

Int. Cl.: 9

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

United States Patent and Trademark Office

Reg. No. 3,316,769

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

Cust#	Ship to	Company	Address	
110LC	01	Dr. Scott Glaze	600 W. Lake Cook Rd. Buffalo Grove	
		Crew:	BOGDAN	
		A.E.:	CARLY	
120LC	03	Women's Health First	600 W. Lake Cook Road Buffalo Grove	
		Crew:	BOGDAN	
		A.E.:	CARLY	
AITW	03	AIT Worldwide Logistics	201 N. Richtwing Road Itasca	
		Insp:	ANDY	
		A.E.:	CARLY	
		Crew:	EMILIA	
ALLI1	01	SIRVA	400 Oakmont Lane Westmont	
		A.E.:	CARLY	
		Crew:	HALINA	
AMER27	01	American Chartered Bank	892 W. Randolph Street Chicago	
		Crew:	BOGDAN	
		A.E.:	CARLY	
AMER28	01	American Chartered Bank	4609 Winfield Road Warrenville	
		Crew:	BOGDAN	
		A.E.:	CARLY	

Int. Cls.: 9 and 16

Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38, and 50

Reg. No. 2,845,516

United States Patent and Trademark Office

Registered May 25, 2004

**TRADEMARK
PRINCIPAL REGISTER**

SELLING AT A GLANCE

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, NEWSLETTERS, 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).





Selling at a Glance

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 **PACING** 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 you to 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 _____?

ACCESSING CUES

VISUAL

Constructed



Remembered



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

AUDITORY

Constructed



Remembered



(e.g., hear, sounds, listen, tell, tune, tell)

KINESTHETIC



(e.g., feel, grasp,
hold, touch,
handle, hot,
cold)

SELF TALK



(e.g., sense,
seem, think,
know, logical)

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

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, (Doctor's name), prescribe (the drug's name).



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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) right now?

AS COMMANDS

Benefit Statement - Doctor's Name - Command

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



**77 Selling at
77 a Glance®**

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(877) 469-1315

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VERBAL BEHAVIOR

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

PHYSIOLOGY

NON-VERBAL BEHAVIOR

Match Behavior: Breathing, Hands, & Posture

76/ 310 962
Front + Back

Int. Cl.: 9

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

HP GlancePlus
For HP-UX 9.X
For the HP9000 S800

1 OF 1
Update FMT

P/N B3693-10011 REV B.09.01

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HP GlancePlus

For HP-UX 9.X
For the HP9000 S800

1 OF 1
Update FMT

P/N B3693-10011 REV B.09.01

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GLANCEPLUS Specimens

Applicant: Howlett-Parkett Company

74634753



74634753



74634753



HP OpenView GlancePlus

Installation Guide

Version: 4.00

For Linux Systems



Manufacturing Part Number: T2448-90001

March 2003

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Int. Cl.: 9

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



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 **web-based**, 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 administrator 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 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. Kybas

Director of the United States Patent and Trademark Office

Int. Cl.: 9

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

United States Patent and Trademark Office

Reg. No. 3,033,101

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 CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

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

GRETTA YAO, EXAMINING ATTORNEY



atta
glance