

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

**To the Commissioner for Trademarks:**

**MARK: FARINELA**

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

The applicant, Goya Foods, Inc., a Delaware corporation, having an address of 350 County Road, Jersey City, New Jersey 07307, 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 030: breakfast cereals; processed cereal-based food to be used as a breakfast food or ingredient for making other foods.

In International Class 030, 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 01/00/2020, and first used in commerce at least as early as 01/00/2020, 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 photo of product bearing the mark.

The applicant's current Attorney Information: A. John P. Mancini and Amy E. Carroll, Jonathan W. Thomas of Mayer Brown LLP, P.O. Box 2828, Chicago, Illinois 60690-2828. Phone: 212-506-2500; Fax: 212-262-1910; email: [ipdocket@mayerbrown.com](mailto:ipdocket@mayerbrown.com) (authorized); Docket No. 20649694.

The applicant's current Correspondence Information:

A. John P. Mancini of Mayer Brown LLP, P.O. Box 2828, Chicago, Illinois 60690-2828. Phone: 212-506-2500; Fax: 212-262-1910; email: [ipdocket@mayerbrown.com](mailto:ipdocket@mayerbrown.com) (authorized).

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

**Declaration**

The signatory believes that, if the applicant is filing the application under 15 U.S.C. § 1051(a), the applicant is the owner of the trademark/service mark sought to be registered; the applicant is using the mark 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/or if the applicant filed an application under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e), the applicant is entitled to use the mark in commerce; the applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the

goods/services in the application. The signatory believes that 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. 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 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.

**Declaration Signature**

Signature:  \_\_\_\_\_  
Conrad Colon, Vice President, Sales & Marketing

Date: 8/3 \_\_\_\_\_, 2020