Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 3,316,769

United States Patent and Trademark Office

Registered Oct. 23, 2007

#### TRADEMARK PRINCIPAL REGISTER

#### Coverage at a Glance

COMPLETE CLEANING CO., INC. (ILLINOIS CORPORATION)
615 WHEAT LANE
WOOD DALE, IL 60191

FOR: COMPUTER SOFTWARE FOR USE IN TRACKING THE PROGRESS OF JANITORIAL SERVICES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 2-1-2007; IN COMMERCE 2-1-2007.

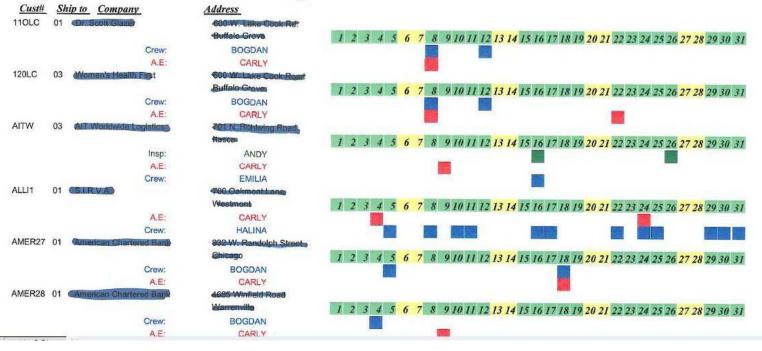
THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-103,970, FILED 2-9-2007.

MARK T. MULLEN, EXAMINING ATTORNEY

## Coverage at a Glance Report Sales Exec CARLY Carly

Monday, Jan 1 2007 - Wednesday, Jan 31 2007



Int. Cls.: 9 and 16

Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38, and

**50** 

United States Patent and Trademark Office

Reg. No. 2,845,516 Registered May 25, 2004

#### TRADEMARK

#### SELLING AT A GLANCE

PRINCIPAL REGISTER

ASCENT INTERNATIONAL CONSULTING GROUP, INC. (NEW YORK CORPORATION) 24843 DEL PRADO #317 DANA POINT, CA 92629

FOR: ELECTRONIC PUBLICATIONS, NAMELY, NEWSLETTERS, JOURNALS, BOOKLETS, PAMPHLETS, AND MANUALS FEATURING SKILLS, TECHNIQUES, AND PLANNING GUIDES FOR THE TRAINING AND DEVELOPMENT OF PROFESSIONAL SALESPEOPLE RECORDED ON CASSETTE TAPE, VHS, CD, DV, AND DVD MEDIA; DOWNLOADABLE ELECTRONIC PUBLICATIONS IN THE NATURE OF NEWSLETTERS, JOURNALS, BOOKLETS, PAMPHLETS, AND MANUALS FEATURING SKILLS, TECHNIQUES, AND PLANNING GUIDES FOR THE TRAINING AND DEVELOPMENT OF PROFESSIONAL SALESPEOPLE; COMPUTER SOFTWARE THAT CONSISTS OF SKILLS, TECHNIQUES, AND PLANNING GUIDES FOR THE

TRAINING AND DEVELOPMENT OF PROFESSIONAL SALESPEOPLE, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 12-1-2002; IN COMMERCE 12-1-2002.

FOR: PRINTED MATERIAL, NAMELY, NEWS-LETTERS, JOURNALS, BOOKLETS, PAMPHLETS, AND MANUALS IN THE FIELD OF SKILLS, TECHNIQUES, AND PLANNING GUIDES FOR THE TRAINING AND DEVELOPMENT OF PROFESSIONAL SALESPEOPLE, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 12-1-2002; IN COMMERCE 12-1-2002.

SN 76-310,962, FILED 9-11-2001.

LESLIE RICHARDS, EXAMINING ATTORNEY



#### DIGITAL/ELECTRONIC BULKY IN FILE WRAPPER



April 10, 2003

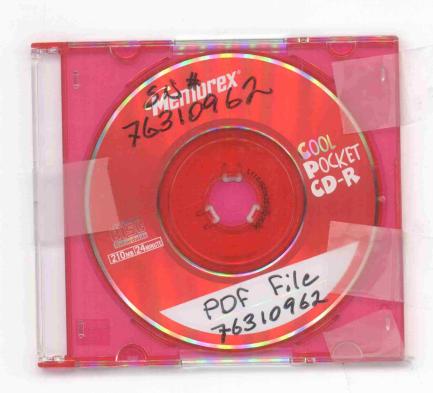
Assistant Commissioner For Trademarks Box ITU 2900 Crystal Drive Arlington, Va 22202-3513

**Serial Number: 76/310962** 

Sample for "Statement of Use"

GOODS/SERVICES BY INTERNATIONAL CLASS 009

Sample is a print out of the pages of an electronic planning guide (PDF file) for the training and development of professional salespeople for use in a Personal Digital Assistant (a.k.a., PDA).





#### **POWER OF PACING**

We like people like ourselves.

- 7% of communication is the spoken word (content)
- 38% is vocal expression (tonality)
- 55% is physiology (posture, gestures, and facial expression)

That means most of communication is outside of consciousness.

Use <u>PACING</u> to make your sales message more compelling. Pacing is a way to quickly build rapport and get into a physician's operating reality on an unconscious level.

What to pace:

#### **TONALITY**

Match Voice: Volume, Pitch, Rate, Tone, & Intonations

#### **PHYSIOLOGY**

Match Behavior: Breathing, Hands, & Posture

#### **DECISION STRATEGY**

**CRITERIA**: The standards or tests by which the physician bases a decision.

- What is important to you when deciding to prescribe a particular therapy for your patients?
- How do you select a \_\_\_\_\_ medication?
- How do you make a decision to prescribe this class of drug?
- What are the key criteria you will use to differentiate each therapy?
- How do you go about comparing similar therapies?

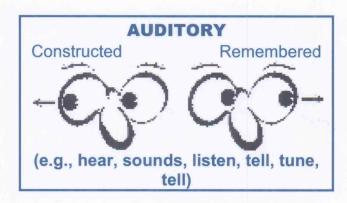
# **EVIDENCE**: How the stated [criteria] are evaluated, verified, or confirmed.

- How do you go about evaluating those differences between \_\_\_\_\_ and ?
- What proof do you look for when evaluating a \_\_\_\_\_ therapy?
- How would you go about evaluating each criterion?
- Determine "why" a specific criterion is important to the physician.

**MOTIVATION**: What drives the physician to prescribe or not to prescribe your particular drug.

- What is your hesitation about prescribing ?
- What would cause to you choose one therapy over the other?
- What would cause you to change from to ?
- How did you decide you needed to use the last new drug you are now regularly prescribing?
- What would cause you to change

# Constructed Remembered (e.g., see, show, look, picture, focus, imagine, appear, notice)



# (e.g., feel, grasp, hold, touch, handle, hot,

# ACTION ORIENTED STATEMENTS

## ACTIVE VOICE & ACTION WORDS

•	As	you	prescribe	you	will .	

- ♦ By **using** \_\_\_\_ you **can** . . .
- ◆ You need to *use* \_\_\_\_\_ to *get* control of ...
- ◆ You will be able to \_\_\_\_ when you prescribe \_\_\_\_.
- ◆ You **need to use** \_\_\_\_ to **get** the control you are **looking** for.

#### EMBEDDED COMMANDS

#### **AS QUESTIONS**

cold)

I don't know if you are (embedded suggestion)?

I don't know if you are comfortable prescribing (the drug's name) right now?

#### AS COMMANDS

Benefit Statement - Doctor's Name - Command

◆ You will get the efficacy you are looking for when you, (<u>Doctor's</u> <u>name</u>), prescribe (<u>the drug's name</u>).





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ASCENT I.C.G., INC.
inquire@ascenticg.com
(877) 469-1315



April 10, 2003

Assistant Commissioner For Trademarks Box ITU 2900 Crystal Drive Arlington, Va 22202-3513

**Serial Number: 76/310962** 

Sample for "Statement of Use"

GOODS/SERVICES BY INTERNATIONAL CLASS **016** 

Sample is a pocket planning guide for the training and development of professional salespeople.

#### ACTION ORIENTED STATEMENTS

#### ACTIVE VOICE & ACTION WORDS

- As you prescribe you will . . .
   By using you can . . .
   You need to use to get control of ...
   You will be able to when you prescribe ...
   You need to use to get the control you are looking for.

#### **EMBEDDED SUGGESTIONS**

#### AS QUESTIONS

I don't know if you are (embedded suggestion)?

I don't know if you are comfortable prescribing (the drug's name)

AS COMMANDS

Benefit Statement - Doctor's Name - Command

You will get the efficacy you are looking for when you, (<u>Doctor's name</u>), prescribe (<u>the drug's name</u>).



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#### **PHYSIOLOGY**

**NON-VERBAL BEHAVIOR** 

Match Behavior: Breathing, Hands, & Posture

76/3/0962 Front + Back

Prior U.S. Cls.: 21, 23, 26, 36 and 38

### United States Patent and Trademark Office Reg. No. 1,948,934 Registered Jan. 16, 1996

#### TRADEMARK PRINCIPAL REGISTER

#### **GLANCEPLUS**

HEWLETT-PACKARD COMPANY (CALIFORNIA CORPORATION)
3000 HANOVER STREET
PALO ALTO, CA 94304

FOR: REAL-TIME DIAGNOSTIC COMPUTER SOFTWARE FOR EVALUATING THE PERFORMANCE OF COMPUTER HARDWARE

AND SOFTWARE, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

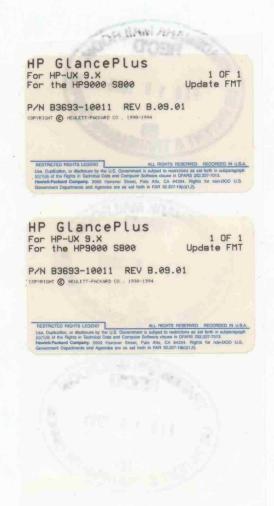
FIRST USE 8-0-1990; IN COMMERCE 8-0-1990.

SER. NO. 74-634,753, FILED 2-16-1995.

CHRIS DONINGER, EXAMINING ATTORNEY

#### **GLANCEPLUS Specimens**

Applicant: Hewlett-Packard Company



Applicant: Hawlett-Penjant Company







### **HP OpenView GlancePlus**

#### **Installation Guide**

Version: 4.00

For Linux Systems



**Manufacturing Part Number: T2448-90001** 

March 2003

© Copyright 2003 Hewlett-Packard Company

Prior U.S. Cls.: 21, 23, 26, 36 and 38

United States Patent and Trademark Office

Reg. No. 2,896,874

Registered Oct. 26, 2004

#### TRADEMARK PRINCIPAL REGISTER

#### TRACKING AT-A-GLANCE

GLOBAL TRAINING SERVICES, INC. (FLORIDA CORPORATION)
3800 SOUTH OCEAN DRIVE SUITE 212
HOLLYWOOD, FL 33019

FOR: WEB-BASED, CASE MANAGEMENT AND PERFORMANCE TRACKING SOFTWARE FOR HOUSING AND SOCIAL SERVICE AGENCIES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 8-29-2003; IN COMMERCE 8-29-2003.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "TRACKING", APART FROM THE MARK AS SHOWN.

SER. NO. 76-542,104, FILED 9-2-2003.

AMOS T. MATTHEWS, JR., EXAMINING ATTORNEY

SPECIMEN



#### **Tracking At-A-Glance™ Software**

Our Tracking At-A-Glance™ software will track your residents from recruitment through training, placement and retention services. You will be able to maintain resident records in general, social service, education and employment categories, plus track case management notes, resident referrals (for training, childcare, etc.), and work history information. The system also includes staff daily planners, appointment calendars, and an optional 'clock-in/out' system to track staff and/or resident attendance. All funding source and service provider information is also tracked and fully searchable. Since this application is webbased, all updates occur in real-time, thus offering instant information to all users regardless of where they are physically located, while avoiding duplication of entries. This reduces 'paperwork' and enables your staff to provide more actual services to your residents. Another valuable built-in feature is our "Database Tools". By using a point-and-click interface, your system administer can easily customize your application (designating drop-down selection items for Note Types, Funding Sources, etc. or editing spell-check dictionaries) without requiring a programmer. You will be able to generate printed reports as needed for any area of your tracking system in addition to your HOPE VI Quarterly CSS Reports required by HUD.

#### Please contact:

Cheryl Wachtel President Global Training Services, Inc. 3800 South Ocean Drive, Suite 212 Hollywood, FL 33019

# United States of America United States Patent and Trademark Office

# Glance

Reg. No. 3,743,549 SUN BAN FASHIONS (NEW YORK) INC. (NEW YORK CORPORATION)
Registered Feb. 2, 2010 389 5TH AVENUE, SUITE 200
NEW YORK, NY 10016

Int. Cls.: 9 and 14 FOR: SUNGLASSES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-15-1986; IN COMMERCE 1-15-1986.

TRADEMARK PRINCIPAL REGISTER

PRINCIPAL REGISTER FOR: JEWELRY, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FIRST USE 1-15-1986; IN COMMERCE 1-15-1986.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 1,477,515.

SER. NO. 76-696,875, FILED 4-15-2009.

NICHOLAS COLEMAN, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

Prior U.S. Cls.: 21, 23, 26, 36, and 38

Reg. No. 3,033,101

United States Patent and Trademark Office

Registered Dec. 20, 2005

#### TRADEMARK PRINCIPAL REGISTER

#### Atta Glance

ARMY AND AIR FORCE EXCHANGE SERVICE (UNITED STATES AGENCY OF THE UNITED STATES GOVERNMENT)

GC-C P.O. BOX 650059 DALLAS, TX 752650059

FOR: SUNGLASSES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 11-15-2004; IN COMMERCE 11-15-2004.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 78-412,632, FILED 5-4-2004.

GRETTA YAO, EXAMINING ATTORNEY

