

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

**To the Commissioner for Trademarks:**

**MARK:** ARCH (Standard Characters, see below )

ARCH

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

The applicant, ARCH Design, Artwork & Framing, Inc., a corporation of Missouri, having an address of

1188 Walters Way Lane  
St. Louis, Missouri 63132  
United States

stl.ForeignTrademarks@stinson.com

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 016: Art pictures, framed pictures, framed graphic art prints; custom artwork

In International Class 016, 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 06/21/2007, and first used in commerce at least as early as 06/21/2007, 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) Photo of tag attached to the goods, and photo of tag close-up.

Specimen-1 [SPE0-68142158248-20200316151304927396\_16\_Product\_Sticker\_1.jpg ]

Specimen-2 [SPE0-68142158248-20200316151304927396\_-\_16\_Product\_Sticker\_2.jpg ]

International Class 040: Custom manufacture of artwork for hospitality, healthcare, senior living, and corporate industries

In International Class 040, 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 06/21/2007, and first used in commerce at least as early as 06/21/2007, 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) Brochure promoting custom manufacture and production.

Specimen-1 [SPE0-68142158248-20200316151304927396\_-\_40.pdf ]

International Class 042: Design and development of custom artwork and signs; design of interior decor

In International Class 042, 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 06/21/2007, and first used in commerce at least as early as 06/21/2007, 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) Sales presentation for development and design of custom artwork.

Specimen-1 [SPE0-68142158248-20200316151304927396\_-\_42.pdf ]

The owner's/holder's proposed attorney information: William D. O'Neill. Other appointed attorneys are Paul I. J. Fleischut, Keith A. Rabenberg. William D. O'Neill of Stinson LLP, is a member of the District of Columbia bar, admitted to the bar in 2000, bar membership no. 465808, and the attorney(s) is located at

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The docket/reference number is 3519443.0001.

William D. O'Neill submitted the following statement: The attorney of record is an active member in good standing of the bar of the highest court of a U.S. state, the District of Columbia, or any U.S. Commonwealth or territory.

The applicant's current Correspondence Information:

William D. O'Neill

PRIMARY EMAIL FOR CORRESPONDENCE: stl.ustrademarks@stinson.com

SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): william.oneill@stinson.com

A fee payment in the amount of \$825 will be submitted with the application, representing payment for 3 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 and was in use in commerce as of the filing date of the application 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 was used on or in connection with the goods/services in the application as of the application filing date; 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 and had a bona fide intention to use the mark in commerce as of the application filing date 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:**

Signature: 

Signatory's Name: Mark Gershenson

Signatory's Position: CEO

Signatory's Phone Number: 314-656-3170 

Date Signed: 3-16-2020