESSORIES



PEANUTS[®] APPAREL



PEANUTS[®] PLUSH & TOYS ☐

PEANUTS[®] SNACKS & BEVERAGES ☐

PEPPERMINT PATTY ☐

SALLY ☐

SNOOPY ☐

S ☐

WOODSTOCK ☐

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ACCESSORIES

DRINKWARE ☒

FOOD

BEVERAGES ☐

GIFT

COLLECTIBLES ☐

HOME & DECOR ☐

FUN BOXES ☐

HOME & DECOR

DRINKWARE ☒

TUMBLERS ☐

COFFEE MUGS ☐

FURNISHINGS ☐

STATIONERY ☐

CHARACTERS/THEMES

SNOOPY ☐

WOODSTOCK ☐

- SALLY☐
- SCHROEDER☐
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- JOE COOL☐

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GET 10% OFF ×



Comic Strip 16 Oz. Acrylic Cup

\$13.99

GET 10% OFF ✕



Snoopy Wreath Disposable Travel Cup

\$8.99

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- HOLIDAYS CHARACTERS



Peanuts® Pet Products

Happiness is a warm dog (or cat)! Browse our selection of Peanuts pet products, including Peanuts pet toys, pet harnesses, pet collars, pet parent apparel, pet leashes, ceramic pet bowls, pet beds, and dental treatz. We are the official store for Peanuts merchandise, carrying a wide selection of pet products featuring Charlie Brown, Snoopy, Woodstock, Linus, Lucy, Peppermint Patty, Sally, and more.

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COLLECTIONS

ALL COLLECTIONS

ALL PRODUCTS

CHARLIE BROWN

GET 10% OFF

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- ☐
- ☐
- ☐

COLLEGE LIFE	☐
LINUS	☐
LUCY	☐
NEW	☐
PEANUTS® ACCESSORIES	☐
PEANUTS® APPAREL	☐
PEANUTS® GIFTS	☐
PEANUTS® HOLIDAY GIFTS	☐
PEANUTS® HOME & DECOR	☐
PEANUTS® PET PRODUCTS	☒
PEANUTS® PLUSH & TOYS	☐
PEANUTS® SNACKS & BEVERAGES	☐
PEPPERMINT PATTY	☐
SALLY	☐
SNOOPY	☐
SPACE	☐
WOODSTOCK	☐
APPAREL	
TEE	☐
HOODIE	☐
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LEASHES

PET COLLARS

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CHARACTERS/THEMES

SNOOPY

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CHARLIE BROWN

LINUS

JOE COOL



GET 10% OFF





Charlie Brown Snack Time - Treat Jar

\$24.99



GET 10% OFF ×



Snoopy Treat Time - Treat jar

\$24.99



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Snoopy DogEatz Dental Treatz - 7oz Red Bag

Exhibit C
(Part 5 of 6)



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Peanuts[®] Snacks & Beverages

All you really need is love, but a little Peanuts food now and then doesn't hurt! Browse our selection of Peanuts food, including Peanuts beverages, chocolate, and snacks. We are the official store for Peanuts merchandise, carrying a wide selection of food and drinks featuring Charlie Brown, Snoopy, Woodstock, Linus, Lucy, Peppermint Patty, Sally, and more.

HIDE FILTERS

SORT:

FEATURED

COLLECTIONS

ALL COLLECTIONS

ALL PRODUCTS

CHARLIE BROWN

GET 10% OFF

- ☐
- ☐
- ☐
- ☐

PEANUTS [®] ACCESSORIES	☐
PEANUTS [®] APPAREL	☐
PEANUTS [®] GIFTS	☐
PEANUTS [®] HOLIDAY GIFTS	☐
PEANUTS [®] HOME & DECOR	☐
PEANUTS [®] PET PRODUCTS	☐
PEANUTS [®] PLUSH & TOYS	☐
PEANUTS [®] SNACKS & BEVERAGES	☒
PEPPERMINT PATTY	☐
SALLY	☐
SNOOPY	☐
SPACE	☐
WOODSTOCK	☐
FOOD	
BEVERAGES	☐
CHOCOLATES	☐
GIFT	
HOME & DECOR	☐
HOME & DECOR	
FURNISHINGS	☐
CHARACTERS/THEMES	
SNOOPY	☐
WOODSTOCK	☐
C	☐

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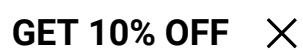
Coffee Maker Gift Set with 2 Mugs

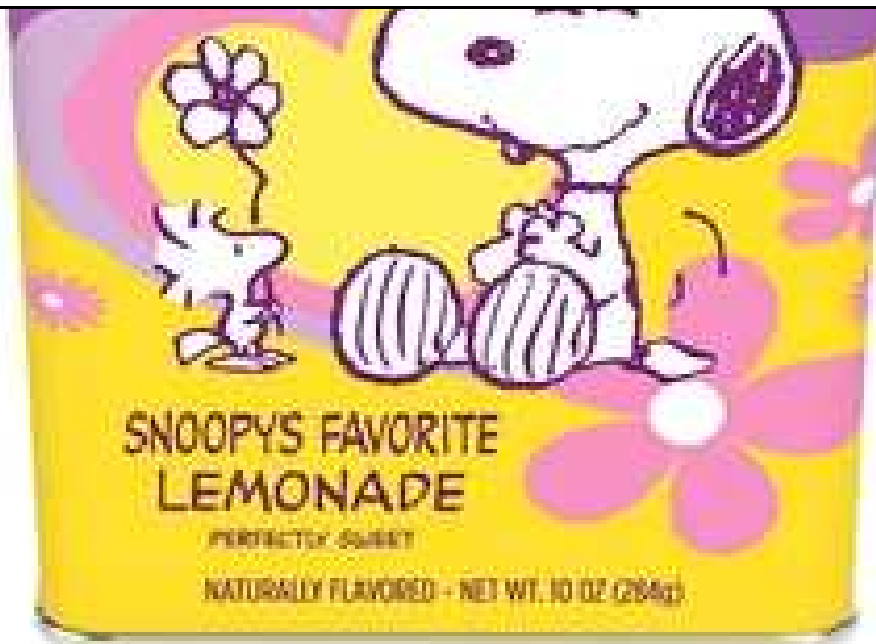
\$49.99

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\$21.99





Peanuts® Summer Sippers Lemonade Tin

\$10.95



GET 10% OFF ×



Peanuts[®] Summer Sippers Key Lime Lemonade Tin

\$10.95



GET 10% OFF ×

Christmas Cocoa Gift Set (Three 2.5oz Oval Tins)

\$14.99

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CUSTOMERSUPPORT@PEANUTS.STORE

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www.dairyfoods.com/articles/91411-rich-products-introduces-two-peanuts-character-inspired-ice-cream-cakes-to-celebrate-the-upcoming-release-of-the-peanuts-movie



Rich Products Corp. Peanuts character-inspired ice cream cakes

Rich Products introduces two Peanuts character-inspired ice cream cakes to celebrate the upcoming release of The Peanuts movie

October 12, 2015



Buffalo, N.Y.-based Rich Products Corp. introduced two Peanuts character-inspired ice cream cakes for the fall to celebrate the upcoming release of The Peanuts movie. The Everyday cake (featuring Snoopy on top) is made with chocolate ice cream and layers of vanilla crisps; the Harvest cake is shaped like a pumpkin (inspired by The Great Pumpkin story) and features vanilla ice cream with mini-chocolate chips. The 56-ounce Everyday ice cream cake (which serves up to 14) can be found nationwide for a suggested retail price of \$19.99. The 48-ounce Harvest ice cream cake, available nationwide through the fall only, serves up to 12 people and is sold for a suggested retail price of \$14.99.



1 COMPLIMENTARY ARTICLE(S) LEFT



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FRESH FOOD (/FRESH-FOOD)

Rich Products Launches Licensed Peanuts Line

By **Richard Turcsik** (/profile/richard-turcsik) on Jul. 28, 2015

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([https://cdn.winsightmedia.com/platform/files/public/fsd/July-2015/Rich-Products-Launches-Licensed-Peanuts-](https://cdn.winsightmedia.com/platform/files/public/fsd/July-2015/Rich-Products-Launches-Licensed-Peanuts-Line/15393_15394_SnoopyICCSliceOut_H_BTJ.jpg)

[Line/15393_15394_SnoopyICCSliceOut_H_BTJ.jpg](https://cdn.winsightmedia.com/platform/files/public/fsd/July-2015/Rich-Products-Launches-Licensed-Peanuts-Line/15393_15394_SnoopyICCSliceOut_H_BTJ.jpg)) To send adults down memory lane, while also capturing the attention of young cartoon-lovers, Rich Products Corporation has developed a line of Peanuts and Snoopy branded desserts that will bring a familiar feeling of friendship to birthday parties and everyday celebrations across the country.

Staying true to an iconic brand that's been loved for more than 50 years, Rich's has introduced two ice cream cakes – Peanuts Everyday Ice Cream Cake and Peanuts Harvest Ice Cream Cake – and two nut-free frosted cookies – Snoopy Everyday Frosted Cookies and Snoopy Harvest Frosted Cookies – that will resonate with fans both young and old. These delectable desserts will be available just in time for the highly anticipated release of The Peanuts Movie, which will debut in 100 countries and 40 different languages come November. “With the launch of The Peanuts Movie, this is an especially monumental year for one of the most recognized and beloved comic strips, says Courtney Erickson, Associate Marketing Manager, Customer Shopper Marketing, In-Store Bakery & Deli Division, at Buffalo, N.Y.-based Rich Products Corp. “The loveable Peanuts gang has brought a sense of nostalgia and happiness to fans young and old, and Rich's is proud to contribute to that through these four delicious products. **Treats for Today and Everyday**

Young and old alike can't help but smile after catching a glimpse of the Peanuts Everyday Ice Cream Cake. The cake depicts a scene right out of the comic strip with Snoopy as Flying Ace – even including the iconic red scarf and aviation hat – perched atop his dog house with trusted friend Woodstock by his side. While the cake's playful disposition will entice shoppers at first glance, it's the creamy chocolate ice cream and layers of vanilla crunchies that

will keep them coming back for more. “The Peanuts Everyday Ice Cream Cake is a relatable treat that isn’t just limited to birthdays,” says Erickson. “Whether shoppers are looking for a sweet treat in the afternoon or a surprise for the kids after a long week of school, they can ensure happiness with this chocolate delight. The Peanuts Everyday Ice Cream Cake can be found in freezer aisles and in-store bakery freezer cases across the country. The suggested retail price for the 56-fluid-ounce cake is \$19.99. Adding even more excitement to the everyday dessert category are the 10-count packages of tree-nut-and-peanut-free Snoopy Frosted Sugar Cookies. Adorned with multi-colored sprinkles and the same blue frosting as the Peanuts Everyday Ice Cream Cake, these bite-sized treats are the perfect indulgence for every occasion. “The Snoopy Frosted Sugar Cookies are as delicious and adorable as they are convenient,” said Erickson. “In addition to being fully packaged and ready to go for any event or celebration, the cookies are peanut-and-tree-nut free, making them the perfect option for playgroups and school parties. Snoopy Frosted Sugar Cookies are offered in in-store bakeries across the country for a suggested retail price of \$3.99. **Harvest-Inspired Indulgences** As an ode to arguably one of the most famous Peanuts stories – The Great Pumpkin – Rich’s has included two fall-inspired treats in the newest product lineup: Peanuts Harvest Ice Cream Cake and Snoopy Harvest Frosted Sugar Cookies. Fashioned in the shape of The Great Pumpkin itself is the Harvest Ice Cream Cake. Although almost too cute to cut, guests will be equally impressed with the mini-chocolate chips and smooth, vanilla taste of the inside as they are with the look of the outside. Further extending the cartoon’s connection to the season, Rich’s also developed peanut-and-tree-nut free Snoopy Harvest Frosted Sugar Cookies that are topped with bright orange frosting and leaf-shaped sprinkles. “By combining one of the most popular Peanuts stories with premium ingredients, we’ve developed two delicious desserts sure to become the centerpieces of many fall celebrations,” says Erickson. The Peanuts Harvest Ice Cream Cake and Snoopy Harvest Frosted Sugar Cookies will be available nationwide during the fall. **The Peanuts Phenomenon** This is truly a watershed year for the Peanuts property, as it marks the 65th anniversary of the comic strip, the 50th anniversary of A Charlie Brown Christmas and Peanuts’ First-Ever 3D CGI Feature Length Film, THE PEANUTS MOVIE, which premieres nationwide November 6, 2015. “Peanuts is an incredibly resilient brand that we feel is in line with Rich’s values and products,” says Erickson. “The heartwarming tales of perseverance and friendship have created a loyal fan base that will support the brand for years to come.

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FRESH FOOD (/FRESH-FOOD)

Wholesale Food Prices Ease a Bit After a Bruising Year

Producer prices for beef, pork and fruits and vegetables declined in December

By *Christine LaFave Grace* (/profile/christine-lafave-grace) on Jan. 13, 2022

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Photograph: Shutterstock

Food producer prices soared nearly 13% in 2021, the Bureau of Labor Statistics reported Jan. 13 in its final look at wholesale prices for the year.

At the end of a tumultuous 2021, prices edged down for select commodities, including beef and pork, but price surges earlier in the year meant that several grocery categories closed 2021 with wholesale prices 15% or 20% higher (or more) than they were a year ago.

Producer prices for beef and veal dropped 8.6% in December from the month before but were up almost 29% on the year. Fresh and dry vegetable prices fell 14.7% on the month but were 20% higher than at the end of 2020. Elsewhere in fresh produce, fresh fruit and melon prices dropped 5.5% in December but moved up almost 17% for the year. And shortening and cooking oil prices slipped 4.2% in December but closed 2021 34.4% higher than they were 12 months prior.

On Jan. 12, the BLS reported that **food prices at retail** (<https://www.winsightgrocerybusiness.com/retailers/grocery-prices-are-65-year-over-year>) were up 6.5% year over year in December as overall consumer prices surged 7% on the year—the biggest spike in inflation in nearly 40 years.

2021's biggest gainers on the wholesale prices side within food were eggs—with prices up 47% in December alone, pushing eggs' full-year price jump to nearly 82%—grains (up 43.6%), and meats. Processed chicken and turkey prices (up 29% and 45% year over year, respectively) surged more throughout 2021 than beef prices did. Seafood's price growth moderated in December, but wholesale seafood prices still stood 30% higher at the close of the year than they did at the end of 2020.

Every final-demand food category tracked by the Bureau of Labor Statistics saw prices rise in 2021. Moreover, the smallest year-over-year price increases were not-miniscule climbs of 2.6% for roasted coffee and 3.2% for frozen specialty foods.

For all final-demand goods and services (including final-demand foods), prices rose 9.7% during the year, boosted by a 31.4% climb in wholesale energy prices. The producer prices spike in 2021 was "the largest calendar-year increase since data were first calculated in 2010," the BLS noted.

FRESH FOOD (/ARTICLE/FRESH-FOOD)

SUPPLY CHAIN (/ARTICLE/SUPPLY-CHAIN)

FRESH FOOD (/FRESH-FOOD)

Meat Sweats? Meat Volumes Feel the Heat of Inflation

Fresh meat sales by volume were down 7% in 2021, though they remain above 2019 levels

By *Christine LaFave Grace* (/profile/christine-lafave-grace) on Jan. 12, 2022

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Photograph: Shutterstock

In another sign consumers are **adjusting their grocery purchases** (<https://www.winsightgrocerybusiness.com/retailers/90-grocery-shoppers-noticing-higher-prices>) in light of persistent inflation, meat sales by volume declined over the course of 2021, sliding 6.7% over 2020 levels as prices rose, market researcher **IRI** (<https://www.iriworldwide.com/en-us>) reported this week.

Volume sales of fresh meat were off 7.1% for the year and processed meat sales by volume fell 5.8%, although meat volumes remained higher than pre-pandemic 2019 levels. The volume declines occurred as **meat prices at retail** (<https://www.winsightgrocerybusiness.com/retailers/grocery-prices-are-65-year-over-year>) spiked by more than in any other grocery category, according to the Bureau of Labor Statistics' latest figures, released Jan. 12. In

December, IRI noted in its monthly sales report, the average price per pound in the meat department was \$4.19, some 14% higher than it was at the end of 2020.

Dollar sales of meat were off just slightly from 2020's record performance, sliding 0.2% for the year but up nearly 19% vs. 2019.

The **sticker shock** (<https://www.winsightgrocerybusiness.com/fresh-food/hold-beef-prices-rise-consumers-pull-back-meat-purchases>) consumers are seeing on their favorite meat items appears to be having a bigger effect on purchases than supply-chain issues: While 38% of grocery shoppers surveyed by IRI said they had encountered issues with item availability in December, only around 5% said they hadn't been able to find a meat item they were looking for. Top reported out-of-stocks were toilet paper, canned goods and milk.

Meat isn't the only category to **feel pressure from inflation** (<https://www.winsightgrocerybusiness.com/fresh-food/meat-muscles-through-inflation-sustain-strong-sales>), either: Produce volumes in December were down 4% from the year-ago period, though as with meat they remained above 2019 levels. Within fruit alone, volume sales in December were off 1.5% from the year before, but dollar sales jumped a whopping 13%.

"Beef and pork, produce and chicken/turkey lead the list of items where most people have noticed inflation," IRI and 210 Analytics reported. How are consumers coping? "In response to inflationary pressure around the store," noted the analysts, "45% [of shoppers] look for sales specials more often, 21% buy more private brand and 13% visit different stores." Some 18% said they were stocking up on items for reasons unrelated to inventory concerns; this could have implications across the store in terms of the types of meat and produce items choose, with frozen and shelf-stable items potentially seeing gains.

For the fifth straight month, consumers reported that they prepared approximately 80% of their meals at home. While that's down from a high of 88% in April 2020, it's up from a pandemic low of 77% in July.

FRESH FOOD (/ARTICLE/FRESH-FOOD)

MEAT (/ARTICLE/MEAT)

PRODUCE (/ARTICLE/PRODUCE)

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(/fresh-food/promote-incredible-egg)

Rich's Honors Iconic Brand Peanuts® with Release of Officially Licensed Ice Cream Cakes and Nut-Free Frosted Cookies

JULY 27, 2015

BUFFALO, N.Y., July 27, 2015 – To send adults down memory lane, while also capturing the attention of young cartoon-lovers, Rich Products Corporation today announced that they have developed a line of Peanuts® and Snoopy® branded desserts that will bring a familiar feeling of friendship to birthday parties and everyday celebrations across the country.

Staying true to an iconic brand that's been loved for more than 50 years, Rich's has introduced two ice cream cakes – Peanuts Everyday Ice Cream Cake and Peanuts Harvest Ice Cream Cake – and two nut-free frosted cookies – Snoopy Everyday Frosted Cookies and Snoopy Harvest Frosted Cookies – that will resonate with fans both young and old.

These delectable desserts will be available just in time for the highly anticipated release of The Peanuts Movie, which will debut in 100 countries and 40 different languages come November.

“With the launch of The Peanuts Movie, this is an especially monumental year for one of the most recognized and beloved comic strips,” said Rich's Courtney Erickson, Associate Marketing Manager, Customer Shopper Marketing, In-Store Bakery & Deli Division. “The loveable Peanuts gang has brought a sense of nostalgia and happiness to fans young and old, and Rich's is proud to contribute to that through these four delicious products.”

Treats for Today and Everyday

Young and old alike can't help but smile after catching a glimpse of the Peanuts Everyday Ice Cream Cake. The cake depicts a scene right out of the comic strip with Snoopy as Flying Ace – even including the iconic red scarf and aviation hat – perched atop his dog house with trusted friend Woodstock by his side. While the cake's playful

disposition will entice shoppers at first glance, it's the creamy chocolate ice cream and layers of vanilla crunchies that will keep them coming back for more.

"The Peanuts Everyday Ice Cream Cake is a relatable treat that isn't just limited to birthdays," remarked Erickson. "Whether shoppers are looking for a sweet treat in the afternoon or a surprise for the kids after a long week of school, they can ensure happiness with this chocolate delight."

The Peanuts Everyday Ice Cream Cake can be found in freezer aisles and in-store bakery freezer cases across the country. The suggested retail price for the 56-fluid-ounce cake is \$19.99.

Adding even more excitement to the everyday dessert category are the 10-count packages of tree-nut-and-peanut-free Snoopy Frosted Sugar Cookies. Adorned with multi-colored sprinkles and the same blue frosting as the Peanuts Everyday Ice Cream Cake, these bite-sized treats are the perfect indulgence for every occasion.

"The Snoopy Frosted Sugar Cookies are as delicious and adorable as they are convenient," said Erickson. "In addition to being fully packaged and ready to go for any event or celebration, the cookies are peanut-and-tree-nut free, making them the perfect option for playgroups and school parties."

Snoopy Frosted Sugar Cookies are offered in in-store bakeries across the country for a suggested retail price of \$3.99.

Harvest-Inspired Indulgences

As an ode to arguably one of the most famous Peanuts stories – The Great Pumpkin – Rich's has included two fall-inspired treats in the newest product lineup: Peanuts Harvest Ice Cream Cake and Snoopy Harvest Frosted Sugar Cookies.

Fashioned in the shape of The Great Pumpkin itself is the Harvest Ice Cream Cake. Although almost too cute to cut, guests will be equally impressed with the mini-chocolate chips and smooth, vanilla taste of the inside as they are with the look of the outside.

Further extending the cartoon's connection to the season, Rich's also developed peanut-and-tree-nut free Snoopy Harvest Frosted Sugar Cookies that are topped with

bright orange frosting and leaf-shaped sprinkles. “By combining one of the most popular Peanuts stories with premium ingredients, we’ve developed two delicious desserts sure to become the centerpieces of many fall celebrations,” said Erickson.

The Peanuts Harvest Ice Cream Cake and Snoopy Harvest Frosted Sugar Cookies will be available nationwide during the fall.

The Peanuts Phenomenon

This is truly a watershed year for the Peanuts property, as it marks the 65th anniversary of the comic strip, the 50th anniversary of A Charlie Brown Christmas and Peanuts’ First-Ever 3D CGI Feature Length Film, THE PEANUTS MOVIE, which premieres nationwide November 6, 2015.

“Peanuts is an incredibly resilient brand that we feel is in line with Rich’s values and products,” stated Erickson. “The heartwarming tales of perseverance and friendship have created a loyal fan base that will support the brand for years to come.”

Exhibit C
(Part 6 of 6)



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worldwide astronaut appearances

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Snoopy and NASA discover space in new McDonald's Happy Meal

August 20, 2019 — Kids can now join Astronaut Snoopy as he blasts off on NASA adventures with McDonald's new Happy Meal.

The "Discover Space with Snoopy" Happy Meal, which launched at McDonald's restaurants across the United States on Tuesday (Aug. 20) and extends through September, features Charles Schulz's comic strip dog in his persona as the "world famous astronaut" and "the first beagle on the moon." Produced in collaboration with NASA, the promotion builds upon the space agency's recent agreement with Peanuts Worldwide to use Snoopy to promote science, technology, engineering and mathematics (STEM) education.

"Discover Space with Snoopy! Head to your local McDonald's now to learn about your favorite beagle's educational mission to space with your very own Astronaut Snoopy toys and original STEM Peanuts books," announced Peanuts on Twitter.

The meal includes one of four toys or books themed around NASA's current and future missions. The giveaways depict [Snoopy wearing his modern orange spacesuit](#), modeled after NASA's [Artemis](#) astronaut garment, complete with the agency's logo.

The four "Discover Space with Snoopy" toys include:

- **"Moon Walker,"** a wind-up Astronaut Snoopy figure that walks backward, similar to the style of the dance move of the same name;
- **"Rocket Ride,"** a pullback toy featuring Snoopy and Woodstock riding on NASA's Space Launch System (SLS) rocket and Orion spacecraft;
- **"Space Buggy,"** a pullback toy styled after NASA's Mars rovers Curiosity and Mars 2020; and,
- **"Take Off Launcher,"** a spinning top that launches Astronaut Snoopy from atop NASA's SLS rocket.

Each of the toys come packaged with a NASA Fact Card with details about space exploration and the agency's activities.

McDonald's also worked with NASA and [Reading is Fundamental](#) to write the four "Discover Space with Snoopy" books:

- **"Snoopy: Constellation Quest,"** in which Snoopy and the Peanuts gang enjoy an evening of stargazing and learning about stars, constellations and asterisms. Included is a punch-out Snoopy and telescope that can be used to reveal constellations inside the book's back cover.
- **"Snoopy: To The Moon!"** in which the "world famous astronaut" launches back into space for a trip to the moon with his bird buddy Woodstock. The book includes a stand-up of the moon topped with Astronaut Snoopy.
- **"Snoopy: Blasts Off!"** in which Snoopy launches on a Russian Soyuz spacecraft to the International Space Station. The book features a pop-up representation of the orbital laboratory.
- **"Snoopy: The Mars Rover!"** in which Snoopy helps Charlie Brown with his book report and writes a Martian chronicle. The book includes a wand that exposes other characters on the red planet.

All eight of the books and toys can be scanned with the McDonald's McPlay app to reveal a Snoopy-themed surprise and related activities.

The "Discover Space with Snoopy" Happy Meal has previously been available at McDonald's restaurants around the world, with some differences. Some of the international offers omitted the NASA partnership and included four additional toys (among them a space plane, the Hubble Space Telescope, a re-entry capsule with parachute and an Orion-themed spinner).

Snoopy's relationship with NASA dates back more than 50 years. A NASA mascot since 1968, Snoopy and Charlie Brown were the namesakes of the Apollo 10 spacecraft and NASA astronauts bestow the "Silver Snoopy" award to workers for outstanding achievements related to human flight safety or mission success.

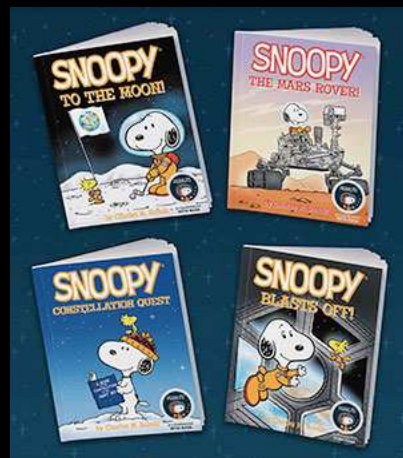
Snoopy's current NASA STEM mission also [includes a large character balloon](#) in this year's Macy's Thanksgiving Day Parade and a "Snoopy In Space" animated series premiering with the Apple TV+ streaming service this fall.

"The NASA partnership with Peanuts, and additional cooperation on the Peanuts-McDonald's [Happy Meal program](#), fits into the agency's mission to communicate about the NASA's space exploration programs and excite the next generation's interest in STEM and STEM careers," wrote NASA [on its website](#).

Astronaut Snoopy was previously included as a toy in the March 2018 "Imaginary World of Snoopy" Happy Meal. NASA collaborated on at least one earlier kid's fast food meal. In 2004, Carl's Jr. and Hardee's [Cool Kids Combo](#) was themed around NASA missions, including the Cassini Saturn probe and the Spirit and Opportunity Mars exploration rovers.



The "Discover Space with Snoopy" McDonald's Happy Meal comes with books and toys that feature the Peanuts comic strip dog and which promote NASA's missions and STEM education. (Peanuts)



The "Discover Space with Snoopy" McDonald's Happy Meal books were created with NASA and Reading is Fundamental. (NASA)



The "Discover Space with Snoopy" McDonald's Happy Meal comes with one of four Peanuts space toys or books. (McDonald's)



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GOLDEN ARCHES The old McDonald's Happy Meal toys that could be worth over £500

These nostalgic McDonald's freebies are now worth £100s - do you have any of these rare happy meal toys at home?

William CALVERT

15:07, 1 Jun 2018 | Updated: 8:33, 2 Jun 2018



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always the best part of

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These Happy Meal toys are now worth £100s

[Love Antiques](#)' toy expert compiled a list of some of the most valuable Happy Meal toys you can find anywhere.

Some of these toys are really rare or requiring a whole lot of collecting to be able to own the full set.

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We looked at Love Antiques list and found some of our own Happy Meal toys that are now worth £100s

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Credit: eBay

These snoopy toys sold for \$1000 in Australia this April

Snoopy Happy M

This set of three Snoopy
aren't worth peanuts.

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Br

Exhibit D

Generated on: This page was generated by TSDR on 2022-02-09 16:57:31 EST

Mark: SNOOPY

US Serial Number: 73388092

Application Filing Date: Sep. 23, 1982

US Registration Number: 1286055

Registration Date: Jul. 17, 1984

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Jul. 12, 2014

Publication Date: Apr. 24, 1984

Mark Information

Mark Literal Elements: SNOOPY

Standard Character Claim: No

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

Goods and Services

Note:

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

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

For: DRINKING GLASSES, [JUICE PITCHERS,] GLASS MUGS, CERAMIC MUGS, [GLASS STORAGE JARS,] DECORATIVE CERAMIC STORAGE CONTAINERS FOR MISCELLANEOUS ITEMS, [COMBS AND HAIRBRUSHES,] AND TOOTHBRUSHES

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: Oct. 01, 1975

Use in Commerce: Oct. 01, 1975

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: PEANUTS WORLDWIDE LLC

Owner Address: 3RD FLOOR
1450 bROADWAY
NEW YORK, NEW YORK UNITED STATES 10018

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country DELAWARE
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jonathan D. Reichman, Esq.

Docket Number: 114371269289

Attorney Primary TMDocketNY@HuntonAK.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent Jonathan D. Reichman, Esq.
Name/Address: Hunton Andrews Kurth LLP
200 PARK AVENUE
New York, NEW YORK UNITED STATES 10166

Phone: 212-309-1000

Fax: 212-309-1100

Correspondent e-mail: TMDocketNY@HuntonAK.com

Correspondent e-mail Yes
Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Nov. 09, 2021	NOTICE OF SUIT	
Nov. 09, 2021	NOTICE OF SUIT	
Nov. 09, 2021	NOTICE OF SUIT	
Sep. 10, 2021	NOTICE OF SUIT	
Sep. 10, 2021	NOTICE OF SUIT	
Aug. 26, 2021	NOTICE OF SUIT	
Aug. 09, 2021	NOTICE OF SUIT	
Aug. 09, 2021	NOTICE OF SUIT	
Sep. 23, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Sep. 23, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 15, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Aug. 15, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 11, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 12, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jul. 12, 2014	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	59136
Jul. 12, 2014	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	59136
Jul. 11, 2014	TEAS SECTION 8 & 9 RECEIVED	
Jun. 23, 2010	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jun. 23, 2010	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jun. 23, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
May 15, 2008	CASE FILE IN TICRS	
Nov. 18, 2003	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Nov. 18, 2003	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jul. 29, 2003	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jul. 29, 2003	TEAS SECTION 8 & 9 RECEIVED	
Sep. 12, 1990	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Jul. 17, 1990	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Jul. 17, 1984	REGISTERED-PRINCIPAL REGISTER	

Apr. 24, 1984	PUBLISHED FOR OPPOSITION
Mar. 05, 1984	NOTICE OF PUBLICATION
Jan. 17, 1984	APPROVED FOR PUB - PRINCIPAL REGISTER
Dec. 01, 1983	CORRESPONDENCE RECEIVED IN LAW OFFICE
Aug. 09, 1983	NON-FINAL ACTION MAILED
Jul. 20, 1983	ASSIGNED TO EXAMINER

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Jul. 12, 2014

Assignment Abstract Of Title Information

Summary

Total Assignments: 4

Registrant: UNITED FEATURE SYNDICATE, INC.

Assignment 1 of 4

Conveyance: SECURITY INTEREST

Reel/Frame: [4038/0344](#)

Pages: 16

Date Recorded: Aug. 05, 2009

Supporting Documents: [assignment-tm-4038-0344.pdf](#)

Assignor

Name: [UNITED FEATURE SYNDICATE, INC.](#)

Execution Date: Aug. 05, 2009

Legal Entity Type: CORPORATION

State or Country Where Organized: NEW YORK

Assignee

Name: [SUNTRUST BANK, AS ADMINISTRATIVE AGENT](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: GEORGIA

Address: 303 PEACHTREE STREET, 23RD FLOOR
ATLANTA, GEORGIA 30308

Correspondent

Correspondent Name: JOSEPH GUILLORY

Correspondent Address: ALSTON & BIRD LLP
1201 WEST PEACHTREE STREET
ATLANTA, GA 30309-3424

Domestic Representative - Not Found

Assignment 2 of 4

Conveyance: SECURITY INTEREST

Reel/Frame: [4138/0250](#)

Pages: 16

Date Recorded: Jan. 27, 2010

Supporting Documents: [assignment-tm-4138-0250.pdf](#)

Assignor

Name: [UNITED FEATURE SYNDICATE, INC.](#)

Execution Date: Jan. 20, 2010

Legal Entity Type: CORPORATION

State or Country Where Organized: NEW YORK

Assignee

Name: [SUNTRUST BANK](#)

Legal Entity Type: BANKING CORPORATION

State or Country Where Organized: GEORGIA

Address: 303 PEACHTREE STREET N.E., 23RD FLOOR

ATLANTA, GEORGIA 30308

Correspondent

Correspondent Name: EMILEE TERRY

Correspondent Address: ALSTON & BIRD LLP
1201 WEST PEACHTREE STREET
ATLANTA, GA 30309-3424

Domestic Representative - Not Found

Assignment 3 of 4

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [4226/0790](#)

Pages: 34

Date Recorded: Jun. 17, 2010

Supporting Documents: [assignment-tm-4226-0790.pdf](#)

Assignor

Name: [UNITED FEATURE SYNDICATE, INC.](#)

Execution Date: Jun. 03, 2010

Legal Entity Type: CORPORATION

State or Country Where Organized: NEW YORK

Assignee

Name: [PEANUTS WORLDWIDE LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Address: 200 MADISON AVENUE, 4TH FLOOR
NEW YORK, NEW YORK 10016

Correspondent

Correspondent Name: FROST BROWN TODD C/O NICOLETTE R. HUDSON

Correspondent Address: 2200 PNC CENTER, 201 EAST FIFTH STREET
CINCINNATI, OH 45202

Domestic Representative - Not Found

Assignment 4 of 4

Conveyance: RELEASE BY SECURED PARTY

Reel/Frame: [6016/0319](#)

Pages: 5

Date Recorded: Mar. 22, 2017

Supporting Documents: [assignment-tm-6016-0319.pdf](#)

Assignor

Name: [SUNTRUST BANK, AS ADMINISTRATIVE AGENT](#)

Execution Date: Jun. 03, 2010

Legal Entity Type: CORPORATION

State or Country Where Organized: GEORGIA

Assignee

Name: [UNITED FEATURE SYNDICATE, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: NEW YORK

Address: 1450 BROADWAY
NEW YORK, NEW YORK 10018

Correspondent

Correspondent Name: SHAUN J. BOCKERT

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

Domestic Representative - Not Found

Int. Cl.: 21

Prior U.S. Cls.: 2, 29, 33 and 40

United States Patent and Trademark Office

Reg. No. 1,286,055

Registered Jul. 17, 1984

TRADEMARK

Principal Register

SNOOPY

United Feature Syndicate, Inc. (New York
corporation)
200 Park Ave.
New York, N.Y. 10166

For: DRINKING GLASSES, JUICE PITCH-
ERS, GLASS MUGS, CERAMIC MUGS, GLASS
STORAGE JARS, DECORATIVE CERAMIC
STORAGE CONTAINERS FOR MISCELLA-
NEOUS ITEMS, COMBS AND HAIRBRUSHES,
AND TOOTHBRUSHES, in CLASS 21 (U.S. Cls. 2,
29, 33 and 40).

First use Oct. 1, 1975; in commerce Oct. 1, 1975.

Ser. No. 388,092, filed Sep. 23, 1982.

JAMES F. BROWNE, Examining Attorney

Exhibit 2

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

In the Matter of Registration No. 5,486,312

For the mark: IT’S THE GREAT PUMPKIN, MRS. BROWN

Registered: June 5, 2018

----- X

PEANUTS WORLDWIDE LLC, :

: **Cancellation No.**
: [92079034](#)

Petitioner, :

:

v. :

:

INTELLIGENT BLENDS, LP, :

:

Respondent. :

----- X

AMENDED PETITION FOR CANCELLATION

PEANUTS WORLDWIDE LLC (“Petitioner”) believes that it will be damaged by the continued registration of “IT’S THE GREAT PUMPKIN, MRS. BROWN” (“Respondent’s Mark”) as a trademark for “single-serving, disposable pods, packets, capsules and cartridges

containing coffee, tea and hot chocolate blends for use with brewing and beverage machines; coffee; tea; cappuccino; cappuccino mixes; coffee based beverages; beverages with a coffee base; coffee beverages with milk; prepared coffee and coffee-based beverages” (“Respondent’s Goods”) in International Class 30, as shown in Trademark Registration No. 5,486,312 (the “Registration”). Petitioner therefore seeks the cancellation of same pursuant to Sections 2(d) and 14 of the Trademark Act of 1946 (the “Lanham Act”), 15 U.S.C. § 1052(d) and 1064.

As grounds for cancellation, Petitioner alleges as follows:

1. Petitioner is a Delaware limited liability company with a principal place of business at 352 Park Avenue, Fl 8, New York, NY 10010.
2. On information and belief, Intelligent Blends, LP (“Respondent”) is a California limited partnership with a principal place of business at 5330 Eastgate Mall, San Diego, California 92121, and is the current listed owner of the Registration.
3. Petitioner is the owner of all trademark and copyright rights in and to the world famous comic strip property PEANUTS®, featuring such celebrated and beloved characters as Snoopy, Charlie Brown, Woodstock, Linus and Lucy. Since its introduction in the United States in 1950, the PEANUTS® property has become one of the most popular and successful brands in the world. The PEANUTS® comic strip has run in over 2,600 newspapers, with a readership of 355 million in 75 countries, and has been translated into over 20 languages. Over the past 70+ years, the PEANUTS® property has been exploited by Petitioner (including its predecessors-in-interest) and its licensees in a wide variety of product and service

areas, including without limitation television programs, motion pictures, home videos, books, clothing, toys and foods.

4. Within the canon of the PEANUTS® comic strip series, the “Great Pumpkin” is an unseen, but frequently referenced, original character. First mentioned in an October 26, 1959 strip, and often associated with Petitioner’s “Linus” character, the “Great Pumpkin” character is described as a supernatural figure who rises from the local pumpkin patch on Halloween evening and flies around bringing toys to sincere and believing children:



5. As it does with many other character names in the PEANUTS® universe (such as CHARLIE BROWN, SNOOPY and WOODSTOCK), Petitioner owns trademark rights in (THE) GREAT PUMPKIN character name and variations thereof. Consumers and others identify (THE) GREAT PUMPKIN as an original character exclusive to the PEANUTS® universe, and have done so since long before Respondent’s claimed date of first use.

6. ~~4.~~ On October 27, 1966, ~~long before Respondent commenced use of Respondent's Mark,~~ Petitioner's classic animated special IT'S THE GREAT PUMPKIN, CHARLIE BROWN® was first broadcast on network television. Petitioner's IT'S THE GREAT PUMPKIN, CHARLIE BROWN® special has received both critical and popular acclaim, with the program nominated for multiple Emmy Awards and watched by millions of viewers. Petitioner's IT'S THE GREAT PUMPKIN, CHARLIE BROWN® special is exhibited annually during the Halloween season, and has been distributed in multiple home video formats. ~~See Exhibit A.~~

7. ~~5. Following the above-referenced initial broadcast~~Over the years, Petitioner and its licensees have used its GREAT PUMPKIN, THE GREAT PUMPKIN and IT'S THE GREAT PUMPKIN, CHARLIE BROWN® as a trademark in connection with names and marks to indicate that Petitioner is the source of a wide variety of ~~products~~branded goods and services, including without limitation ~~DVDs~~home videos, downloadable television shows, mobile game applications, books, ~~games,~~ toys, charity events, amusement park attractions, clothing and decorations. ~~See Exhibit B, "A".~~ Petitioner continues to pursue, develop and exploit new licensing opportunities for its GREAT PUMPKIN, THE GREAT PUMPKIN and IT'S THE GREAT PUMPKIN, CHARLIE BROWN® names and marks.

8. ~~6.~~ Petitioner has obtained U.S. Trademark Registration No. 6,048,082 for the mark IT'S THE GREAT PUMPKIN, CHARLIE BROWN® in Class 9 for use in connection with “pre-recorded dvds featuring animated characters; downloadable, television show featuring animated characters; motion picture films for television featuring animated characters; and mobile game application.” Attached hereto as Exhibit ~~€~~“B” is a true and correct printout from the United States Patent and Trademark Office (the “PTO”) electronic database reflecting this registration.

9. ~~7.~~ As a result of the above-described activities, consumers and others have come to associate the goods and services bearing the GREAT PUMPKIN, THE GREAT PUMPKIN and IT'S THE GREAT PUMPKIN, CHARLIE BROWN® ~~mark~~names and marks exclusively with Petitioner and ~~Petitioner's products and services~~/or its PEANUTS universe. Petitioner thus holds strong registered and /or common law rights in and to ~~Petitioner's mark~~these names and marks for use in connection with such products and services, and for related products and services.

10. ~~8.~~ Additionally, Petitioner and its licensees have sold and advertised coffee mugs, coffee makers, travel tumblers, hot cocoa, lemonade, chocolates, ice cream cakes, cookies, gingerbread house kits, MCDONALD'S HAPPY MEAL® toys, MCDONALD'S HAPPY MEAL® packaging, and dog treats making use of various elements of the PEANUTS® property. See Exhibit ~~D~~“C”.

11. ~~9.~~ Petitioner has obtained trademark registrations for elements of its PEANUTS® property in connection with food and beverage-related items. For example, and without limitation, Petitioner has obtained U.S. Trademark Registration No. 1,286,055, issued on July 17, 1984, for use of the mark SNOOPY® in connection with beverage glasses, cups and mugs in Class 21. Attached hereto as Exhibit E“D” is a true and correct printout from the PTO electronic database reflecting this registration.

12. ~~10.~~ Based on Petitioner’s exploitation of its GREAT PUMPKIN, THE GREAT PUMPKIN and IT’S THE GREAT PUMPKIN, CHARLIE BROWN® names and marks as described above, and its exploitation of other elements of the PEANUTS® property in connection with food and beverage-related products and services, Respondent’s Goods are well within Petitioner’s natural zone of expansion with respect to Petitioner’s GREAT PUMPKIN, THE GREAT PUMPKIN and IT’S THE GREAT PUMPKIN, CHARLIE BROWN® mark names and marks.

13. ~~11. According to~~ As set forth in the Registration, Respondent commenced use in commerce of Respondent’s Mark in connection with Respondent’s Goods as of June 2016.

14. ~~12.~~ Accordingly, Petitioner commenced use of its GREAT PUMPKIN, THE GREAT PUMPKIN and IT’S THE GREAT PUMPKIN, CHARLIE BROWN®

~~mark~~names and marks long before Respondent commenced use of Respondent's Mark in connection with Respondent's Goods.

15. ~~13. The parties' marks are~~Respondent's mark is confusingly similar to
Petitioner's GREAT PUMPKIN, THE GREAT PUMPKIN and IT'S THE
GREAT PUMPKIN, CHARLIE BROWN® names and marks. For example,
it is visually and phonetically identical to Petitioner's IT'S THE GREAT
PUMPKIN, CHARLIE BROWN® name and mark, with the sole exception of Respondent's substitution of "MRS." for "CHARLIE".

16. ~~14. Additionally~~Furthermore, Respondent's Mark has been used by Respondent in connection with goods that are similar to goods used by Petitioner and its licensees in connection with Petitioner's ~~mark~~names and marks and its iconic PEANUTS® property, and that travel through the same trade channels and appeal to the same classes of consumers.

17. ~~15.~~ Consequently, on information and belief, consumers will mistakenly believe that Respondent's Goods are licensed, authorized, sponsored, approved, endorsed and/or produced by, or are associated with, or are offered in conjunction or association with, Petitioner.

18. ~~16.~~ Petitioner has not given Respondent permission or approval to use Respondent's Mark, or any variation thereof, or to incorporate Petitioner's GREAT PUMPKIN, THE GREAT PUMPKIN or IT'S THE GREAT

PUMPKIN, CHARLIE BROWN® ~~mark~~ names and marks (in whole or in part) into any other mark.

19. ~~17.~~ If ~~Registrant~~ Respondent is allowed to maintain a registration for Respondent's Mark in connection with Respondent's Goods, Respondent would be entitled to the presumptions flowing from such registration, all to the injury of Petitioner.

20. ~~18.~~ Accordingly, Registration No. 5,486,312 should be cancelled under the provisions of Sections 2(d) and 14 of the Lanham Act.

21. ~~19.~~ Please address all further communications regarding this matter to:

Jonathan D. Reichman
New York State Bar Registration No. 1963495
Jeremy S. Boczeko
New York State Bar Registration No. 5004858
Hunton Andrews Kurth LLP
200 Park Avenue
New York, New York 10166
Tel.: (212) 309 - 1000
Fax: (212) 309 - 1100
E-Mail: tmdocketny@HuntonAK.com
jreichman@HuntonAK.com
jboczeko@HuntonAK.com

22. ~~20.~~ If any fees associated with this proceeding are required and were not paid during the course of the electronic filing process, please charge such fees to Deposit Account 50-0206 (Our Ref. 114371.0000139).

23. ~~21.~~ WHEREFORE, Petitioner respectfully prays that its cancellation be sustained and that Respondent's Registration No. 5,486,312 be cancelled.

Respectfully submitted,

HUNTON ANDREWS KURTH, LLP

/Jonathan D. Reichman/

Jonathan D. Reichman

Jeremy S. Boczeko

200 Park Avenue

New York, NY 10166

Tel.: 212-309-1000

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Jboczeko@HuntonAK.com

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Attorneys for Petitioner

Peanuts Worldwide LLC

Date: ~~February 10~~July, 2022

CERTIFICATE OF ELECTRONIC FILING

I hereby certify that this Petition for Cancellation is being filed through the electronic system for the Trademark Trial and Appeal Board in the United States Patent and Trademark Office on ~~February~~ 10 July, 2022.

By: /Jeremy C. King/
Jeremy C. King

Summary report: Litera® Change-Pro for Word 10.12.0.75 Document comparison done on 7/8/2022 5:14:48 PM	
Style name: Firm Standard	
Intelligent Table Comparison: Active	
Original filename: TTAB Petition for Cancellation Likelihood of Confusion_Peanuts Worldwide_Intelligent Blends (IT'S THE GREAT PUMPKIN, MRS. BROWN) 5486312 87976146 6.DOC	
Modified filename: 90668532_3.docx	
Changes:	
<u>Add</u>	59
Delete	44
Move From	0
<u>Move To</u>	0
<u>Table Insert</u>	0
Table Delete	0
<u>Table moves to</u>	0
Table moves from	0
Embedded Graphics (Visio, ChemDraw, Images etc.)	1
Embedded Excel	0
Format changes	0
Total Changes:	104

Exhibit 3

King, Jeremy

From: Honeah Mangione <HMangione@egsllp.com>
Sent: Wednesday, July 6, 2022 5:06 PM
To: Reichman, Jonathan
Cc: Atul R. Singh; King, Jeremy
Subject: RE: Peanuts Worldwide/Intelligent Blends

Caution: This email originated from outside of the firm.

Hi Jonathan,

I had a lovely holiday; I hope you did as well.

With regards to an amended petition for cancellation, we consent to the motion to amend.

[REDACTED]

As always, I am available to discuss any matters by phone.

Thank you!



Honeah Sohail Mangione, Esq.
1345 Avenue of the Americas, 11th Fl., New York, NY 10105
Telephone: (212) 370-1300 Fax: (212) 370-7889
Direct Dial: (646) 895-7232
HMangione@egsllp.com | www.egsllp.com

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From: Reichman, Jonathan <JReichman@andrewskurthkenyon.com>
Sent: Wednesday, July 6, 2022 3:28 PM
To: Honeah Mangione <HMangione@egsllp.com>
Cc: Atul R. Singh <asingh@egsllp.com>; Trademark <Trademark@egsllp.com>; King, Jeremy <JKing@hunton.com>
Subject: Peanuts Worldwide/Intelligent Blends

Caution: External Sender

Hi Honeah,

I hope you had a nice July 4th holiday.

[REDACTED]

[REDACTED]

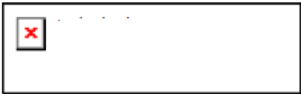
[REDACTED] we would like to file a motion to amend our Petition for Cancellation as reflected in the attached redline. Of course, we'd prefer to file this motion on consent, so we respectfully request your professional courtesy in this regard.

In our motion to amend, we'll note the parties' pending cross-motions to strike, and we'll ask the Board to rule on these cross-motions in their present form, since the issues raised in them will apply to the amended Petition and to Intelligent Blends' anticipated response.

I look forward to hearing from you. Of course, I'm happy to discuss any of this with you by phone or zoom, if you'd prefer.

Many thanks, and best regards.

Jon



Jonathan D. Reichman

Partner

jreichman@HuntonAK.com

p 212.908.6256

bio | vCard

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