

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Mark:           **MARS REWARDS**  
Classes:        035, 041 and 045  
Applicant:      MARS Rewards, LLC

Commissioner for Trademarks  
P. O. Box 1451  
Alexandria, VA 22313-1451

Dear Sir:

**APPLICATION FOR SERVICE MARK REGISTRATION**

Applicant, MARS Rewards, LLC, a Texas limited liability company, with a business address of 301 E. Commerce Street, Mexia, TX 76667.

Applicant requests registration of the above-identified mark shown in the accompanying drawing in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. 1051 *et seq.*, as amended) for the following services:

*Providing information about and making referrals in the field of consumer products and services for retail services concerning products, services, events, activities, attractions and facilities in particular geographic locations; providing information about and making referrals in the field of residential real estate concerning real estate brokerage, leasing, purchasing and construction; advertising and marketing services provided by means of indirect methods of marketing communications, namely, social media, inquiry marketing, internet marketing, mobile marketing, blogging and other forms of passive, sharable or viral communications channels; organization, management and operation for others of a customer loyalty and incentive program in which customers obtain goods, services, awards or value by referring others and accumulating and receiving cash, rebates or other promotional credits obtained in connection with the purchase of banking, finance, credit cards and debit card and consumer goods and services; advertising and*

*promotion of goods and services of others by means of an incentive rewards program; consumer loyalty services for commercial, promotional and/or advertising services, namely administration of consumer loyalty and incentive programs for others that allows customers to receive cash, rebates or other promotional credits for their referral of others for goods and services related to banking, lending and finance, credit cards and debit cards, and the purchase of a variety of consumer products and services; providing cash and other rebates for credit card and debit card use as part of a customer loyalty and incentive reward program in Class 035*

*Educational services, namely providing online training, classes, and workshops in the field of banking and finance for customers in Class 041*

*Providing mobile and web-based applications and/or online portal for customers to participate in a loyalty and incentive reward program and for banks, financial institutions, retail merchants, real estate brokers, insurance companies, mortgage companies and business to advertise and promote their consumer and financial goods and services to customers and to participate in a customer referral network and to exchange cash, rebates and other promotional credits for referral of others for goods and services and to compile and report data related to a customer loyalty and incentive reward program; software as a service (SAAS) services featuring software for customers to participate in a loyalty and incentive reward program and for banks, financial institutions, retail merchants, real estate brokers, insurance companies, mortgage companies and business to advertise and promote their consumer and financial goods and services to customers and to participate in a customer referral network and to exchange cash, rebates and other promotional credits for referral of others for goods and services and to compile and report data related to a customer loyalty and incentive reward program; software as a service (SAAS) services, namely hosting software for use by others for customers to participate in a loyalty and incentive reward program and for banks, financial institutions, retail merchants, real estate brokers, insurance companies, mortgage companies and business to advertise and promote their consumer and financial goods and services to customers and to participate in a customer referral network and to exchange cash, rebates and other promotional credits for referral of others for goods and services and to compile and report data related to a customer loyalty and incentive reward program in Class 045*

Applicant has a *bona fide* intention to use the mark in commerce on or in connection with the above-identified services. (15 U.S.C. 1051(b), as amended).

The mark will be used in advertising, brochures, web pages and in other ways customary in the trade.

**STANDARD CHARACTER CLAIM**

The mark is presented in standard characters without claim to any particular font style, size or color.

**POWER OF ATTORNEY**

Applicant hereby appoints:

Cathryn A. Berryman  
Lekha Gopalakrishnan  
Robert C. Shaddox

all lawyers with the firm of WINSTEAD PC and members of the Bar of the State of Texas, as my attorneys, with full power of substitution and revocation, to prosecute this application, to transact all business connected therewith and to receive the Certificate of Registration.

Please address all communications to:

Cathryn A. Berryman  
2728 North Harwood Street  
Suite 500  
Dallas, Texas 75201  
(214) 745-5172  
(214) 745-5390 (facsimile)  
Email: [cberryman@winstead.com](mailto:cberryman@winstead.com)

**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. 1001, and that such willful false statements 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; she believes the Applicant to be the owner of the mark sought to be registered, or if the application is being filed under 15 U.S.C. 1051(b), he/she believes the Applicant to be entitled to use such mark in commerce on or in connection with the services specified in the application; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the above identified 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 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 all statements made on information and belief are believed to be true.

Dated: 5/6/2020

MARS REWARDS, LLC

By: 

Name: Greg Stubbs

Title: President and Secretary