

Joyner, Charles

From: Bowen, Jackie
Sent: Tuesday, February 03, 2009 11:52 AM
To: Front, Mitchell; Berk, Steven
Cc: Ortiz, Roberto; Brown, Jennine; Ehlke, Paul
Subject: Approval of Designs

Was the search done on T-Markay and has OGC approved the designs so we can get the posters done for advertising?

Joyner, Charles

From: Front, Mitchell
Sent: Wednesday, February 04, 2009 12:14 PM
To: Hieber, Christina J.
Subject: RE: Trademark Open House - clearance of images and text

will do.

Mitchell Front /mf/
Senior Attorney Law Office 113
Madison East Room 6A01
(571) 272-9382.

From: Hieber, Christina J.
Sent: Wednesday, February 04, 2009 11:16 AM
To: Front, Mitchell; Shaw, Thomas
Cc: Berk, Steven
Subject: RE: Trademark Open House - clearance of images and text

Hi,

I'll be available after 1:30pm today. Please send me an email or call (x28736) when you are available to come by.

From: Front, Mitchell
Sent: Wednesday, February 04, 2009 7:19 AM
To: Hieber, Christina J.; Shaw, Thomas
Cc: Berk, Steven
Subject: Trademark Open House - clearance of images and text

Good afternoon -

The Trademark Office will be holding an Open House on Tuesday and Wednesday, February 24 and 25. We have developed a few images and design elements that we intend to use in conjunction with this event.

(b)(5)

Unfortunately, I don't have electronic copies of all of the images - otherwise, I would attach them to this email. I have print-outs. When you have a few minutes this morning, can I come by to discuss?

Thanks -

Mitch

Mitchell Front /mf/
Senior Attorney Law Office 113
Madison East Room 6A01
(571) 272-9382.

Joyner, Charles

From: Front, Mitchell
Sent: Tuesday, February 03, 2009 11:57 AM
To: Bowen, Jackie; Berk, Steven
Cc: Ortiz, Roberto; Brown, Jennine; Ehlke, Paul
Subject: RE: Approval of Designs

Jackie -

I conducted a search for all of the design elements...

(b)(5)

Mitch

Mitchell Front /mf/
Senior Attorney Law Office 113
Madison East Room 6A01
(571) 272-9382.

From: Bowen, Jackie
Sent: Tuesday, February 03, 2009 11:52 AM
To: Front, Mitchell; Berk, Steven
Cc: Ortiz, Roberto; Brown, Jennine; Ehlke, Paul
Subject: Approval of Designs

Was the search done on T-Markay and has OGC approved the designs so we can get the posters done for advertising?

Joyner, Charles

From: Bowen, Jackie
Sent: Tuesday, February 03, 2009 12:00 PM
To: Front, Mitchell; Berk, Steven
Cc: Ortiz, Roberto; Brown, Jennine; Ehlke, Paul
Subject: RE: Approval of Designs

so we can pursue the printing of T-Markey with the flag posters for advertising and the mouse pads?

From: Front, Mitchell
Sent: Tuesday, February 03, 2009 11:57 AM
To: Bowen, Jackie; Berk, Steven
Cc: Ortiz, Roberto; Brown, Jennine; Ehlke, Paul
Subject: RE: Approval of Designs

Jackie -

I conducted a search for all of the design elements...

(b)(5)

Mitch

Mitchell Front /mf/
Senior Attorney Law Office 113
Madison East Room 6A01
(571) 272-9382.

From: Bowen, Jackie
Sent: Tuesday, February 03, 2009 11:52 AM
To: Front, Mitchell; Berk, Steven
Cc: Ortiz, Roberto; Brown, Jennine; Ehlke, Paul
Subject: Approval of Designs

Was the search done on T-Markay and has OGC approved the designs so we can get the posters done for advertising?

Joyner, Charles

From: Front, Mitchell
Sent: Wednesday, February 04, 2009 7:19 AM
To: Hieber, Christina J.; Shaw, Thomas
Cc: Berk, Steven
Subject: Trademark Open House - clearance of images and text

Good afternoon -

The Trademark Office will be holding an Open House on Tuesday and Wednesday, February 24 and 25. We have developed a few images and design elements that we intend to use in conjunction with this event.

(b)(5)

Unfortunately, I don't have electronic copies of all of the images - otherwise, I would attach them to this email. I have print-outs. When you have a few minutes this morning, can I come by to discuss?

Thanks -

Mitch

Mitchell Front /ml/
Senior Attorney Law Office 113
Madison East Room 6A01
(571) 272-9382.



Berk, Steven

From: Webster-Trotman, Shana
Sent: Friday, March 21, 2014 10:10 AM
To: Bowen, Jackie; Andrews, Betty; Cameron, Charlene
Cc: Berk, Steven
Subject: RE: Brochure and Flyer for May 29th Trademark Training Day

Yes, we want to incorporate the same logo and theme. Your folks did a wonderful job with the logo!

From: Bowen, Jackie
Sent: Friday, March 21, 2014 10:07 AM
To: Webster-Trotman, Shana; Andrews, Betty; Cameron, Charlene
Cc: Berk, Steven
Subject: RE: Brochure and Flyer for May 29th Trademark Training Day

I would assume you would want to incorporate the same logo/icon and theme that Jason Lott had us incorporated in the commercial. I'm assuming that you have that material. If not, I can pass it on.

From: Webster-Trotman, Shana
Sent: Friday, March 21, 2014 10:04 AM
To: Bowen, Jackie; Andrews, Betty; Cameron, Charlene
Cc: Berk, Steven
Subject: RE: Brochure and Flyer for May 29th Trademark Training Day

Jackie, we're still working on the Training Day session titles and session descriptions, which will help us shape the content for the flyers/brochures. I hope to have this information next week.

I'll keep you posted.

From: Bowen, Jackie
Sent: Friday, March 14, 2014 11:35 AM
To: Webster-Trotman, Shana; Andrews, Betty; Cameron, Charlene
Cc: Berk, Steven
Subject: Re: Brochure and Flyer for May 29th Trademark Training Day

Both are very busy so it might be someone else. When can we get the content?

From: Webster-Trotman, Shana
Sent: Friday, March 14, 2014 11:22 AM Eastern Standard Time
To: Andrews, Betty; Bowen, Jackie; Cameron, Charlene
Cc: Berk, Steven
Subject: Brochure and Flyer for May 29th Trademark Training Day

Hi Betty, Charlene, and Jackie,

Meryl wants us to put together a brochure and flyer for Training Day. Can we work with Paul and Roberto on this?

Thanks,

Shana

From: Andrews, Betty
Sent: Wednesday, February 19, 2014 4:11 PM
To: Berk, Steven; Bowen, Jackie; Webster-Trotman, Shana; Cameron, Charlene
Subject: RE: May 29th Trademark Law Offices Training Day

Meryl and Tom just gave Training Day T-Markey their approval.

Betty B. Andrews, Director
Office of Trademark Program Control
United States Patent & Trademark Office
MDE-4D83
571-272-9666 (voice)
571-273-9666 (fax)

From: Berk, Steven
Sent: Wednesday, February 19, 2014 2:12 PM
To: Andrews, Betty; Bowen, Jackie; Webster-Trotman, Shana; Cameron, Charlene
Subject: RE: May 29th Trademark Law Offices Training Day

I like it because T. Markey is left-handed! Southpaws rule!

/srb/

Steven R. Berk
Trademarks Chief of Staff
Office of the Commissioner for Trademarks
U.S. Patent and Trademark Office
steven.berk@uspto.gov
571-272-9246

From: Andrews, Betty
Sent: Wednesday, February 19, 2014 2:11 PM
To: Bowen, Jackie; Webster-Trotman, Shana; Cameron, Charlene
Cc: Berk, Steven
Subject: RE: May 29th Trademark Law Offices Training Day

So far Debbie and Mary like it.

Betty B. Andrews, Director
Office of Trademark Program Control
United States Patent & Trademark Office
MDE-4D83
571-272-9666 (voice)
571-273-9666 (fax)

From: Bowen, Jackie
Sent: Wednesday, February 19, 2014 1:37 PM
To: Webster-Trotman, Shana; Andrews, Betty; Cameron, Charlene
Cc: Berk, Steven
Subject: RE: May 29th Trademark Law Offices Training Day

Sorry meant to include the attached

From: Webster-Trotman, Shana
Sent: Wednesday, February 19, 2014 1:32 PM
To: Andrews, Betty; Cameron, Charlene; Bowen, Jackie
Cc: Berk, Steven
Subject: May 29th Trademark Law Offices Training Day

Hi Betty, Charlene and Jackie,

Steve and I are working on the logistics for the Trademark Law Offices Training Day scheduled for Thursday, May 29th in the Madison Auditorium.

We're hoping that in addition to AV support that we can get assistance to create a design for the PowerPoint slide deck and a logo for the event. I think Meryl might have mentioned a logo with T. Markey holding a baseball glove. Is this something that Jennine, Paul, and or Roberto can work on?

Thanks,

Shana

Shana Webster-Trotman, PHD, PMP, ITIL
Management and Program Analyst
Office of Deputy Commissioner for Trademark Examination Policy
United States Patent and Trademark Office
Department of Commerce
571-272-9698 (voice) Madison East – Room 0A75
shana.webster-trotman@uspto.gov

Berk, Steven

From: Webster-Trotman, Shana
Sent: Wednesday, March 26, 2014 1:16 PM
To: Berk, Steven
Subject: FW: ATTORNEY SPRING TRAINING DAY logo...

FYI – See Logo design below.

From: Marsh, Sharon
Sent: Thursday, March 20, 2014 11:49 AM
To: Cohn, Debbie; Hershkowitz, Meryl; Webster-Trotman, Shana; Denison, Mary; Vlcek, Tomas
Subject: RE: ATTORNEY SPRING TRAINING DAY logo...

It's unanimous. We all like it! (A difficult result to achieve with this group. Give Jason our thanks.)

From: Cohn, Debbie
Sent: Thursday, March 20, 2014 11:46 AM
To: Hershkowitz, Meryl; Webster-Trotman, Shana; Denison, Mary; Marsh, Sharon; Vlcek, Tomas
Subject: RE: ATTORNEY SPRING TRAINING DAY logo...

Love it!

-----Original Message-----

From: Hershkowitz, Meryl
Sent: Thursday, March 20, 2014 10:14 AM Eastern Standard Time
To: Webster-Trotman, Shana; Denison, Mary; Cohn, Debbie; Marsh, Sharon; Vlcek, Tomas
Subject: RE: ATTORNEY SPRING TRAINING DAY logo...

Me too!

From: Webster-Trotman, Shana
Sent: Thursday, March 20, 2014 9:01 AM
To: Denison, Mary; Cohn, Debbie; Marsh, Sharon; Hershkowitz, Meryl; Vlcek, Tomas
Subject: RE: ATTORNEY SPRING TRAINING DAY logo...

I like it!

From: Denison, Mary
Sent: Thursday, March 20, 2014 9:00 AM
To: Cohn, Debbie; Marsh, Sharon; Hershkowitz, Meryl; Vlcek, Tomas; Webster-Trotman, Shana
Subject: FW: ATTORNEY SPRING TRAINING DAY logo...

Is everyone ok with this?

From: Lott, Jason
Sent: Thursday, March 20, 2014 8:23 AM

To: Denison, Mary

Subject: ATTORNEY SPRING TRAINING DAY logo...

Here's the new logo design:



This will go at the end of the video and should incorporate nicely into all the other event materials.

Any thoughts?

Thanks!

Jason

Jason Lott
Attorney Advisor for Trademark Outreach
E-mail: jason.lott@uspto.gov
Phone: 571-272-9721
Fax: 571-273-9721



Attorney Spring Training Day Agenda

USPTO
Trademarks

Thursday, May 29, 2014

8:30 am – 9:00 am	Registration and Networking			
9:00 am – 12:00 pm	<p>Plenary Session – Madison Auditorium (also, webcast)</p> <ul style="list-style-type: none"> • Welcome – Deborah Cohn, Commissioner for Trademarks • Trademark Updates – Deborah Cohn, Commissioner for Trademarks • TWAH Updates – Meryl Hershkowitz, Group Director • Impact of New gTLDs on Examination – Cynthia Lynch, Administrator for Trademark Policy and Procedures • 4 Ds of Trade Dress – Attiya Malik, Staff Attorney and Jean Marc Brun, Staff Attorney • Trademark Case Law Review – Kevin G. Smith and Gary D. Krugman Sughrue Mion, PLLC • TMNG – Dan Vavonese, Managing Attorney LO 109 			
12:00 pm – 2:15 pm	Lunch and Law Office Meetings			
2:15 pm – 3:30 pm	<p>Section 2(f) Peer to Peer Workshop (Kathryn Coward and Laurie Kaufman)</p> <p><i>Madison Auditorium South (also, webcast)</i></p>	<p>OPIA - International Hot Topics (Judy Grundy, Scott Baldwin, and Amy Cotton)</p> <p>GIPA- Berne</p>	<p>Review of Legal Resources for Evidence Gathering (Stephen Aquila, Rebecca Eisinger, Ann Marie Parsons, and Nancy Hankin)</p> <p><i>GIPA – Paris (also, webcast)</i></p>	<p>Ethics for TM Lawyers (Michael Levy)</p> <p>Madison Auditorium North</p>
3:30 pm – 3:45 pm	Afternoon Break			
3:45 pm – 5:00 pm	<p>Section 2(f) Peer to Peer Workshop (Kathryn Coward and Laurie Kaufman)</p> <p><i>Madison Auditorium South (also, webcast)</i></p>	<p>USPTO Employee Benefits and Work Life Programs (Gina Colbert, Sharon Henderson, Diana Mickle, Malia Klee, Judy Neary, William Perry, and Donald Williams)</p> <p>GIPA- Berne</p>	<p>Review of TM Legal Resources for Evidence Gathering (Stephen Aquila, Rebecca Eisinger, Ann Marie Parsons, and Nancy Hankin)</p> <p><i>GIPA – Paris (also, webcast)</i></p>	<p>Ethics for TM Lawyers (Michael Levy)</p> <p>Madison Auditorium North</p>
5:00 pm – 8:00 pm	Networking Social Sponsored by NTEU 245			

Berk, Steven

From: Cameron, Charlene
Sent: Monday, September 15, 2014 8:19 AM
To: Berk, Steven; Webster-Trotman, Shana; Ortiz, Roberto; Lott, Jason
Cc: Bowen, Jackie
Subject: RE: Draft T-Markey Varsity

Great, thank you Steve.

From: Berk, Steven
Sent: Monday, September 15, 2014 8:15 AM
To: Cameron, Charlene; Webster-Trotman, Shana; Ortiz, Roberto; Lott, Jason
Cc: Bowen, Jackie
Subject: RE: Draft T-markey Varsity

Debbie is fine with moving ahead with the logo. We can proceed.

/srb/

Steven R. Berk
Trademarks Chief of Staff
Office of the Commissioner for Trademarks
U.S. Patent and Trademark Office
steven.berk@uspto.gov
571-272-9246

From: Cameron, Charlene
Sent: Monday, September 15, 2014 7:40 AM
To: Webster-Trotman, Shana; Berk, Steven; Ortiz, Roberto; Lott, Jason
Cc: Bowen, Jackie
Subject: RE: Draft T-markey Varsity

Here is a draft.

From: Webster-Trotman, Shana
Sent: Monday, September 15, 2014 7:38 AM
To: Berk, Steven; Ortiz, Roberto; Lott, Jason
Cc: Cameron, Charlene; Bowen, Jackie
Subject: RE: Draft T-markey Varsity

I don't see the draft designs attached. Can someone please forward them to me?

From: Berk, Steven
Sent: Friday, September 12, 2014 2:59 PM
To: Ortiz, Roberto; Lott, Jason
Cc: Cameron, Charlene; Bowen, Jackie; Webster-Trotman, Shana
Subject: RE: Draft T-markey Varsity

These are really nice Roberto. Thank you for your efforts on this. Let me see if I can get an approval from Debbie.

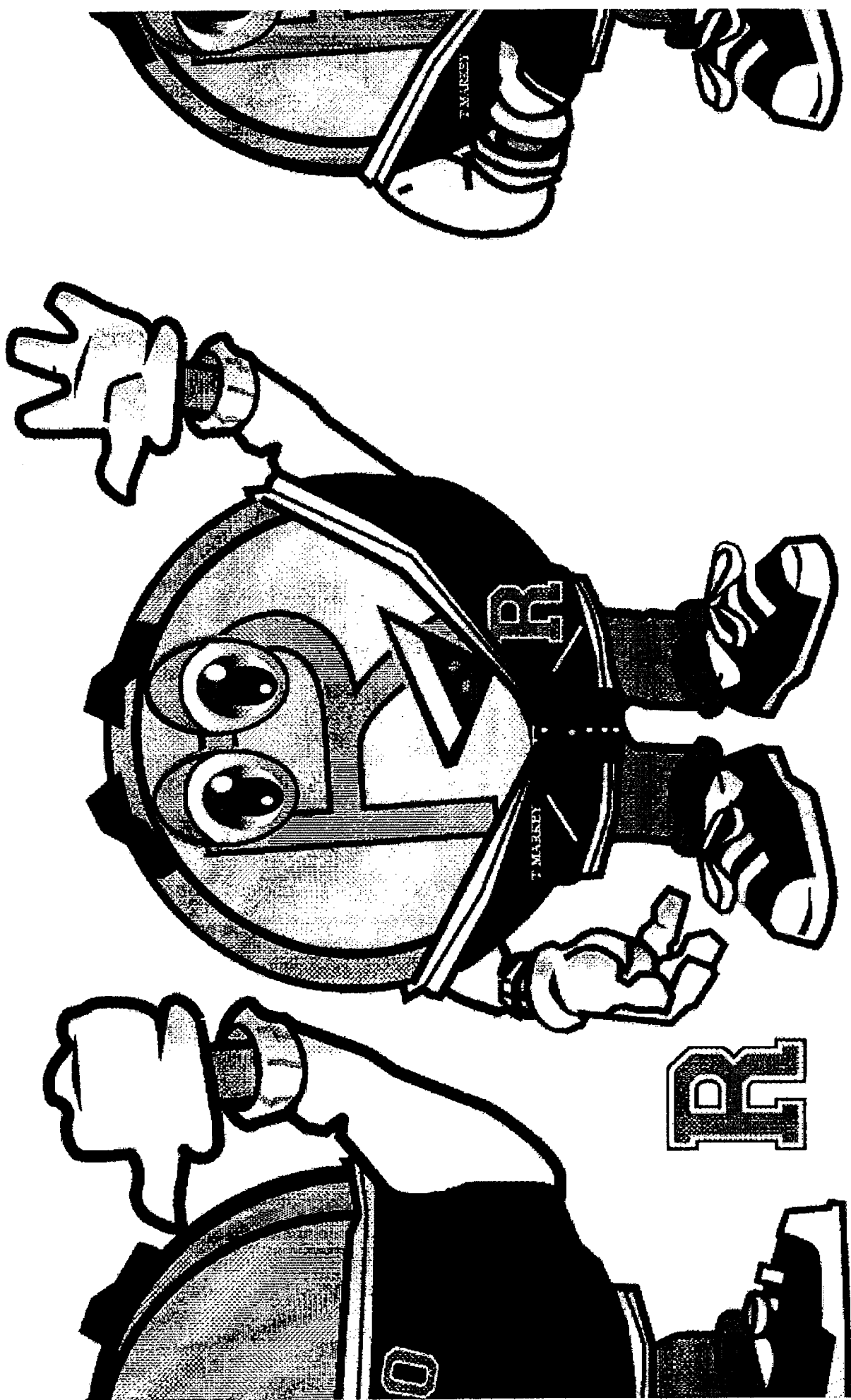
/srb/

Steven R. Berk
Trademarks Chief of Staff
Office of the Commissioner for Trademarks
U.S. Patent and Trademark Office
steven.berk@uspto.gov
571-272-9246

From: Ortiz, Roberto
Sent: Friday, September 12, 2014 2:55 PM
To: Berk, Steven; Lott, Jason
Cc: Cameron, Charlene; Bowen, Jackie
Subject: Draft T-markey Varsity

Steve,
Per your conversation with Charlene, here is a draft of the designs for T-Markey wearing a varsity jacket.

-R



Berk, Steven

From: Ortiz, Roberto
Sent: Friday, September 12, 2014 2:55 PM
To: Berk, Steven; Lott, Jason
Cc: Cameron, Charlene; Bowen, Jackie
Subject: Draft T-markey Varsity
Attachments: Varsity_Draft.png

Steve,
Per your conversation with Charlene, here is a draft of the designs for T-Markey wearing a varsity jacket.

-R

Joyner, Charles

From: Adams, Arva
Sent: Tuesday, February 26, 2008 6:42 PM
To: Lynch, Cynthia; Beresford, Lynne; Marsh, Sharon; Hershkowitz, Meryl; Williams, Ron (TM); Rankin Byrne, Jennifer; Forbes, Dennis
Cc: Roth, Jason
Subject: Re: Follow-up Search re TM Expo Character

(b)(5)

Thanks,
Arva

----- Original Message -----

From: Lynch, Cynthia
To: Beresford, Lynne; Marsh, Sharon; Hershkowitz, Meryl; Williams, Ron (TM); Adams, Arva; Rankin Byrne, Jennifer; Forbes, Dennis
Cc: Roth, Jason
Sent: Tue Feb 26 16:54:43 2008
Subject: FW: Follow-up Search re TM Expo Character

Please see the good news below from Jason on the results of his (very prompt) follow-up search. Thanks, Jason.

Arva, Jennifer and Dennis -

(b)(5)

From: Roth, Jason
Sent: Tuesday, February 26, 2008 4:36 PM
To: Lynch, Cynthia
Subject: Follow-up Search re TM Expo Character

Cynthia,

(b)(5)

Thanks,

Jason

Morris, Craig

From: Morris, Craig
Sent: Friday, September 10, 2010 12:29 PM
To: Marsh, Sharon; Lynch, Cynthia; Amos, Tanya; Rupp, Terry
Subject: MARKEY (or MARKEY'S) or MARKY (or MARKY's) and clothing

Here are the hits I have found:

(b)(5)



(b)(5)



Morris, Craig

From: Swift, Gilbert M.
Sent: Monday, August 29, 2011 11:35 AM
To: Morris, Craig
Cc: Pham, Lana; Ortiz, Roberto; Ehlke, Paul
Subject: FW: Trademarks Museum Merchandise Ideas

Hello Craig,

I just received a call from Roberto Ortiz, T. Markey's artist extraordinaire, who tells me that he's working on some designs that won't be ready until tomorrow morning. I hope it will not be too late to submit to you tomorrow. Please confirm.

Best, Gilbert

Gilbert M. Swift | Trademark Examining Attorney | Law Office 109 | United States Patent and Trademark Office | Gilbert.Swift@USPTO.gov | Tel: 1+ 571.272.9028

Notice to trademark applicants and attorneys: Relevant e-mail messages will be uploaded to the application record. TMEP §709.04-05

From: Swift, Gilbert M.
Sent: Friday, August 26, 2011 10:37 AM
To: Ehlke, Paul; Pham, Lana; Bowen, Jackie; Brown, Jennine; Ortiz, Roberto; Cameron, Charlene
Subject: RE: Trademarks Museum Merchandise Ideas

These are great, Paul!

I love the images and will indeed forward them. We've had Expo shirts made in the past.

I see that I failed to specify that what we need most are Trademark themed goods, as in just trademarks. Not Expo. I'm so sorry that I didn't spell that out! T. Markey is great, circle "R" is great, "PROPERTY OF..." shirts are perfect.

Here are some ideas for three T Shirts with an appropriately-attired T. Markey on the front right breast with back side lettering:

1. "DISTINCTIVE" (T. Markey on front looks "distinctive")
2. "FANCIFUL" (T. Markey on front looks "fanciful")
3. "LIKELIHOOD OF CONFUSION" (T. Markey on front looks pensive, with raised eyebrow and chin on hand)

Please let me know if you have any other questions.

Gilbert M. Swift | Trademark Examining Attorney | Law Office 109 | United States Patent and Trademark Office | Gilbert.Swift@USPTO.gov | Tel: 1+ 571.272.9028

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From: Ehlke, Paul
Sent: Friday, August 26, 2011 9:51 AM
To: Swift, Gilbert M.; Pham, Lana; Bowen, Jackie; Brown, Jennine; Ortiz, Roberto; Cameron, Charlene
Subject: RE: Trademarks Museum Merchandise Ideas

Gilbert,
Attached are 4 t-shirt looks I came up with. I tried to give a look for different audiences: kids, juveniles, adults, and all ages. Hope this helps.
Paul

From: Swift, Gilbert M.
Sent: Thursday, August 25, 2011 11:28 AM
To: Pham, Lana; Bowen, Jackie; Brown, Jennine; Ortiz, Roberto; Ehlke, Paul; Cameron, Charlene
Subject: RE: Trademarks Museum Merchandise Ideas

Roberto / Paul / Jennine:

Do you have any ready-made artwork you would like for us to use on a retractable badge clip or T shirt? Thanks!

I am removing Craig, Susan and Carol from the cc line during our discussions, so we don't inundate them with minutiae.

From: Pham, Lana
Sent: Thursday, August 25, 2011 10:52 AM
To: Bowen, Jackie; Swift, Gilbert M.; Brown, Jennine; Ortiz, Roberto; Ehlke, Paul; Cameron, Charlene
Cc: Spils, Carol; Hayash, Susan; Morris, Craig
Subject: RE: Trademarks Museum Merchandise Ideas

Great idea, Jackie!

Maybe we could get some with logos and others with images of T.Markey.

From: Bowen, Jackie
Sent: Thursday, August 25, 2011 10:49 AM
To: Swift, Gilbert M.; Brown, Jennine; Ortiz, Roberto; Ehlke, Paul; Cameron, Charlene
Cc: Spils, Carol; Pham, Lana; Hayash, Susan; Morris, Craig
Subject: RE: Trademarks Museum Merchandise Ideas

since we are getting new smart cards to replace the current badges, how about retractable badge clips?

From: Swift, Gilbert M.
Sent: Thursday, August 25, 2011 10:43 AM
To: Bowen, Jackie; Brown, Jennine; Ortiz, Roberto; Ehlke, Paul; Cameron, Charlene
Cc: Spils, Carol; Pham, Lana; Hayash, Susan; Morris, Craig
Subject: Trademarks Museum Merchandise Ideas

Hello T/PC!

The fellow who purchases merchandise for the USPTO museum is about to place orders for trademark-themed goods.

Could you please send any ideas you have for **TM slogans** or **images**?

Some of the items that have sold well in the past are T-shirts, mugs, water bottles, padfolios, totes, lunch bags, magnets.

Examples:

- Children's T-shirts: "PATENT PENDING"
- T Markey's image on T-shirts, pens
- Circle « R » Image on various goods

Please RSVP as soon as you can. There is no specific time limit, but I'd like to get what ideas we've got to Craig Morris by Monday morning (August 29).

Thanks!

Gilbert

Morris, Craig

From: Swift, Gilbert M.
Sent: Tuesday, August 30, 2011 5:29 PM
To: Morris, Craig
Subject: FW: Latest Designs
Attachments: SHIRTO-14.pdf; SHIRTO-13.pdf; SHIRTO-11.pdf; SHIRTO-16.pdf; SHIRTO-12.pdf

I have not reviewed these yet. I will take a look.

Gilbert M. Swift | Trademark Examining Attorney | Law Office 109 | United States Patent and Trademark Office |
Gilbert.Swift@USPTO.gov | Tel: 1+ 571.272.9028

Notice to trademark applicants and attorneys: Relevant e-mail messages will be uploaded to the application record. TMEP §709.04-05

From: Ortiz, Roberto
Sent: Tuesday, August 30, 2011 5:27 PM
To: Swift, Gilbert M.
Subject: Latest Designs



TRADEMARKS



TRADEMARKS ®

Morris, Craig

From: Swift, Gilbert M.
Sent: Friday, September 16, 2011 5:18 PM
To: Morris, Craig
Cc: Ortiz, Roberto
Subject: RE: Baby T.Markey bib

Hi Craig,

(b)(5)

I will let Mitch know about these results.

Mitch has requested images (without placement on shirts) that he can work into T shirts. I have asked Roberto Ortiz to send images alone (no slogans) to send to Mitch. When I get these, would you like me to forward these to Mitch, or would you like to do this?

Thanks!
Gilbert

Gilbert M. Swift | Trademark Examining Attorney | Law Office 109 | United States Patent and Trademark Office | Gilbert.Swift@USPTO.gov | Tel: 1+ 571.272.9028

Notice to trademark applicants and attorneys: Relevant e-mail messages will be uploaded to the application record. TMEP §709.04-05

From: Morris, Craig
Sent: Friday, September 16, 2011 4:18 PM
To: Swift, Gilbert M.
Subject: FW: Baby T.Markey bib

Gilbert, please see the below. And not sure you will be able to call me--- my cell phone just fell in a bucket of water.

Please send me an email if you can.

From: Lynch, Cynthia
Sent: Friday, September 16, 2011 4:11 PM
To: Hieber, Christina J.
Cc: Morris, Craig; Marsh, Sharon
Subject: RE: Baby T.Markey bib

Attached are the clearance search results.

(b)(5)

(b)(5)

(b)(5)

Please give me a call if you'd like to discuss.

-Cynthia

From: Hieber, Christina J.
Sent: Friday, September 16, 2011 12:49 PM
To: Swift, Gilbert M.; Morris, Craig
Cc: Lynch, Cynthia
Subject: RE: Baby T.Markey bib

(b)(5)

From: Swift, Gilbert M.
Sent: Thursday, September 15, 2011 4:47 PM
To: Morris, Craig; Hieber, Christina J.
Subject: FW: Baby T.Markey bib

The design team submitted another bib.

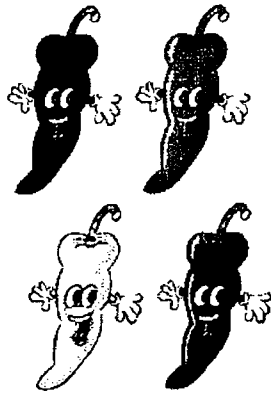
(b)(5)

From: Ehke, Paul
Sent: Thursday, September 15, 2011 3:43 PM
To: Swift, Gilbert M.; Ortiz, Roberto
Subject: Baby T.Markey bib

Attached is the baby bib with infant T.Markey. Also I changed the text to say Making My Mark IN The World rather than ON, since the world graphic is gone now and going with proper English is makes more sense using IN.

Hope this wins hearts. I'd buy it being much cuter.

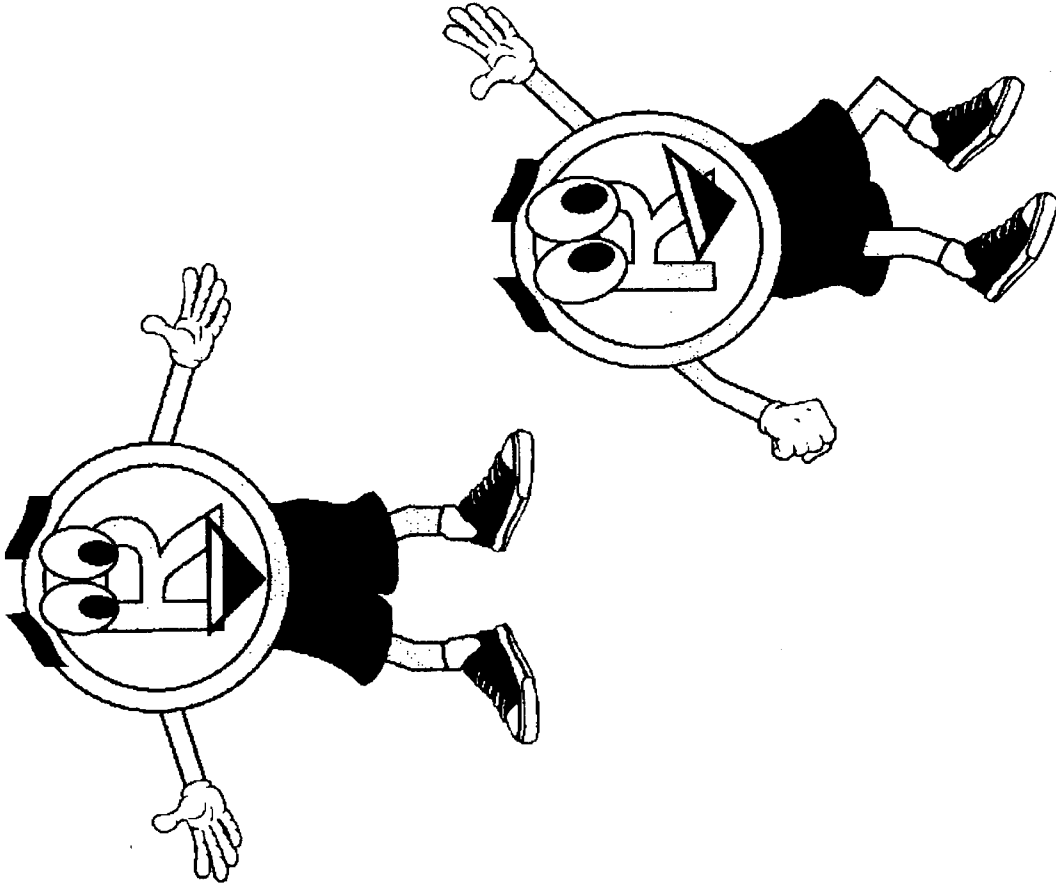
Paul

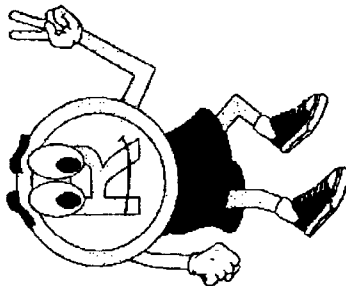
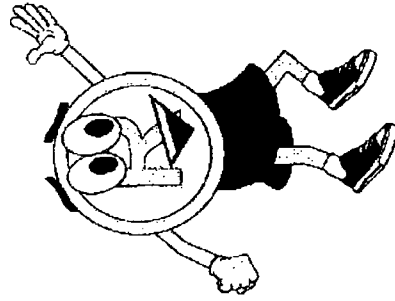
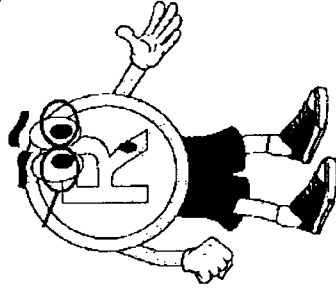
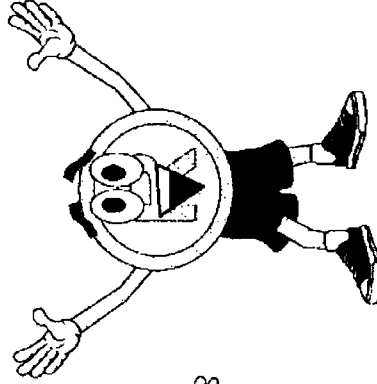
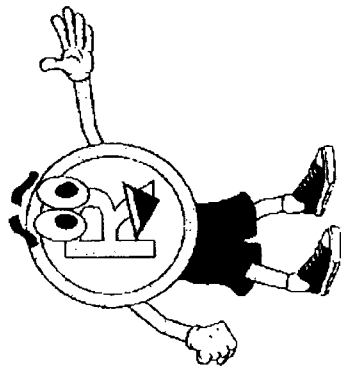
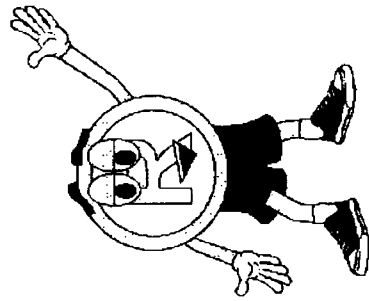
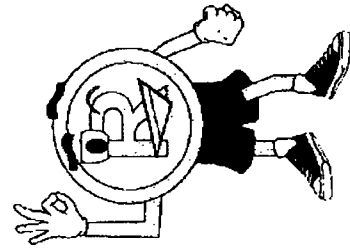
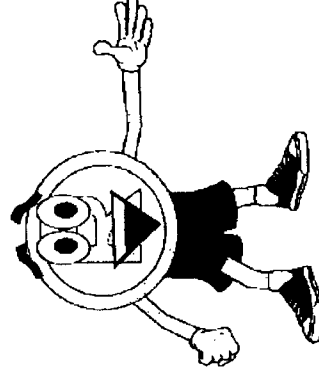
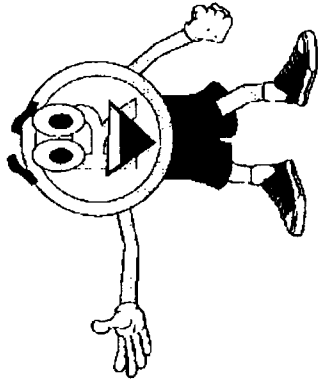




TRADEMARK
expo
NATIONAL
Alexandria, VA

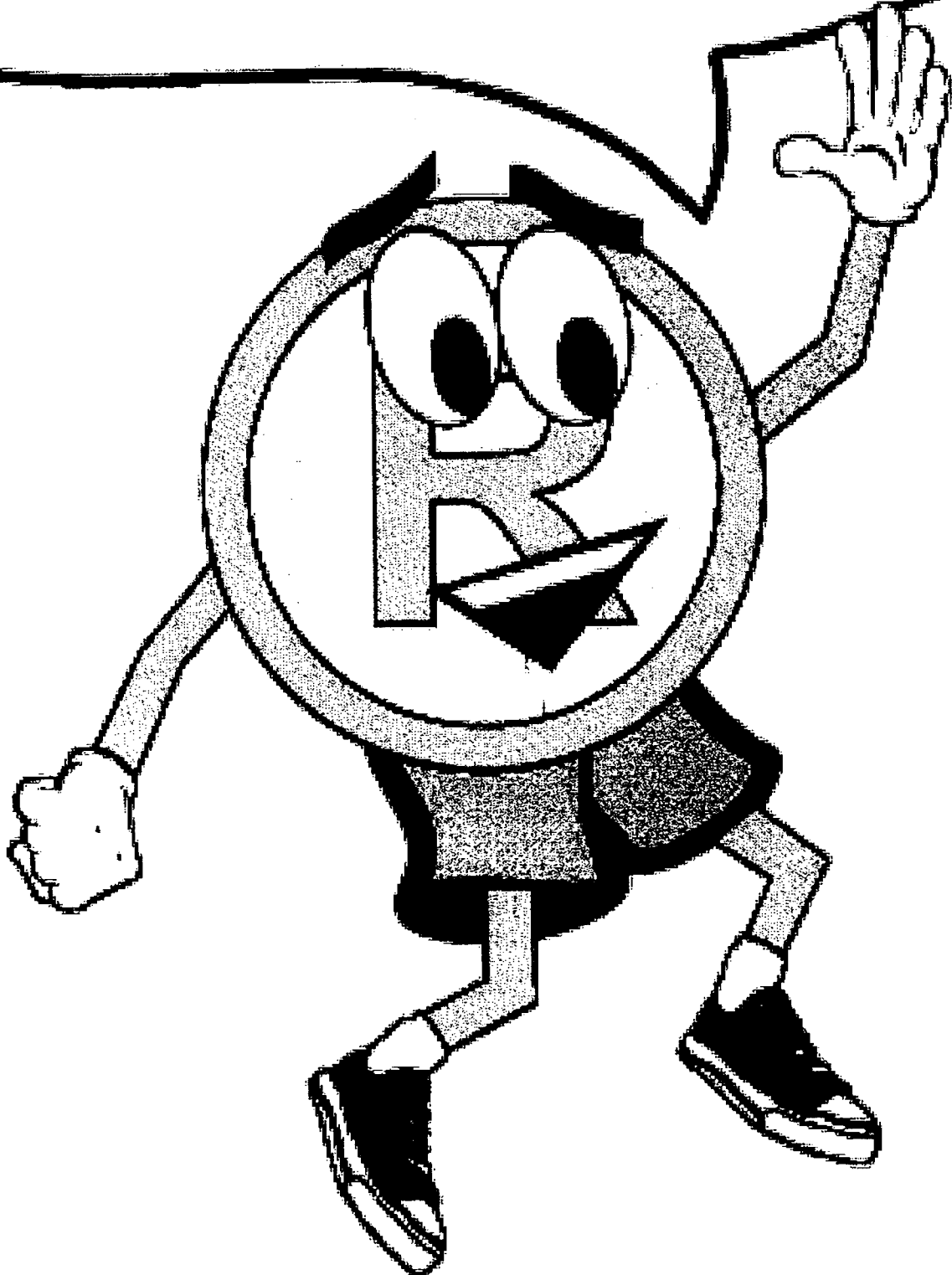
**COME!
MEET MY
FRIENDS!**

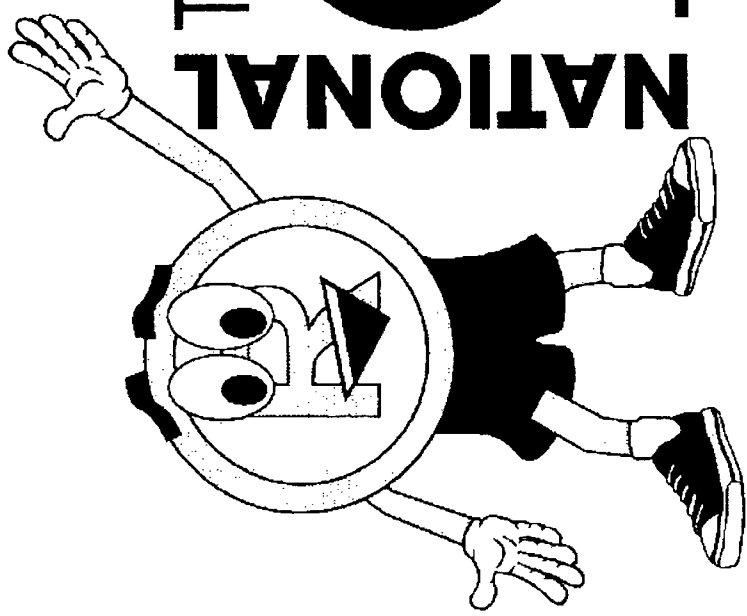




TRADEMARK
expo
NATIONAL

gimme a name!

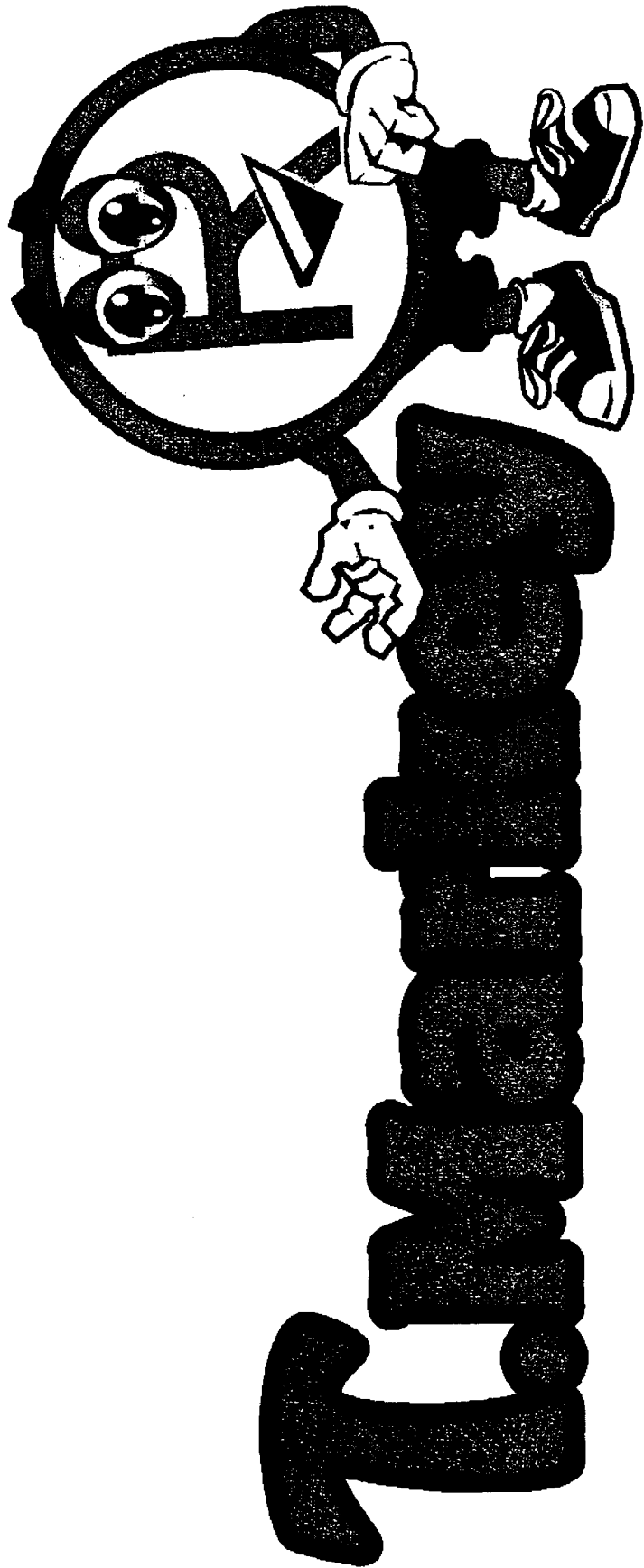




NATIONAL

TRADEMARK

EXPO



Joyner, Charles

From: Ortiz, Roberto
Sent: Thursday, October 23, 2014 1:06 PM
To: Joyner, Charles
Cc: Brown, Jennine; Ehlke, Paul
Subject: RE: Approval of Designs (FOIA)

From: Front, Mitchell
Sent: Thursday, February 05, 2009 8:19 AM
To: Bowen, Jackie; Berk, Steven
Cc: Ortiz, Roberto; Brown, Jennine; Ehlke, Paul
Subject: RE: Approval of Designs

(b)(5)

Mitchell Front /mf/
Senior Attorney Law Office 113
Madison East Room 6A01
(571) 272-9382.

From: Bowen, Jackie
Sent: Tuesday, February 03, 2009 12:00 PM
To: Front, Mitchell; Berk, Steven
Cc: Ortiz, Roberto; Brown, Jennine; Ehlke, Paul
Subject: RE: Approval of Designs

so we can pursue the printing of T-Markey with the flag posters for advertising and the mouse pads?

From: Front, Mitchell
Sent: Tuesday, February 03, 2009 11:57 AM
To: Bowen, Jackie; Berk, Steven
Cc: Ortiz, Roberto; Brown, Jennine; Ehlke, Paul
Subject: RE: Approval of Designs

Jackie -

I conducted a search for all of the design elements.....

(b)(5)

(b)(5)

Mitch

Mitchell Front /mf/
Senior Attorney Law Office 113
Madison East Room 6A01
(571) 272-9382.

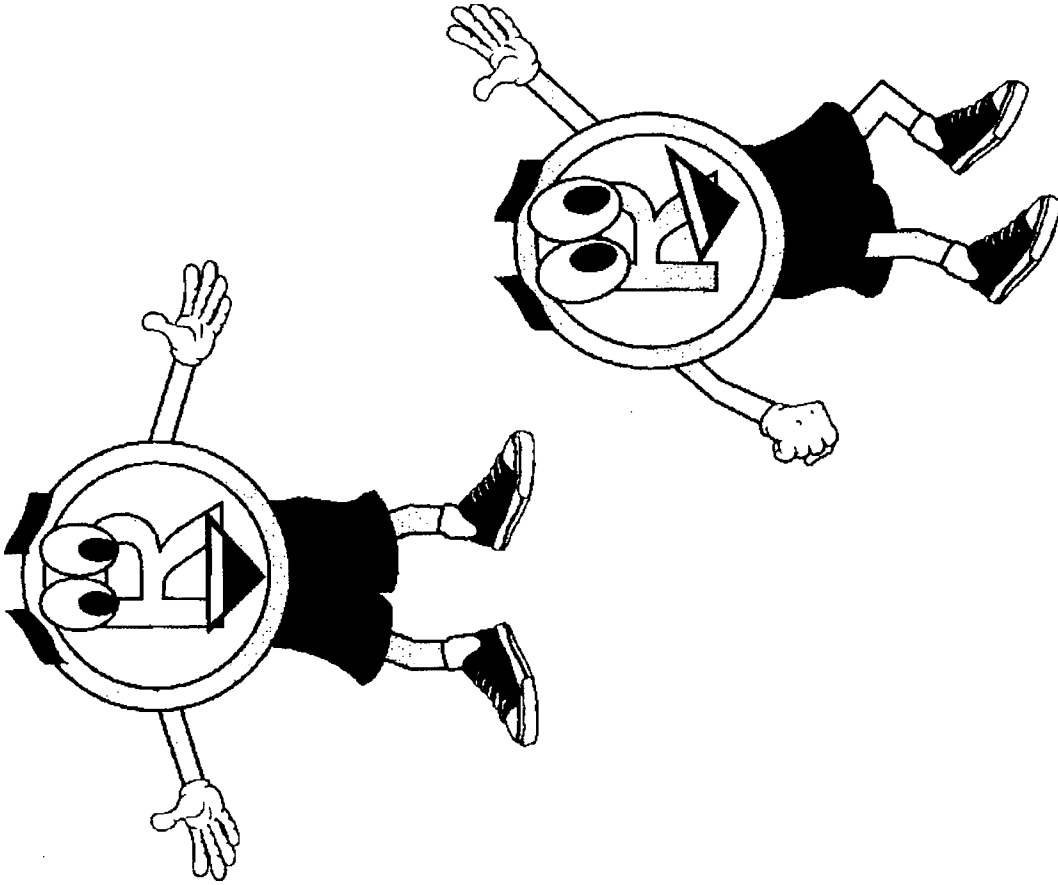
From: Bowen, Jackie
Sent: Tuesday, February 03, 2009 11:52 AM
To: Front, Mitchell; Berk, Steven
Cc: Ortiz, Roberto; Brown, Jennine; Ehlke, Paul
Subject: Approval of Designs

Was the search done on T-Markay and has OGC approved the designs so we can get the posters done for advertising?

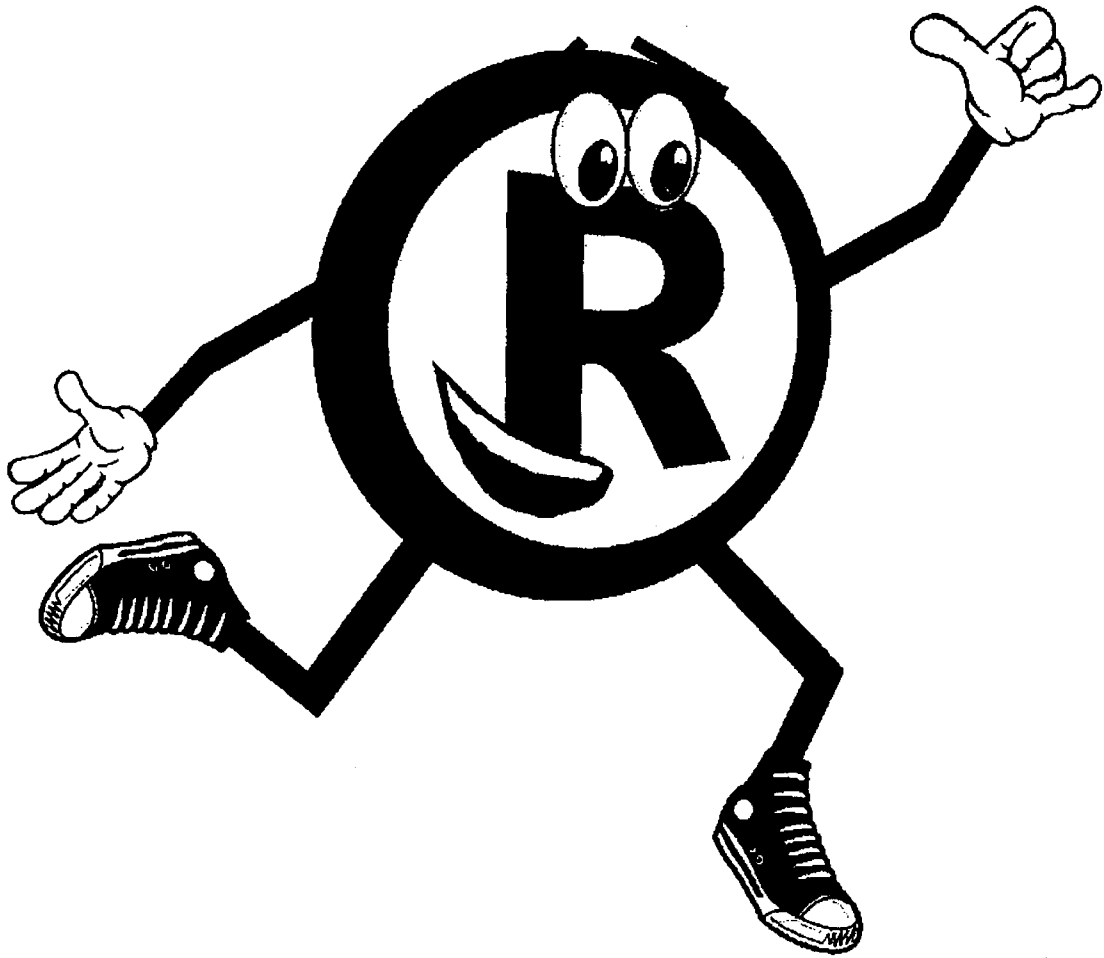
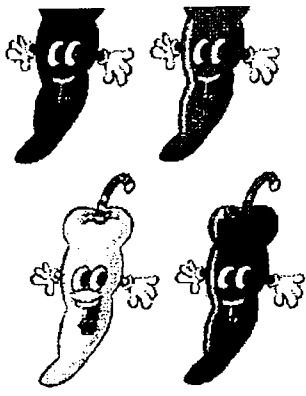


TRADEMARK
expo
NATIONAL

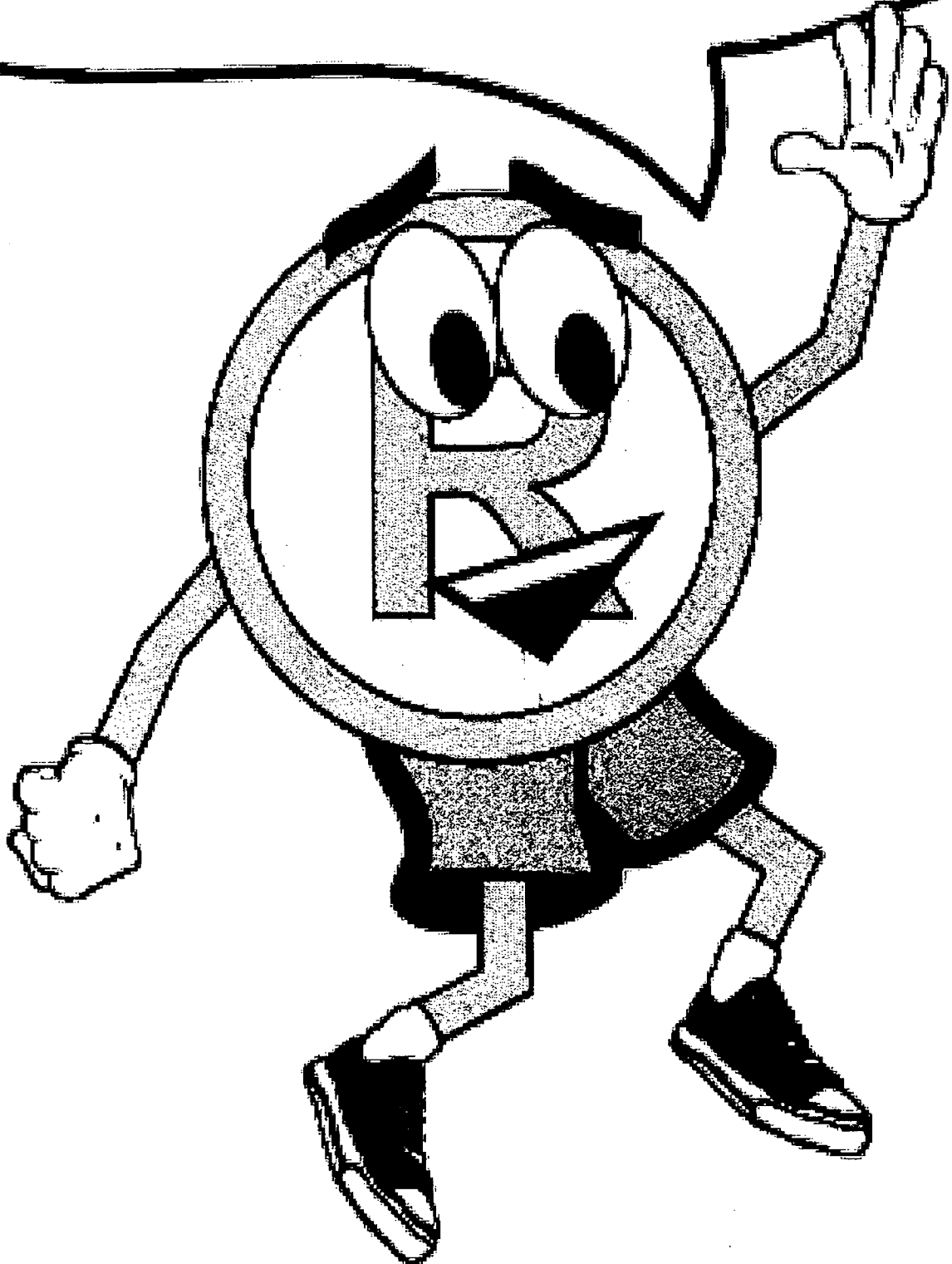
Alexandria, VA

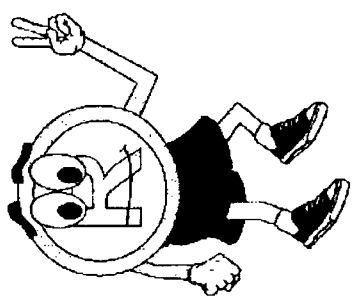
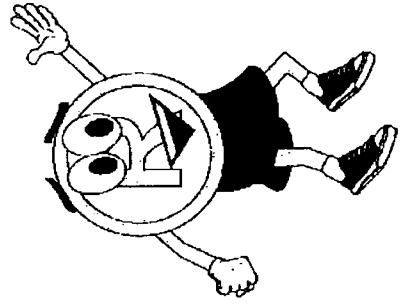
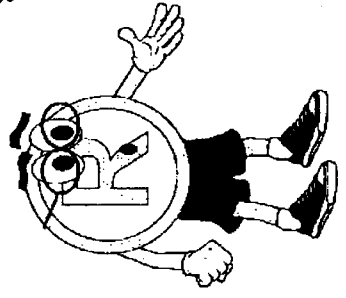
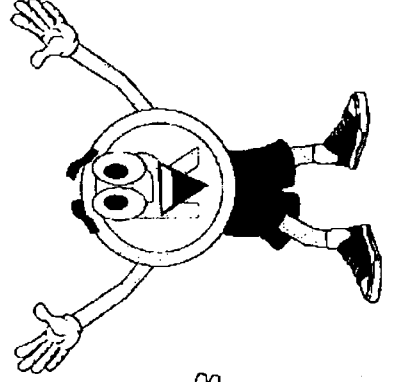
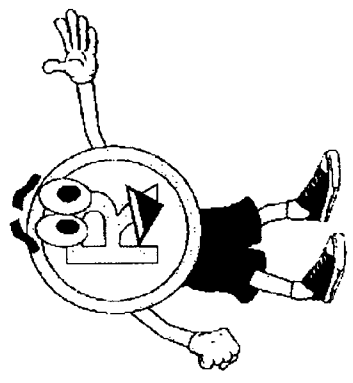
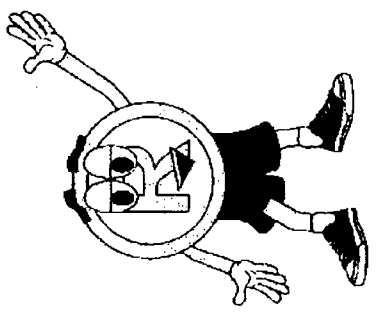
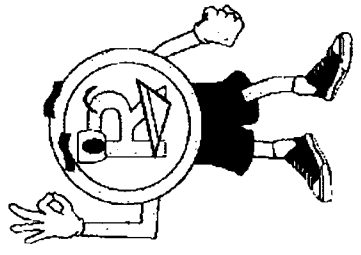
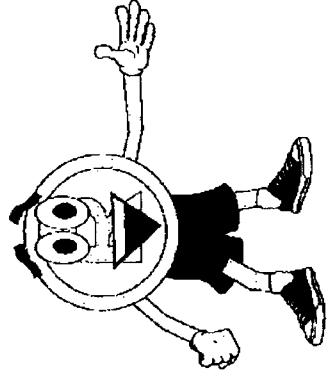
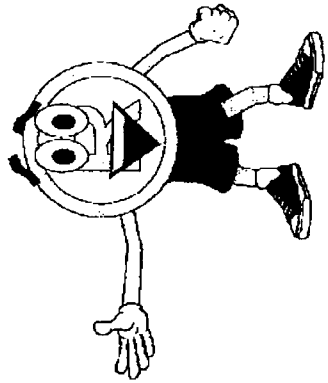


**COME!
MEET MY
FRIENDS!**

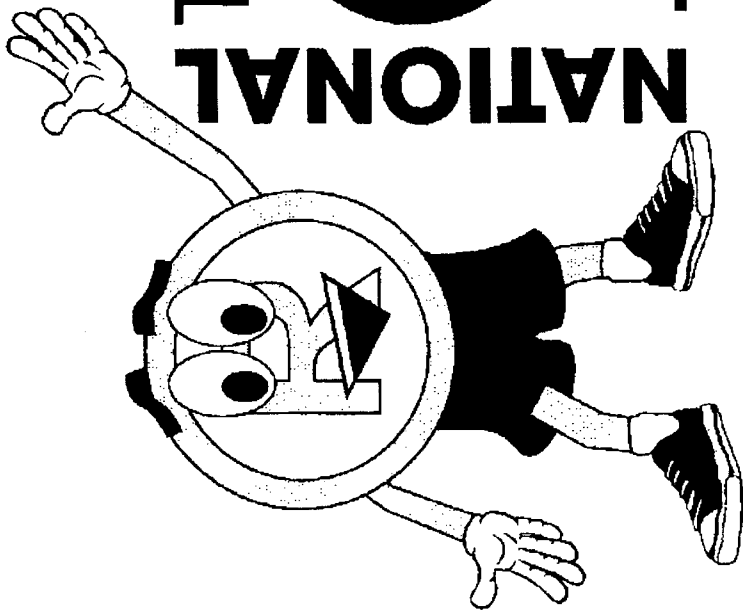


gimme a name!





TRADEMARK
expo
NATIONAL



NATIONAL

TRADEMARK

EXPO

Ortiz, Roberto

From: Ortiz, Roberto
Sent: Monday, March 16, 2009 3:42 PM
To: Ehke, Paul; Brown, Jennine; Bowen, Jackie
Attachments: poseslist.jpg

Hi Paul,

I have uploaded all the poses as a single Photoshop file called: Markey-Poses.psd
The file is on the multimedia folder under: **Clipart\TMarkey**
-R

From: Ortiz, Roberto
Sent: Monday, March 16, 2009 12:08 PM
To: Ehke, Paul; Brown, Jennine; Bowen, Jackie
Subject: RE: T-Markey Poses

From: Ehke, Paul
Sent: Monday, March 16, 2009 11:10 AM
Subject: Re: T-Markey Poses

Spill Mike would I like the laptop one! Thanks for doing this. It will definitely benefit our future layouts and designs
Can you post these in the Tmarkey folder on our server? Also, is it possible to save them as a vector
image too so quality of the image is not an concern.

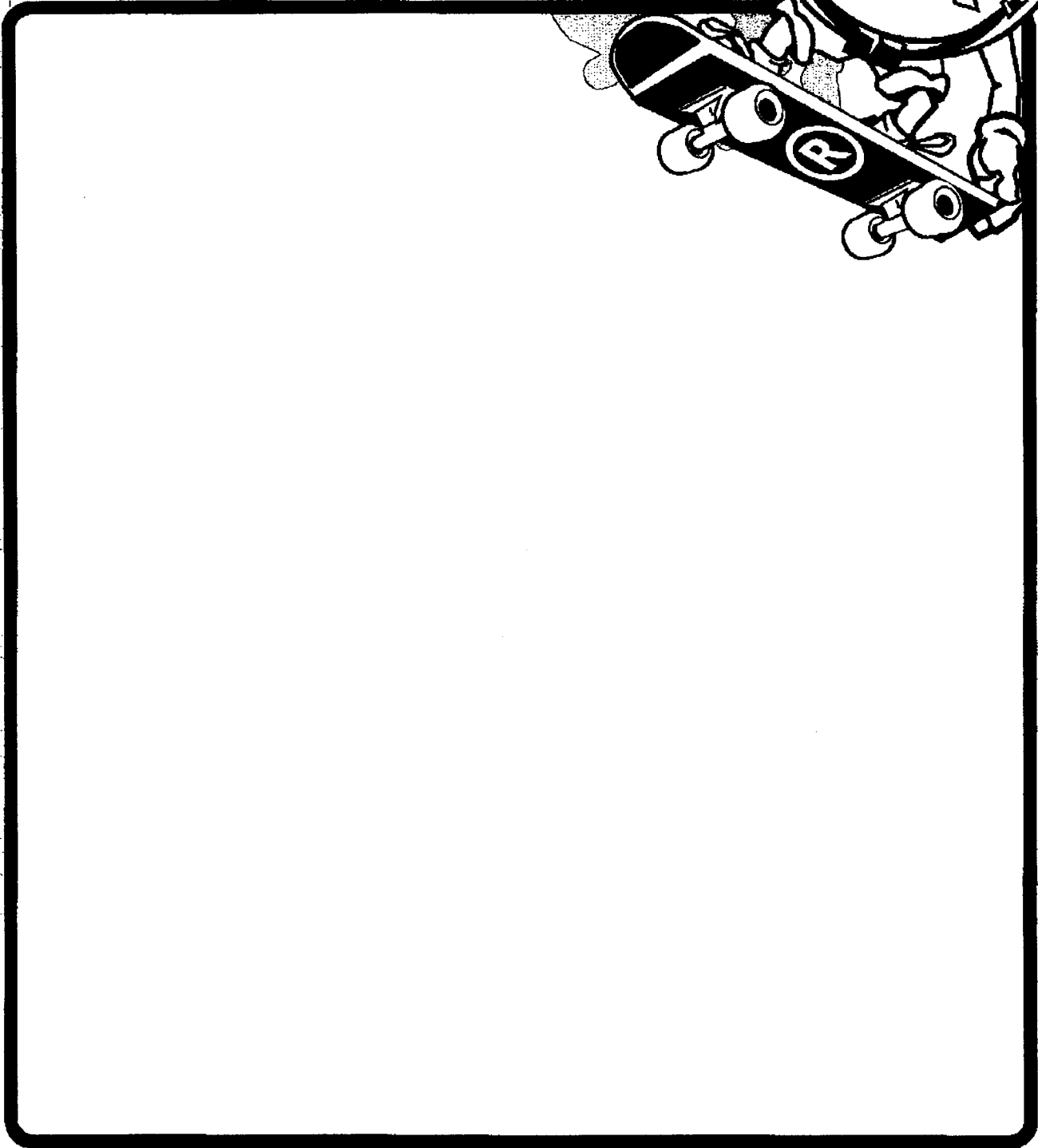
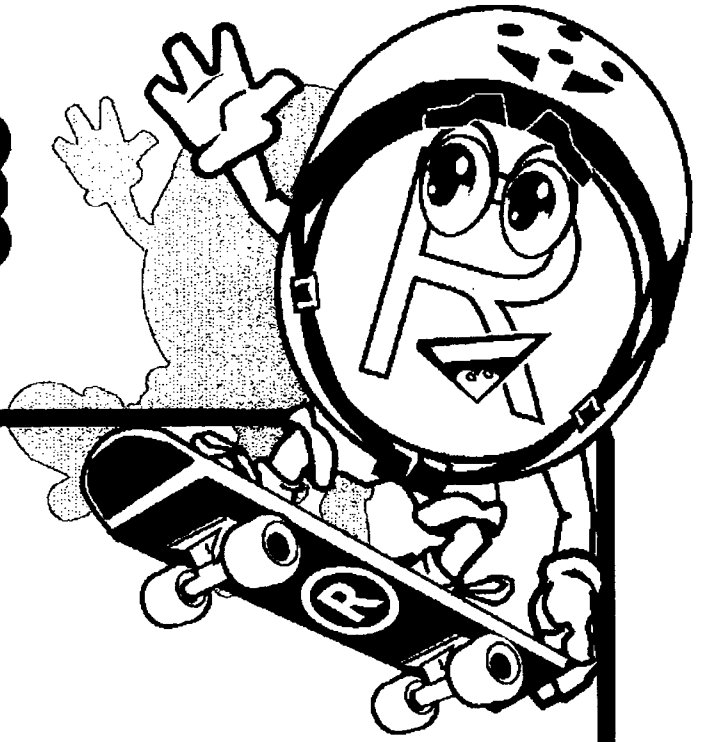
Thanks,
Paul

On 3/16/09, Roberto Ortiz <Roberto.Ortiz@USPTO.GOV> wrote:

Good morning to all,
I have been working on some generic poses for T-Markey that we can use in the future.

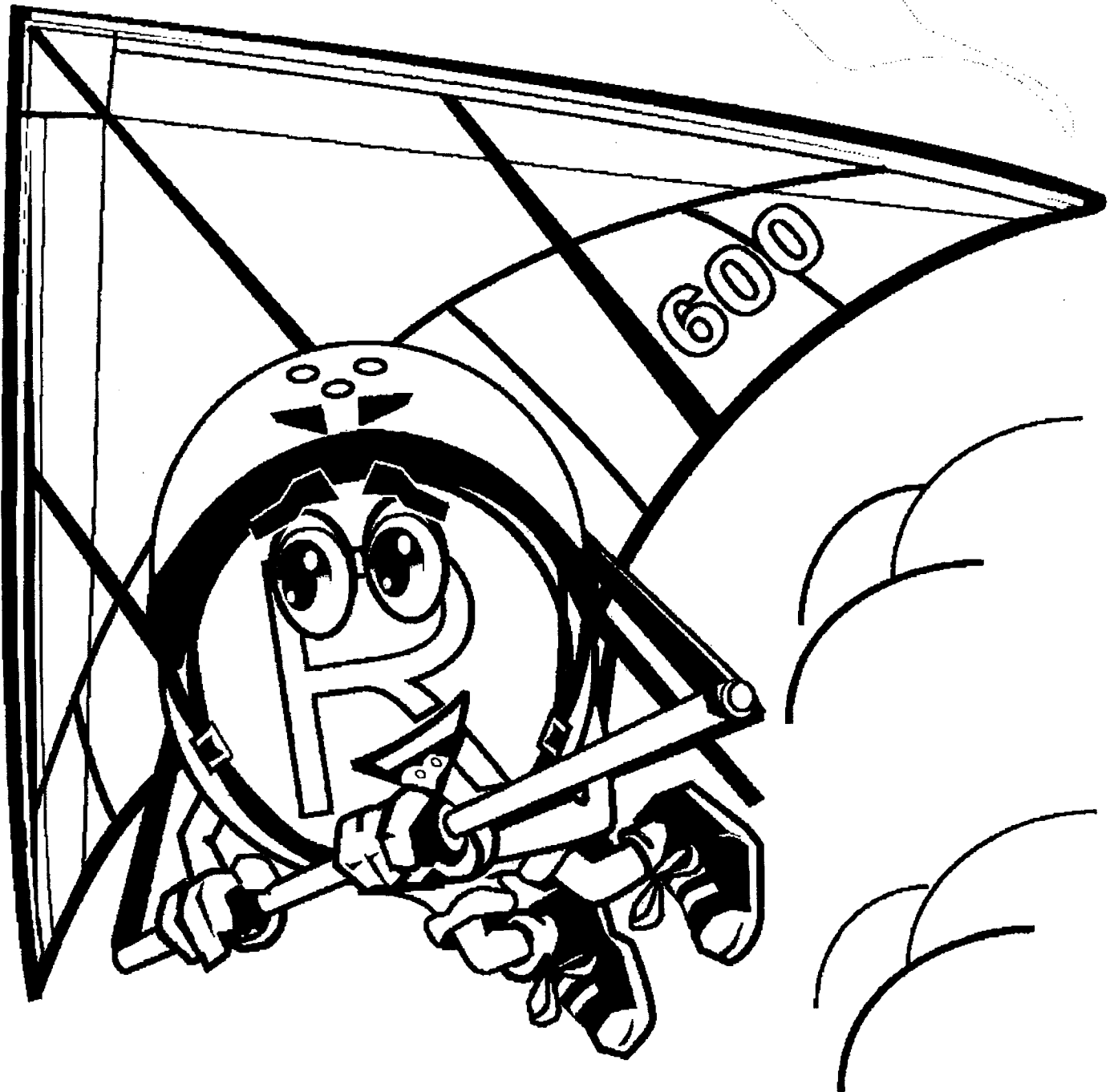
I am attaching to this message the first batch of poses.
If you have in mind any more poses, drop me a line.
I will post the second batch of poses soon.
Thanks,
-Roberto

KNOWLEDGE



NATIONAL TRADEMARK
expo

TEST YOUR KNOWLEDGE



JOURNEY TO REGISTRATION
TRADEMARKS
AND BEYOND

TRADEMARKS OPEN HOUSE

Madison South Auditorium

Tuesday, FEB. 24TH 11-2 PM

Wednesday, FEB. 25TH 12-2 PM

Join us for an exciting adventure!!



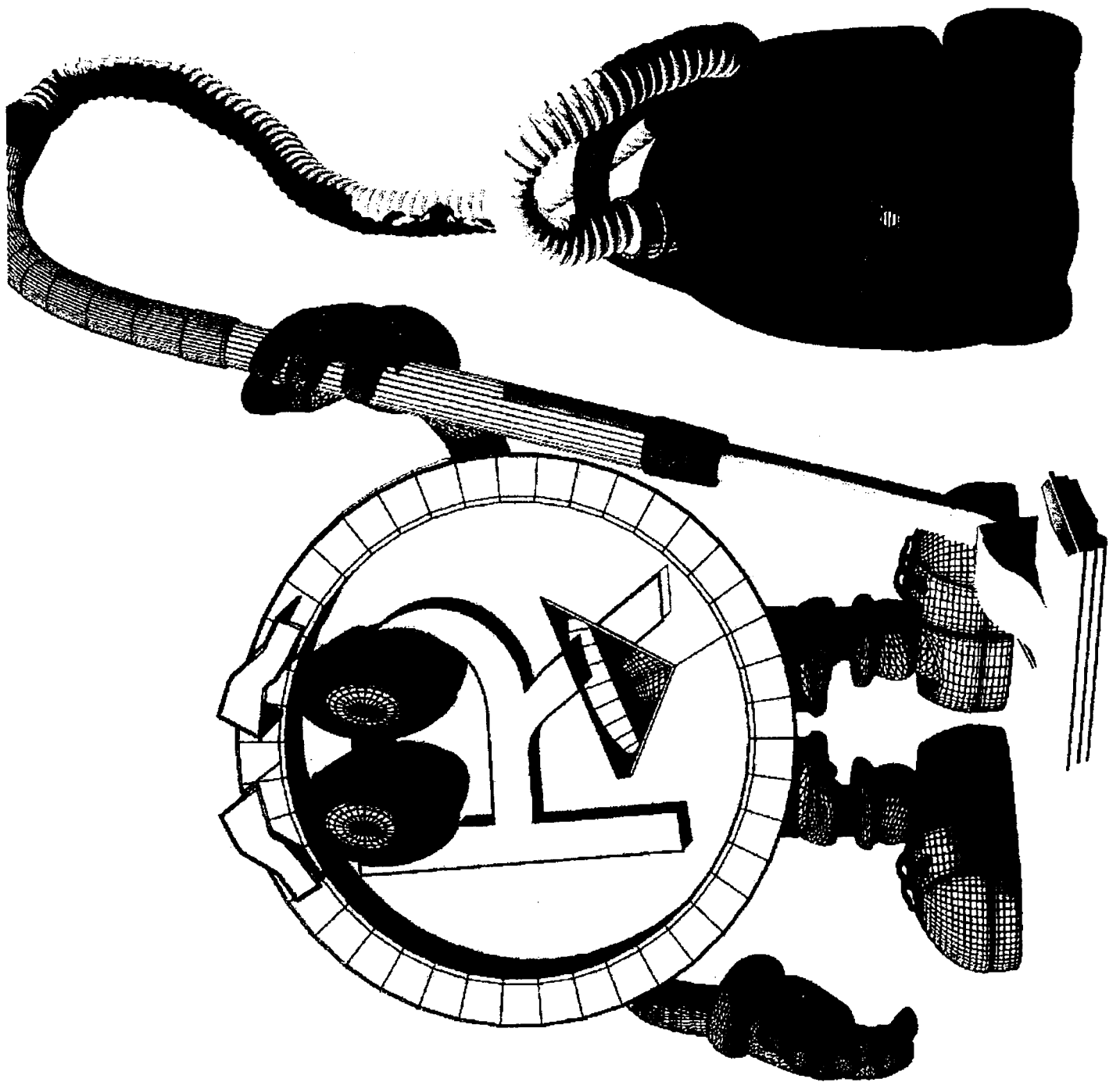


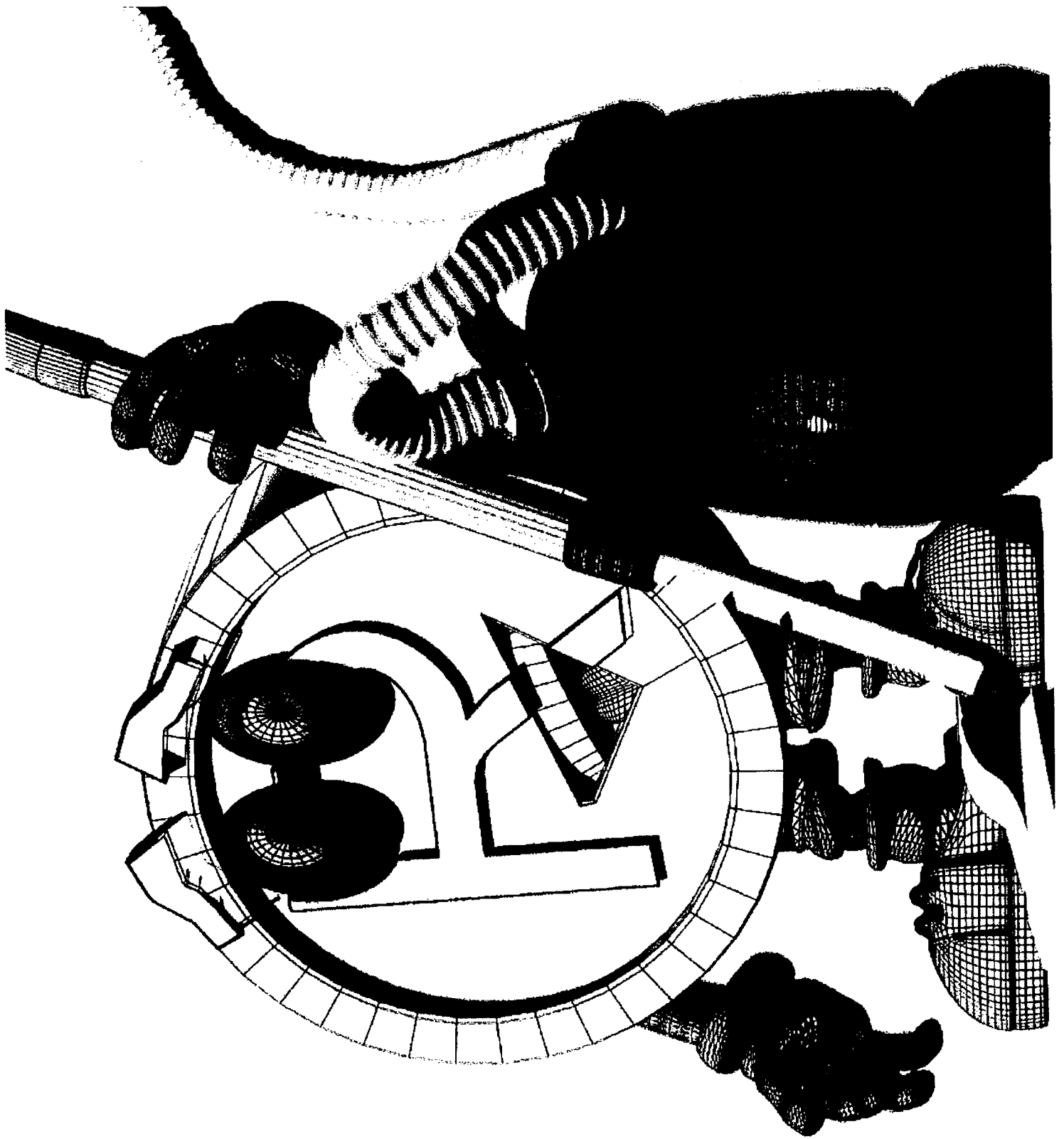
NATIONAL

TRADEMARK

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Trademark

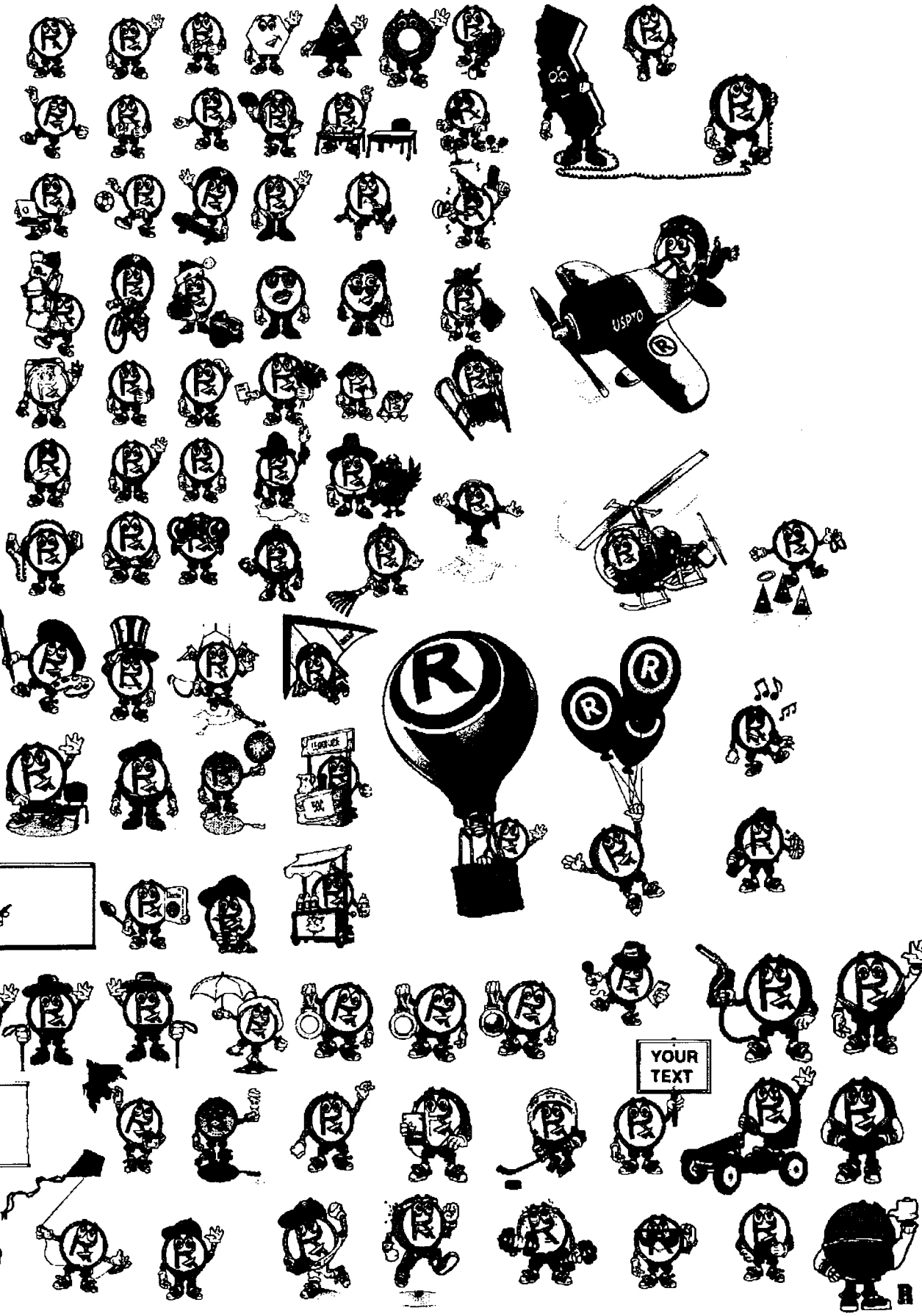
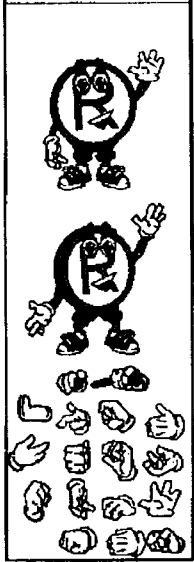
September 2014 - Update

Please contact
Office of Trademarks Program Control
for more information
(571) 272-3043 or patricia.hansen@uspto.gov

Core Poses "Clean Lines"

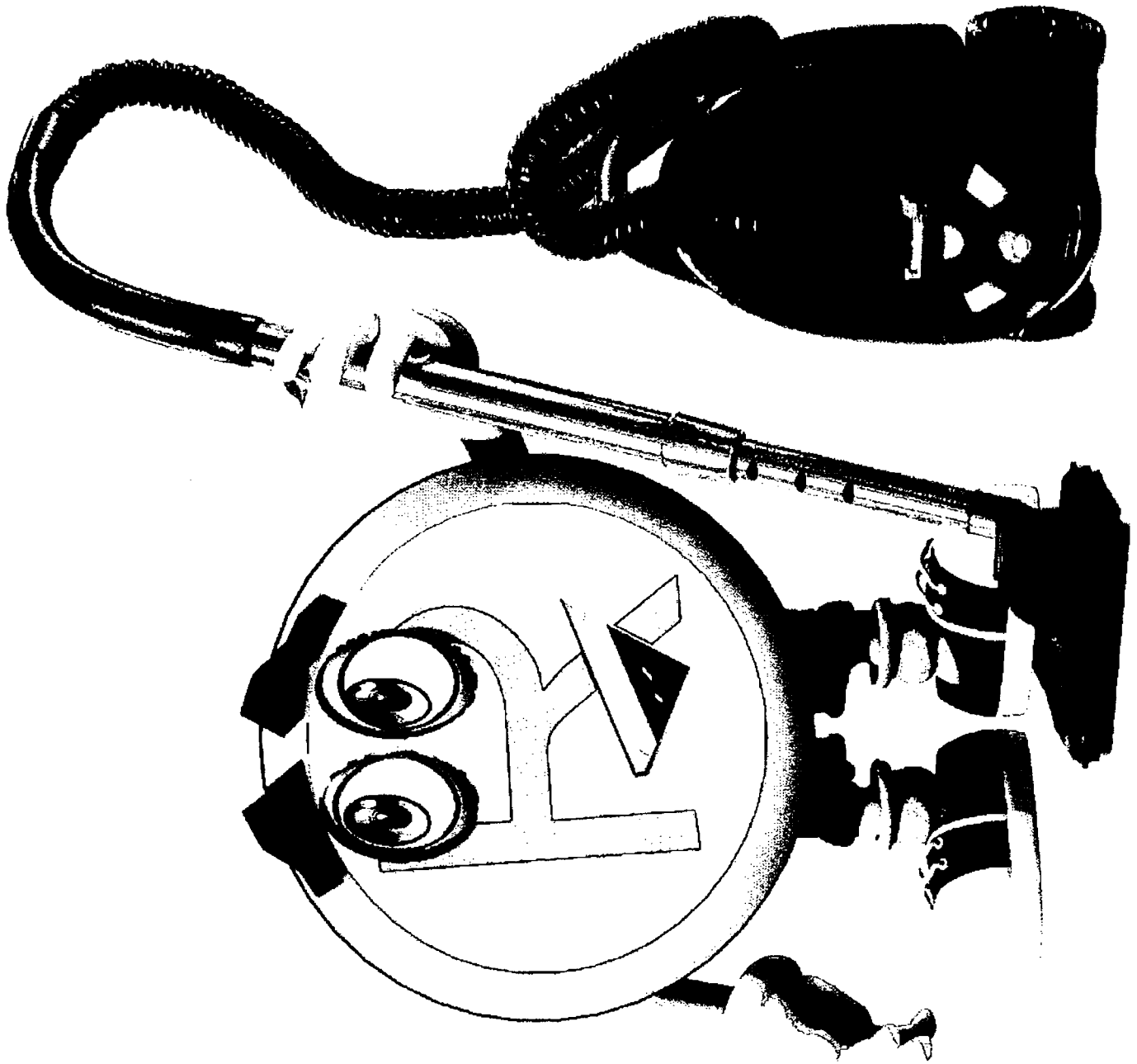
These general poses have been cleaned up and simplified to fit in our park outlines making it easier to work with along with reducing to fit the.

Please multiply over poses starting from these standard core template poses.









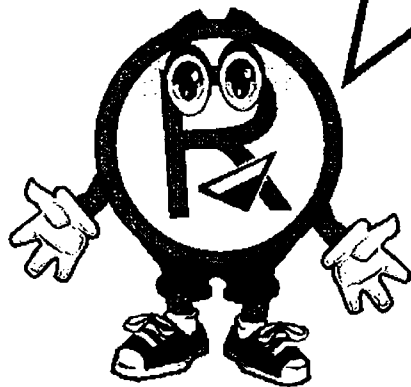


2009

USPTO NATIONAL TRADEMARK EXPO

Kids' Activity Guide





Hi!
My name is T. Markey
and I am the spokesperson
for the 2009 National
Trademark Expo.
Let's go on a journey!

What is a ® Trademark?

If you know the brand name of your favorite cereal, then you know what a trademark is. A trademark is a brand name. It is a source identifier because it helps you tell the difference between one person's product or service and someone else's product or service.

Most trademarks are words, designs, or a combination of words and a design. But trademarks can take many other forms. Sounds, scents, shapes and colors can also be trademarks.



Understanding the Difference Between a **Trademark** and a **Product Name**

A Trademark is the brand name for the product of a particular person or company.

The Product Name is the generic word for all products of the same type.

For example:

BIG MAC® and **WHOPPER®** are brand names;
hamburger is the generic or product name.

ADIDAS® and **REEBOK®** are brand names;
sneakers or **athletic shoes** are generic or product names.

KLEENEX® and **PUFFS®** are brand names;
facial tissue is the generic or product name.

BASKIN-ROBBINS® and **BEN & JERRY'S®** are brand names;
ice cream store services is the generic name of the service.

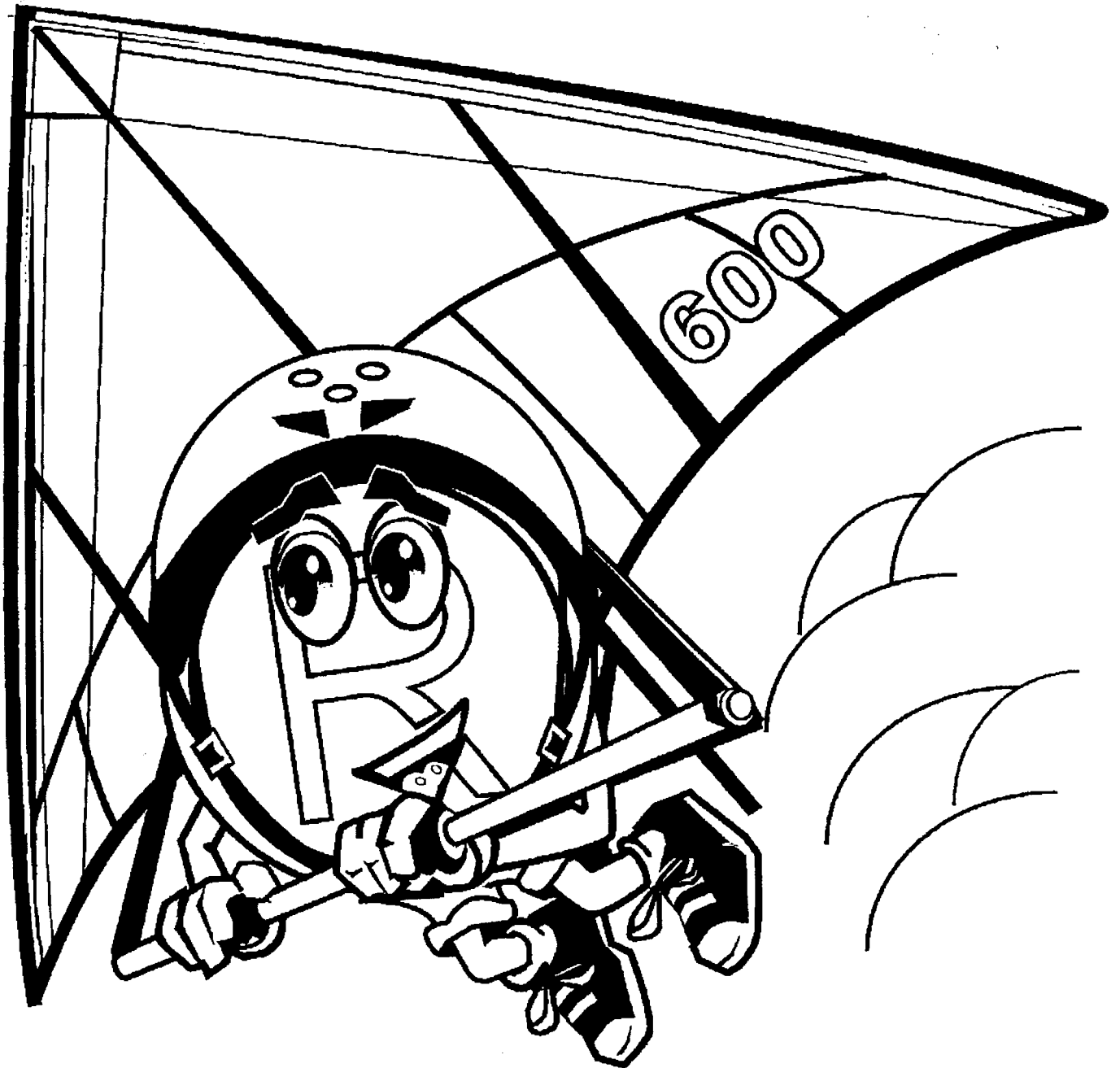
The Role of the U.S. Patent and Trademark Office



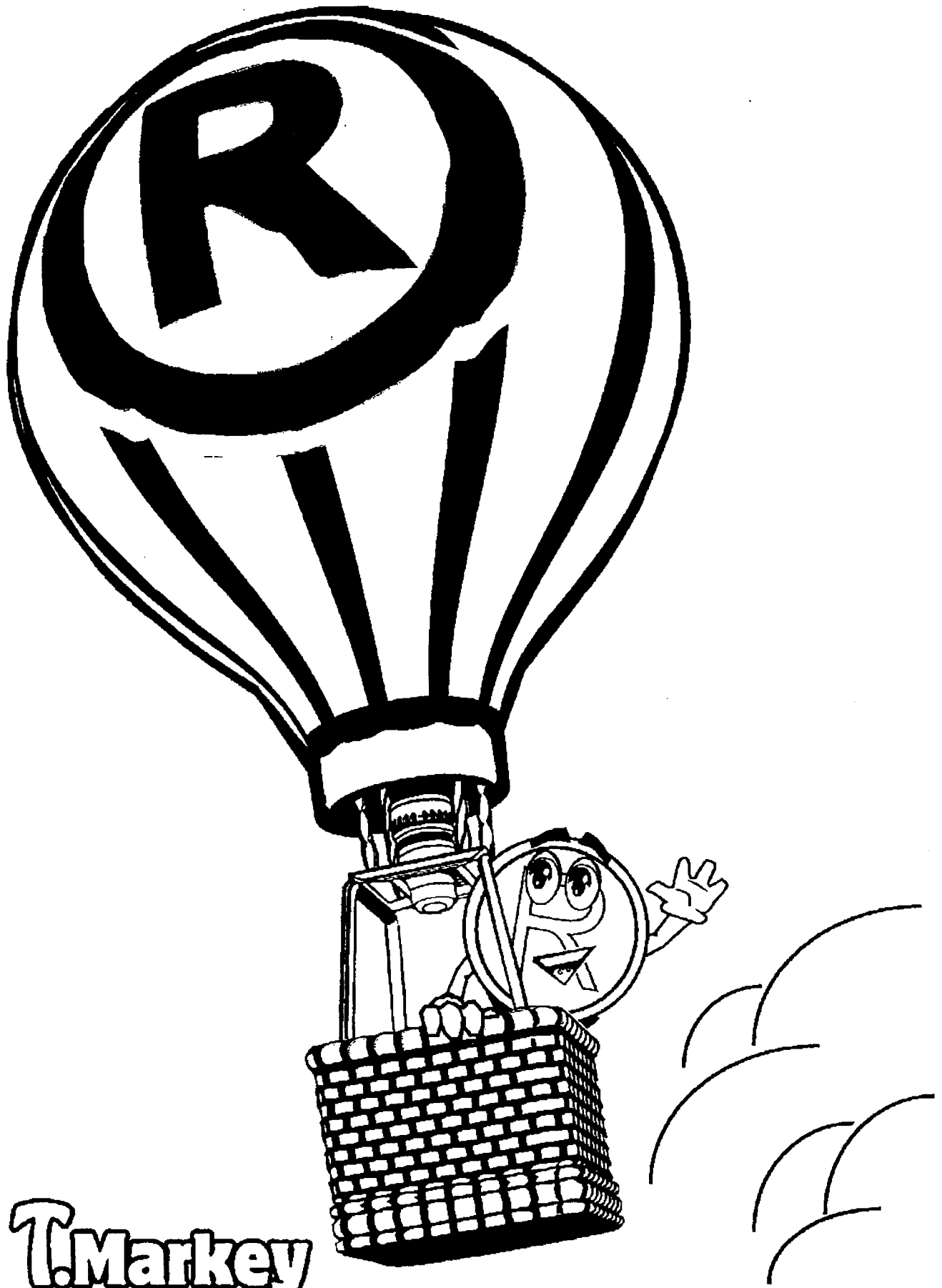
- The mission of the Trademark Office is to register trademarks. Once registered, you have the right to stamp the ® symbol next to your trademark.
- There is only one United States Patent and Trademark Office, which is located in Alexandria, Virginia, close to Washington, D.C.



T. Markey



COLOR T. MARKEY



T. Markey

United States Patent and Trademark Office



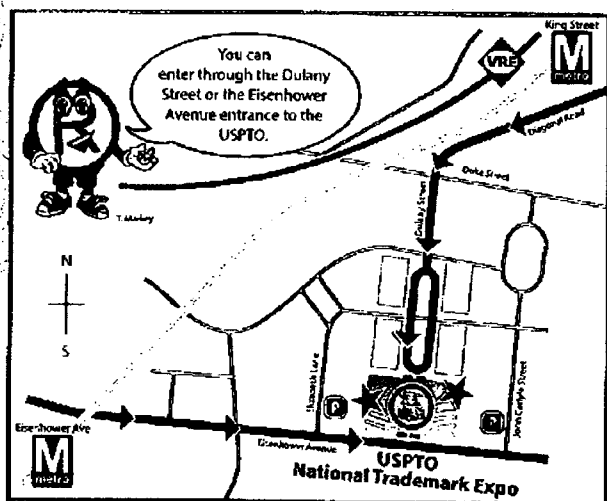
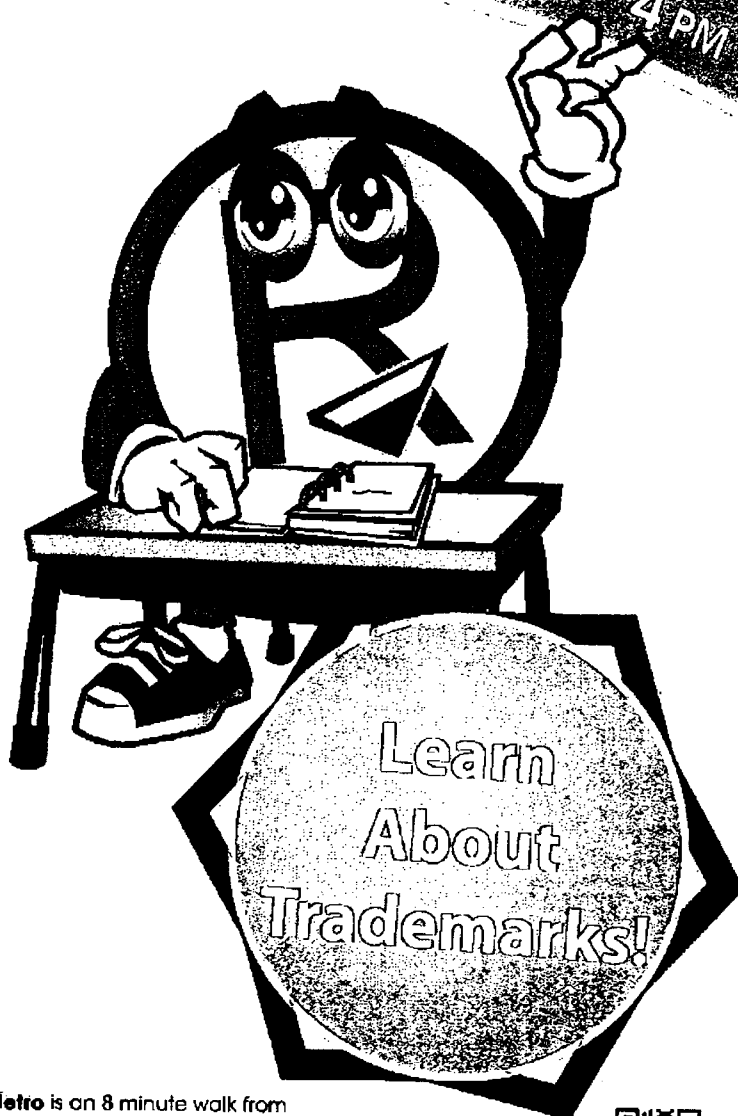
NATIONAL TRADEMARK expo 2014



October 17, 10 AM - 5 PM • October 18, 10 AM - 4 PM

The USPTO invites you to the National Trademark Expo! It's fun, free, and open to the public!

- More than 40 exhibitors and displays
 - Seminars for business and entrepreneurs
 - Children's workshops
 - Costumed characters and inflatables
 - Small giveaways
 - Numerous activities
- ... featuring registered trademarks!



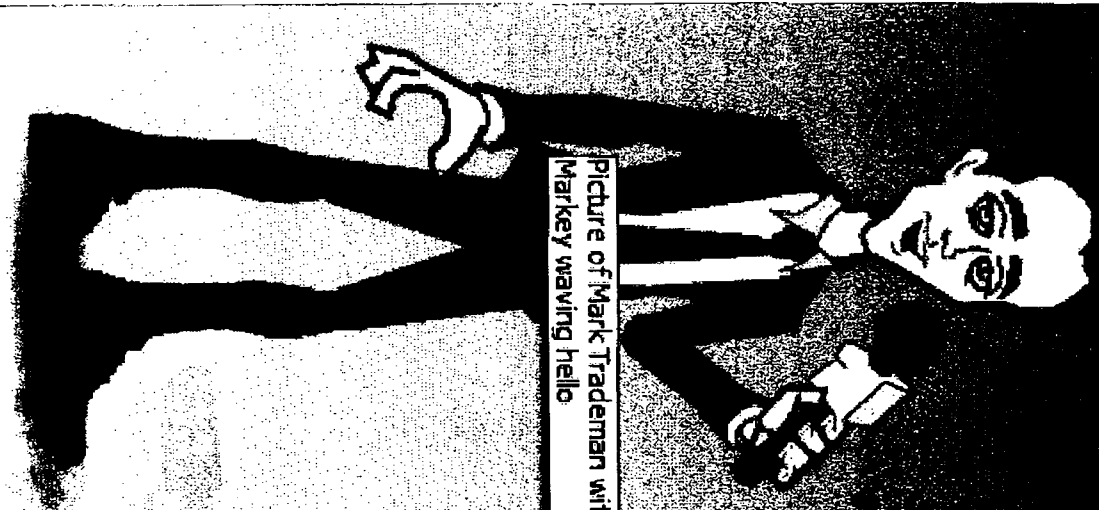
600 Dulany Street, Alexandria, Virginia

Metro is an 8 minute walk from both Eisenhower Ave. and King St.

Garage Parking is available and is free on Saturday



For more information, visit www.uspto.gov/TMExpo, call 571-272-9226, or e-mail TMExpo@uspto.gov.



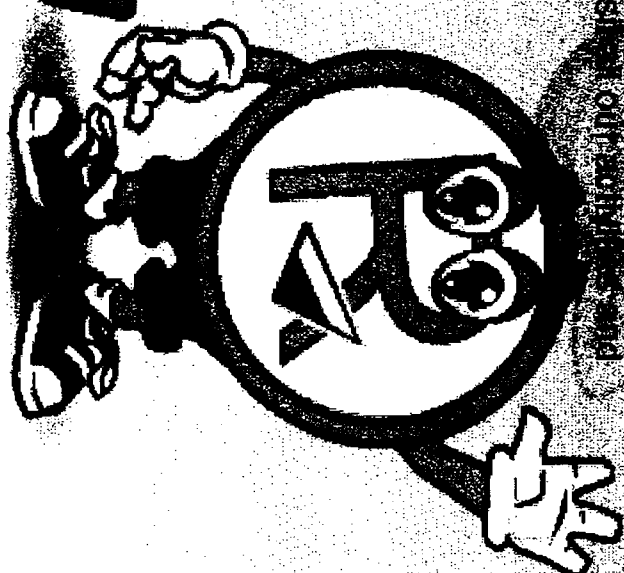
Picture of Mark Trademan with a reporter microphone and Trademark waving hello

TRADEMAN

Hi,
I'm Mark Trademan, main reporter for the Trademark Along with my friend Trademate, we will discuss and explain everything there is to know about Trademarks. Please visit our website for more updates.

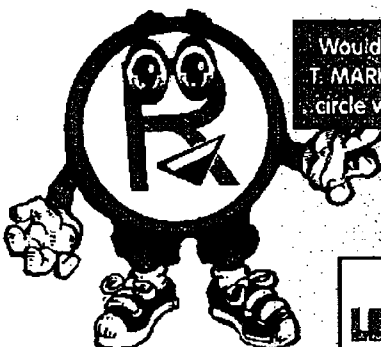
See you next time!
Mark Trademate
Trademark Information Network

Trademark



THE NATIONAL TRADEMARK EXPO PRESENTS

THE STORY OF WHY T. MARKEY IS THE ® SYMBOL



Would you like to know why
T. MARKEY is in the shape of a
circle with the letter R inside?

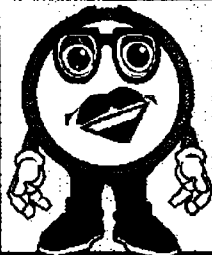
**READ ON TO
LEARN THE TALE...**

Once upon a time,
in the land of
trademarks,
T. MARKEY
wondered....

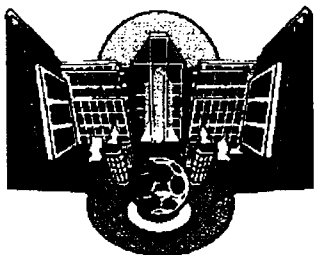


"Why am I in the shape of a
circle with the letter R inside?"

"I'll tell you why, son," his Dad said.



"You were chosen to be
the spokesperson for the
National Trademark Expo,
an event the U.S. Patent
and Trademark Office
uses to showcase the
value of a trademark
registration."



With the help of his Dad,
T. MARKEY went to
www.uspto.gov and learned
that people apply for
a trademark registration,
and if they qualify, they get
a certificate that gives the
right to stamp the ® symbol
next to a trademark.

"Wow, so because I am in the shape of a
circle with a letter R inside, an ®, I symbolize
that a trademark is registered!"

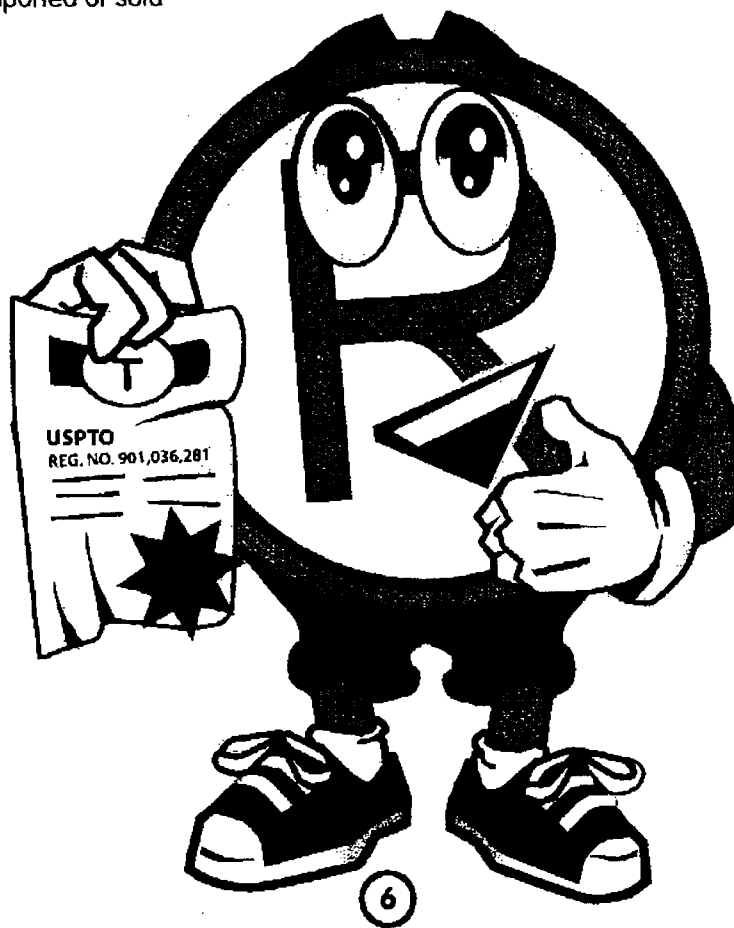


**AND, THAT'S THE
TALE OF T. MARKEY!**

Federal Trademark REGISTRATION

The ® next to a brand name:

- tells you the trademark is protected by a federal registration issued by the United States Patent and Trademark Office
- gives notice to makers of similar products that they cannot use the same trademark for their products
- helps trademark owners stop fake or "counterfeit" products from being imported or sold




Fun Marks

WORDS


GAP® for retail clothing stores

DESIGN / SYMBOLS



for computers

COMBINATION OF WORDS & DESIGNS



for retail department stores


COLORS

The color **Canary Yellow** is registered for **Post-it®** stationery notes.

SCENT / FRAGRANCE

The marks consist of an apple cider, peppermint, vanilla, peach, lavender, or grapefruit fragrance for file folders.

SHAPES

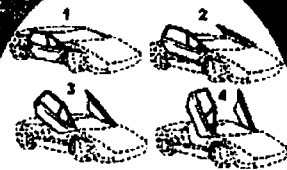


for video game machine controller

SOUNDS

The **Looney Tunes Theme Song** which consists of eighteen (18) musical notes comprising the notes, E4, D4, C4, D4, E4, EFlat4, E4, C4, D4, D4, D4, D4, C4, AFlat3, A3, D4, E4 and G4 is a trademark for animated television programs and motion picture films.

MOTION



The mark consists of the motion of the car door when opened.

TRADEMARKS ARE EVERYWHERE

Everyday you may cross paths with hundreds or thousands of trademarks. You see them in the Morning, in the Day, and at Night from DAWN TO DUSK!

MORNING

KELLOGG'S® for "breakfast cereal"

CREST® for "toothpaste"

IVORY® for "soap"

TROPICANA® for "orange juice"

DAY

WALL-E® for "lunch boxes"

SKIPPY® for "peanut butter"

SMUCKER'S® for "jellies"

MEAD® for "notebooks"

SCHWINN® for "bicycles"

NIGHT

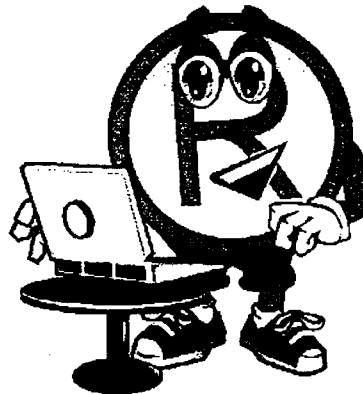
DELL® for "computers"

CHEF BOYARDEE® for
"pasta dinners"

FISHER-PRICE® for "toys"

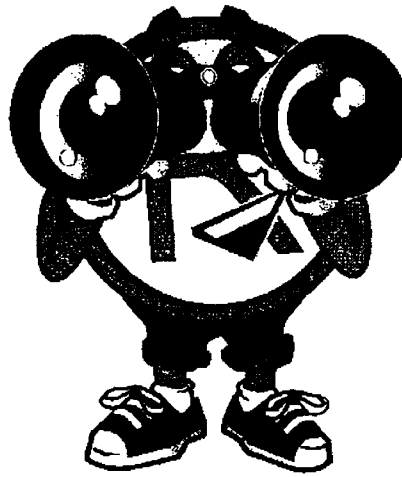
MR. BUBBLE® for "bubble bath,
skin soap" and "bath toys"

HARRY POTTER® for "books"



**LOOK AROUND
THE EXPO...
THE CHARACTERS ARE
TRADEMARKS TOO!**

**Let's play a game, make that
Character Connection!**



Pillsbury DOUGHBOY® is a registered trademark for

- a. cookie dough
- b. chewing gum
- c. computer games
- d. cars

THE CAT IN THE HAT® is a registered trademark for

- a. cat food
- b. bicycles
- c. books
- d. refrigerators

JELLY BELLY® is a registered trademark for

- a. jelly beans
- b. shoes
- c. nail polish
- d. televisions

HERSHEY'S KISSES® is a registered trademark for

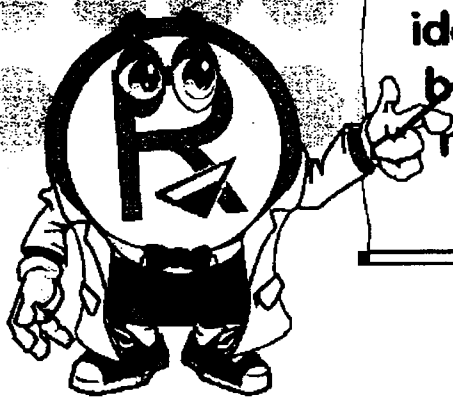
- a. spinach
- b. light bulbs
- c. hammers
- d. candy

CRAYOLA® is a registered trademark for

- a. shoelaces
- b. crayons
- c. carrots
- d. forks

CURIOUS GEORGE® is a registered trademark for

- a. mirrors
- b. toilet paper
- c. zoos
- d. plush toys



Did you know that
one Trademark can
identify or be the
brand name for
more than just
one product?

NICKELODEON®

Most kids enjoy turning the television to the Nickelodeon channel, but did you know Nickelodeon is a registered trademark that identifies more than just television programming?

Examples:

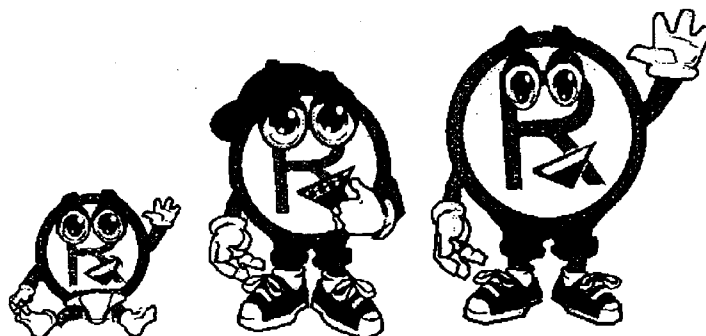
1. **NICKELODEON** cell phone services
2. **NICKELODEON** knapsacks
3. **NICKELODEON** towels, bed sheets, and pillow cases

CRAYOLA®

One of the first items you may have attempted to write with is a crayon. But did you know Crayola is a registered trademark that identifies even more products?




Examples:

1. **CRAYOLA** rulers and staplers
2. **CRAYOLA** paints
3. **CRAYOLA** candle snobs


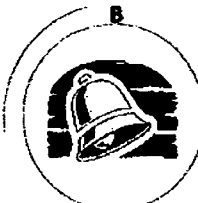
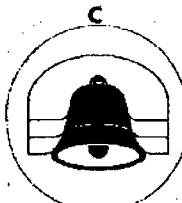


EVOLUTION OF MARKS




Which came first?

A  B  C 


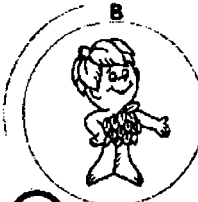

Which came first?

A  B  C 

Which came first?

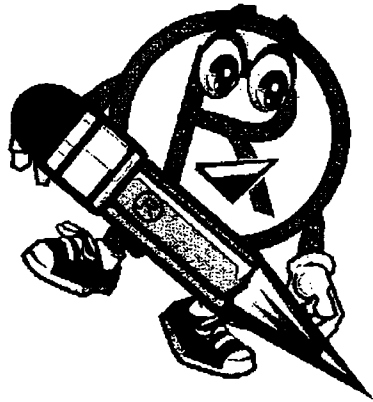
A  B  C 

Which came first?

A  B  C 

WORD SEARCH

H F E R S W A K A R I R B E A
F W L V C E F Q N D W O I I T
T K O N J P R S D R X F V T L
M F B C C G O V T B S F R U K
K W M P Y U F C I J M A G T W
X N Y M N A P H B C D C X H S
L B S D Z N F A I E E R P I C
L N B J O N U R M Q C M B A E
R E G I S T R A T I O N A T N
Y S T I L D R C O L O R L R T
P O H L S K R T V Y E M I U K
M X Q A G E E E O U W J W H L
U P J O P O D R C O X T B M C
C I R E N E G S D R O W P L Q
U F X U C G D H G D U V M G I



Find the following words:

CHARACTERS

DESIGN

MOTION

SCENT

SHAPE

SYMBOL

COLOR

GENERIC

REGISTRATION

SERVICE MARK

SOUND

TRADEMARK

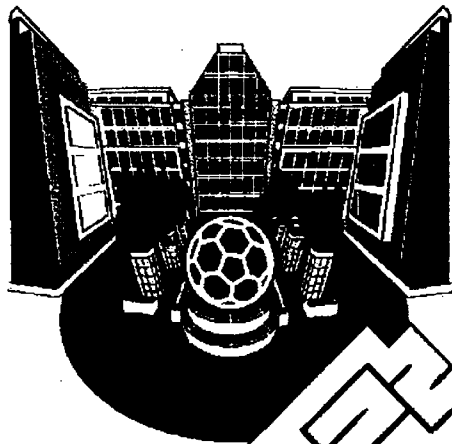
WORD

TRIVIA GAME

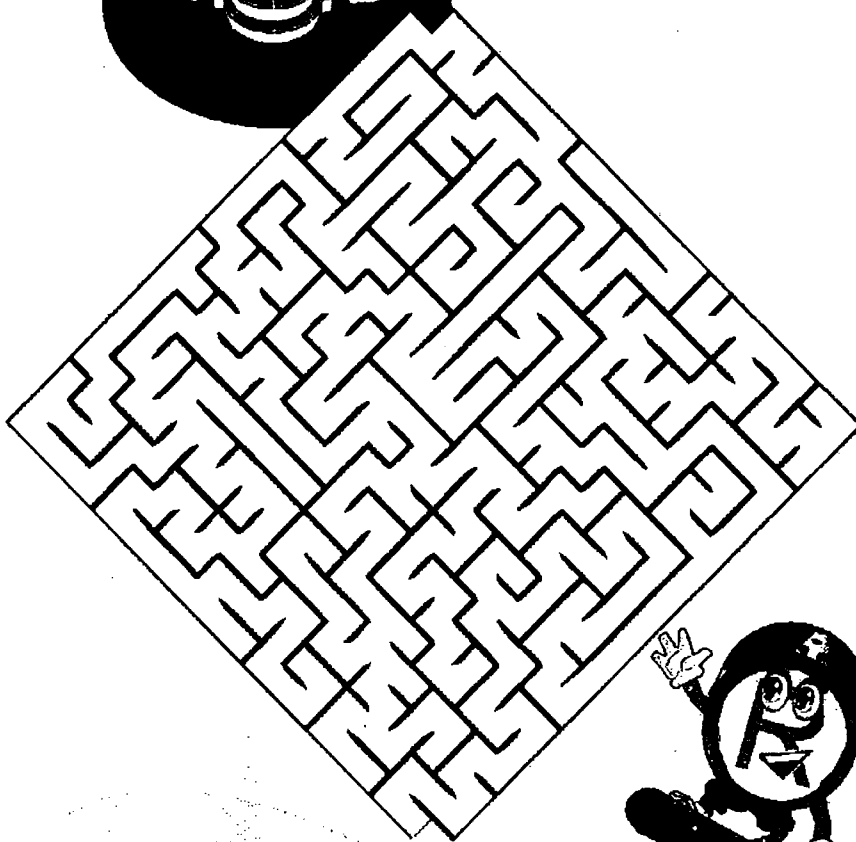
NOW THAT YOU HAVE WALKED AROUND THE NATIONAL TRADE-MARK EXPO, TEST YOUR KNOWLEDGE WITH THIS TRIVIA GAME!

1. For which color does UPS own a trademark?
a. brown
b. pink
c. red
d. white
e. blue
2. CMG Worldwide helps protect famous people.
_____ TRUE _____ FALSE
3. When you open up a Burberry® raincoat, is the check design you see a registered trademark?
_____ YES _____ NO
4. When you are playing an online video game or searching through an encyclopedia while doing your homework, what does Internet Keep Safe Coalition say you should NOT do?
a. give your name
b. give your address
c. give your phone number
d. give your picture
e. All of the above
5. Which U.S. government exhibitor at the National Trademark Expo owns trademarks that help protect the environment and conserve energy?
a. U.S. Patent and Trademark Office
b. U.S. Department of Energy
c. U.S. Department of Agriculture
d. Federal Bureau of Investigation
e. U.S. Department of Education
6. What type of services does the trademark Urangatang identify?
a. medical research of monkeys including orangutans
b. landscaping services
c. veterinary services
d. piano lessons
e. creating and maintaining websites
7. Callaway Golf Company protects its golf clubs with trademarks AND patents.
_____ TRUE _____ FALSE

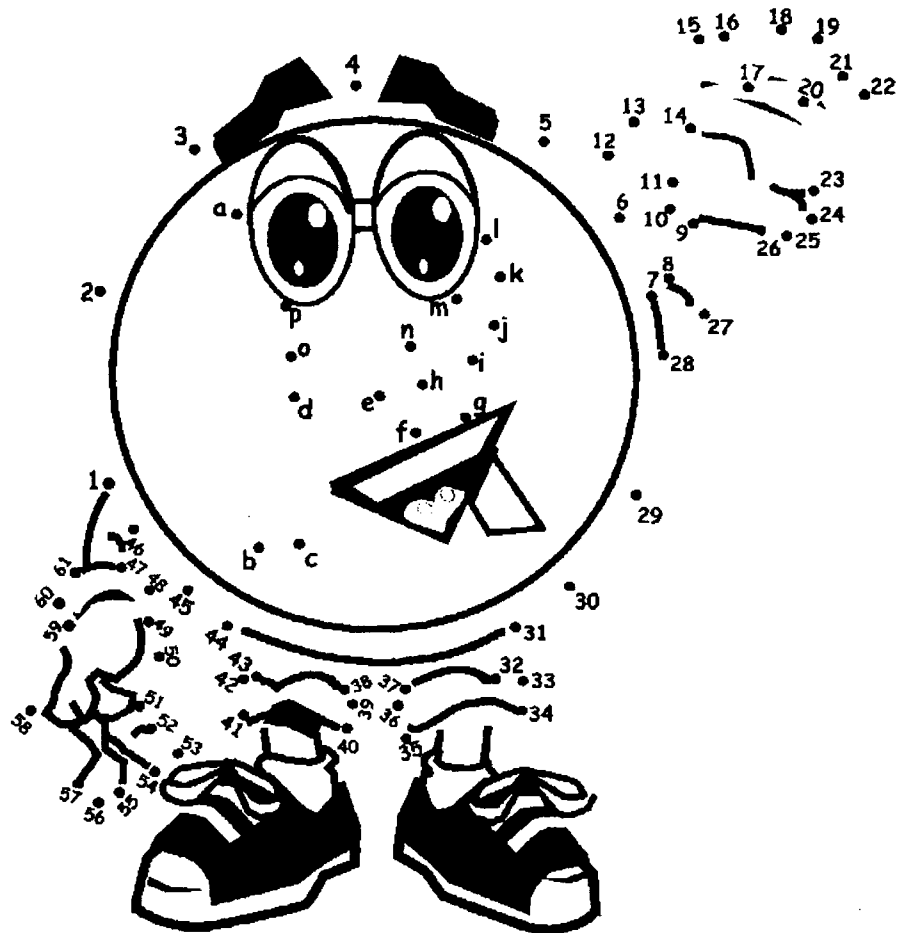
Trademark Maze



Help T. Markey find his way to the 2009 National Trademark Expo.

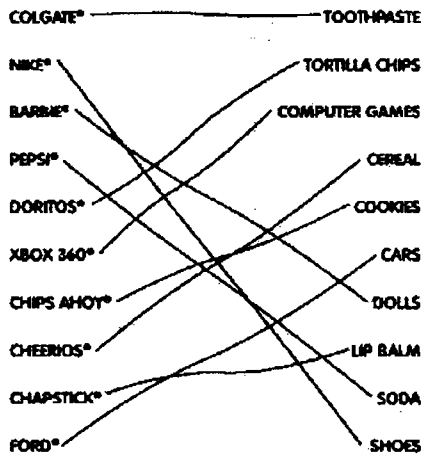


CONNECT THE DOTS



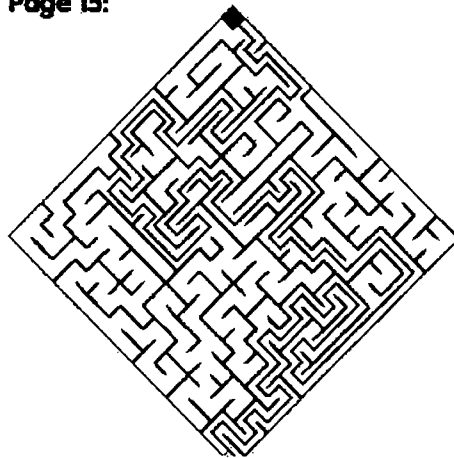
Answers

Page 3:



Page 13-14: 1-A, 2-TRUE, 3-YES, 4-E, 5-B, 6-E, 7-TRUE, 8-A, 9-YES, 10-A, 11-E, 12-C, 13-C, 14-B, 15-the goods of the owner

Page 15:

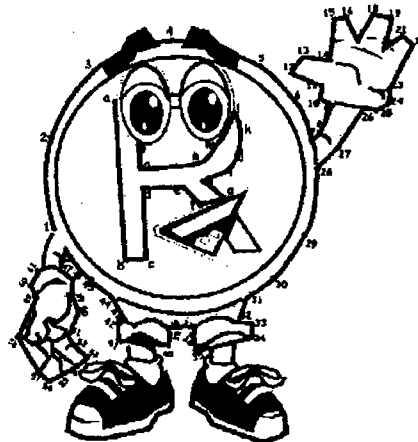
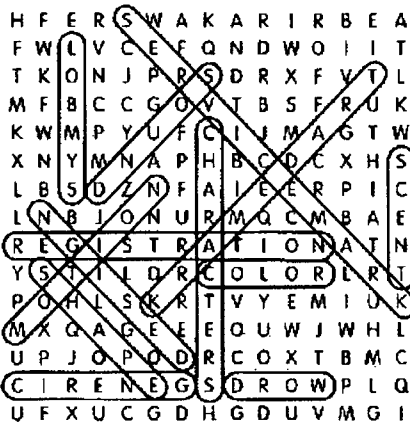


Page 9: Doughboy-A, Hershey Kisses-D, The Cat in the Hat-C, Crayola-B, Jelly Belly-A, Curious George-D

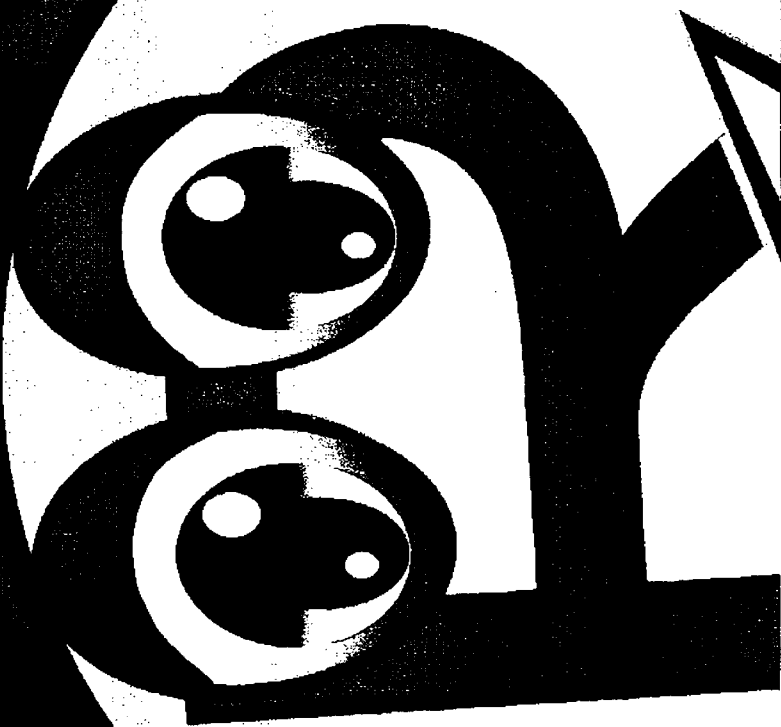
Page 11: 1-B, 2-C, 3-B, 4-A

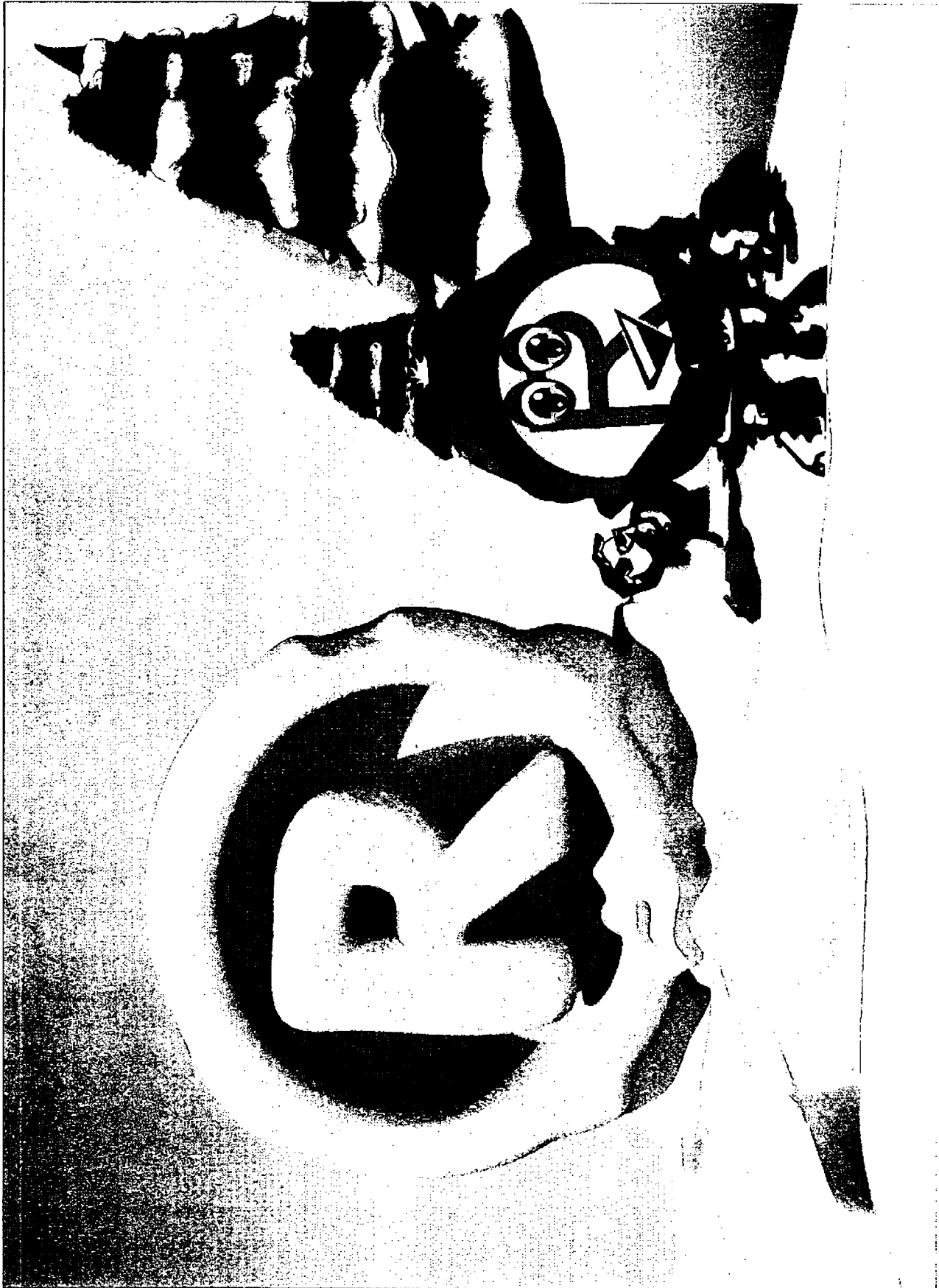
Page 16:

Page 12:

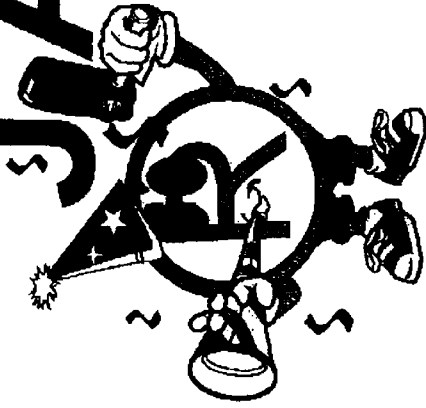


TRADEMARKS





JANUARY



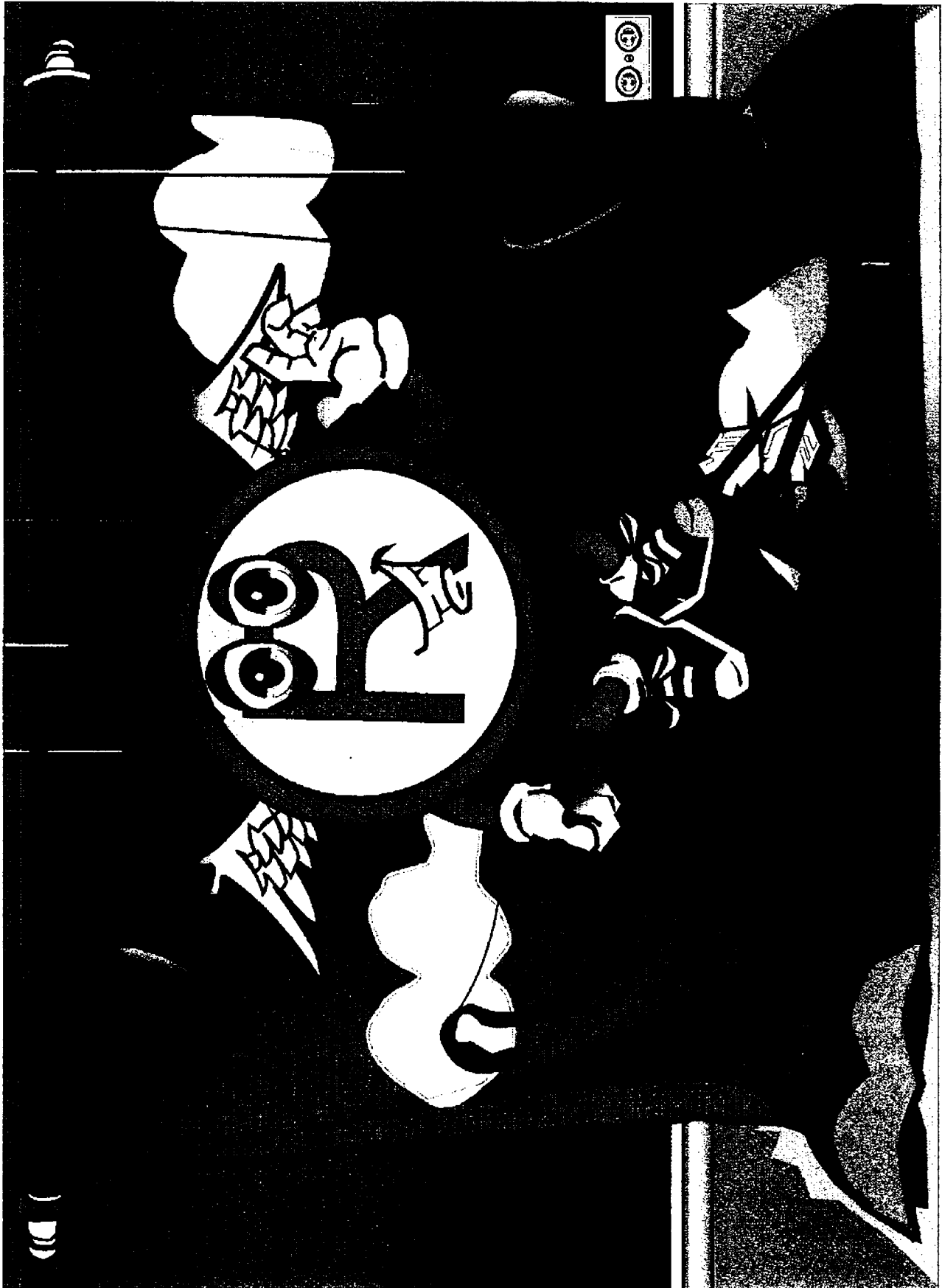
1 NEW YEAR'S DAY 2

3 4 5 6 7 8 9

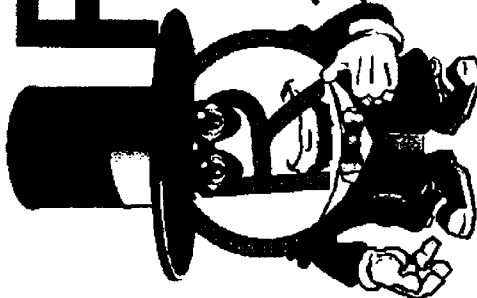
10 11 12 13 14 PAYDAY 15 16

17 18 MARTIN LUTHER KING, JR. DAY 19 20 21 22 23

24/31 25 26 27 28 PAYDAY 29 30



FEBRUARY



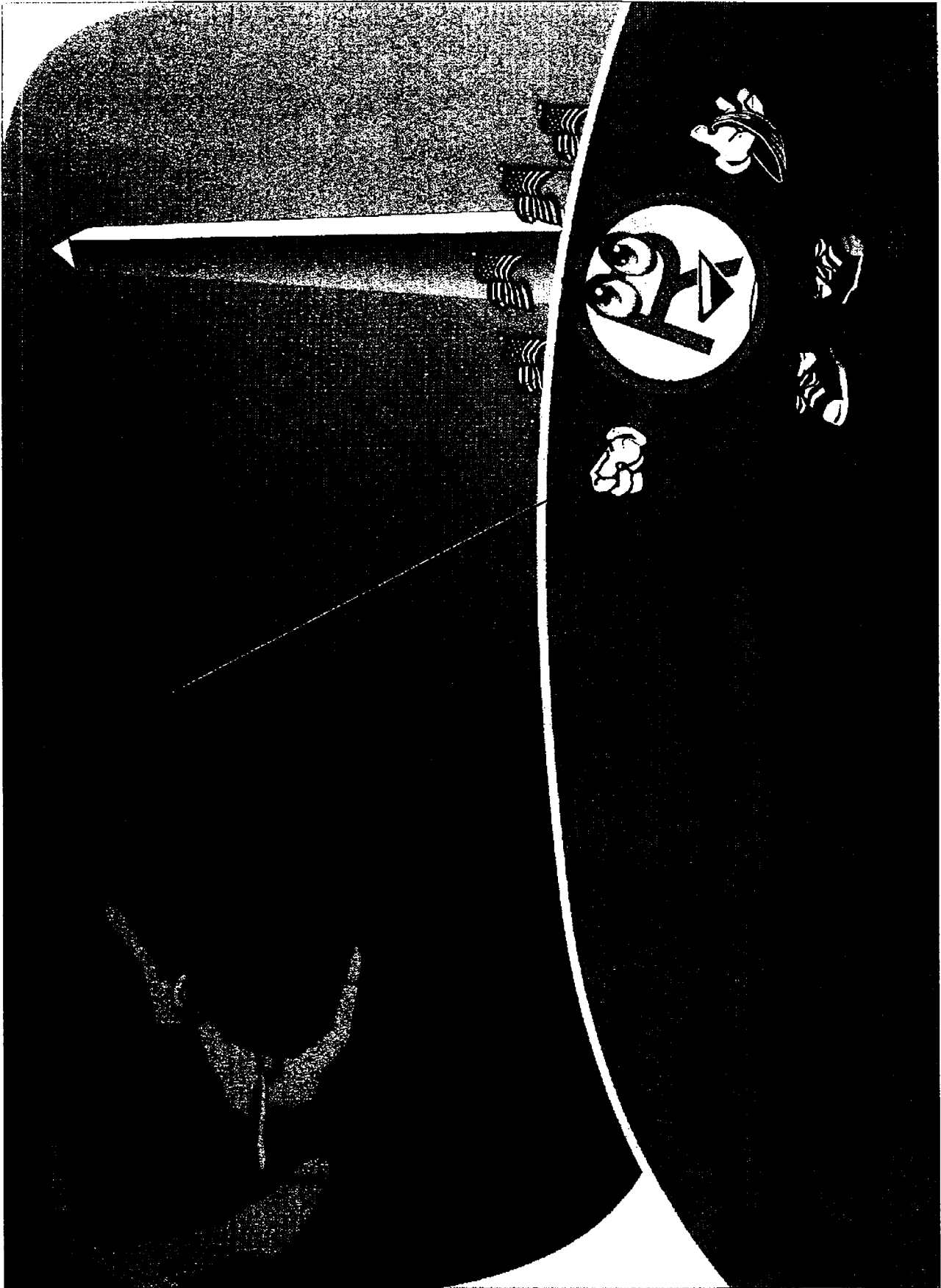
1 2 3 4 5 6

7 8 9 10 11 PAYDAY 12 13

14 15 PRESIDENTS' DAY 16 17 18 19 20

21 22 23 24 25 PAYDAY 26 27

28



MARCH

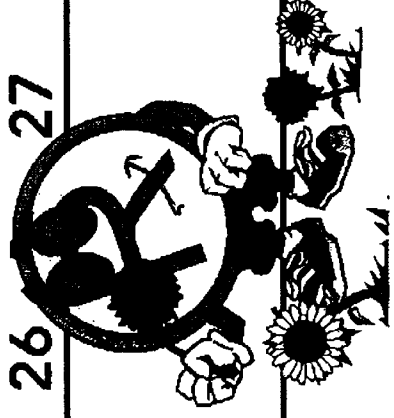
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7 8 9 10 11 PAYDAY 12 13

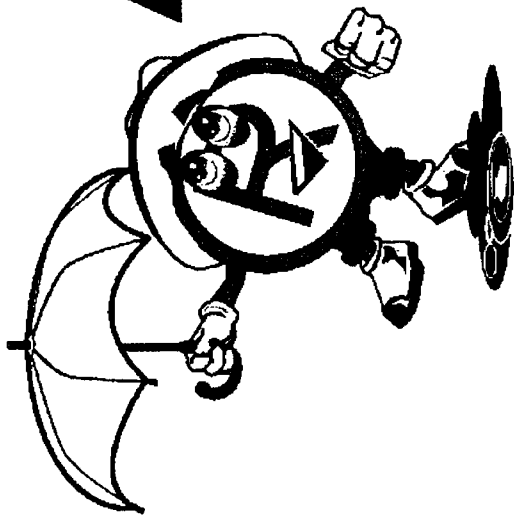
14 15 16 17 18 19 20

21 22 23 24 25 PAYDAY 26 27

28 29 30 31







APRIL

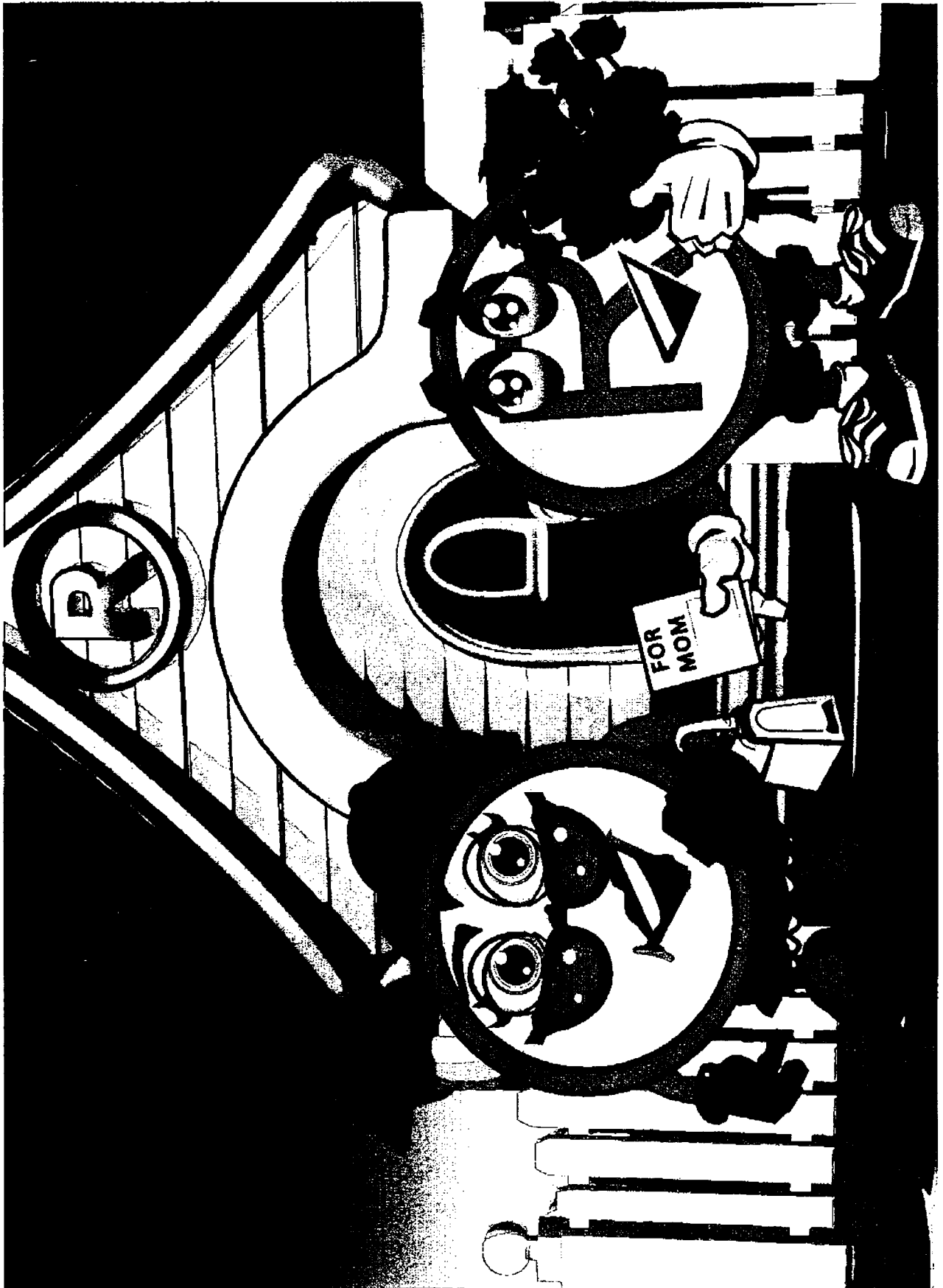
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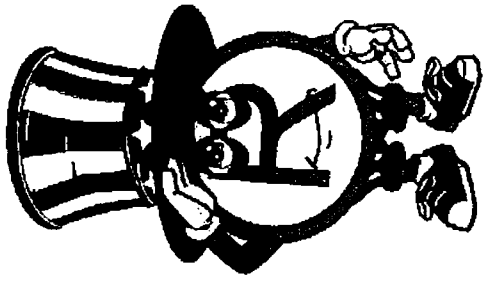
4 5 6 7 8 PAYDAY 9 10

11 12 13 14 15 16 17

18 19 20 21 22 PAYDAY 23 24

25 26 27 28 29 30





MAY

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PAYDAY

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20

PAYDAY

21

22

23/30

24/31

MEMORIAL DAY

25

26

27

28

29



JUNE

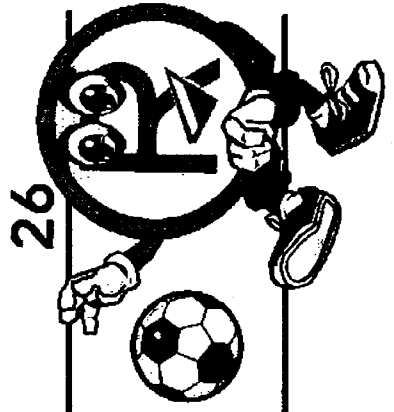
1 2 3 PAYDAY 4 5

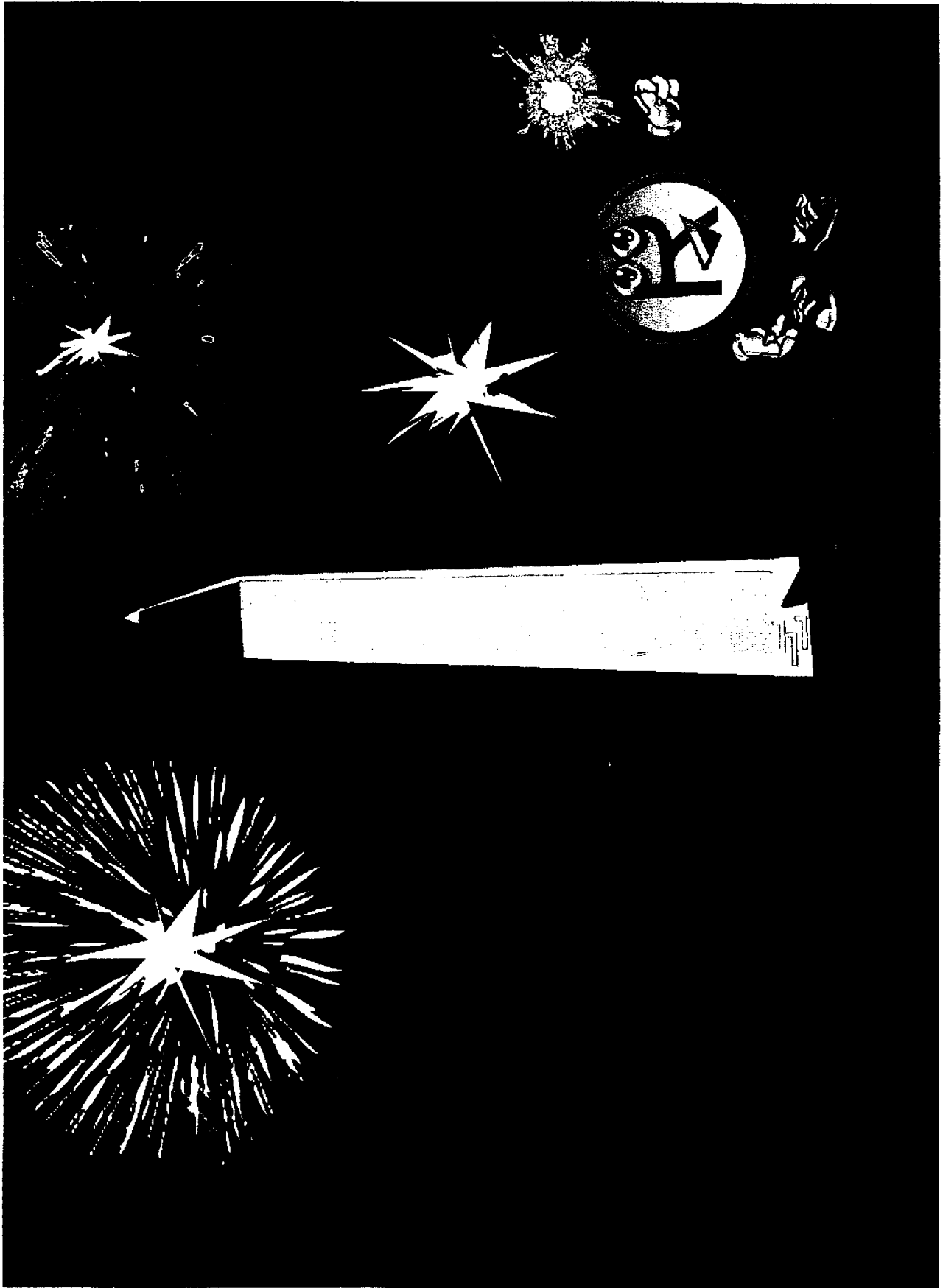
6 7 8 9 10 11 12

13 14 15 16 17 PAYDAY 18 19

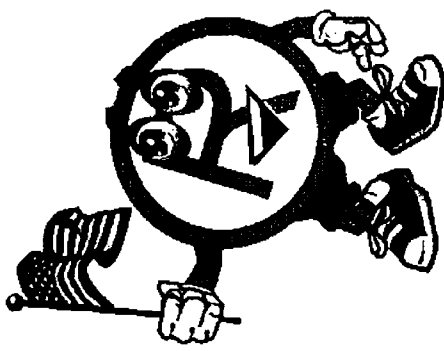
20 21 22 23 24 25 26

27 28 29 30





JULY



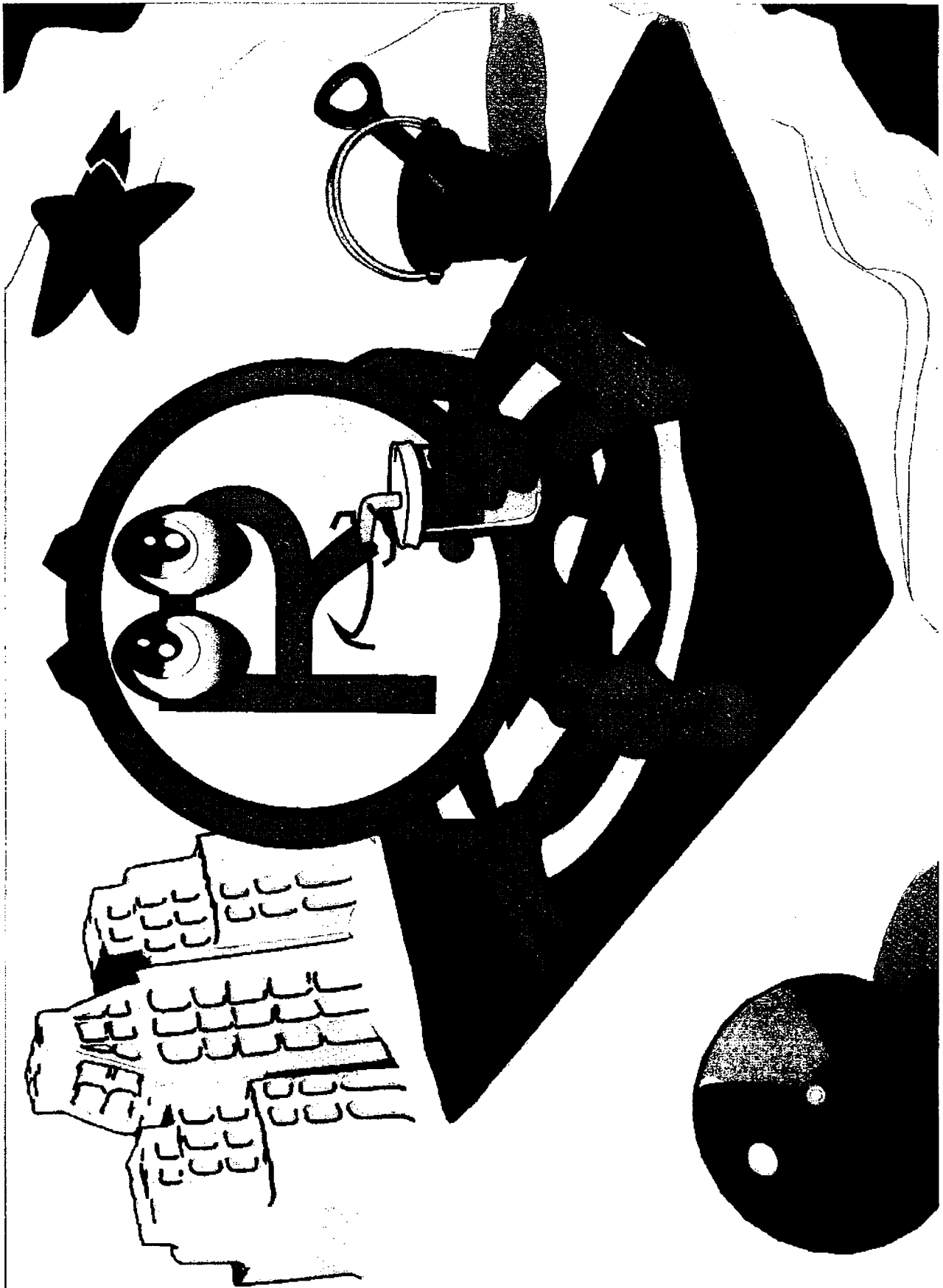
1 PAYDAY 2 3

4 5 INDEPENDENCE DAY 6 7 8 9 10

11 12 13 14 15 PAYDAY 16 17

18 19 20 21 22 23 24

25 26 27 28 29 PAYDAY 30 31



AUGUST

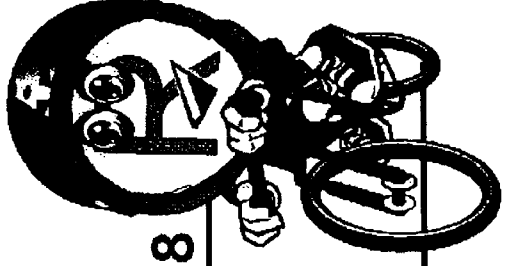
1 2 3 4 5 6 7

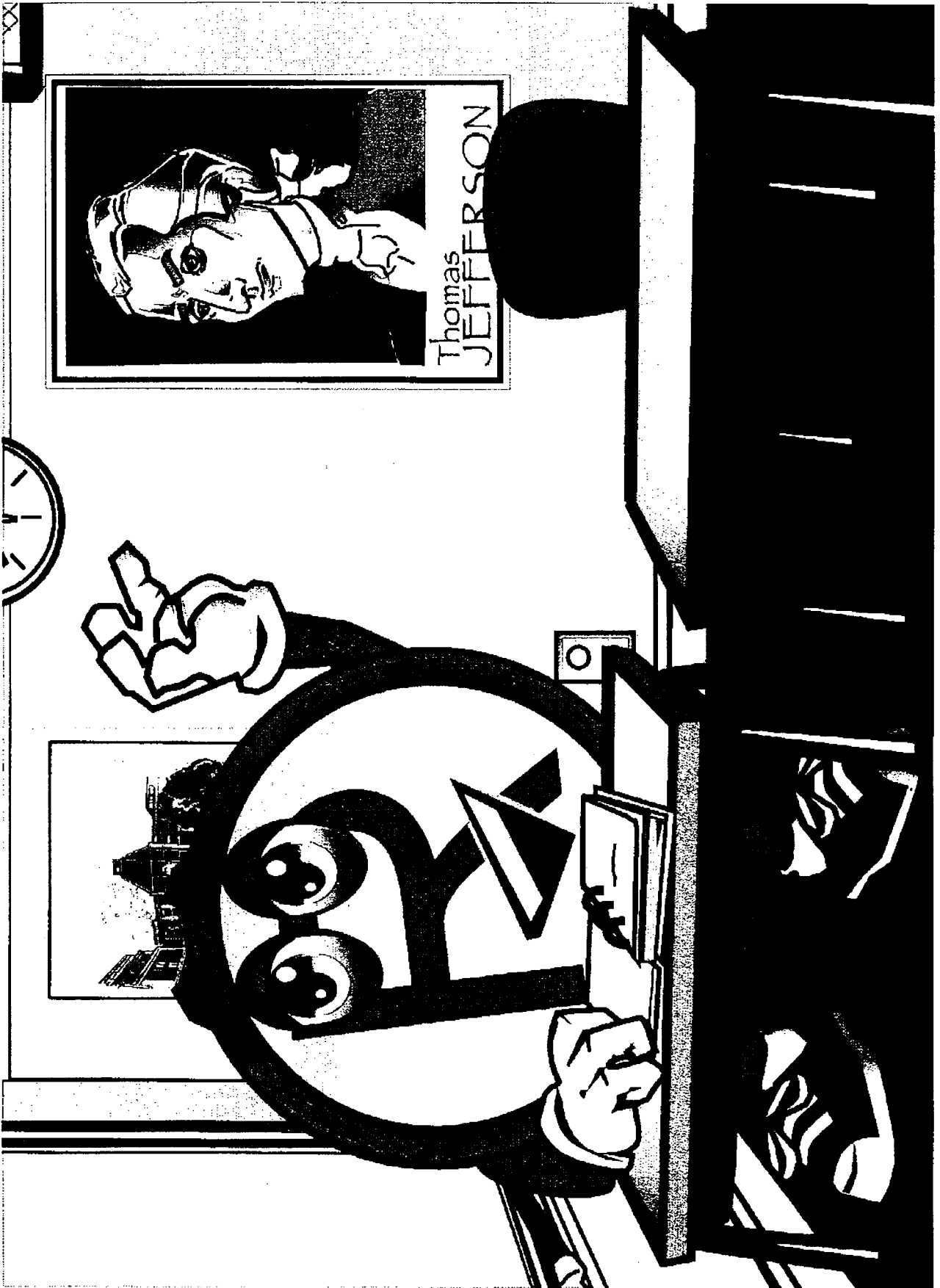
8 9 10 11 12 PAYDAY 13 14

15 16 17 18 19 20 21

22 23 24 25 26 PAYDAY 27 28

29 30 31





Thomas
JEFFERSON

SEPTEMBER



1 2 3 4

5 6 LABOR 7 8 9 PAYDAY 10 11

12 13 14 15 16 17 18

19 20 21 22 23 PAYDAY 24 25

26 27 28 29 30



OCTOBER



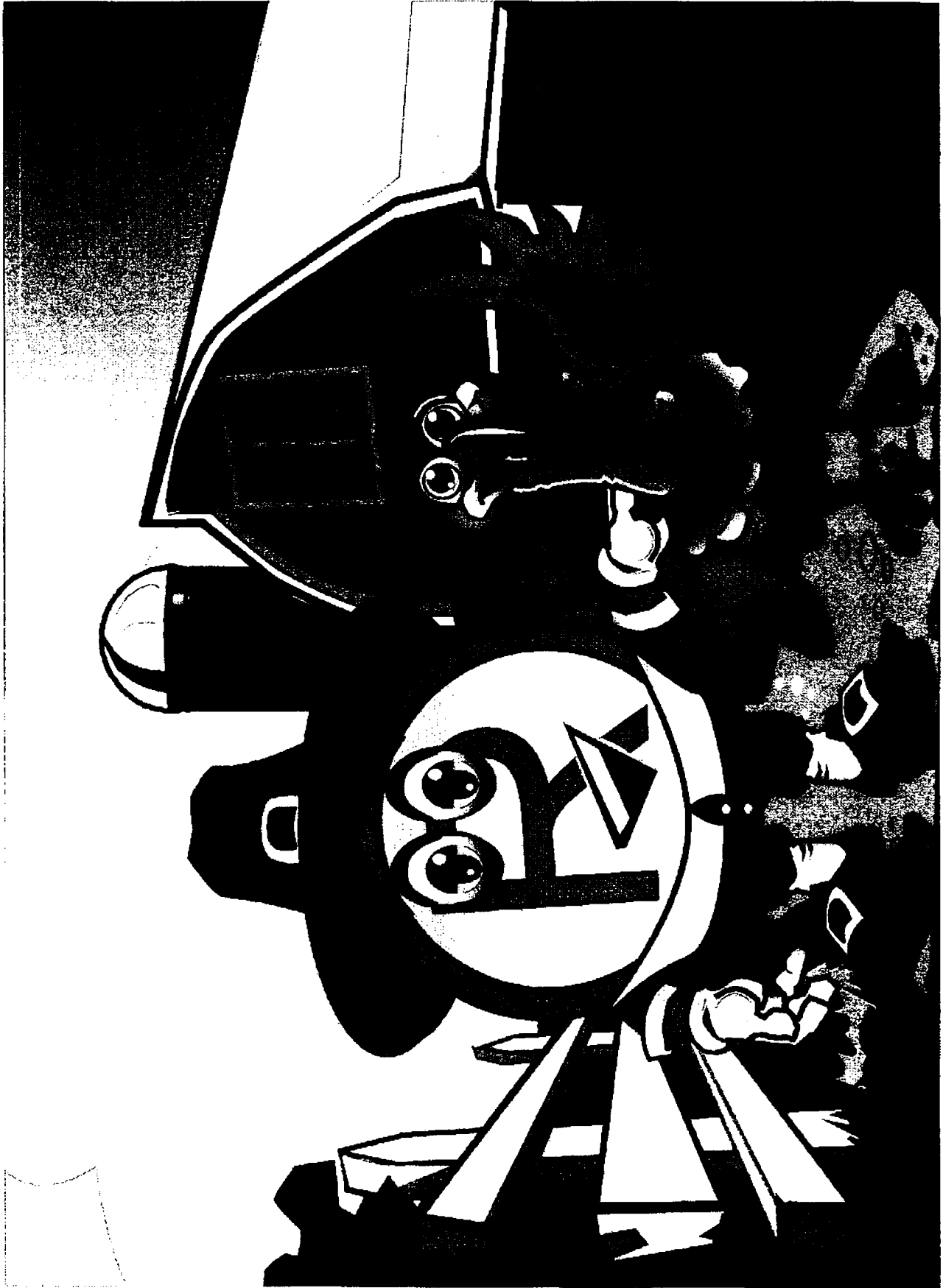
1 2

3 4 5 6 7 PAYDAY 8 9

10 11 COLUMBUS DAY 12 13 14 15 16

17 18 19 20 21 PAYDAY 22 23

24/31 25 26 27 28 29 30



NOVEMBER



1 2 3 4 PAYDAY 5 6

7 8 9 10 11 VETERANS DAY 12 13

14 15 16 17 18 PAYDAY 19 20

21 22 23 24 25 DAY THANKSGIVING 26 27

28 29 30



DECEMBER

1 2 PAYDAY 3 4

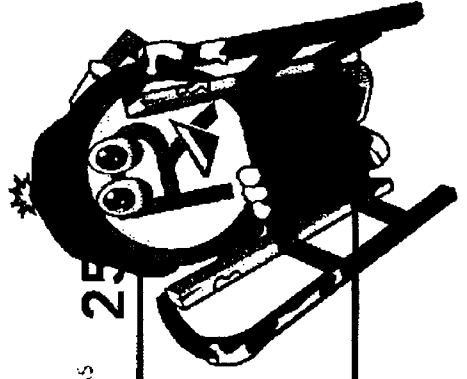
5 6 7 8 9 10 11

12 13 14 15 16 PAYDAY 17 18

19 20 21 22 23 24 25

CHRISTMAS
DAY

26 27 28 29 30 PAYDAY 31



Joyner, Charles

From: Hieber, Christina J.
Sent: Wednesday, February 27, 2008 9:00 AM
To: Lynch, Cynthia
Subject: RE: Follow-up Search re TM Expo Character

(b)(5)



From: Lynch, Cynthia
Sent: Tuesday, February 26, 2008 4:55 PM
To: Beresford, Lynne; Marsh, Sharon; Hershkowitz, Meryl; Williams, Ron (TM); Adams, Arva; Rankin Byrne, Jennifer; Forbes, Dennis
Cc: Roth, Jason
Subject: FW: Follow-up Search re TM Expo Character

Please see the good news below from Jason on the results of his (very prompt) follow-up search. Thanks, Jason.

Arva, Jennifer and Dennis –



(b)(5)



From: Roth, Jason
Sent: Tuesday, February 26, 2008 4:36 PM
To: Lynch, Cynthia
Subject: Follow-up Search re TM Expo Character

Cynthia,



(b)(5)



Thanks,
Jason

Joyner, Charles

From: Lynch, Cynthia
Sent: Monday, May 04, 2009 9:53 AM
To: Hieber, Christina J.
Subject: RE: Comic Strip- first draft...

Hi Christina. (b)(5) T. Markey was created for purposes of the EXPO, but I believe he now also makes other appearances and that OPA "reserves the right" to use him for other types of promotion. Thanks.
-Cynthia

From: Hieber, Christina J.
Sent: Wednesday, April 29, 2009 2:35 PM
To: Lynch, Cynthia
Subject: FW: Comic Strip- first draft...

(b)(5) it is text to accompany a comic strip in the activity book about what the R symbol is. (b)(5)
(And out of curiosity, is T. Markey solely for purposes of the Expo, or does he make other appearances?)

Thanks,
Christina

From: Agosto, Giselle
Sent: Wednesday, April 29, 2009 11:44 AM
To: Hieber, Christina J.; Ortiz, Roberto
Cc: Spils, Carol; Pham, Lana; Clarke, Nancy
Subject: FW: Comic Strip- first draft...

Christina,
See attached a sample of the comic strip (bottom email) and the "Text" that will go with it. It's short, sweet, to the point. IF you please have a few minutes to read it, we'd appreciate it.

In the meantime, Roberto, please use the sample text to get a draft to the printers.

Giselle

<< File: Activity-Book-Comic-Strip-Text.doc >>

/Giselle M. Agosto/
Giselle M. Agosto
Attorney Advisor
Trademarks Law Office 102
U.S. Patent & Trademark Office
P. (571) 272-5868
F. (571) 273-5868

From: Ortiz, Roberto

Sent: Wednesday, April 29, 2009 10:43 AM
To: Agosto, Giselle; Spils, Carol; Clarke, Nancy; Pham, Lana; Ehlke, Paul
Subject: Comi first draft...

Hi to all,
I am still illustration the comic,
Here is a first draft in black and white.

-Roberto << File: comic2firstdraft.jpg >>