

To the Commissioner for Trademarks:

MARK: CMR INSTITUTE (Standard Characters, see below)

# CMR INSTITUTE

The literal element of the mark consists of CMR INSTITUTE. The mark consists of standard characters, without claim to any particular font style, size, or color.

The applicant, The Certified Medical Representatives Institute, Inc., a corporation of Virginia, having an address of  
Suite 100  
4423 Pheasant Ridge Road  
Roanoke, Virginia 24014  
United States

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

International Class 009: downloadable electronic publications in the nature of textbooks, course materials and white papers in the field of health care; downloadable podcasts in the field of health care

In International Class 009, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 11/1/2006 and first used in commerce at least as early as 11/1/2006, and is now in use in such commerce. The applicant is submitting one (or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) excerpt from Applicant's downloadable white paper displaying the mark.  
Specimen-1 [SPE0-381422398-20190419103316234492\_\_Evidence\_of\_Use\_-\_New\_TM\_Apps\_CMR.jpg]

#### Claim of Active Prior Registration(s)

The applicant claims ownership of active prior U.S. Registration Number(s) 2862211, 1155711, 1930977, and others.

#### The applicant's current Attorney Information:

Jennifer L. Dean and Robert Cannuscio, Brian Coleman, Melissa Dillenbeck, Darren Cahr, Tore T. DeBella, Jennifer T. Criss, Kelly M. Horein and Renato Perez of Drinker Biddle & Reath LLP

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The attorney docket/reference number is 031389.

#### The applicant's current Correspondence Information:

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**E-mail Authorization:** I authorize the USPTO to send e-mail correspondence concerning the application to the applicant, the applicant's attorney, or the applicant's domestic representative at the e-mail address provided in this application. I understand that a valid e-mail address must be maintained and that the applicant or the applicant's attorney must file the relevant subsequent application-related submissions via the Trademark Electronic Application System (TEAS). Failure to do so will result in the loss of TEAS Reduced Fee status and a requirement to submit an additional processing fee of \$125 per international class of goods/services.

A fee payment in the amount of \$275 will be submitted with the application, representing payment for 1 class(es).

#### Declaration

Read the following statements before signing. Acknowledge the statements by signing below.

• Basis:

**If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a):**

- The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;
- The mark is in use in commerce on or in connection with the goods/services in the application;
- The specimen(s) shows the mark as used on or in connection with the goods/services in the application; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

**And/Or**

**If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e):**

- The signatory believes that the applicant is entitled to use the mark in commerce;
  - The applicant has a bona fide intention to use the mark in commerce on or in connection with the goods/services in the application; and
  - To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.
- To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive.
  - To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.
  - The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

#### Signature Section:

**NOTE:** The same person may sign the declaration on behalf of the other joint applicant(s), by merely making identical entries. The USPTO will presume that the one person who has signed was, in fact, authorized to sign on behalf of the other person(s).

Signature: Michelle R. O'Connor  
Signatory's Name: Michelle R. O'Connor  
Signatory's Position: President, CEO

Date Signed: 6/20/19