

**Trademark/Service Mark Application, Principal Register
Handwritten Signature**

To the Commissioner for Trademarks:

MARK: ADVANTAGE (stylized and/or with design, see [mark](#))

The literal element of the mark consists of ADVANTAGE.

The applicant is not claiming color as a feature of the mark. The mark consists of a triangle with the center base not connected and the lettering "ADVANTAGE" centered below.

The applicant, The Advantage Group International, Inc., a corporation of Canada, having an address of
20 Toronto Street, Sixth Floor
Toronto, Ontario M5C2B8
Canada

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

International Class 035: Market research and analysis services; business survey research services, namely conducting surveys to measure relationships between retailers and suppliers, preparation and presentation of surveys, and advising on strategies to improve the relationships between the retailers and suppliers

In International Class 035, the mark was first used by the applicant or the applicant's related company or licensee at least as early as 11/16/2010, and first used in commerce at least as early as 11/16/2010, and is now in use in such commerce. The applicant is submitting one specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) web page print out bearing subject mark.

[Specimen-1 \[SPE0-206672352-135652082_._specimen.pdf\]](#)

Priority based on foreign filing: Applicant has a bona fide intention to use the mark in commerce on or in connection with the identified goods and/or services and asserts a claim of priority based on Canada application number 1575152, filed 04/26/2012. 15 U.S.C. Section 1126(d), as amended.

INTENT TO PERFECT 44(d) : At this time, the applicant intends to rely on Section 44(e) as a basis for registration. If ultimately the applicant does not rely on Section 44(e) as a basis for registration, a valid claim of priority may be retained.

The applicant's current Attorney Information:

John E. Ottaviani and all attorneys affiliated with Edwards Wildman Palmer LLP, including, but not limited to: Kathleen Carr; Barry Kramer; David Greenbaum; Maria A. Scungio; David Weild, III; Philip Shannon; Michael Rizzo; F. Andrew Anderson; Patrick J. Concannon; David G. Conlin; Christine C. O'Day; George W. Neuner; Lisa Swiszc; Peter F. Corless; Howard M. Gitten; George Chaclas; David J. Silvia; John Olsen; Glenn Pudelka; Brian Landry; Scott D. Wofsy; Allison J. Singh; Alison A. Reuter; Lawrence R. Robins of

**Edwards Wildman Palmer
FDR Station
PO BOX 130
New York, New York 10150
United States**

The attorney docket/reference number is 307350-4003.

**The applicant hereby appoints John E. Ottaviani of Edwards Wildman Palmer
FDR Station
PO BOX 130
New York New York 10150
United States**

as applicant's representative upon whom notice or process in the proceedings affecting the mark may be served.

The applicant's current Correspondence Information:


**John E. Ottaviani
Edwards Wildman Palmer
FDR Station
PO BOX 130
New York, New York 10150
401-276-6405(phone)
888.325.9049(fax)
trademark@edwardswildman.com (authorized)**

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

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature Section:

Signature: 
Signatory's Name: GARY HALLORAN
Signatory's Position: CEO

Date Signed: June 15/2012

NOTE TO APPLICANT: When filed as part of the electronic form (i.e., scanned and attached as an image file), the signature page **must** include both the signature information **and** the boilerplate declaration language. Do **not** include the entire application, but do ensure that the boilerplate declaration language actually appears; *a signature by itself will not be acceptable*. If, due to browser limitations, the boilerplate declaration language appears on a previous page when printed, you must "merge" the declaration and signature block onto a single page prior to signing, so that the *one complete page* can be scanned to create an acceptable image file. It is recommended that you copy-and-paste the entire text form into another document, manipulate the spacing there to move the declaration and signature section to a separate page, and then print this new version of the text form to send to the signatory.