

Trademark/Service Mark Statement of Use (15 U.S.C. Section 1051(d))

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77943641
LAW OFFICE ASSIGNED	LAW OFFICE 114
EXTENSION OF USE	NO
MARK SECTION	
OWNER SECTION (no change)	
GOODS AND/OR SERVICES SECTION	
INTERNATIONAL CLASS	016
CURRENT IDENTIFICATION	Cards not magnetically encoded, namely, cards for key rings for use by customers in customer loyalty program for purchases of convenience store merchandise
GOODS OR SERVICES	KEEP ALL LISTED
FIRST USE ANYWHERE DATE	03/24/2011
FIRST USE IN COMMERCE DATE	03/24/2011
SPECIMEN FILE NAME(S)	\\TICRS\EXPORT11\IMAGEOUT 11\779\436\77943641\xml4\SOU0002.JPG
SPECIMEN DESCRIPTION	A scanned copy of the front and back of the card for a key ring used in the customer loyalty program
INTERNATIONAL CLASS	035
CURRENT IDENTIFICATION	Customer loyalty services and customer club services, for commercial, promotional and/or advertising purposes for convenience store merchandise
GOODS OR SERVICES	KEEP ALL LISTED
FIRST USE ANYWHERE DATE	03/24/2011
FIRST USE IN COMMERCE DATE	03/24/2011
SPECIMEN FILE NAME(S)	
ORIGINAL PDF FILE	SPN1-1312391598-005551259_00768469.PDF
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT11\IMAGEOUT11\779\436\77943641\xml4\SOU0003.JPG
SPECIMEN DESCRIPTION	printout of web page with instructions for registering the customer card
REQUEST TO DIVIDE	NO
PAYMENT SECTION	
NUMBER OF CLASSES IN USE	2
SUBTOTAL AMOUNT [ALLEGATION OF USE FEE]	200
TOTAL AMOUNT	

TOTAL AMOUNT	200
SIGNATURE SECTION	
DECLARATION SIGNATURE	/David Murdock/
SIGNATORY'S NAME	David Murdock
SIGNATORY'S POSITION	Executive Vice President
DATE SIGNED	03/25/2011
FILING INFORMATION	
SUBMIT DATE	Fri Mar 25 23:16:02 EDT 2011
TEAS STAMP	USPTO/SOU-XXX.XXX.XX.XX-2 0110325231602708952-77943 641-48088843183e411b64521 2e21364055bb-CC-8820-2011 0325005551259253

**Trademark/Service Mark Statement of Use
(15 U.S.C. Section 1051(d))**

To the Commissioner for Trademarks:

MARK: HONEY MONEY (stylized and/or with design)
SERIAL NUMBER: 77943641

The applicant, Honey Farms, Inc., having an address of
505 Pleasant Street
Worcester, Massachusetts 01609
United States

is submitting the following allegation of use information:

For International Class 016:

Current identification: Cards not magnetically encoded, namely, cards for key rings for use by customers in customer loyalty program for purchases of convenience store merchandise

The mark is in use in commerce on or in connection with all goods or services listed in the application or Notice of Allowance or as subsequently modified for this specific class

The mark was first used by the applicant, or the applicant's related company, licensee, or predecessor in interest at least as early as 03/24/2011, and first used in commerce at least as early as 03/24/2011, and is now in use in such commerce. The applicant is submitting one specimen for the class showing the mark as used in commerce on or in connection with any item in the class, consisting of a(n) A scanned copy of the front and back of the card for a key ring used in the customer loyalty program.

[Specimen File1](#)

For International Class 035:

Current identification: Customer loyalty services and customer club services, for commercial, promotional and/or advertising purposes for convenience store merchandise

The mark is in use in commerce on or in connection with all goods or services listed in the application or Notice of Allowance or as subsequently modified for this specific class

The mark was first used by the applicant, or the applicant's related company, licensee, or predecessor in interest at least as early as 03/24/2011, and first used in commerce at least as early as 03/24/2011, and is now in use in such commerce. The applicant is submitting one specimen for the class showing the mark as used in commerce on or in connection with any item in the class, consisting of a(n) printout of web page with instructions for registering the customer card.

Original PDF file:

[SPN1-1312391598-005551259 . 00768469.PDF](#)

Converted PDF file(s) (1 page)

[Specimen File1](#)

The applicant is not filing a Request to Divide with this Allegation of Use form.

A fee payment in the amount of \$200 will be submitted with the form, representing payment for the allegation of use for 2 classes.

Declaration

Applicant requests registration of the above-identified trademark/service mark 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). Applicant is the owner of the mark sought to be registered, and is using the mark in commerce on or in connection with the goods/services identified above, as evidenced by the attached specimen(s) showing the mark as used in commerce.

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. Section 1001, and that such willful false statements may jeopardize the validity of the form or any resulting registration, declares that he/she is properly authorized to execute this form on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered; 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.

Signature: /David Murdock/ Date Signed: 03/25/2011

Signatory's Name: David Murdock

Signatory's Position: Executive Vice President

RAM Sale Number: 8820

RAM Accounting Date: 03/28/2011

Serial Number: 77943641

Internet Transmission Date: Fri Mar 25 23:16:02 EDT 2011

TEAS Stamp: USPTO/SOU-XXX.XXX.XX.XX-2011032523160270

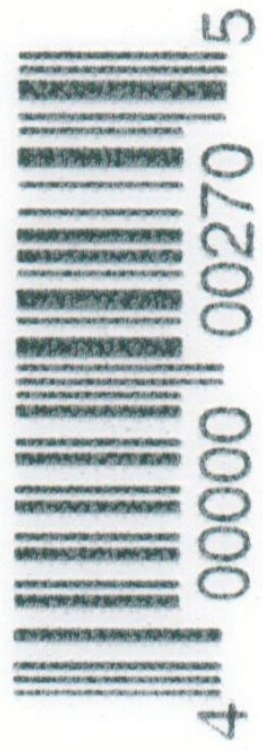
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64055bb-CC-8820-20110325005551259253

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6,938,821, 7,083,087, & 7,516,886



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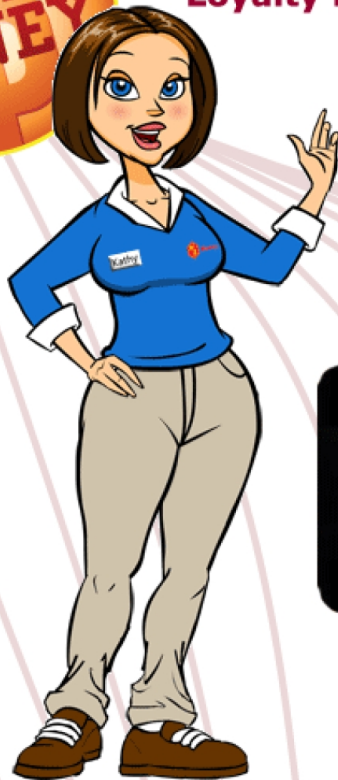
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