

Declaration of Applicant

Applicant conducted a survey of 279 internet users from October 3 through October 8, 2007. The users were selected from visitors to the Crayola.com website. The survey did not permit multiple visits by the same user. The survey asked users to identify their age in categories over or under age 13. The survey asked customers to identify their favorite Crayola color name and then asked customers, for a list of colors, "Which of the following color names do you associate with Crayola Crayons or Markers?" The results were collected and tabulated. The enclosed data summary correctly and accurately represents the responses of consumers.

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 is properly authorized to execute this application on behalf of the applicant; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

By:

A handwritten signature in black ink, appearing to read "Albert P. Mauro, Jr.", written in a cursive style.

Albert P, Mauro, Jr.
Senior Attorney
Crayola Properties, Inc.

Crayola.com color names survey October 3-8, 2007

Total responses: 279

Total Children 12 years old and under: 133

Total Adults 13+ years: 145

Q.1 Which of the following color names do you associate with Crayola Crayons or Markers?

ANTIQUE BRASS	#	%
1. Yes, I associate this with Crayola	83	29.7%
2. No, I don't associate this with Crayola	196	70.3%

ATOMIC TANGERINE	#	%
1. Yes, I associate this with Crayola	177	63.4%
2. No, I don't associate this with Crayola	102	36.6%

BANANA MANIA	#	%
1. Yes, I associate this with Crayola	153	54.8%
2. No, I don't associate this with Crayola	126	45.2%

BEAVER	#	%
1. Yes, I associate this with Crayola	85	30.5%
2. No, I don't associate this with Crayola	194	69.5%

BITTERSWEET	#	%
1. Yes, I associate this with Crayola	141	50.5%
2. No, I don't associate this with Crayola	138	49.5%

BLUE BELL	#	%
1. Yes, I associate this with Crayola	188	67.4%
2. No, I don't associate this with Crayola	91	32.6%

BLUSH	#	%
1. Yes, I associate this with Crayola	171	61.3%
2. No, I don't associate this with Crayola	108	38.7%

CADET BLUE	#	%
1. Yes, I associate this with Crayola	206	73.8%
2. No, I don't associate this with Crayola	73	26.2%

CARIBBEAN GREEN	#	%
1. Yes, I associate this with Crayola	204	73.1%
2. No, I don't associate this with Crayola	75	26.9%

COTTON CANDY	#	%
1. Yes, I associate this with Crayola	197	70.6%
2. No, I don't associate this with Crayola	82	29.4%

DESERT SAND	#	%
1. Yes, I associate this with Crayola	163	58.4%

2. No, I don't associate this with Crayola	116	41.6%
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ELECTRIC LIME	#	%
1. Yes, I associate this with Crayola	202	72.4%
2. No, I don't associate this with Crayola	77	27.6%

FERN	#	%
1. Yes, I associate this with Crayola	144	51.6%
2. No, I don't associate this with Crayola	135	48.4%

FUZZY WUZZY	#	%
1. Yes, I associate this with Crayola	117	41.9%
2. No, I don't associate this with Crayola	162	58.1%
Adults (13 and older)		
1. Yes, I associate this with Crayola	40	27.6%
2. No, I don't associate this with Crayola	105	72.4%
Children 12 and under		
1. Yes, I associate this with Crayola	77	57.9%
2. No, I don't associate this with Crayola	56	42.1%

HOT MAGENTA	#	%
1. Yes, I associate this with Crayola	216	77.4%
2. No, I don't associate this with Crayola	63	22.6%

INCHWORM	#	%
1. Yes, I associate this with Crayola	91	32.6%
2. No, I don't associate this with Crayola	188	67.4%

JAZZBERRY JAM	#	%
1. Yes, I associate this with Crayola	164	58.8%
2. No, I don't associate this with Crayola	115	41.2%

JUNGLE GREEN	#	%
1. Yes, I associate this with Crayola	215	77.1%
2. No, I don't associate this with Crayola	64	22.9%

LASER LEMON	#	%
1. Yes, I associate this with Crayola	189	67.7%
2. No, I don't associate this with Crayola	90	32.3%

MACARONI AND CHEESE	#	%
1. Yes, I associate this with Crayola	184	65.9%
2. No, I don't associate this with Crayola	95	34.1%

MANATEE	#	%
1. Yes, I associate this with Crayola	99	35.5%
2. No, I don't associate this with Crayola	180	64.5%
Adults (13 and older)		
1. Yes, I associate this with Crayola	29	20.0%
2. No, I don't associate this with Crayola	116	80.0%
Children 12 and under		
1. Yes, I associate this with Crayola	70	52.6%
2. No, I don't associate this with Crayola	63	47.4%

MANGO TANGO	#	%
1. Yes, I associate this with Crayola	182	65.2%
2. No, I don't associate this with Crayola	97	34.8%

MAUVELOUS	#	%
1. Yes, I associate this with Crayola	132	47.3%
2. No, I don't associate this with Crayola	147	52.7%
Adults (13 and older)		
1. Yes, I associate this with Crayola	56	38.6%
2. No, I don't associate this with Crayola	89	61.4%
Children 12 and under		
1. Yes, I associate this with Crayola	76	57.1%
2. No, I don't associate this with Crayola	57	42.9%

MOUNTAIN MEADOW	#	%
1. Yes, I associate this with Crayola	138	49.5%
2. No, I don't associate this with Crayola	141	50.5%
Adults (13 and older)		
1. Yes, I associate this with Crayola	56	38.6%
2. No, I don't associate this with Crayola	89	61.6%
Children 12 and under		
1. Yes, I associate this with Crayola	82	61.7%
2. No, I don't associate this with Crayola	51	38.3%

NEON CARROT	#	%
1. Yes, I associate this with Crayola	147	52.7%
2. No, I don't associate this with Crayola	132	47.3%

OUTRAGEOUS ORANGE	#	%
1. Yes, I associate this with Crayola	192	68.8%
2. No, I don't associate this with Crayola	87	31.2%

PACIFIC BLUE	#	%
1. Yes, I associate this with Crayola	233	83.5%
2. No, I don't associate this with Crayola	46	16.5%

RADICAL RED	#	%
1. Yes, I associate this with Crayola	209	74.9%
2. No, I don't associate this with Crayola	70	25.1%

TICKLE ME PINK	#	%
1. Yes, I associate this with Crayola	218	78.1%
2. No, I don't associate this with Crayola	61	21.9%

TIMBERWOLF	#	%
1. Yes, I associate this with Crayola	113	40.5%
2. No, I don't associate this with Crayola	166	59.5%
Adults (13 and older)		
1. Yes, I associate this with Crayola	44	30.3%
2. No, I don't associate this with Crayola	101	69.7%

Children 12 and under		
1. Yes, I associate this with Crayola	68	51.1%
2. No, I don't associate this with Crayola	65	46.7%

TUMBLEWEED	#	%
1. Yes, I associate this with Crayola	125	44.8%
2. No, I don't associate this with Crayola	154	55.2%
Adults (13 and older)		
1. Yes, I associate this with Crayola	54	37.2%
2. No, I don't associate this with Crayola	91	62.8%
Children 12 and under		
1. Yes, I associate this with Crayola	70	52.6%
2. No, I don't associate this with Crayola	63	47.4%