

**BEFORE THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: FW Murphy Production Controls, LLC

Mark: CENTURION

Serial No.: 88/021,951

Filing Date: June 30, 2018

Examining Atty: RAJA, Amer Yasin

Law Office: 121

**RESPONSE TO NON-FINAL OFFICE ACTION**

The following remarks are filed in response to the Non-Final Office Action dated October 26, 2018 (the "**Non-Final Action**"), in the above-captioned application.

**REMARKS**

The Non-Final Action refuses registration of Applicant's mark on the ground that it is allegedly confusingly similar, within the meaning of § 2(d) of the Federal Trademark Act, to U.S. Registration No. 4,101,169 of the mark CENTURION (the "**169 Registration**"). For the reasons stated below, Applicant requests reconsideration and withdrawal of the likelihood of confusion objection.

**LIKELIHOOD OF CONFUSION**

The Non-Final Action's analysis purports to demand a finding of a likelihood of confusion between the applied-for mark and the '169 Registration based on, *inter alia*, similarity in their respective goods. The Non-Final Action states, "[t]he registration uses broad wording to describe 'electronic control systems for machines,' which overlap significantly with the applicant's identified goods, namely, 'Electronic display interfaces.'" *Non-Final Action*, p. 2. However, Applicant believes the relationship between the cited goods is overstated and does not account for specific qualities each possess, qualities that make each distinct in their function and purpose.

In particular, the nature and use of the goods are named as two characteristics supporting a finding that the goods are "highly similar". *Id.* Both the nature and function of Applicant's goods as

described in the trademark record, and the correlating marketplace information, clearly conveys that the display bearing Applicant’s mark is both electronic and provides for interaction with a another object. The relevant goods recited in the ‘169 Registration are ill-defined – described as “broad” in the Non-Final Action – insomuch as a “system” for electronic controllers could have an innumerable combination of components for a wide array of applications. Applicant contends that the undefined relationship itself between Applicant’s goods and those of Registrant favors a finding of no likelihood of confusion.

As specifically applied to the “CENTURION” trademark, the Trademark Office has permitted coexistence of identical or highly similar trademarks reciting goods that could seemingly overlap in nature, use and/or channel of trade (all three of which are cited against Applicant’s application). The trademarks listed on the following table demonstrate how “CENTURION” in International Class 09 and the similar Class 07 have been adjudged to cover goods distinct enough for registration, but read similarly to Applicant’s and Registrant’s recitations. The sixteen Trademark Electronic Search System records for the following are appended collectively as Exhibit A.

Trademark	Reg.No.	(Int’l Class) Goods
CENTURION	3,111,263	(Cl. 9) Security and alarm communications system, namely a system consisting of sensors which generate alarm and alert messages transmitted to users
CENTURION	4,635,771	(Cl. 7) Electric generators and related equipment, namely, automatic standby electric generator sets
CENTURION & Design	3,380,066	(Cl. 7) Electric generators and related equipment, namely, automatic standby electric generator sets
CENTURIONPRO	4,514,580	(Cl. 7) Machines and machine apparatus for processing plant leaves, namely, power-operated separators for removing stems and husks from harvested plant leaves
CENTURION & Design	4,882,750	(Cl. 9) Modular and scalable mobile energy storage system used to provide multiple kilowatt hours of uninterruptible power, namely, an integrated power management system consisting primarily of lithium batteries, battery chargers, charge controllers and inverters, battery cables
CENTURION	3,318,921	(Cl. 9) Gaming devices, namely, gaming machines and associated software used therewith to enable the gaming machine to run
CENTURION	1,077,596	(Cl. 9) Light dimmers and lighting controls
HPS CENTURION	3,464,125	(Cl. 9) Electrical transformers

HPS SUPERCENTURION	3,554,745	(Cl. 9) Electrical transformers
CENTURION ELITE	4,965,534	(Cl. 9) Security and alarm communications system, namely, a system consisting of sensors which generate alarm messages, alert messages and data transmissions to users
CENTURION SCOUT	3,108,752	(Cl. 9) Security and alarm communications system, namely, a system consisting of sensors which generate alarm messages, alert messages and data transmissions to users
CENTURION TELECOM BATTERY SYSTEM	5,214,326	(Cl. 9) Modular and scalable mobile energy storage system used to provide multiple kilowatt hours of uninterruptible power, namely, an integrated power management system consisting primarily of lithium batteries, battery chargers, charge controllers and inverters, battery cables
CENTURION UPS BATTERY SYSTEM	5,214,325	(Cl. 9) Modular and scalable mobile energy storage system used to provide multiple kilowatt hours of uninterruptible power, namely, an integrated power management system consisting primarily of lithium batteries, battery chargers, charge controllers and inverters, battery cables
CENTURY ITS	5,576,085	(Cl. 9) Computer hardware and software for communications from confinement facilities
CENTURIONITS & Design	5,576,084	(Cl. 9) Computer hardware and software for communications from confinement facilities
ZERO CENTURION	1,032,120	(Cl. 9) Instrument carrying cases specifically designed for carrying electronic and scientific instruments

As the table illustrates, goods that reside in the same International Class (or Classes that contain similar goods), require a level of specificity in their descriptions to distinguish one from another and allow for entry onto the federal register. This is particularly apparent, as the table shows, when there are multiple co-existing identical marks. Not only did all the registrations above pass examination, but all eventually registered, which shows the owners of the other referenced trademarks determined the differences in goods (and presumably their marketplace presence) are dissimilar enough to permit registration.

#### REQUEST FOR SUSPENSION

Notwithstanding the foregoing, Applicant respectfully requests the subject application be suspended pending final discussions with the owner of '169 Registration to secure an acceptable consent

that would be dispositive in the present case. Regardless, Applicant reserves the right to present further arguments in response to the refusals identified in the Non-Final Action.

**CONCLUSION**

Therefore, in light of the remarks and request above, suspension of the present application is respectfully requested.

**EXHIBIT A**



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## CENTURION

**Word Mark** CENTURION

**Goods and Services** IC 009. US 021 023 026 036 038. G & S: Security and alarm communications system, namely a system consisting of sensors which generate alarm and alert messages transmitted to users. FIRST USE: 20030828. FIRST USE IN COMMERCE: 20030828

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 78495163

**Filing Date** October 6, 2004

**Current Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** April 11, 2006

**Registration Number** 3111263

**Registration Date** July 4, 2006

**Owner** (REGISTRANT) Response Technologies, Ltd. LIMITED LIABILITY COMPANY OHIO 365 Industrial Drive Harrison OHIO 45030

**Attorney of Record** James P. Wersching

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20160412.

**Renewal** 1ST RENEWAL 20160412

**Live/Dead Indicator** LIVE

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# CENTURION

**Word Mark** CENTURION  
**Goods and Services** IC 007. US 013 019 021 023 031 034 035. G & S: **Electric** generators and related equipment, namely, automatic standby **electric** generator sets. FIRST USE: 20030611. FIRST USE IN COMMERCE: 20030611  
**Standard Characters Claimed**  
**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Serial Number** 86123288  
**Filing Date** November 19, 2013  
**Current Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** August 26, 2014  
**Registration Number** 4635771  
**Registration Date** November 11, 2014  
**Owner** (REGISTRANT) Generac Power Systems, Inc. CORPORATION WISCONSIN Highway 59 at Hillside Road Waukesha WISCONSIN 53187  
**Attorney of Record** Peter C. Stomma  
**Prior Registrations** 3380066  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL



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# CENTURION

<b>Word Mark</b>	CENTURION
<b>Goods and Services</b>	IC 007. US 013 019 021 023 031 034 035. G & S: <b>Electric</b> generators and related equipment, namely, automatic standby <b>electric</b> generator sets. FIRST USE: 20030611. FIRST USE IN COMMERCE: 20030611
<b>Mark Drawing Code</b>	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
<b>Design Search Code</b>	02.01.13 - Gladiators; Men, Roman, Greek and other ancient soldiers, gladiators and Vikings; Vikings 02.01.37 - Busts of men in profile; Heads of men in profile; Men - heads, portraiture, or busts in profile; Portraiture of men in profile 09.05.25 - Battering helmets; Caps, nurses; Caps, swimming; Dunce caps; Football helmets; Helmets, athletic; Helmets, construction; Helmets, military; Helmets, protective; Safety helmets 26.01.03 - Circles, incomplete (more than semi-circles); Incomplete circles (more than semi-circles) 26.01.21 - Circles that are totally or partially shaded.
<b>Trademark Search Facility Classification Code</b>	ART-09.05 Headwear GROT-HUM Exaggerated depiction of a human SHAPES-CIRCLE Circle figures or designs including semi-circles and incomplete circles SHAPES-COLORS-2 Design listing or lined for two colors
<b>Serial Number</b>	77012308
<b>Filing Date</b>	October 3, 2006
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	October 23, 2007
<b>Registration Number</b>	3380066
<b>Registration Date</b>	February 12, 2008
<b>Owner</b>	(REGISTRANT) Generac Power Systems, Inc. CORPORATION WISCONSIN Highway 59 & Hillside Road, P.O. Box 8 Waukesha WISCONSIN 53187

**Assignment Recorded** ASSIGNMENT RECORDED

**Attorney of Record** Peter C. Stomma

**Description of Mark** The color(s) The color blue and white are claimed as a feature of the mark. The color blue appears in the term Centurion and in the design element of the mark; the color white appears as the background color. is/are claimed as a feature of the mark. The mark consists of a silhouette of a roman soldier's head with a helmet on, followed by a half circle symmetric with the roman soldier's helmet followed by the word CENTURION.

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20180223.

**Renewal** 1ST RENEWAL 20180223

**Live/Dead Indicator** LIVE

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# CENTURIONPRO

**Word Mark** CENTURIONPRO

**Goods and Services** IC 007, US 013 019 021 023 031 034 035. G & S: **Machines** and **machine** apparatus for processing plant leaves, namely, power-operated separators for removing stems and husks from harvested plant leaves. FIRST USE: 20130400. FIRST USE IN COMMERCE: 20130400

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 86062069

**Filing Date** September 11, 2013

**Current Basis** 1A

**Original Filing Basis** 1A

**Published for** January 28, 2014

**Opposition**

**Registration Number** 4514580

**Registration Date** April 15, 2014

**Owner** (REGISTRANT) CENTURION PRO SOLUTIONS INC. CORPORATION CANADA Unit 103 12827 76th Avenue  
Surrey, BC CANADA V3W2V3

**Attorney of Record** Joshua M. Gerben, Esq.

Type of Mark TRADEMARK  
Register PRINCIPAL  
Live/Dead Indicator LIVE

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**Word Mark** CENTURION

**Goods and Services** IC 009. US 021 023 026 036 038. G & S: Modular and scalable mobile energy storage system used to provide multiple kilowatt hours of uninterruptible power, namely, an integrated power management system consisting primarily of lithium batteries, battery chargers, charge controllers and inverters, battery cables. FIRST USE: 20150915. FIRST USE IN COMMERCE: 20150915

**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design Search Code** 09.05.25 - Batting helmets; Caps, nurses; Caps, swimming; Dunce caps; Football helmets; Helmets, athletic; Helmets, construction; Helmets, military; Helmets, protective; Safety helmets  
23.05.01 - Helmets, armor

**Serial Number** 86425079

**Filing Date** October 15, 2014

**Current Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** March 17, 2015

**Registration Number** 4882750

**Registration Date** January 5, 2016

**Owner** (REGISTRANT) Navitas Systems LIMITED LIABILITY COMPANY ILLINOIS 1200 Internationale Parkway Woodridge ILLINOIS 60517

**Attorney of** Laura McFarland-Taylor

**Record**

**Description of Mark** The color(s) blue and green is/are claimed as a feature of the mark. The mark consists of a stylized centurion's helmet with helmet in blue and stylized plume in green, rising in front of and above the word "centurion", with the letters "centur" in blue, and "ion" in green" with the dot above the "i" in blue.

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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# CENTURION

**Word Mark** CENTURION

**Goods and Services** IC 009. US 021 023 026 036 038. G & S: Gaming devices, namely, gaming machines and associated software used therewith to enable the gaming machine to run. FIRST USE: 20060901. FIRST USE IN COMMERCE: 20060901

**Mark Drawing Code** (1) TYPED DRAWING

**Serial Number** 76475572

**Filing Date** December 16, 2002

**Current Basis** 1A

**Original Filing Basis** 44D

**Published for Opposition** September 12, 2006

**Registration Number** 3318921

**Registration Date** October 23, 2007

**Owner** (REGISTRANT) Aristocrat Technologies Australia Pty Ltd LIMITED LIABILITY COMPANY AUSTRALIA Building A, Pinnacle Office Park 85 Epping Road North Ryde, NSW AUSTRALIA 2113

**Assignment Recorded** ASSIGNMENT RECORDED

**Attorney of Record** Linda Marie Norcross

**Type of** TRADEMARK



**Mark**

**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20170707.

**Renewal** 1ST RENEWAL 20170707

**Live/Dead Indicator** LIVE

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# Typed Drawing

**Word Mark** CENTURION

**Goods and Services** IC 009. US 021 026. G & S: LIGHT DIMMERS AND LIGHTING CONTROLS. FIRST USE: 19740111. FIRST USE IN COMMERCE: 19740111

**Mark Drawing Code** (1) TYPED DRAWING

**Serial Number** 73140732

**Filing Date** September 12, 1977

**Current Basis** 1A

**Original Filing Basis** 1A

**Registration Number** 1088596

**Registration Date** April 4, 1978

**Owner** (REGISTRANT) LUTRON ELECTRONICS CO., INC. CORPORATION PENNSYLVANIA 7200 SUTER ROAD COOPERSBURG PENNSYLVANIA 180361299

**Attorney of Record** Nicole K. McLaughlin

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECTION 8(10-YR) 20180416.

**Renewal** 2ND RENEWAL 20180416

**Live/Dead Indicator** LIVE

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# HPS CENTURION

<b>Word Mark</b>	HPS CENTURION
<b>Goods and Services</b>	IC 009. US 021 023 026 036 038. G & S: Electrical transformers. FIRST USE: 20030721. FIRST USE IN COMMERCE: 20030721
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Trademark Search Facility Classification Code</b>	LETTER-3-OR-MORE HPS Combination of three or more letters as part of the mark
<b>Serial Number</b>	78740113
<b>Filing Date</b>	October 25, 2005
<b>Current Basis</b>	1A;44E
<b>Original Filing Basis</b>	1B;44D;44E
<b>Published for Opposition</b>	August 7, 2007
<b>Registration Number</b>	3464125
<b>Registration Date</b>	July 8, 2008
<b>Owner</b>	(REGISTRANT) Hammond Power Solutions Inc. CORPORATION CANADA 595 Southgate Drive Guelph CANADA N1G 3W6
<b>Attorney of Record</b>	Cynthia A. Moyer
<b>Priority Date</b>	October 20, 2005

**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20170918.  
**Renewal** 1ST RENEWAL 20170918  
**Live/Dead Indicator** LIVE

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# HPS SUPERCENTURION

<b>Word Mark</b>	HPS SUPERCENTURION
<b>Goods and Services</b>	IC 009. US 021 023 026 036 038. G & S: Electrical transformers. FIRST USE: 20061114. FIRST USE IN COMMERCE: 20061114
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Trademark Search Facility Classification Code</b>	LETTER-3-OR-MORE HPS Combination of three or more letters as part of the mark
<b>Serial Number</b>	77150418
<b>Filing Date</b>	April 6, 2007
<b>Current Basis</b>	1A;44E
<b>Original Filing Basis</b>	1B;44D;44E
<b>Published for Opposition</b>	May 27, 2008
<b>Registration Number</b>	3554745
<b>Registration Date</b>	December 30, 2008
<b>Owner</b>	(REGISTRANT) Hammond Power Solutions Inc. CORPORATION CANADA 595 Southgate Drive Guelph CANADA N1G3W6
<b>Attorney of Record</b>	John Pickerill
<b>Priority Date</b>	April 5, 2007

**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR).  
**Live/Dead Indicator** LIVE

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# CENTURION ELITE

**Word Mark** CENTURION ELITE

**Goods and Services** IC 009. US 021 023 026 036 038. G & S: Security and alarm communications system, namely, a system consisting of sensors which generate alarm messages, alert messages and data transmissions to users. FIRST USE: 20160115. FIRST USE IN COMMERCE: 20160115

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 86460387

**Filing Date** November 20, 2014

**Current Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** February 24, 2015

**Registration Number** 4965534

**Registration Date** May 24, 2016

**Owner** (REGISTRANT) Response Technologies, Ltd. LIMITED LIABILITY COMPANY OHIO 365 Industrial Drive Harrison OHIO 45030

**Attorney of Record** James P. Wersching

**Prior** 3108752;3111263

**Registrations**

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ELITE" APART FROM THE MARK AS SHOWN

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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**CENTURION SCOUT**

**Word Mark** CENTURION SCOUT

**Goods and Services** IC 009. US 021 023 026 036 038. G & S: Security and alarm communications system, namely a system consisting of sensors which generate alarm and alert messages transmitted to users. FIRST USE: 20031231. FIRST USE IN COMMERCE: 20031231

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 78495948

**Filing Date** October 7, 2004

**Current Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** April 4, 2006

**Registration Number** 3108752

**Registration Date** June 27, 2006

**Owner** (REGISTRANT) Response Technologies, Ltd. LIMITED LIABILITY COMPANY OHIO 365 Industrial Drive Harrison OHIO 45030

**Attorney of Record** James P. Wersching

**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20160228.  
**Renewal** 1ST RENEWAL 20160228  
**Live/Dead Indicator** LIVE

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# Centurion Telecom Battery System

**Word Mark** CENTURION TELECOM BATTERY SYSTEM

**Goods and Services** IC 009. US 021 023 026 036 038. G & S: Modular and scalable mobile energy storage system used to provide multiple kilowatt hours of uninterruptible power, namely, an integrated power management system consisting primarily of lithium batteries, battery chargers, charge controllers and inverters, battery cables. FIRST USE: 20150710. FIRST USE IN COMMERCE: 20150710

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 86016315

**Filing Date** July 22, 2013

**Current Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** February 4, 2014

**Registration Number** 5214326

**Registration Date** May 30, 2017

**Owner** (REGISTRANT) Navitas Systems LIMITED LIABILITY COMPANY ILLINOIS 1200 Internationale Parkway Woodridge ILLINOIS 60517

**Attorney of** Laura McFarland-Taylor

**Record**

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "TELECOM BATTERY SYSTEM" APART FROM THE MARK AS SHOWN

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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# Centurion UPS Battery System

**Word Mark** CENTURION UPS BATTERY SYSTEM**Goods and Services** IC 009. US 021 023 026 036 038. G & S: Modular and scalable mobile energy storage system used to provide multiple kilowatt hours of uninterruptible power, namely, an integrated power management system consisting primarily of lithium batteries, battery chargers, charge controllers and inverters, battery cables. FIRST USE: 20150710. FIRST USE IN COMMERCE: 20150710**Standard Characters Claimed****Mark Drawing Code** (4) STANDARD CHARACTER MARK**Serial Number** 86016304**Filing Date** July 22, 2013**Current Basis** 1A**Original Filing Basis** 1B**Published for Opposition** February 4, 2014**Registration Number** 5214325**Registration Date** May 30, 2017**Owner** (REGISTRANT) Navitas Systems LIMITED LIABILITY COMPANY ILLINOIS 1200 Internationale Pkwy Woodridge ILLINOIS 60517**Attorney of** Laura McFarland-Taylor

**Record**

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "UPS BATTERY SYSTEM" APART FROM THE MARK AS SHOWN

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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# CENTURION ITS

**Word Mark** CENTURION ITS**Goods and Services** IC 009. US 021 023 026 036 038. G & S: Computer hardware and software for communications from confinement facilities. FIRST USE: 20150114. FIRST USE IN COMMERCE: 20150114

IC 042. US 100 101. G &amp; S: Platform as a service (PAAS) featuring computer software platforms for providing communications from confinement facilities. FIRST USE: 20150114. FIRST USE IN COMMERCE: 20150114

IC 045. US 100 101. G &amp; S: Analyzing telephone call information and data of inmates for criminal activity; analyzing inmate telephone call information and data, for confinement facilities, to certify call recordings as being unaltered from their original content; analyzing voice biometric identification data of inmates for criminal activity; analyzing the telephone communication system to detect pre-identified inmate activities; monitoring telephone calls of inmates and notifying law enforcement when appropriate; analyzing communication system account data and other historical system information of inmates for potential links to criminal activity or other suspects or criminals; monitoring confinement facilities using wired sensors for detecting unauthorized use of wireless devices within the facility. FIRST USE: 20150114. FIRST USE IN COMMERCE: 20150114

**Standard Characters Claimed****Mark Drawing Code** (4) STANDARD CHARACTER MARK**Serial Number** 86413832**Filing Date** October 3, 2014**Current Basis** 1A**Original Filing Basis** 1B**Published** September 1, 2015

**for  
Opposition****Registration  
Number** 5576085**Registration  
Date** October 2, 2018**Owner** (REGISTRANT) Pay Tel Communications, Inc. CORPORATION NORTH CAROLINA PO Box 8179 Greensboro  
NORTH CAROLINA 27419**Attorney of  
Record** William M. Bryner**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ITS" APART FROM THE MARK AS SHOWN**Type of  
Mark** TRADEMARK. SERVICE MARK**Register** PRINCIPAL**Live/Dead  
Indicator** LIVE

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**Word Mark** CENTURIONITS

**Goods and Services** IC 009. US 021 023 026 036 038. G & S: Computer hardware and software for communications from confinement facilities. FIRST USE: 20150114. FIRST USE IN COMMERCE: 20150114

IC 042. US 100 101. G & S: Platform as a service (PAAS) featuring computer software platforms for providing communications from confinement facilities. FIRST USE: 20150114. FIRST USE IN COMMERCE: 20150114

IC 045. US 100 101. G & S: Analyzing telephone call information and data of inmates for criminal activity; analyzing inmate telephone call information and data, for confinement facilities, to certify call recordings as being unaltered from their original content; analyzing voice biometric identification data of inmates for criminal activity; analyzing the telephone communication system to detect pre-identified inmate activities; monitoring telephone calls of inmates and notifying law enforcement when appropriate; analyzing communication system account data and other historical system information of inmates for potential links to criminal activity or other suspects or criminals; monitoring confinement facilities using wired sensors for detecting unauthorized use of wireless devices within the facility. FIRST USE: 20150114. FIRST USE IN COMMERCE: 20150114

**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design Search Code** 01.11.02 - Moons, crescent; Moons, half; Partial moons, including half moons and crescent moons (not a moon with craters)  
 02.01.01 - Busts of men facing forward; Heads of men facing forward; Men - heads, portraiture, or busts facing forward; Portraiture of men facing forward  
 02.01.24 - Band uniforms (men wearing); Cavalrymen; Men, soldiers, cavalrymen, men in military uniform, including men dressed in band uniforms with a military appearance; Military men; Soldiers

**Serial Number** 86413830

**Filing Date** October 3, 2014

**Current Basis** 1A

**Original** 1B

**Filing Basis****Published**

for September 1, 2015

**Opposition****Registration  
Number** 5576084**Registration  
Date** October 2, 2018**Owner** (REGISTRANT) Pay Tel Communications, Inc. CORPORATION NORTH CAROLINA PO Box 8179 Greensboro  
NORTH CAROLINA 27419**Attorney of  
Record** William M. Bryner**Description  
of Mark** Color is not claimed as a feature of the mark. The mark consists of a head of a soldier over the word  
"CENTURIONITS". There are 3 different sized crescents appearing to the upper-right of the soldier's head.**Type of  
Mark** TRADEMARK. SERVICE MARK**Register** PRINCIPAL**Live/Dead  
Indicator** LIVE

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## Typed Drawing

**Word Mark** ZERO CENTURION

**Goods and Services** IC 009. US 003. G & S: INSTRUMENT CARRYING CASES SPECIFICALLY DESIGNED FOR CARRYING ELECTRONIC AND SCIENTIFIC INSTRUMENTS. FIRST USE: 19750106. FIRST USE IN COMMERCE: 19750106

**Mark Drawing Code** (1) TYPED DRAWING

**Serial Number** 73049314

**Filing Date** April 11, 1975

**Current Basis** 1A

**Original Filing Basis** 1A

**Registration Number** 1032120

**Registration Date** February 3, 1976

**Owner** (REGISTRANT) ZERO MANUFACTURING CO. CORPORATION CALIFORNIA 777 FRONT ST. BURBANK CALIFORNIA 91503  
(LAST LISTED OWNER) Zero Manufacturing, Inc. CORPORATION DELAWARE 500 West 200 North North Salt Lake UTAH 84054

**Assignment Recorded** ASSIGNMENT RECORDED

**Attorney of Record** MICHAEL J. MACDERMOTT

**Prior Registrations** 0670062;0775618;0908634

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20060516.

**Renewal** 2ND RENEWAL 20060516

Live/Dead Indicator **LIVE**

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