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# Trademark Electronic Application System

PTO-1478

Approved for use through 02/28/2021. OMB 0651-0009

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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

To the Commissioner for Trademarks:

**MARK:** HOW WE ROLL (Standard Characters, see below )

# HOW WE ROLL

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

The applicant, Bentley Mills, Inc., a corporation of Delaware, having an address of  
14641 E. Don Julian Road  
City of Industry, California 91746  
United States  
USPTO-Notifications@perkinscoie.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 027: Carpets, rugs, mats, and matting for covering existing floors; carpeting; carpet backing; carpet tiles

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

The owner's/holder's proposed attorney information: Alexander J.A. Garcia. Other appointed attorneys are Lindsay B. Allen, Britt L. Anderson, Craig A. Beaker, Stefan B. Blum, Jared H. Bryant, Jeremy L. Buxbaum, L. Omar Cojulun, Sabrina J. Danielson, James R. Davis, Colleen M. Ganin, Daniel J. Glenn, Mark S. Goodrich, Lynne E. Graybeal, Patchen M. Haggerty, John P. Halski, Thomas L. Holt, Jason S. Howell, Julie A. Kent, Lisa K. Koenig, Elizabeth A. Kristoferson, Kirstin E. Larson, Winfield B. Martin, Alicia A. Matusheski, Vicki Y. Nee, Lisa T. Oratz, Scott J. Palmer, Seth H. Reagan, Andrew A. Roppel, Grace Han Stanton, James L. Vana, Fabricio Vayra and Robert G. Woolston. Alexander J.A. Garcia of Perkins Coie LLP, is a member of the Colorado bar, admitted to the bar in 2011, bar membership no. 43327, and the attorney(s) is located at

P.O. Box 2608  
Seattle, Washington 98111  
United States  
303-291-2300(phone)  
303-291-2400(fax)

pctrademarks@perkinscoie.com

The docket/reference number is 88578.4000.

Alexander J.A. Garcia 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:

Alexander J.A. Garcia

PRIMARY EMAIL FOR CORRESPONDENCE: pctrademarks@perkinscoie.com      SECONDARY EMAIL ADDRESS(ES)  
(COURTESY COPIES): NOT PROVIDED

**Requirement for Email and Electronic Filing:** I understand that a valid email address must be maintained by the applicant owner/holder and the applicant owner's/holder's attorney, if appointed, and that all official trademark correspondence must be submitted via the Trademark Electronic Application System (TEAS).

A fee payment in the amount of \$350 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 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.

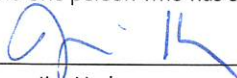
**And/Or**

**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:**

**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: 

Signatory's Name: Jim Harley

Signatory's Position: President

Signatory's Phone Number: 000-000-0000

Date Signed: 4.1.2021

**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 declaration language. Do **not** include the entire application, but do ensure that the declaration language actually appears; *a signature by itself will not be acceptable*. If, due to browser limitations, the 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.

## IMPORTANT INFORMATION FOR APPLICANT:

### No filing fee refunds

Once your application is submitted, the USPTO we will not cancel the filing or refund your fee. The fee is a processing fee, which the USPTO does not refund even if a registration is not issued after substantive review of the application. This is true regardless of how soon after submission you might attempt to request cancellation of the filing.

### All information submitted made public

All information submitted to the USPTO at any point in the application and/or registration process will become public record, including your name, phone number, email address, and street address. Please be aware that **YOU HAVE NO RIGHT TO CONFIDENTIALITY** in the information disclosed. The public will be able to view the information in the USPTO's on-line databases and through internet search engines and other on-line databases and may use this information to contact you directly. This information will remain public even if the application is later abandoned or any resulting registration is surrendered, cancelled, or expired. For any information that may be subject to copyright protection, by submitting it to the USPTO, the filer is representing that he or she has the authority to grant, and is granting, the USPTO permission to make the information available in its on-line database and in copies of the application or registration record.

### Review of application

Registration is not automatic or guaranteed. A USPTO examining attorney will review your application approximately three months after the filing date for compliance with all legal requirements. This may result in a letter (an "Office action") being issued that will require you to submit a response within a strict time deadline, even if a filing company has filed the original application on your behalf. Failure to submit a timely response will result in the abandonment of your application.

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Trademark/Service Mark Application, Principal Register

***NOTE: Data fields with the \* are mandatory. The wording "(if applicable)" appears where the field is only mandatory under the facts of the particular application.***

The table below presents the data as entered.

Input Field	Entered
<b>SERIAL NUMBER</b>	N/A
<b>MARK INFORMATION</b>	
*MARK	mark.jpg
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	HOW WE ROLL
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size, or color.
<b>APPLICANT INFORMATION</b>	
*OWNER OF MARK	Bentley Mills, Inc.
*MAILING ADDRESS	14641 E. Don Julian Road
*CITY	City of Industry

**\*STATE**  
(Required for U.S. applicants) California

**\*COUNTRY/REGION/JURISDICTION/U.S. TERRITORY** United States

**\*ZIP/POSTAL CODE**  
(Required for U.S. and certain international addresses) 91746

**\*EMAIL ADDRESS** USPTO-Notifications@perkinscoie.com

**LEGAL ENTITY INFORMATION**

**TYPE** corporation

**STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY OF INCORPORATION** Delaware

**GOODS AND/OR SERVICES AND BASIS INFORMATION**

**INTERNATIONAL CLASS** 027

**\*IDENTIFICATION** Carpets, rugs, mats, and matting for covering existing floors; carpeting; carpet backing; carpet tiles

**FILING BASIS** SECTION 1(b)

**ATTORNEY INFORMATION**

**NAME** Alexander J.A. Garcia

**ATTORNEY DOCKET NUMBER** 88578.4000

**ATTORNEY BAR MEMBERSHIP NUMBER** 43327

**YEAR OF ADMISSION** 2011

**U.S. STATE/ COMMONWEALTH/ TERRITORY** Colorado

**FIRM NAME** Perkins Coie LLP

**STREET** P.O. Box 2608

**CITY** Seattle

**STATE** Washington

**COUNTRY/REGION/JURISDICTION/U.S. TERRITORY** United States

**ZIP/POSTAL CODE** 98111

**PHONE** 303-291-2300

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**EMAIL ADDRESS** pctrademarks@perkinscoie.com

**OTHER APPOINTED ATTORNEY** Lindsay B. Allen, Britt L. Anderson, Craig A. Beaker, Stefan B. Blum, Jared H. Bryant, Jeremy L. Buxbaum, L. Omar Cojulun, Sabrina J. Danielson, James R. Davis, Colleen M. Ganin, Daniel J. Glenn, Mark S. Goodrich, Lynne E. Graybeal, Patchen M. Haggerty, John P. Halski, Thomas L. Holt, Jason S. Howell, Julie A. Kent, Lisa K. Koenig, Elizabeth A. Kristoferson, Kirstin E. Larson, Winfield B. Martin, Alicia A. Matusheski, Vicki Y. Nee, Lisa T. Oratz, Scott J. Palmer, Seth H. Reagan, Andrew A. Roppel, Grace Han Stanton, James L. Vana, Fabricio Vayra and Robert G. Woolston

## CORRESPONDENCE INFORMATION

**NAME** Alexander J.A. Garcia  
**PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE** pctrademarks@perkinscoie.com  
**SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)** NOT PROVIDED

## FEE INFORMATION

**APPLICATION FILING OPTION** TEAS Standard  
**NUMBER OF CLASSES** 1  
**APPLICATION FOR REGISTRATION PER CLASS** 350  
**\*TOTAL FEES DUE** 350

## SIGNATURE INFORMATION

**SIGNATORY'S NAME** Jim Harley  
**SIGNATORY'S POSITION** President  
**SIGNATORY'S PHONE NUMBER** 000-000-0000

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