

# EXHIBIT A

**Generated on:** This page was generated by TSDR on 2019-10-30 19:42:38 EDT

**Mark:** HARDIENAIL

HARDIENAIL

**US Serial Number:** 86847052

**Application Filing Date:** Dec. 11, 2015

**US Registration Number:** 5728168

**Registration Date:** Apr. 16, 2019

**Filed as TEAS Plus:** Yes

**Currently TEAS Plus:** Yes

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Apr. 16, 2019

**Publication Date:** Aug. 08, 2017

**Notice of Allowance Date:** Oct. 03, 2017

## Mark Information

**Mark Literal Elements:** HARDIENAIL

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

**Acquired Distinctiveness Claim:** In part

**Distinctiveness Limitation Statement:** as to "HARDIE"

## Related Properties Information

**Claimed Ownership of US Registrations:** 3822393, 3828781, 4019894

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Metal fasteners, namely, bolts, nails, nuts, rivets, screws, and ballistic fasteners

**International Class(es):** 006 - Primary Class

**U.S Class(es):** 002, 012, 013, 014, 023, 025, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jun. 2017

**Use in Commerce:** Jun. 2017

## Basis Information (Case Level)

**Filed Use:** No  
**Filed ITU:** Yes  
**Filed 44D:** No  
**Filed 44E:** No  
**Filed 66A:** No  
**Filed No Basis:** No

**Currently Use:** Yes  
**Currently ITU:** No  
**Currently 44E:** No  
**Currently 66A:** No  
**Currently No Basis:** No

## Current Owner(s) Information

**Owner Name:** James Hardie Technology Limited  
**Owner Address:** Europa House, Second Floor  
Harcourt Centre, Harcourt Street  
Dublin 2 IRELAND  
**Legal Entity Type:** CORPORATION  
**State or Country Where Organized:** BERMUDA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Charlene A. Azema  
**Attorney Primary Email Address:** [efiling@knobbe.com](mailto:efiling@knobbe.com)  
**Docket Number:** HARD1M.104T  
**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** CHARLENE A. AZEMA  
KNOBBE, MARTNES, OLSON & BEAR, LLP  
2040 MAIN STREET, 14TH FLOOR  
IRVINE, CALIFORNIA UNITED STATES 92614  
**Phone:** (949) 760-0404  
**Correspondent e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)  
**Fax:** (949) 760-9502  
**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Apr. 16, 2019	REGISTERED-PRINCIPAL REGISTER	
Mar. 12, 2019	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Mar. 11, 2019	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Mar. 09, 2019	STATEMENT OF USE PROCESSING COMPLETE	66230
Feb. 19, 2019	USE AMENDMENT FILED	66230
Mar. 09, 2019	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66230
Feb. 19, 2019	TEAS STATEMENT OF USE RECEIVED	
Oct. 04, 2018	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Oct. 02, 2018	EXTENSION 2 GRANTED	98765
Oct. 02, 2018	EXTENSION 2 FILED	98765
Oct. 02, 2018	TEAS EXTENSION RECEIVED	
Mar. 27, 2018	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Mar. 23, 2018	EXTENSION 1 GRANTED	98765
Mar. 23, 2018	EXTENSION 1 FILED	98765
Mar. 23, 2018	TEAS EXTENSION RECEIVED	
Oct. 03, 2017	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 08, 2017	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Aug. 08, 2017	PUBLISHED FOR OPPOSITION	
Jul. 19, 2017	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jun. 30, 2017	EXPARTE APPEAL TERMINATED	847052
Jun. 29, 2017	APPROVED FOR PUB - PRINCIPAL REGISTER	

Jun. 28, 2017	EX PARTE APPEAL-INSTITUTED	847052
Jun. 28, 2017	JURISDICTION RESTORED TO EXAMINING ATTORNEY	847052
Jun. 28, 2017	EXPARTE APPEAL RECEIVED AT TTAB	
Jun. 27, 2017	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 26, 2017	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 26, 2017	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Dec. 24, 2016	NOTIFICATION OF FINAL REFUSAL EMAILED	
Dec. 24, 2016	FINAL REFUSAL E-MAILED	
Dec. 24, 2016	FINAL REFUSAL WRITTEN	83187
Dec. 15, 2016	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Dec. 14, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Dec. 14, 2016	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 14, 2016	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jun. 14, 2016	NON-FINAL ACTION E-MAILED	6325
Jun. 14, 2016	NON-FINAL ACTION WRITTEN	83187
May 17, 2016	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Apr. 12, 2016	WITHDRAWN FROM PUB - OG REVIEW QUERY	99910
Mar. 21, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 21, 2016	ASSIGNED TO EXAMINER	83187
Dec. 16, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 15, 2015	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Mar. 11, 2019

## Proceedings

### Summary

**Number of** 1  
**Proceedings:**

**Type of Proceeding:** Exparte Appeal

**Proceeding Number:** [86847052](#)

**Filing Date:** Jun 26, 2017

**Status:** Terminated

**Status Date:** Jun 30, 2017

**Interlocutory Attorney:**

### Plaintiff(s)

**Name:** James Hardie Technology Limited

**Correspondent** CHARLENE A. AZEMA

**Address:** KNOBBE, MARTNES, OLSON & BEAR, LLP  
2040 MAIN STREET, 14TH FLOOR  
IRVINE CA UNITED STATES , 92614

**Correspondent e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
HARDIENAIL	Registered	<a href="#">86847052</a>	<a href="#">5728168</a>

### Prosecution History

Entry Number	History Text	Date	Due Date
1	APPEAL TO BOARD	Jun 26, 2017	
2	APPEAL ACKNOWLEDGED; CASE REMANDED	Jun 28, 2017	
3	INSTITUTED	Jun 28, 2017	

4	REQ FOR RECON	Jun 26, 2017
5	TERMINATED	Jun 30, 2017

**Generated on:** This page was generated by TSDR on 2019-10-30 19:44:02 EDT

**Mark:** HARDIEREWARDS

HARDIEREWARDS

**US Serial Number:** 87545443

**Application Filing Date:** Jul. 27, 2017

**US Registration Number:** 5506456

**Registration Date:** Jul. 03, 2018

**Filed as TEAS RF:** Yes

**Currently TEAS RF:** Yes

**Register:** Principal

**Mark Type:** Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Jul. 03, 2018

**Publication Date:** Apr. 17, 2018

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## Mark Information

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**Mark Literal Elements:** HARDIEREWARDS

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

**Acquired Distinctiveness Claim:** In whole

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## Related Properties Information

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**Claimed Ownership of US Registrations:** 5131738

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## Goods and Services

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**Note:**

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.

**For:** Conducting incentive award programs to promote the sale of goods and services in the field of building and construction; providing incentive award programs through issuance and processing of loyalty points for purchase of a company's goods and services; customer loyalty awards services for commercial, promotional, and/or advertising purposes in the nature of issuance of loyalty points redeemable for goods or services; administration of a customer loyalty program which provides points redeemable for tools, merchandise, trips, and marketing services

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jan. 2011

**Use in Commerce:** Jan. 2011

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## Basis Information (Case Level)

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**Filed Use:** Yes

**Filed ITU:** No

**Filed 44D:** No

**Filed 44E:** No

**Filed 66A:** No

**Filed No Basis:** No

**Currently Use:** Yes

**Currently ITU:** No

**Currently 44E:** No

**Currently 66A:** No

**Currently No Basis:** No

## Current Owner(s) Information

**Owner Name:** James Hardie Technology Limited

**Owner Address:** Europa House, Second Floor  
Harcourt Centre, Harcourt Street  
Dublin 2 IRELAND

**Legal Entity Type:** CORPORATION

**State or Country** BERMUDA  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Charlene A. Azema

**Docket Number:** HARD1M.134T

**Attorney Primary** [efiling@knobbe.com](mailto:efiling@knobbe.com)  
**Email Address:**

**Attorney Email** Yes  
**Authorized:**

### Correspondent

**Correspondent** CHARLENE A. AZEMA  
**Name/Address:** KNOBBE, MARTENS, OLSON & BEAR, LLP  
2040 MAIN STREET, 14TH FLOOR  
IRVINE, CALIFORNIA UNITED STATES 92614

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Correspondent e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Correspondent e-mail** Yes  
**Authorized:**

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jul. 03, 2018	REGISTERED-PRINCIPAL REGISTER	
Apr. 17, 2018	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 17, 2018	PUBLISHED FOR OPPOSITION	
Mar. 28, 2018	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 08, 2018	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 06, 2018	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Mar. 05, 2018	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Mar. 05, 2018	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Oct. 28, 2017	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Oct. 28, 2017	NON-FINAL ACTION E-MAILED	6325
Oct. 28, 2017	NON-FINAL ACTION WRITTEN	88576
Oct. 27, 2017	ASSIGNED TO EXAMINER	88576
Aug. 01, 2017	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jul. 31, 2017	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Jul. 03, 2018

**Generated on:** This page was generated by TSDR on 2019-10-30 19:44:37 EDT

**Mark:** HARDIEREWARDS

# HardieRewards

**US Serial Number:** 87545452

**Application Filing Date:** Jul. 27, 2017

**US Registration Number:** 5506457

**Registration Date:** Jul. 03, 2018

**Filed as TEAS RF:** Yes

**Currently TEAS RF:** Yes

**Register:** Principal

**Mark Type:** Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Jul. 03, 2018

**Publication Date:** Apr. 17, 2018

## Mark Information

**Mark Literal Elements:** HARDIEREWARDS

**Standard Character Claim:** No

**Mark Drawing Type:** 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

**Description of Mark:** The mark consists of the wording "HARDIEREWARDS" in stylized font.

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Acquired Distinctiveness Claim:** In whole

## Related Properties Information

**Claimed Ownership of US Registrations:** 5131738

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Conducting incentive award programs to promote the sale of goods and services in the field of building and construction; providing incentive award programs through issuance and processing of loyalty points for purchase of a company's goods and services; customer loyalty awards services for commercial, promotional, and/or advertising purposes in the nature of issuance of loyalty points redeemable for goods or services; administration of a customer loyalty program which provides points redeemable for tools, merchandise, trips, and marketing services

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)



First Use: Jan. 2011

Use in Commerce: Jan. 2011

## Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

## Current Owner(s) Information

Owner Name: James Hardie Technology Limited

Owner Address: Europa House, Second Floor  
Harcourt Centre, Harcourt Street  
Dublin 2 IRELAND

Legal Entity Type: CORPORATION

State or Country: BERMUDA  
Where Organized:

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Charlene A. Azema

Docket Number: HARD1M.135T

Attorney Primary Email Address: [efiling@knobbe.com](mailto:efiling@knobbe.com)

Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: CHARLENE A. AZEMA  
KNOBBE, MARTENS, OLSON & BEAR, LLP  
2040 MAIN STREET, 14TH FLOOR  
IRVINE, CALIFORNIA UNITED STATES 92614

Phone: 949-760-0404

Fax: 949-760-9502

Correspondent e-mail: [efiling@knobbe.com](mailto:efiling@knobbe.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jul. 03, 2018	REGISTERED-PRINCIPAL REGISTER	
Apr. 17, 2018	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 17, 2018	PUBLISHED FOR OPPOSITION	
Mar. 28, 2018	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 08, 2018	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 08, 2018	EXAMINER'S AMENDMENT ENTERED	88888
Mar. 08, 2018	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Mar. 08, 2018	EXAMINERS AMENDMENT E-MAILED	6328
Mar. 08, 2018	EXAMINERS AMENDMENT -WRITTEN	88576
Mar. 06, 2018	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Mar. 05, 2018	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Mar. 05, 2018	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Oct. 28, 2017	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Oct. 28, 2017	NON-FINAL ACTION E-MAILED	6325
Oct. 28, 2017	NON-FINAL ACTION WRITTEN	88576
Oct. 27, 2017	ASSIGNED TO EXAMINER	88576
Aug. 01, 2017	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jul. 31, 2017	NEW APPLICATION ENTERED IN TRAM	

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# TM Staff and Location Information

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TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jul. 03, 2018

**Generated on:** This page was generated by TSDR on 2019-10-30 19:45:22 EDT

**Mark:** JH JAMESHARDIE



**US Serial Number:** 87388629

**Application Filing Date:** Mar. 28, 2017

**US Registration Number:** 5276524

**Registration Date:** Aug. 29, 2017

**Filed as TEAS Plus:** Yes

**Currently TEAS Plus:** Yes

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Aug. 29, 2017

**Publication Date:** Jun. 13, 2017

## Mark Information

**Mark Literal Elements:** JH JAMESHARDIE

**Standard Character Claim:** No

**Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

**Description of Mark:** The mark consists of the capital letters "J" and "H" in a diagonal position within a circle, that circle appearing inside a square. The phrase "JAMESHARDIE" appears next to the square.

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Design Search Code(s):** 26.01.21 - Circles that are totally or partially shaded.

26.09.21 - Squares that are completely or partially shaded

**Name Portrait Consent:** The name shown in the mark does not identify a particular living individual.

## Related Properties Information

**Claimed Ownership of US Registrations:** 4352291, 5089776, 5089777 and others

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*.\* identify additional (new) wording in the goods/services.

**For:** All-purpose carrying bags; Athletic bags; Backpacks; Bags for umbrellas; Briefcases; Duffel bags; Overnight bags; Reusable shopping bags; Sport bags; Tool bags, empty; Tote bags; Umbrellas

**International Class(es):** 018 - Primary Class

**U.S Class(es):** 001, 002, 003, 022, 041

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jul. 1995

**Use in Commerce:** Jul. 1995

**For:** Caps being headwear; Gloves; Hats; Headwear; Jackets; Shirts; T-shirts; Tops; Vests

**International Class(es):** 025 - Primary Class

**U.S Class(es):** 022, 039

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jul. 1995

**Use in Commerce:** Jul. 1995

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Filed ITU:** No

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** James Hardie Technology Limited

**Owner Address:** Europa House, Second Floor  
Harcourt Centre, Harcourt Street  
Dublin 2 IRELAND

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** BERMUDA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Charlene A. Azema

**Docket Number:** HARD1M.130T

**Attorney Primary Email Address:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** CHARLENE A. AZEMA  
KNOBBE, MARTENS, OLSON & BEAR, LLP  
2040 MAIN STREET, 14TH FLOOR  
IRVINE, CALIFORNIA UNITED STATES 92614

**Phone:** (949) 760-0404

**Fax:** (949) 760-9502

**Correspondent e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Aug. 29, 2017	REGISTERED-PRINCIPAL REGISTER	
Jun. 13, 2017	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jun. 13, 2017	PUBLISHED FOR OPPOSITION	
May 24, 2017	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
May 09, 2017	LAW OFFICE PUBLICATION REVIEW COMPLETED	68552
May 04, 2017	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 02, 2017	EXAMINER'S AMENDMENT ENTERED	68552
May 02, 2017	ASSIGNED TO LIE	68552
May 02, 2017	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
May 02, 2017	EXAMINERS AMENDMENT E-MAILED	6328
May 02, 2017	EXAMINERS AMENDMENT -WRITTEN	76725
Apr. 26, 2017	ASSIGNED TO EXAMINER	76725

Apr. 04, 2017	NOTICE OF DESIGN SEARCH CODE E-MAILED
Apr. 01, 2017	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM
Mar. 31, 2017	NEW APPLICATION ENTERED IN TRAM

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## TM Staff and Location Information

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TM Staff Information - None

File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Aug. 29, 2017

**Generated on:** This page was generated by TSDR on 2016-12-09 13:28:54 EST

**Mark:** HARDIETRIM

HARDIETRIM

**US Serial Number:** 86458619

**Application Filing Date:** Nov. 19, 2014

**US Registration Number:** 4891463

**Registration Date:** Jan. 26, 2016

**Register:** Principal

**Mark Type:** Trademark, Service Mark

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Jan. 26, 2016

**Publication Date:** Nov. 10, 2015

## Mark Information

**Mark Literal Elements:** HARDIETRIM

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

## Related Properties Information

**Claimed Ownership of US Registrations:** 3619688, 3627382, 3627383 and others

## Goods and Services

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*.\* identify additional (new) wording in the goods/services.

**For:** Building and construction material composed primarily of nonmetal materials, namely, polymer composite trim, fascia and boards; engineered polymer composite panels for building and construction composed primarily of nonmetal materials; engineered cement composite panels and boards for building and construction composed primarily of nonmetal materials; non-metal architectural mouldings and finish trim

**International Class(es):** 019 - Primary Class

**U.S Class(es):** 001, 012, 033, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jul. 2007

**Use in Commerce:** Jul. 2007

**For:** Advertising, marketing and promotion services; promoting the sale of building and construction products through the distribution of printed promotional materials of others, by providing hypertext links to the websites of dealers, suppliers and distributors of building and construction products, by preparation of custom advertisements and custom promotional products in the nature of branded apparel of others, and by providing sales promotion consultation; providing cooperative advertising and marketing services for suppliers and distributors of building and construction products, polymer composite products, and cement products

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jul. 2007

**Use in Commerce:** Jul. 2007

## Basis Information (Case Level)

<b>Filed Use:</b> Yes	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> No	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

## Current Owner(s) Information

**Owner Name:** James Hardie Technology Limited

**Owner Address:** Europa House, Second Floor  
Harcourt Centre, Harcourt Street  
Dublin 2  
IRELAND

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** BERMUDA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Diane M. Reed

**Docket Number:** HARD1M.069T

**Attorney Primary Email Address:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** DIANE M. REED  
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2040 MAIN ST FL 14  
IRVINE, CALIFORNIA 92614-8214  
UNITED STATES

**Phone:** (949) 760-0404

**Fax:** (949) 760-9502

**Correspondent e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jan. 26, 2016	REGISTERED-PRINCIPAL REGISTER	
Nov. 10, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Nov. 10, 2015	PUBLISHED FOR OPPOSITION	
Oct. 21, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Oct. 06, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	69712
Oct. 06, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 06, 2015	EXAMINER'S AMENDMENT ENTERED	69712
Oct. 06, 2015	ASSIGNED TO LIE	69712
Oct. 05, 2015	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Oct. 05, 2015	EXAMINERS AMENDMENT E-MAILED	6328
Oct. 05, 2015	EXAMINERS AMENDMENT -WRITTEN	74307
Sep. 12, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Sep. 11, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Sep. 11, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Mar. 11, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Mar. 11, 2015	NON-FINAL ACTION E-MAILED	6325
Mar. 11, 2015	NON-FINAL ACTION WRITTEN	74307
Mar. 03, 2015	ASSIGNED TO EXAMINER	74307

Nov. 25, 2014NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM

Nov. 22, 2014NEW APPLICATION ENTERED IN TRAM

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jan. 26, 2016



**Generated on:** This page was generated by TSDR on 2016-12-09 13:29:35 EST

**Mark:** HARDIELINK

HARDIELINK

**US Serial Number:** 85104189

**Application Filing Date:** Aug. 10, 2010

**US Registration Number:** 4030856

**Registration Date:** Sep. 27, 2011

**Register:** Principal

**Mark Type:** Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Sep. 27, 2011

**Publication Date:** Jul. 12, 2011

## Mark Information

**Mark Literal Elements:** HARDIELINK

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

## Goods and Services

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Providing a web site for builders, contractors and construction sales professionals for placing orders and tracking the status of orders

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jan. 01, 2008

**Use in Commerce:** Jan. 01, 2008

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Amended Use:** No

**Filed ITU:** No

**Currently ITU:** No

**Amended ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Amended 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Amended 44E:** No

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

## Current Owner(s) Information

**Owner Name:** James Hardie Technology Limited

**Owner Address:** Europa House, 2nd Floor, Harcourt Centre

Dublin 2 IRELAND

Legal Entity Type: CORPORATION

State or Country BERMUDA  
Where Organized:

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Diane M. Reed

Docket Number: HARD1M.045T

Attorney Primary Email Address: [efiling@knobbe.com](mailto:efiling@knobbe.com)

Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: Diane M. Reed

Knobbe, Martens, Olson & Bear, LLP  
2040 Main Street  
14th Floor  
Irvine, CALIFORNIA UNITED STATES 92614

Phone: 949-760-0404

Fax: 949-760-9502

Correspondent e-mail: [efiling@knobbe.com](mailto:efiling@knobbe.com)

Correspondent e-mail Authorized: Yes

### Domestic Representative

Domestic Representative Name: Diane M. Reed

Phone: 949-760-0404

Fax: 949-760-9502

Domestic Representative e-mail: [efiling@knobbe.com](mailto:efiling@knobbe.com)

Domestic Representative e-mail Authorized: Yes

## Prosecution History

Date	Description	Proceeding Number
Oct. 17, 2016	TEAS SECTION 8 & 15 RECEIVED	
Sep. 27, 2016	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Jul. 26, 2013	ATTORNEY REVOKED AND/OR APPOINTED	
Jul. 26, 2013	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 15, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 27, 2011	REGISTERED-PRINCIPAL REGISTER	
Jul. 12, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jul. 12, 2011	PUBLISHED FOR OPPOSITION	
Jun. 09, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	77312
Jun. 09, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 06, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	77312
Jun. 06, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	77312
Jun. 03, 2011	ASSIGNED TO LIE	77312
Jun. 01, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 03, 2010	NOTIFICATION OF EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	6326
Dec. 03, 2010	EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	6326
Dec. 03, 2010	EXAMINERS AMENDMENT AND/OR PRIORITY ACTION - COMPLETED	82110
Nov. 26, 2010	ASSIGNED TO EXAMINER	82110
Aug. 14, 2010	NOTICE OF PSEUDO MARK MAILED	
Aug. 13, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Aug. 13, 2010	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Sep. 27, 2011

**Generated on:** This page was generated by TSDR on 2016-12-09 13:30:14 EST

**Mark:** HARDIEZONE

HARDIEZONE

**US Serial Number:** 77726164

**Application Filing Date:** Apr. 30, 2009

**US Registration Number:** 4019894

**Registration Date:** Aug. 30, 2011

**Register:** Principal

**Mark Type:** Trademark

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Dec. 01, 2016

**Publication Date:** Jul. 21, 2009

**Notice of Allowance Date:** Oct. 13, 2009

## Mark Information

**Mark Literal Elements:** HARDIEZONE

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

## Goods and Services

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** building and construction material, namely, engineered cement composite panels, planks and boards; fiber-reinforced cement composites for building and construction, namely, exterior cladding panels, planks and boards

**International Class(es):** 019 - Primary Class

**U.S Class(es):** 001, 012, 033, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jun. 01, 2009

**Use in Commerce:** Jun. 01, 2009

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** Yes

**Amended Use:** No

**Filed ITU:** Yes

**Currently ITU:** No

**Amended ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Amended 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Amended 44E:** No

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

## Current Owner(s) Information

**Owner Name:** JAMES HARDIE TECHNOLOGY LIMITED

**Owner Address:** EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2  
IRELAND

Legal Entity Type: CORPORATION

State or Country BERMUDA  
Where Organized:

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Charlene A. Azema

**Docket Number:** HARD1M.038T

**Attorney Primary  
Email Address:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Attorney Email  
Authorized:** Yes

### Correspondent

**Correspondent  
Name/Address:** Charlene A. Azema  
Knobbe, Martens, Olson & Bear, LLP  
2040 Main Street  
14th Floor  
Irvine, CALIFORNIA 92614  
UNITED STATES

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Correspondent e-  
mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Correspondent e-  
mail Authorized:** Yes

### Domestic Representative

**Domestic  
Representative  
Name:** Diane M. Reed

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Domestic  
Representative e-  
mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Domestic  
Representative e-  
mail Authorized:** Yes

## Prosecution History

Date	Description	Proceeding Number
Dec. 01, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Dec. 01, 2016	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76874
Dec. 01, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76874
Sep. 21, 2016	TEAS SECTION 8 & 15 RECEIVED	
Aug. 30, 2016	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Jul. 26, 2013	ATTORNEY REVOKED AND/OR APPOINTED	
Jul. 26, 2013	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 15, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 30, 2011	REGISTERED-PRINCIPAL REGISTER	
Jul. 23, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jul. 22, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	68123
Jul. 21, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jun. 20, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	68123
Jun. 20, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	68123
Jun. 10, 2011	ASSIGNED TO LIE	68123
Jun. 07, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 07, 2010	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Dec. 07, 2010	NON-FINAL ACTION E-MAILED	
Dec. 07, 2010	SU - NON-FINAL ACTION - WRITTEN	76613
Oct. 28, 2010	STATEMENT OF USE PROCESSING COMPLETE	66530
Oct. 13, 2010	USE AMENDMENT FILED	66530
Oct. 28, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66530
Oct. 13, 2010	TEAS STATEMENT OF USE RECEIVED	
Apr. 15, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Apr. 13, 2010	EXTENSION 1 GRANTED	98765
Apr. 13, 2010	EXTENSION 1 FILED	98765
Apr. 13, 2010	TEAS EXTENSION RECEIVED	

Mar. 31, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 17, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Oct. 13, 2009	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jul. 21, 2009	PUBLISHED FOR OPPOSITION	
Jul. 01, 2009	NOTICE OF PUBLICATION	
Jun. 17, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	71441
Jun. 17, 2009	ASSIGNED TO LIE	71441
Jun. 14, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 11, 2009	ASSIGNED TO EXAMINER	76613
May 05, 2009	NOTICE OF PSEUDO MARK MAILED	
May 04, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 04, 2009	NEW APPLICATION ENTERED IN TRAM	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

## TM Staff and Location Information

**TM Staff Information - None**  
**File Location**

**Current Location:** TMO LAW OFFICE 114

**Date in Location:** Dec. 01, 2016

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** JAMES HARDIE TECHNOLOGY LIMITED

### Assignment 1 of 1

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [4166/0223](#)

**Pages:** 25

**Date Recorded:** Mar. 10, 2010

**Supporting Documents:** [assignment-tm-4166-0223.pdf](#)

### Assignor

**Name:** [JAMES HARDIE INTERNATIONAL FINANCE, B.V.](#)

**Execution Date:** Dec. 15, 2009

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** NETHERLANDS

### Assignee

**Name:** [JAMES HARDIE TECHNOLOGY LIMITED](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** BERMUDA

**Address:** EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2, IRELAND

### Correspondent

**Correspondent Name:** LISA SHEREEN

**Correspondent Address:** ZAMALUDIN/GARDERE  
1601 ELM STREET, SUITE 3000  
DALLAS, TEXAS 75201

**Domestic Representative - Not Found**

**Generated on:** This page was generated by TSDR on 2016-12-09 13:31:24 EST

**Mark:** HARDIEWRAP

HARDIEWRAP

**US Serial Number:** 77417560

**Application Filing Date:** Mar. 10, 2008

**US Registration Number:** 3828781

**Registration Date:** Aug. 03, 2010

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Sep. 23, 2016

**Publication Date:** Sep. 08, 2009

**Notice of Allowance Date:** Dec. 01, 2009

## Mark Information

**Mark Literal Elements:** HARDIEWRAP

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

## Related Properties Information

**Claimed Ownership of US Registrations:** 2869643, 3146281, 3257963 and others

## Goods and Services

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Metal building flashing

**International Class(es):** 006 - Primary Class

**U.S Class(es):** 002, 012, 013, 014, 023, 025, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Feb. 01, 2008

**Use in Commerce:** Feb. 01, 2008

**For:** Non-woven, non-perforated polyolefin barriers used in the construction industry as a water vapor barrier, moisture barrier, and air infiltration barrier to protect and cover building structures

**International Class(es):** 017 - Primary Class

**U.S Class(es):** 001, 005, 012, 013, 035, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Feb. 01, 2008

**Use in Commerce:** Feb. 01, 2008

**For:** Non-metal building flashing; tape, namely, seam tape, which is made out of polypropylene coated with an adhesive and used to join barrier materials and cover wall, attic, and other areas of outside building structures

**International Class(es):** 019 - Primary Class

**U.S Class(es):** 001, 012, 033, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Feb. 01, 2008

**Use in Commerce:** Feb. 01, 2008

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** Yes

**Amended Use:** No

**Filed ITU:** Yes

**Currently ITU:** No

**Amended ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Amended 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Amended 44E:** No

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

## Current Owner(s) Information

**Owner Name:** JAMES HARDIE TECHNOLOGY LIMITED

**Owner Address:** EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2 IRELAND

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** BERMUDA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Charlene A. Azema

**Docket Number:** HARD1M.033T

**Attorney Primary Email Address:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Charlene A. Azema  
Knobbe, Martens, Olson & Bear, LLP  
2040 Main Street  
14th Floor  
Irvine, CALIFORNIA UNITED STATES 92614

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Correspondent e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Correspondent e-mail Authorized:** Yes

### Domestic Representative

**Domestic Representative Name:** Diane M. Reed

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Domestic Representative e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Domestic Representative e-mail Authorized:** Yes

## Prosecution History

Date	Description	Proceeding Number
Sep. 23, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Sep. 23, 2016	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	74886
Sep. 22, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	74886
Jul. 15, 2016	TEAS SECTION 8 & 15 RECEIVED	
Aug. 03, 2015	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Jul. 26, 2013	ATTORNEY REVOKED AND/OR APPOINTED	

Jul. 26, 2013	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 15, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 20, 2012	CERTIFICATE OF CORRECTION ISSUED	73376
Oct. 04, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	73376
Sep. 26, 2012	TEAS SECTION 7 REQUEST RECEIVED	
Aug. 03, 2010	REGISTERED-PRINCIPAL REGISTER	
Jun. 29, 2010	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jun. 26, 2010	LAW OFFICE REGISTRATION REVIEW COMPLETED	66213
Jun. 25, 2010	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jun. 01, 2010	STATEMENT OF USE PROCESSING COMPLETE	76538
May 12, 2010	USE AMENDMENT FILED	76538
Jun. 01, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76538
May 12, 2010	TEAS STATEMENT OF USE RECEIVED	
Mar. 31, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 17, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Dec. 01, 2009	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Sep. 08, 2009	PUBLISHED FOR OPPOSITION	
Aug. 19, 2009	NOTICE OF PUBLICATION	
Aug. 04, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	66213
Aug. 03, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 01, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Aug. 01, 2009	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Aug. 01, 2009	EXAMINERS AMENDMENT E-MAILED	6328
Aug. 01, 2009	EXAMINERS AMENDMENT -WRITTEN	80803
Jul. 31, 2009	AMENDMENT FROM APPLICANT ENTERED	66213
Jul. 31, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	66213
Jul. 29, 2009	ASSIGNED TO LIE	66213
Jul. 13, 2009	PAPER RECEIVED	
Jan. 09, 2009	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jan. 09, 2009	NON-FINAL ACTION E-MAILED	6325
Jan. 09, 2009	NON-FINAL ACTION WRITTEN	80803
Dec. 31, 2008	AMENDMENT FROM APPLICANT ENTERED	69350
Dec. 31, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	69350
Dec. 24, 2008	ASSIGNED TO LIE	69350
Dec. 23, 2008	PAPER RECEIVED	
Jun. 18, 2008	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jun. 18, 2008	NON-FINAL ACTION E-MAILED	6325
Jun. 18, 2008	NON-FINAL ACTION WRITTEN	80803
Jun. 18, 2008	ASSIGNED TO EXAMINER	80803
May 21, 2008	TEAS AMENDMENT ENTERED BEFORE ATTORNEY ASSIGNED	88889
May 22, 2008	ASSIGNED TO LIE	70138
May 21, 2008	TEAS VOLUNTARY AMENDMENT RECEIVED	
Mar. 14, 2008	NOTICE OF PSEUDO MARK MAILED	
Mar. 13, 2008	NEW APPLICATION ENTERED IN TRAM	

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## Maintenance Filings or Post Registration Information

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**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Change in Registration:** Yes

**Correction made to Registration:** In the Statement, line 1, "HARDLE" should be deleted, and, "HARDIE" should be inserted.

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## TM Staff and Location Information



**TM Staff Information - None****File Location****Current Location:** TMEG LAW OFFICE 102**Date in Location:** Sep. 23, 2016**Assignment Abstract Of Title Information****Summary****Total Assignments:** 1**Registrant:** JAMES HARDIE TECHNOLOGY LIMITED**Assignment 1 of 1****Conveyance:** ASSIGNS THE ENTIRE INTEREST**Reel/Frame:** [4166/0223](#)**Pages:** 25**Date Recorded:** Mar. 10, 2010**Supporting Documents:** [assignment-tm-4166-0223.pdf](#)**Assignor****Name:** [JAMES HARDIE INTERNATIONAL FINANCE, B.V.](#)**Execution Date:** Dec. 15, 2009**Legal Entity Type:** LIMITED LIABILITY COMPANY**State or Country Where Organized:** NETHERLANDS**Assignee****Name:** [JAMES HARDIE TECHNOLOGY LIMITED](#)**Legal Entity Type:** CORPORATION**State or Country Where Organized:** BERMUDA**Address:** EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2, IRELAND**Correspondent****Correspondent Name:** LISA SHEREEN**Correspondent Address:** ZAMALUDIN/GARDERE  
1601 ELM STREET, SUITE 3000  
DALLAS, TEXAS 75201**Domestic Representative - Not Found**

**Generated on:** This page was generated by TSDR on 2016-12-09 13:32:16 EST

**Mark:** HARDIEFLOOR

HARDIEFLOOR

**US Serial Number:** 77427708

**Application Filing Date:** Mar. 20, 2008

**US Registration Number:** 3822393

**Registration Date:** Jul. 20, 2010

**Register:** Principal

**Mark Type:** Trademark

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Jul. 20, 2010

**Publication Date:** Feb. 17, 2009

**Notice of Allowance Date:** May 12, 2009

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## Mark Information

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**Mark Literal Elements:** HARDIEFLOOR

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

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## Related Properties Information

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**Claimed Ownership of US Registrations:** 2869643, 3146281, 3257963 and others

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## Goods and Services

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**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Engineered cementitious composites for building and construction; fiber-reinforced cement composites for building and construction, namely, flooring and underlayments

**International Class(es):** 019 - Primary Class

**U.S Class(es):** 001, 012, 033, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jan. 01, 2008

**Use in Commerce:** Jan. 01, 2008

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## Basis Information (Case Level)

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**Filed Use:** No

**Currently Use:** Yes

**Amended Use:** No

**Filed ITU:** Yes

**Currently ITU:** No

**Amended ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Amended 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Amended 44E:** No

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

---

## Current Owner(s) Information

---

**Owner Name:** JAMES HARDIE TECHNOLOGY LIMITED

**Owner Address:** EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2  
IRELAND

**Legal Entity Type:** CORPORATION

**State or Country** BERMUDA  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Diane M. Reed

**Attorney Primary** [efiling@knobbe.com](mailto:efiling@knobbe.com)  
**Email Address:**

**Attorney Email** Yes  
**Authorized:**

### Correspondent

**Correspondent** Diane M. Reed  
**Name/Address:** Knobbe, Martens, Olson & Bear, LLP  
2040 Main Street  
14th Floor  
Irvine, CALIFORNIA 92614  
UNITED STATES

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Correspondent e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Correspondent e-mail** Yes  
**Authorized:**

### Domestic Representative

**Domestic** Diane M. Reed  
**Representative**  
**Name:**

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Domestic** [efiling@knobbe.com](mailto:efiling@knobbe.com)  
**Representative e-mail:**

**Domestic** Yes  
**Representative e-mail** Authorized:

## Prosecution History

Date	Description	Proceeding Number
Jul. 20, 2015	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Jul. 26, 2013	ATTORNEY REVOKED AND/OR APPOINTED	
Jul. 26, 2013	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 15, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 20, 2010	REGISTERED-PRINCIPAL REGISTER	
Jun. 12, 2010	NOTICE OF ACCEPTANCE OF STATEMENT OF USE MAILED	
Jun. 11, 2010	LAW OFFICE REGISTRATION REVIEW COMPLETED	68171
Jun. 11, 2010	ASSIGNED TO LIE	68171
May 27, 2010	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
May 17, 2010	STATEMENT OF USE PROCESSING COMPLETE	65362
May 12, 2010	USE AMENDMENT FILED	65362
May 12, 2010	TEAS STATEMENT OF USE RECEIVED	
Mar. 31, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 17, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jan. 12, 2010	EXTENSION 1 GRANTED	65362
Nov. 12, 2009	EXTENSION 1 FILED	65362
Jan. 12, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	65362
Nov. 16, 2009	PAPER RECEIVED	
May 12, 2009	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Feb. 17, 2009	PUBLISHED FOR OPPOSITION	
Jan. 28, 2009	NOTICE OF PUBLICATION	
Jan. 13, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	76529

Jan. 05, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 03, 2009	AMENDMENT FROM APPLICANT ENTERED	76529
Jan. 03, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	76529
Jan. 03, 2009	ASSIGNED TO LIE	76529
Dec. 16, 2008	PAPER RECEIVED	
Jun. 19, 2008	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jun. 19, 2008	NON-FINAL ACTION E-MAILED	6325
Jun. 19, 2008	NON-FINAL ACTION WRITTEN	74786
Jun. 18, 2008	ASSIGNED TO EXAMINER	74786
Mar. 26, 2008	NOTICE OF PSEUDO MARK MAILED	
Mar. 25, 2008	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Jun. 11, 2010

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** JAMES HARDIE TECHNOLOGY LIMITED

### Assignment 1 of 1

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [4166/0223](#)

**Pages:** 25

**Date Recorded:** Mar. 10, 2010

**Supporting Documents:** [assignment-tm-4166-0223.pdf](#)

### Assignor

**Name:** [JAMES HARDIE INTERNATIONAL FINANCE, B.V.](#)

**Execution Date:** Dec. 15, 2009

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** NETHERLANDS

### Assignee

**Name:** [JAMES HARDIE TECHNOLOGY LIMITED](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** BERMUDA

**Address:** EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2, IRELAND

### Correspondent

**Correspondent Name:** LISA SHEREEN

**Correspondent Address:** ZAMALUDIN/GARDERE  
1601 ELM STREET, SUITE 3000  
DALLAS, TEXAS 75201

### Domestic Representative - Not Found

**Generated on:** This page was generated by TSDR on 2016-12-09 13:49:10 EST

**Mark:** HARDIESOFFIT

**HardieSoffit**

**US Serial Number:** 76667675

**Application Filing Date:** Oct. 17, 2006

**US Registration Number:** 3550568

**Registration Date:** Dec. 23, 2008

**Register:** Principal

**Mark Type:** Trademark, Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Mar. 19, 2015

**Publication Date:** Jan. 08, 2008

**Notice of Allowance Date:** Apr. 01, 2008

## Mark Information

**Mark Literal Elements:** HARDIESOFFIT

**Standard Character Claim:** No

**Mark Drawing Type:** 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Acquired Distinctiveness Claim:** In whole

## Related Properties Information

**Claimed Ownership of US Registrations:** 1545069, 2225291, 2274743, 2377732, 2553710 and others

## Goods and Services

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.

**For:** Building and construction material, namely, engineered cement composite soffit boards and panels; fiber-reinforced cement composites for building and construction, namely, soffit boards and panels

**International Class(es):** 019 - Primary Class

**U.S Class(es):** 001, 012, 033, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jan. 2008

**Use in Commerce:** Jan. 2008

**For:** Promoting the sale of fiber cement building products of others through the distribution of printed promotional materials, by providing hypertext links to the websites of dealers, suppliers and distributors of fiber cement building products, by preparation of custom advertisements and custom promotional products in the nature of branded apparel of others, and by providing sales promotion consultation; providing cooperative advertising and marketing services for suppliers and distributors of fiber cement building products

**International** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class(es):**

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jan. 2008

**Use in Commerce:** Jan. 2008

## Basis Information (Case Level)

**Filed Use:** No

**Filed ITU:** Yes

**Filed 44D:** No

**Filed 44E:** No

**Filed 66A:** No

**Filed No Basis:** No

**Currently Use:** Yes

**Currently ITU:** No

**Currently 44D:** No

**Currently 44E:** No

**Currently 66A:** No

**Currently No Basis:** No

**Amended Use:** No

**Amended ITU:** No

**Amended 44D:** No

**Amended 44E:** No

## Current Owner(s) Information

**Owner Name:** JAMES HARDIE TECHNOLOGY LIMITED

**Owner Address:** EUROPA HOUSE, SECOND FLOOR  
DUBLIN 2 IRELAND

**Legal Entity Type:** CORPORATION

**State or Country** BERMUDA  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Diane M. Reed

**Docket Number:** HARD1M.031T

**Attorney Primary** [efiling@knobbe.com](mailto:efiling@knobbe.com)  
**Email Address:**

**Attorney Email** Yes  
**Authorized:**

### Correspondent

**Correspondent** Diane M. Reed

**Name/Address:** Knobbe, Martens, Olson & Bear, LLP  
2040 Main Street  
14th Floor  
Irvine, CALIFORNIA UNITED STATES 92614

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Correspondent e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Correspondent e-mail** Yes  
**Authorized:**

### Domestic Representative

**Domestic Representative** Diane M. Reed  
**Name:**

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Domestic Representative e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Domestic Representative e-mail** Yes  
**Authorized:**

## Prosecution History

Date	Description	Proceeding Number
Mar. 19, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Mar. 19, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	66607
Mar. 17, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	66607
Mar. 03, 2015	TEAS SECTION 8 & 15 RECEIVED	
Jul. 26, 2013	ATTORNEY REVOKED AND/OR APPOINTED	
Jul. 26, 2013	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 15, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 31, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 17, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	

Dec. 23, 2008	REGISTERED-PRINCIPAL REGISTER	
Nov. 19, 2008	LAW OFFICE REGISTRATION REVIEW COMPLETED	78413
Nov. 18, 2008	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 18, 2008	STATEMENT OF USE PROCESSING COMPLETE	71034
Nov. 16, 2008	USE AMENDMENT FILED	71034
Nov. 18, 2008	CASE ASSIGNED TO INTENT TO USE PARALEGAL	71034
Nov. 16, 2008	TEAS STATEMENT OF USE RECEIVED	
Oct. 01, 2008	EXTENSION 1 GRANTED	98765
Oct. 01, 2008	EXTENSION 1 FILED	98765
Oct. 01, 2008	TEAS EXTENSION RECEIVED	
Apr. 01, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 08, 2008	PUBLISHED FOR OPPOSITION	
Dec. 19, 2007	NOTICE OF PUBLICATION	
Dec. 03, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	78413
Nov. 30, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 18, 2007	AMENDMENT FROM APPLICANT ENTERED	78413
Oct. 18, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	78413
Oct. 18, 2007	ASSIGNED TO LIE	78413
Sep. 10, 2007	PAPER RECEIVED	
Mar. 13, 2007	NON-FINAL ACTION MAILED	
Mar. 12, 2007	NON-FINAL ACTION WRITTEN	82438
Mar. 01, 2007	ASSIGNED TO EXAMINER	82438
Oct. 28, 2006	APPLICATION FILING RECEIPT MAILED	
Oct. 24, 2006	NEW APPLICATION ENTERED IN TRAM	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** TMEG LAW OFFICE 103

**Date in Location:** Mar. 19, 2015

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** James Hardie International Finance B.V.

### Assignment 1 of 1

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [4166/0223](#)

**Pages:** 25

**Date Recorded:** Mar. 10, 2010

**Supporting Documents:** [assignment-tm-4166-0223.pdf](#)

### Assignor

**Name:** [JAMES HARDIE INTERNATIONAL FINANCE, B.V.](#)

**Execution Date:** Dec. 15, 2009

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** NETHERLANDS

### Assignee

**Name:** [JAMES HARDIE TECHNOLOGY LIMITED](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** BERMUDA

**Address:** EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2, IRELAND

**Correspondent**

**Correspondent Name:** LISA SHEREEN

**Correspondent Address:** ZAMALUDIN/GARDERE  
1601 ELM STREET, SUITE 3000  
DALLAS, TEXAS 75201

**Domestic Representative - Not Found**



**Generated on:** This page was generated by TSDR on 2016-12-09 13:51:21 EST

**Mark:** HARDIEPLANK

HARDIEPLANK

**US Serial Number:** 76667579

**Application Filing Date:** Oct. 16, 2006

**US Registration Number:** 3550566

**Registration Date:** Dec. 23, 2008

**Register:** Principal

**Mark Type:** Trademark, Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Jan. 08, 2015

**Publication Date:** Jan. 08, 2008

**Notice of Allowance Date:** Apr. 01, 2008

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## Mark Information

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**Mark Literal Elements:** HARDIEPLANK

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

**Acquired Distinctiveness Claim:** In whole

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## Related Properties Information

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**Claimed Ownership of US Registrations:** 1545068, 2225291, 2227743, 2274743 and others

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## Goods and Services

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**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:** Building and construction material, namely, engineered cement composite panels, planks and boards; fiber-reinforced cement composites for building and construction, namely, exterior cladding panels, planks and boards

**International Class(es):** 019 - Primary Class

**U.S Class(es):** 001, 012, 033, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 2007

**Use in Commerce:** Oct. 2007

**For:** Promoting the sale of fiber cement building products of others through the distribution of printed promotional materials, by providing hypertext links to the websites of dealers, suppliers and distributors of fiber cement building products, by preparation of custom advertisements and custom promotional products in the nature of branded apparel of others, and by providing sales promotion consultation; providing cooperative advertising and marketing services for suppliers and distributors of fiber cement building products

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

Basis: 1(a)

First Use: Oct. 2007

Use in Commerce: Oct. 2007

## Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Amended Use: No

Filed ITU: Yes

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

## Current Owner(s) Information

Owner Name: JAMES HARDIE TECHNOLOGY LIMITED

Owner Address: EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2 IRELAND

Legal Entity Type: CORPORATION

State or Country: BERMUDA  
Where Organized:

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Diane M. Reed

Docket Number: HARD1M.024T

Attorney Primary  
Email Address: [efiling@knobbe.com](mailto:efiling@knobbe.com)

Attorney Email: Yes  
Authorized:

### Correspondent

Correspondent Name/Address: Diane M. Reed  
Knobbe, Martens, Olson & Bear, LLP  
2040 Main Street  
14th Floor  
Irvine, CALIFORNIA UNITED STATES 92614

Phone: 949-760-0404

Fax: 949-760-9502

Correspondent e-mail: [efiling@knobbe.com](mailto:efiling@knobbe.com)

Correspondent e-mail Authorized: Yes

### Domestic Representative

Domestic Representative Name: Diane M. Reed

Phone: 949-760-0404

Fax: 949-760-9502

Domestic Representative e-mail: [efiling@knobbe.com](mailto:efiling@knobbe.com)

Domestic Representative e-mail Authorized: Yes

## Prosecution History

Date	Description	Proceeding Number
Jan. 08, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jan. 08, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	67723
Jan. 08, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67723
Dec. 17, 2014	TEAS SECTION 8 & 15 RECEIVED	
Jul. 26, 2013	ATTORNEY REVOKED AND/OR APPOINTED	
Jul. 26, 2013	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 15, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 28, 2010	ATTORNEY REVOKED AND/OR APPOINTED	
Dec. 28, 2010	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Dec. 19, 2010	ATTORNEY REVOKED AND/OR APPOINTED	

Dec. 19, 2010	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Dec. 19, 2010	ATTORNEY REVOKED AND/OR APPOINTED	
Dec. 19, 2010	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Mar. 31, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 17, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Dec. 23, 2008	REGISTERED-PRINCIPAL REGISTER	
Nov. 18, 2008	LAW OFFICE REGISTRATION REVIEW COMPLETED	78145
Nov. 18, 2008	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 18, 2008	STATEMENT OF USE PROCESSING COMPLETE	71034
Nov. 16, 2008	USE AMENDMENT FILED	71034
Nov. 18, 2008	CASE ASSIGNED TO INTENT TO USE PARALEGAL	71034
Nov. 16, 2008	TEAS STATEMENT OF USE RECEIVED	
Oct. 01, 2008	EXTENSION 1 GRANTED	98765
Oct. 01, 2008	EXTENSION 1 FILED	98765
Oct. 01, 2008	TEAS EXTENSION RECEIVED	
Apr. 01, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 08, 2008	PUBLISHED FOR OPPOSITION	
Dec. 19, 2007	NOTICE OF PUBLICATION	
Dec. 04, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	78145
Nov. 30, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 23, 2007	AMENDMENT FROM APPLICANT ENTERED	78145
Oct. 23, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	78145
Oct. 23, 2007	ASSIGNED TO LIE	78145
Sep. 17, 2007	PAPER RECEIVED	
Mar. 14, 2007	NON-FINAL ACTION MAILED	
Mar. 13, 2007	NON-FINAL ACTION WRITTEN	82438
Mar. 01, 2007	ASSIGNED TO EXAMINER	82438
Oct. 27, 2006	APPLICATION FILING RECEIPT MAILED	
Oct. 23, 2006	NEW APPLICATION ENTERED IN TRAM	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** TMEG LAW OFFICE 103

**Date in Location:** Jan. 08, 2015

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** James Hardie International Finance B.V.

### Assignment 1 of 1

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [4166/0223](#)

**Pages:** 25

**Date Recorded:** Mar. 10, 2010

**Supporting Documents:** [assignment-tm-4166-0223.pdf](#)

### Assignor

**Name:** [JAMES HARDIE INTERNATIONAL FINANCE, B.V.](#)

**Execution Date:** Dec. 15, 2009

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country:** NETHERLANDS

**Where Organized:**

**Assignee**

**Name:** [JAMES HARDIE TECHNOLOGY LIMITED](#)

**Legal Entity Type:** CORPORATION

**State or Country** BERMUDA

**Where Organized:**

**Address:** EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2, IRELAND

**Correspondent**

**Correspondent Name:** LISA SHEREEN

**Correspondent Address:** ZAMALUDIN/GARDERE  
1601 ELM STREET, SUITE 3000  
DALLAS, TEXAS 75201

**Domestic Representative - Not Found**

**Generated on:** This page was generated by TSDR on 2016-12-09 13:57:48 EST

**Mark:** HARDIEBACKER

HARDIEBACKER

**US Serial Number:** 76667609

**Application Filing Date:** Oct. 16, 2006

**US Registration Number:** 3705668

**Registration Date:** Nov. 03, 2009

**Register:** Principal

**Mark Type:** Trademark, Service Mark

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Dec. 26, 2015

**Publication Date:** Jan. 08, 2008

**Notice of Allowance Date:** Apr. 01, 2008

---

## Mark Information

---

**Mark Literal Elements:** HARDIEBACKER

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

**Acquired Distinctiveness Claim:** In whole

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## Related Properties Information

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**Claimed Ownership of US Registrations:** 1443202, 1454068, 1568392, 1569731 and others

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## Goods and Services

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**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Building and construction material, namely, engineered cement composite floors, countertops, walls and ceilings underlayment and boards, fiber reinforced cement composites for building and construction, namely, floor, countertop, wall, and ceiling underlayment and boards

**International Class(es):** 019 - Primary Class

**U.S Class(es):** 001, 012, 033, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 2007

**Use in Commerce:** Oct. 2007

**For:** Promoting the sale of fiber cement building products of others through the distribution of printed promotional materials, namely, by providing hypertext links to the websites of dealers, suppliers and distributors of fiber cement building products, by preparation of custom advertisements and custom promotional products in the nature of branded apparel of others, and by providing sales promotion consultation; providing cooperative advertising and marketing services for suppliers and distributors of fiber cement building products

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 2007

**Use in Commerce:** Oct. 2007

---

## Basis Information (Case Level)

<b>Filed Use:</b> No	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> Yes	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

## Current Owner(s) Information

**Owner Name:** JAMES HARDIE TECHNOLOGY LIMITED

**Owner Address:** EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2  
IRELAND

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** BERMUDA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Diane M. Reed

**Docket Number:** HARD1M.018T

**Attorney Primary Email Address:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Diane M. Reed  
Knobbe, Martens, Olson & Bear, LLP  
2040 Main Street  
14th Floor  
Irvine, CALIFORNIA 92614  
UNITED STATES

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Correspondent e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Correspondent e-mail Authorized:** Yes

### Domestic Representative

**Domestic Representative Name:** Diane M. Reed

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Domestic Representative e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Domestic Representative e-mail Authorized:** Yes

## Prosecution History

Date	Description	Proceeding Number
Dec. 28, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Dec. 26, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	70131
Dec. 26, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70131
Oct. 28, 2015	TEAS SECTION 8 & 15 RECEIVED	
Jul. 26, 2013	ATTORNEY REVOKED AND/OR APPOINTED	
Jul. 26, 2013	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 15, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 31, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 17, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Nov. 03, 2009	REGISTERED-PRINCIPAL REGISTER	
Oct. 01, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED	78288

Oct. 01, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Oct. 01, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	78288
Oct. 01, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	78288
Sep. 30, 2009	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Sep. 30, 2009	FINAL REFUSAL MAILED	
Sep. 30, 2009	SU - FINAL REFUSAL - WRITTEN	82438
Sep. 25, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	78288
Sep. 25, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	78288
Sep. 24, 2009	ASSIGNED TO LIE	78288
Sep. 23, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Apr. 21, 2009	NON-FINAL ACTION MAILED	
Apr. 21, 2009	SU - NON-FINAL ACTION - WRITTEN	82438
Apr. 17, 2009	STATEMENT OF USE PROCESSING COMPLETE	66154
Apr. 01, 2009	USE AMENDMENT FILED	66154
Apr. 17, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66154
Apr. 01, 2009	TEAS STATEMENT OF USE RECEIVED	
Oct. 01, 2008	EXTENSION 1 GRANTED	98765
Oct. 01, 2008	EXTENSION 1 FILED	98765
Oct. 01, 2008	TEAS EXTENSION RECEIVED	
Apr. 01, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
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Dec. 04, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	78145
Nov. 30, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 23, 2007	AMENDMENT FROM APPLICANT ENTERED	78145
Oct. 23, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	78145
Oct. 23, 2007	ASSIGNED TO LIE	78145
Sep. 17, 2007	PAPER RECEIVED	
Mar. 14, 2007	NON-FINAL ACTION MAILED	
Mar. 13, 2007	NON-FINAL ACTION WRITTEN	82438
Mar. 01, 2007	ASSIGNED TO EXAMINER	82438
Oct. 27, 2006	APPLICATION FILING RECEIPT MAILED	
Oct. 23, 2006	NEW APPLICATION ENTERED IN TRAM	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

## TM Staff and Location Information

TM Staff Information - None

File Location

**Current Location:** TMEG LAW OFFICE 103

**Date in Location:** Dec. 26, 2015

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** James Hardie International Finance B.V.

### Assignment 1 of 1

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [4166/0223](#)

**Pages:** 25

**Date Recorded:** Mar. 10, 2010

**Supporting Documents:** [assignment-tm-4166-0223.pdf](#)

Assignor	
<b>Name:</b> <a href="#">JAMES HARDIE INTERNATIONAL FINANCE, B.V.</a>	<b>Execution Date:</b> Dec. 15, 2009
<b>Legal Entity Type:</b> LIMITED LIABILITY COMPANY	<b>State or Country Where Organized:</b> NETHERLANDS
Assignee	
<b>Name:</b> <a href="#">JAMES HARDIE TECHNOLOGY LIMITED</a>	<b>State or Country Where Organized:</b> BERMUDA
<b>Address:</b> EUROPA HOUSE, SECOND FLOOR HARCOURT CENTRE, HARCOURT STREET DUBLIN 2, IRELAND	
Correspondent	
<b>Correspondent Name:</b> LISA SHEREEN	
<b>Correspondent Address:</b> ZAMALUDIN/GARDERE 1601 ELM STREET, SUITE 3000 DALLAS, TEXAS 75201	
Domestic Representative - Not Found	



**Generated on:** This page was generated by TSDR on 2016-12-09 14:01:31 EST

**Mark:** HARDIEPANEL

**HARDIEPANEL**

**US Serial Number:** 76667561

**Application Filing Date:** Oct. 16, 2006

**US Registration Number:** 3731702

**Registration Date:** Dec. 29, 2009

**Register:** Principal

**Mark Type:** Trademark, Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Jan. 20, 2016

**Publication Date:** Jan. 08, 2008

**Notice of Allowance Date:** Apr. 01, 2008

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## Mark Information

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**Mark Literal Elements:** HARDIEPANEL

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

**Acquired Distinctiveness Claim:** In whole

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## Related Properties Information

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**Claimed Ownership of US Registrations:** 1545068, 2225291, 2227743, 2377732, 2553710, 2705817 and others

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## Goods and Services

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**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Building and construction material, namely, engineered cement composite panels, planks and boards; fiber-reinforced cement composites for building and construction, namely, exterior cladding panels, planks and boards

**International Class(es):** 019 - Primary Class

**U.S Class(es):** 001, 012, 033, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 2007

**Use in Commerce:** Oct. 2007

**For:** Promoting the sale of fiber cement building products of others through the distribution of printed promotional materials, by providing hyper text links to the websites of dealers, suppliers and distributors of fiber cement building products, by preparation of custom advertisements and custom promotional products in the nature of branded apparel of others, and by providing sales promotion consultation; providing cooperative advertising and marketing services for suppliers and distributors of fiber cement building products

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

Basis: 1(a)

First Use: Oct. 2007

Use in Commerce: Oct. 2007

## Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Amended Use: No

Filed ITU: Yes

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

## Current Owner(s) Information

Owner Name: JAMES HARDIE TECHNOLOGY LIMITED

Owner Address: EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2 IRELAND

Legal Entity Type: CORPORATION

State or Country Where Organized: BERMUDA

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Diane M. Reed

Docket Number: HARD1M.022T

Attorney Primary Email Address: [efiling@knobbe.com](mailto:efiling@knobbe.com)

Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: Diane M. Reed  
Knobbe, Martens, Olson & Bear, LLP  
2040 Main Street  
14th Floor  
Irvine, CALIFORNIA UNITED STATES 92614

Phone: 949-760-0404

Fax: 949-760-9502

Correspondent e-mail: [efiling@knobbe.com](mailto:efiling@knobbe.com)

Correspondent e-mail Authorized: Yes

### Domestic Representative

Domestic Representative Name: Diane M. Reed

Phone: 949-760-0404

Fax: 949-760-9502

Domestic Representative e-mail: [efiling@knobbe.com](mailto:efiling@knobbe.com)

Domestic Representative e-mail Authorized: Yes

## Prosecution History

Date	Description	Proceeding Number
Jan. 20, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jan. 20, 2016	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	70132
Jan. 20, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70132
Nov. 13, 2015	TEAS SECTION 8 & 15 RECEIVED	
Jul. 26, 2013	ATTORNEY REVOKED AND/OR APPOINTED	
Jul. 26, 2013	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 15, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 31, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 17, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Dec. 29, 2009	REGISTERED-PRINCIPAL REGISTER	

Nov. 24, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED	78287
Nov. 23, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 23, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	78287
Nov. 23, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	78287
Nov. 05, 2009	ASSIGNED TO LIE	78287
Sep. 23, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Apr. 20, 2009	NON-FINAL ACTION MAILED	
Apr. 17, 2009	SU - NON-FINAL ACTION - WRITTEN	82438
Apr. 17, 2009	STATEMENT OF USE PROCESSING COMPLETE	76538
Apr. 01, 2009	USE AMENDMENT FILED	76538
Apr. 17, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76538
Apr. 01, 2009	TEAS STATEMENT OF USE RECEIVED	
Oct. 01, 2008	EXTENSION 1 GRANTED	98765
Oct. 01, 2008	EXTENSION 1 FILED	98765
Oct. 01, 2008	TEAS EXTENSION RECEIVED	
Apr. 01, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 08, 2008	PUBLISHED FOR OPPOSITION	
Dec. 19, 2007	NOTICE OF PUBLICATION	
Dec. 03, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	74215
Nov. 30, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 23, 2007	AMENDMENT FROM APPLICANT ENTERED	74215
Oct. 23, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	74215
Oct. 23, 2007	ASSIGNED TO LIE	74215
Sep. 17, 2007	PAPER RECEIVED	
Mar. 14, 2007	NON-FINAL ACTION MAILED	
Mar. 13, 2007	NON-FINAL ACTION WRITTEN	82438
Mar. 01, 2007	ASSIGNED TO EXAMINER	82438
Oct. 27, 2006	APPLICATION FILING RECEIPT MAILED	
Oct. 23, 2006	NEW APPLICATION ENTERED IN TRAM	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** TMEG LAW OFFICE 103

**Date in Location:** Jan. 20, 2016

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** James Hardie International Finance B.V.

### Assignment 1 of 1

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [4166/0223](#)

**Pages:** 25

**Date Recorded:** Mar. 10, 2010

**Supporting Documents:** [assignment-tm-4166-0223.pdf](#)

### Assignor

**Name:** [JAMES HARDIE INTERNATIONAL FINANCE, B.V.](#)

**Execution Date:** Dec. 15, 2009

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country:** NETHERLANDS

**Where Organized:**

**Assignee**

**Name:** [JAMES HARDIE TECHNOLOGY LIMITED](#)

**Legal Entity Type:** CORPORATION

**State or Country** BERMUDA

**Where Organized:**

**Address:** EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2, IRELAND

**Correspondent**

**Correspondent Name:** LISA SHEREEN

**Correspondent Address:** ZAMALUDIN/GARDERE  
1601 ELM STREET, SUITE 3000  
DALLAS, TEXAS 75201

**Domestic Representative - Not Found**

**Generated on:** This page was generated by TSDR on 2016-12-09 14:03:20 EST

**Mark:** HARDIESHINGLE

HARDIESHINGLE

**US Serial Number:** 76667578

**Application Filing Date:** Oct. 16, 2006

**US Registration Number:** 3731703

**Registration Date:** Dec. 29, 2009

**Register:** Principal

**Mark Type:** Trademark, Service Mark

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Jan. 20, 2016

**Publication Date:** Jan. 08, 2008

**Notice of Allowance Date:** Apr. 01, 2008

---

## Mark Information

---

**Mark Literal Elements:** HARDIESHINGLE

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

**Acquired Distinctiveness Claim:** In whole

---

## Related Properties Information

---

**Claimed Ownership of US Registrations:** 1545068, 2225291, 2274743, 2377732, 2553710, 2705817 and others

---

## Goods and Services

---

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.

**For:** Building and construction material, namely, engineered cement composite panels, planks and boards; fiber-reinforced cement composites for building and construction, namely, exterior cladding or wall covering, namely, panels, planks and boards

**International Class(es):** 019 - Primary Class

**U.S Class(es):** 001, 012, 033, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jan. 2008

**Use in Commerce:** Jan. 2008

**For:** Promoting the sale of fiber cement building products of others through the distribution of printed promotional materials, by providing hyper text links to the websites of dealers, suppliers and distributors of fiber cement building products, by preparation of custom advertisements and custom promotional products in the nature of branded apparel of others, and by providing sales promotion consultation; providing cooperative advertising and marketing services for suppliers and distributors of fiber cement building products

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jan. 2008

**Use in Commerce:** Jan. 2008

---

## Basis Information (Case Level)

---

<b>Filed Use:</b> No	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> Yes	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

## Current Owner(s) Information

**Owner Name:** JAMES HARDIE TECHNOLOGY LIMITED

**Owner Address:** EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2  
IRELAND

**Legal Entity Type:** CORPORATION

**State or Country:** BERMUDA  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Diane M. Reed

**Docket Number:** HARD1M.026T

**Attorney Primary Email Address:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Diane M. Reed  
Knobbe, Martens, Olson & Bear, LLP  
2040 Main Street  
14th Floor  
Irvine, CALIFORNIA 92614  
UNITED STATES

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Correspondent e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Correspondent e-mail Authorized:** Yes

### Domestic Representative

**Domestic Representative Name:** Diane M. Reed

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Domestic Representative e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Domestic Representative e-mail Authorized:** Yes

## Prosecution History

Date	Description	Proceeding Number
Jan. 20, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jan. 20, 2016	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	70132
Jan. 20, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70132
Nov. 13, 2015	TEAS SECTION 8 & 15 RECEIVED	
Jul. 26, 2013	ATTORNEY REVOKED AND/OR APPOINTED	
Jul. 26, 2013	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 15, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 31, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 31, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Dec. 29, 2009	REGISTERED-PRINCIPAL REGISTER	
Nov. 24, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED	78287
Nov. 23, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 23, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	78287

Nov. 23, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	78287
Nov. 05, 2009	ASSIGNED TO LIE	78287
Sep. 23, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Apr. 20, 2009	NON-FINAL ACTION MAILED	
Apr. 17, 2009	SU - NON-FINAL ACTION - WRITTEN	82438
Apr. 17, 2009	STATEMENT OF USE PROCESSING COMPLETE	76538
Apr. 01, 2009	USE AMENDMENT FILED	76538
Apr. 17, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76538
Apr. 01, 2009	TEAS STATEMENT OF USE RECEIVED	
Oct. 01, 2008	EXTENSION 1 GRANTED	98765
Oct. 01, 2008	EXTENSION 1 FILED	98765
Oct. 01, 2008	TEAS EXTENSION RECEIVED	
Apr. 01, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 08, 2008	PUBLISHED FOR OPPOSITION	
Dec. 19, 2007	NOTICE OF PUBLICATION	
Dec. 03, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	74215
Nov. 30, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 23, 2007	AMENDMENT FROM APPLICANT ENTERED	74215
Oct. 23, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	74215
Oct. 23, 2007	ASSIGNED TO LIE	74215
Sep. 17, 2007	PAPER RECEIVED	
Mar. 14, 2007	NON-FINAL ACTION MAILED	
Mar. 13, 2007	NON-FINAL ACTION WRITTEN	82438
Mar. 01, 2007	ASSIGNED TO EXAMINER	82438
Oct. 27, 2006	APPLICATION FILING RECEIPT MAILED	
Oct. 23, 2006	NEW APPLICATION ENTERED IN TRAM	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** TMEG LAW OFFICE 103

**Date in Location:** Jan. 20, 2016

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** James Hardie International Finance B.V.

### Assignment 1 of 1

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [4166/0223](#)

**Pages:** 25

**Date Recorded:** Mar. 10, 2010

**Supporting Documents:** [assignment-tm-4166-0223.pdf](#)

### Assignor

**Name:** [JAMES HARDIE INTERNATIONAL FINANCE, B.V.](#)

**Execution Date:** Dec. 15, 2009

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** NETHERLANDS

### Assignee

**Name:** [JAMES HARDIE TECHNOLOGY LIMITED](#)

**Legal Entity Type:** CORPORATION

**State or Country** BERMUDA  
**Where Organized:**

**Address:** EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2, IRELAND

**Correspondent**

**Correspondent** LISA SHEREEN  
**Name:**

**Correspondent** ZAMALUDIN/GARDERE  
**Address:** 1601 ELM STREET, SUITE 3000  
DALLAS, TEXAS 75201

**Domestic Representative - Not Found**



**Generated on:** This page was generated by TSDR on 2016-12-09 14:08:18 EST

**Mark:** HARDIEBLADE

HARDIEBLADE

**US Serial Number:** 76667543

**Application Filing Date:** Oct. 16, 2006

**US Registration Number:** 3661216

**Registration Date:** Jul. 28, 2009

**Register:** Principal

**Mark Type:** Trademark

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Jun. 01, 2015

**Publication Date:** Jan. 15, 2008

**Notice of Allowance Date:** Apr. 08, 2008

## Mark Information

**Mark Literal Elements:** HARDIEBLADE

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

**Acquired Distinctiveness Claim:** In whole

## Related Properties Information

**Claimed Ownership of US Registrations:** 1545069, 2225291, 2274743, 2377732, 2553710 and others

## Goods and Services

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Power saw blades, namely, dry cutting power saw blades for engineered cement composite building materials

**International Class(es):** 007 - Primary Class

**U.S Class(es):** 013, 019, 021, 023, 031, 034, 035

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jan. 2008

**Use in Commerce:** Jan. 2008

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** Yes

**Amended Use:** No

**Filed ITU:** Yes

**Currently ITU:** No

**Amended ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Amended 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Amended 44E:** No

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

## Current Owner(s) Information

**Owner Name:** JAMES HARDIE TECHNOLOGY LIMITED

**Owner Address:** EUROPA HOUSE, SECOND FLOOR  
DUBLIN 2  
IRELAND

**Legal Entity Type:** CORPORATION

**State or Country** BERMUDA  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Diane M. Reed

**Docket Number:** HARD1M.020T

**Attorney Primary** [efiling@knobbe.com](mailto:efiling@knobbe.com)  
**Email Address:**

**Attorney Email** Yes  
**Authorized:**

### Correspondent

**Correspondent** Diane M. Reed  
**Name/Address:** Knobbe, Martens, Olson & Bear, LLP  
2040 Main Street  
14th Floor  
Irvine, CALIFORNIA 92614  
UNITED STATES

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Correspondent e-** [efiling@knobbe.com](mailto:efiling@knobbe.com)  
**mail:**

**Correspondent e-** Yes  
**mail Authorized:**

### Domestic Representative

**Domestic** Diane M. Reed  
**Representative**  
**Name:**

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Domestic** [efiling@knobbe.com](mailto:efiling@knobbe.com)  
**Representative e-**  
**mail:**

**Domestic** Yes  
**Representative e-**  
**mail Authorized:**

## Prosecution History

Date	Description	Proceeding Number
Jun. 01, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jun. 01, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	67723
Jun. 01, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67723
May 18, 2015	TEAS SECTION 8 & 15 RECEIVED	
Jul. 26, 2013	ATTORNEY REVOKED AND/OR APPOINTED	
Jul. 26, 2013	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 15, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 31, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 17, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 28, 2009	REGISTERED-PRINCIPAL REGISTER	
Jun. 22, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED	78413
Jun. 19, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jun. 18, 2009	EXAMINERS AMENDMENT MAILED	
Jun. 17, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Jun. 17, 2009	SU-EXAMINER'S AMENDMENT WRITTEN	81096
Dec. 23, 2008	NON-FINAL ACTION MAILED	
Dec. 22, 2008	SU - NON-FINAL ACTION - WRITTEN	81096
Dec. 15, 2008	ASSIGNED TO EXAMINER	81096
Dec. 01, 2008	STATEMENT OF USE PROCESSING COMPLETE	69302
Nov. 24, 2008	USE AMENDMENT FILED	69302
Dec. 01, 2008	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Nov. 24, 2008	TEAS STATEMENT OF USE RECEIVED	
Oct. 01, 2008	EXTENSION 1 GRANTED	98765

Oct. 01, 2008	EXTENSION 1 FILED	98765
Oct. 01, 2008	TEAS EXTENSION RECEIVED	
Apr. 08, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 15, 2008	PUBLISHED FOR OPPOSITION	
Dec. 26, 2007	NOTICE OF PUBLICATION	
Dec. 11, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	78413
Dec. 11, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 10, 2007	EXAMINERS AMENDMENT MAILED	
Dec. 10, 2007	EXAMINER'S AMENDMENT ENTERED	88888
Dec. 10, 2007	EXAMINERS AMENDMENT -WRITTEN	82091
Nov. 20, 2007	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Nov. 09, 2007	WITHDRAWN FROM PUB - OG REVIEW QUERY	61844
Oct. 30, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	78413
Oct. 26, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 18, 2007	AMENDMENT FROM APPLICANT ENTERED	78413
Oct. 18, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	78413
Oct. 18, 2007	ASSIGNED TO LIE	78413
Sep. 10, 2007	PAPER RECEIVED	
Mar. 08, 2007	NON-FINAL ACTION MAILED	
Mar. 07, 2007	NON-FINAL ACTION WRITTEN	82091
Mar. 01, 2007	ASSIGNED TO EXAMINER	82091
Oct. 27, 2006	APPLICATION FILING RECEIPT MAILED	
Oct. 23, 2006	NEW APPLICATION ENTERED IN TRAM	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** TMEG LAW OFFICE 101

**Date in Location:** Jun. 01, 2015

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** James Hardie International Finance B.V.

### Assignment 1 of 1

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [4166/0223](#)

**Pages:** 25

**Date Recorded:** Mar. 10, 2010

**Supporting Documents:** [assignment-tm-4166-0223.pdf](#)

### Assignor

**Name:** [JAMES HARDIE INTERNATIONAL FINANCE, B.V.](#)

**Execution Date:** Dec. 15, 2009

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** NETHERLANDS

### Assignee

**Name:** [JAMES HARDIE TECHNOLOGY LIMITED](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** BERMUDA

**Address:** EUROPA HOUSE, SECOND FLOOR

HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2, IRELAND

Correspondent

Correspondent Name: LISA SHEREEN

Correspondent Address: ZAMALUDIN/GARDERE  
1601 ELM STREET, SUITE 3000  
DALLAS, TEXAS 75201

Domestic Representative - Not Found

**Generated on:** This page was generated by TSDR on 2016-12-12 12:43:54 EST

**Mark:** HARDIEBLADE

**HardieBlade**

**US Serial Number:** 76667538

**Application Filing Date:** Oct. 16, 2006

**US Registration Number:** 3643927

**Registration Date:** Jun. 23, 2009

**Register:** Principal

**Mark Type:** Trademark

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Jun. 01, 2015

**Publication Date:** Jan. 15, 2008

**Notice of Allowance Date:** Apr. 08, 2008

## Mark Information

**Mark Literal Elements:** HARDIEBLADE

**Standard Character Claim:** No

**Mark Drawing Type:** 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Acquired Distinctiveness Claim:** In whole

## Related Properties Information

**Claimed Ownership of US Registrations:** 1545068, 2225291, 2274743, 2377732, 2553710, 2705817 and others

## Goods and Services

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Power saw blades, namely, dry cutting power saw blades for engineered cement composite building materials

**International Class(es):** 007 - Primary Class

**U.S Class(es):** 013, 019, 021, 023, 031, 034, 035

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jan. 2008

**Use in Commerce:** Jan. 2008

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** Yes

**Amended Use:** No

**Filed ITU:** Yes

**Currently ITU:** No

**Amended ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Amended 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Amended 44E:** No

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

## Current Owner(s) Information

**Owner Name:** JAMES HARDIE TECHNOLOGY LIMITED

**Owner Address:** EUROPA HOUSE, SECOND FLOOR  
DUBLIN 2  
IRELAND

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** BERMUDA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Diane M. Reed

**Docket Number:** HARD1M.021T

**Attorney Primary Email Address:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Diane M. Reed  
Knobbe, Martens, Olson & Bear, LLP  
2040 Main Street  
14th Floor  
Irvine, CALIFORNIA 92614  
UNITED STATES

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Correspondent e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Correspondent e-mail Authorized:** Yes

### Domestic Representative

**Domestic Representative Name:** Diane M. Reed

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Domestic Representative e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Domestic Representative e-mail Authorized:** Yes

## Prosecution History

Date	Description	Proceeding Number
Jun. 01, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jun. 01, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	67723
Jun. 01, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67723
May 18, 2015	TEAS SECTION 8 & 15 RECEIVED	
Jul. 26, 2013	ATTORNEY REVOKED AND/OR APPOINTED	
Jul. 26, 2013	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 15, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 31, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 17, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jun. 23, 2009	REGISTERED-PRINCIPAL REGISTER	
May 19, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED	78413
May 18, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Apr. 01, 2009	EXAMINERS AMENDMENT MAILED	
Apr. 01, 2009	EXAMINER'S AMENDMENT ENTERED	78413
Mar. 31, 2009	SU-EXAMINER'S AMENDMENT WRITTEN	67507
Jan. 13, 2009	NON-FINAL ACTION MAILED	
Jan. 12, 2009	SU - NON-FINAL ACTION - WRITTEN	67507
Dec. 15, 2008	ASSIGNED TO EXAMINER	67507
Dec. 01, 2008	STATEMENT OF USE PROCESSING COMPLETE	69302
Nov. 24, 2008	USE AMENDMENT FILED	69302
Dec. 01, 2008	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302

Nov. 24, 2008	TEAS STATEMENT OF USE RECEIVED	
Oct. 01, 2008	EXTENSION 1 GRANTED	98765
Oct. 01, 2008	EXTENSION 1 FILED	98765
Oct. 01, 2008	TEAS EXTENSION RECEIVED	
Apr. 08, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 15, 2008	PUBLISHED FOR OPPOSITION	
Dec. 26, 2007	NOTICE OF PUBLICATION	
Dec. 11, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	78413
Dec. 11, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 10, 2007	EXAMINERS AMENDMENT MAILED	
Dec. 10, 2007	EXAMINER'S AMENDMENT ENTERED	88888
Dec. 10, 2007	EXAMINERS AMENDMENT -WRITTEN	82091
Nov. 20, 2007	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Nov. 09, 2007	WITHDRAWN FROM PUB - OG REVIEW QUERY	61844
Oct. 30, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	78413
Oct. 26, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 18, 2007	AMENDMENT FROM APPLICANT ENTERED	78413
Oct. 18, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	78413
Oct. 18, 2007	ASSIGNED TO LIE	78413
Sep. 10, 2007	PAPER RECEIVED	
Mar. 08, 2007	NON-FINAL ACTION MAILED	
Mar. 07, 2007	NON-FINAL ACTION WRITTEN	82091
Mar. 01, 2007	ASSIGNED TO EXAMINER	82091
Oct. 27, 2006	APPLICATION FILING RECEIPT MAILED	
Oct. 23, 2006	NEW APPLICATION ENTERED IN TRAM	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** TMEG LAW OFFICE 101

**Date in Location:** Jun. 01, 2015

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** James Hardie International Finance B.V.

### Assignment 1 of 1

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [4166/0223](#)

**Pages:** 25

**Date Recorded:** Mar. 10, 2010

**Supporting Documents:** [assignment-tm-4166-0223.pdf](#)

### Assignor

**Name:** [JAMES HARDIE INTERNATIONAL FINANCE, B.V.](#)

**Execution Date:** Dec. 15, 2009

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** NETHERLANDS

### Assignee

**Name:** [JAMES HARDIE TECHNOLOGY LIMITED](#)

**Legal Entity Type:** CORPORATION

**State or Country:** BERMUDA

**Where Organized:**

**Address:** EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2, IRELAND

**Correspondent**

**Correspondent** LISA SHEREEN  
**Name:**

**Correspondent** ZAMALUDIN/GARDERE  
**Address:** 1601 ELM STREET, SUITE 3000  
DALLAS, TEXAS 75201

**Domestic Representative - Not Found**



**Generated on:** This page was generated by TSDR on 2016-12-12 12:46:07 EST

**Mark:** HARDIEPLANK

**HardiePlank**

**US Serial Number:** 76667627

**Application Filing Date:** Oct. 16, 2006

**US Registration Number:** 3619690

**Registration Date:** May 12, 2009

**Register:** Principal

**Mark Type:** Trademark, Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Apr. 23, 2015

**Publication Date:** Dec. 04, 2007

**Notice of Allowance Date:** Feb. 26, 2008

## Mark Information

**Mark Literal Elements:** HARDIEPLANK

**Standard Character Claim:** No

**Mark Drawing Type:** 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Acquired Distinctiveness Claim:** In whole

## Related Properties Information

**Claimed Ownership of US Registrations:** 1545068, 2225291, 2227743, 2274743, 2377732, 2553710, 2705817 and others

## Goods and Services

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Building and construction material, namely, engineered cement composite panels, planks and boards; fiber-reinforced cement composites for building and construction, namely, exterior cladding panels, planks and boards

**International Class(es):** 019 - Primary Class

**U.S Class(es):** 001, 012, 033, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jul. 2007

**Use in Commerce:** Jul. 2007

**For:** Promoting the sale of fiber cement building products of others through the distribution of printed promotional materials, by providing hypertext links to the websites of dealers, suppliers and distributors of fiber cement building products, by preparation of custom advertisements and custom promotional products in the nature of branded apparel of others, and by providing sales promotion consultation; providing cooperative advertising and marketing services for suppliers and distributors of fiber cement building products

**International** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class(es):**

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jul. 2007

**Use in Commerce:** Jul. 2007

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** Yes

**Amended Use:** No

**Filed ITU:** Yes

**Currently ITU:** No

**Amended ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Amended 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Amended 44E:** No

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

## Current Owner(s) Information

**Owner Name:** JAMES HARDIE TECHNOLOGY LIMITED

**Owner Address:** EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2 IRELAND

**Legal Entity Type:** CORPORATION

**State or Country** BERMUDA  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Diane M. Reed

**Docket Number:** HARD1M.025T

**Attorney Primary**  
**Email Address:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Attorney Email** Yes  
**Authorized:**

### Correspondent

**Correspondent**  
**Name/Address:** Diane M. Reed  
Knobbe, Martens, Olson & Bear, LLP  
2040 Main Street  
14th Floor  
Irvine, CALIFORNIA UNITED STATES 92614

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Correspondent e-**  
**mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Correspondent e-**  
**mail Authorized:** Yes

### Domestic Representative

**Domestic**  
**Representative**  
**Name:** Diane M. Reed

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Domestic**  
**Representative e-**  
**mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Domestic** Yes  
**Representative e-**  
**mail Authorized:**

## Prosecution History

Date	Description	Proceeding Number
Apr. 23, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Apr. 23, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	64591
Apr. 22, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	64591
Apr. 09, 2015	TEAS SECTION 8 & 15 RECEIVED	
Jul. 26, 2013	ATTORNEY REVOKED AND/OR APPOINTED	
Jul. 26, 2013	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 15, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 31, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	

Mar. 17, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
May 12, 2009	REGISTERED-PRINCIPAL REGISTER	
Apr. 09, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED	78288
Apr. 09, 2009	ASSIGNED TO LIE	78288
Apr. 06, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Mar. 16, 2009	STATEMENT OF USE PROCESSING COMPLETE	76538
Feb. 26, 2009	USE AMENDMENT FILED	76538
Mar. 16, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76538
Feb. 26, 2009	TEAS STATEMENT OF USE RECEIVED	
Aug. 25, 2008	EXTENSION 1 GRANTED	98765
Aug. 25, 2008	EXTENSION 1 FILED	98765
Aug. 25, 2008	TEAS EXTENSION RECEIVED	
Feb. 26, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Dec. 04, 2007	PUBLISHED FOR OPPOSITION	
Nov. 14, 2007	NOTICE OF PUBLICATION	
Oct. 30, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	78413
Oct. 26, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 18, 2007	AMENDMENT FROM APPLICANT ENTERED	78413
Oct. 18, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	78413
Oct. 18, 2007	ASSIGNED TO LIE	78413
Sep. 10, 2007	PAPER RECEIVED	
Mar. 08, 2007	NON-FINAL ACTION MAILED	
Mar. 07, 2007	NON-FINAL ACTION WRITTEN	82091
Mar. 01, 2007	ASSIGNED TO EXAMINER	82091
Oct. 27, 2006	APPLICATION FILING RECEIPT MAILED	
Oct. 23, 2006	NEW APPLICATION ENTERED IN TRAM	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** TMEG LAW OFFICE 101

**Date in Location:** Apr. 23, 2015

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** James Hardie International Finance B.V.

### Assignment 1 of 1

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [4166/0223](#)

**Pages:** 25

**Date Recorded:** Mar. 10, 2010

**Supporting Documents:** [assignment-tm-4166-0223.pdf](#)

### Assignor

**Name:** [JAMES HARDIE INTERNATIONAL FINANCE, B.V.](#)

**Execution Date:** Dec. 15, 2009

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** NETHERLANDS

### Assignee

**Name:** [JAMES HARDIE TECHNOLOGY LIMITED](#)

**Legal Entity Type:** CORPORATION

**State or Country** BERMUDA  
**Where Organized:**

**Address:** EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2, IRELAND

**Correspondent**

**Correspondent**  
**Name:** LISA SHEREEN

**Correspondent**  
**Address:** ZAMALUDIN/GARDERE  
1601 ELM STREET, SUITE 3000  
DALLAS, TEXAS 75201

**Domestic Representative - Not Found**

**Generated on:** This page was generated by TSDR on 2016-12-12 12:47:19 EST

**Mark:** HARDIESHINGLE

**HardieShingle**

**US Serial Number:** 76667548

**Application Filing Date:** Oct. 16, 2006

**US Registration Number:** 3619689

**Registration Date:** May 12, 2009

**Register:** Principal

**Mark Type:** Trademark, Service Mark

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Apr. 23, 2015

**Publication Date:** Dec. 04, 2007

**Notice of Allowance Date:** Feb. 26, 2008

## Mark Information

**Mark Literal Elements:** HARDIESHINGLE

**Standard Character Claim:** No

**Mark Drawing Type:** 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Acquired Distinctiveness Claim:** In whole

## Related Properties Information

**Claimed Ownership of US Registrations:** 1545068, 2225291, 2274743, 2377732, 2553710, 2705817 and others

## Goods and Services

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Building and construction material, namely, engineered cement composite panels, planks and boards; fiber-reinforced cement composites for building and construction, namely, exterior cladding or wall coverings, namely, panels, planks and boards

**International Class(es):** 019 - Primary Class

**U.S Class(es):** 001, 012, 033, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jul. 2007

**Use in Commerce:** Jul. 2007

**For:** Promoting the sale of fiber cement building products of others through the distribution of printed promotional materials, by providing hypertext links to the websites of dealers, suppliers and distributors of fiber cement building products, by preparation of custom advertisements and custom promotional products in the nature of branded apparel of others, and by providing sales promotion consultation; providing cooperative advertising and marketing services for suppliers and distributors of fiber cement building products

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jul. 2007

**Use in Commerce:** Jul. 2007

## Basis Information (Case Level)

<b>Filed Use:</b> No	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> Yes	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

## Current Owner(s) Information

**Owner Name:** JAMES HARDIE TECHNOLOGY LIMITED

**Owner Address:** EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2  
IRELAND

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** BERMUDA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Diane M. Reed

**Attorney Primary Email Address:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Docket Number:** HARD1M.027T

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Diane M. Reed  
Knobbe, Martens, Olson & Bear, LLP  
2040 Main Street  
14th Floor  
Irvine, CALIFORNIA 92614  
UNITED STATES

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Correspondent e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Correspondent e-mail Authorized:** Yes

### Domestic Representative

**Domestic Representative Name:** Diane M. Reed

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Domestic Representative e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Domestic Representative e-mail Authorized:** Yes

## Prosecution History

Date	Description	Proceeding Number
Apr. 23, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Apr. 23, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	64591
Apr. 22, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	64591
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Jul. 26, 2013	ATTORNEY REVOKED AND/OR APPOINTED	
Jul. 26, 2013	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
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May 12, 2009	REGISTERED-PRINCIPAL REGISTER	
Apr. 09, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED	78288

Apr. 09, 2009	ASSIGNED TO LIE	78288
Apr. 06, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Mar. 16, 2009	STATEMENT OF USE PROCESSING COMPLETE	76538
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Oct. 18, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	78413
Oct. 18, 2007	ASSIGNED TO LIE	78413
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Mar. 07, 2007	NON-FINAL ACTION WRITTEN	82091
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Oct. 23, 2006	NEW APPLICATION ENTERED IN TRAM	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** TMEG LAW OFFICE 101

**Date in Location:** Apr. 23, 2015

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** James Hardie International Finance B.V.

### Assignment 1 of 1

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [4166/0223](#)

**Pages:** 25

**Date Recorded:** Mar. 10, 2010

**Supporting Documents:** [assignment-tm-4166-0223.pdf](#)

### Assignor

**Name:** [JAMES HARDIE INTERNATIONAL FINANCE, B.V.](#)

**Execution Date:** Dec. 15, 2009

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** NETHERLANDS

### Assignee

**Name:** [JAMES HARDIE TECHNOLOGY LIMITED](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** BERMUDA

**Address:** EUROPA HOUSE, SECOND FLOOR

HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2, IRELAND

Correspondent

Correspondent Name: LISA SHEREEN

Correspondent Address: ZAMALUDIN/GARDERE  
1601 ELM STREET, SUITE 3000  
DALLAS, TEXAS 75201

Domestic Representative - Not Found



**Generated on:** This page was generated by TSDR on 2016-12-12 12:49:13 EST

**Mark:** HARDIEPANEL

**HardiePanel**

**US Serial Number:** 76667547

**Application Filing Date:** Oct. 16, 2006

**US Registration Number:** 3619688

**Registration Date:** May 12, 2009

**Register:** Principal

**Mark Type:** Trademark, Service Mark

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Apr. 23, 2015

**Publication Date:** Dec. 04, 2007

**Notice of Allowance Date:** Feb. 26, 2008

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## Mark Information

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**Mark Literal Elements:** HARDIEPANEL

**Standard Character Claim:** No

**Mark Drawing Type:** 5 - AN ILLUSTRATION DRAWING WITH WORD(S)/LETTER(S)/NUMBER(S) INSTYLIZED FORM

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Acquired Distinctiveness Claim:** In whole

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## Related Properties Information

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**Claimed Ownership of US Registrations:** 1545068, 2225291, 2227743, 2274743, 2377732, 2553710, 2705817 and others

---

## Goods and Services

---

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*.\* identify additional (new) wording in the goods/services.

**For:** Building and construction material, namely, engineered cement composite panels, planks and boards; fiber-reinforced cement composites for building and construction, namely, exterior cladding panels, planks and boards

**International Class(es):** 019 - Primary Class

**U.S Class(es):** 001, 012, 033, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jul. 2007

**Use in Commerce:** Jul. 2007

**For:** Promoting the sale of fiber cement building products of others through the distribution of printed promotional materials, by providing hypertext links to the websites of dealers, suppliers and distributors of fiber cement building products, by preparation of custom advertisements and custom promotional products in the nature of branded apparel of others, and by providing sales promotion consultation; providing cooperative advertising and marketing services for suppliers and distributors of fiber cement building products

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jul. 2007

**Use in Commerce:** Jul. 2007

## Basis Information (Case Level)

<b>Filed Use:</b> No	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> Yes	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

## Current Owner(s) Information

**Owner Name:** JAMES HARDIE TECHNOLOGY LIMITED

**Owner Address:** EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2  
IRELAND

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** BERMUDA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Diane M. Reed

**Docket Number:** HARD1M.023T

### Correspondent

**Correspondent Name/Address:** Diane M. Reed  
Knobbe, Martens, Olson & Bear, LLP  
2040 Main Street  
14th Floor  
Irvine, CALIFORNIA 92614  
UNITED STATES

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Correspondent e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Correspondent e-mail Authorized:** Yes

### Domestic Representative

**Domestic Representative Name:** Diane M. Reed

## Prosecution History

Date	Description	Proceeding Number
Apr. 23, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Apr. 23, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	64591
Apr. 22, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	64591
Apr. 09, 2015	TEAS SECTION 8 & 15 RECEIVED	
Jul. 26, 2013	ATTORNEY REVOKED AND/OR APPOINTED	
Jul. 26, 2013	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 15, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 31, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 17, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
May 12, 2009	REGISTERED-PRINCIPAL REGISTER	
Apr. 09, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED	78288
Apr. 09, 2009	ASSIGNED TO LIE	78288
Apr. 06, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Mar. 16, 2009	STATEMENT OF USE PROCESSING COMPLETE	76538
Feb. 26, 2009	USE AMENDMENT FILED	76538
Mar. 16, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76538
Feb. 26, 2009	TEAS STATEMENT OF USE RECEIVED	

Aug. 25, 2008	EXTENSION 1 GRANTED	98765
Aug. 25, 2008	EXTENSION 1 FILED	98765
Aug. 25, 2008	TEAS EXTENSION RECEIVED	
Feb. 26, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Dec. 04, 2007	PUBLISHED FOR OPPOSITION	
Nov. 14, 2007	NOTICE OF PUBLICATION	
Oct. 30, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	78413
Oct. 26, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 18, 2007	AMENDMENT FROM APPLICANT ENTERED	78413
Oct. 18, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	78413
Oct. 18, 2007	ASSIGNED TO LIE	78413
Sep. 10, 2007	PAPER RECEIVED	
Mar. 07, 2007	NON-FINAL ACTION MAILED	
Mar. 07, 2007	NON-FINAL ACTION WRITTEN	82091
Mar. 01, 2007	ASSIGNED TO EXAMINER	82091
Oct. 27, 2006	APPLICATION FILING RECEIPT MAILED	
Oct. 23, 2006	NEW APPLICATION ENTERED IN TRAM	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** TMEG LAW OFFICE 101

**Date in Location:** Apr. 23, 2015

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** James Hardie International Finance B.V.

### Assignment 1 of 1

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [4166/0223](#)

**Pages:** 25

**Date Recorded:** Mar. 10, 2010

**Supporting Documents:** [assignment-tm-4166-0223.pdf](#)

### Assignor

**Name:** [JAMES HARDIE INTERNATIONAL FINANCE, B.V.](#)

**Execution Date:** Dec. 15, 2009

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** NETHERLANDS

### Assignee

**Name:** [JAMES HARDIE TECHNOLOGY LIMITED](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** BERMUDA

**Address:** EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2, IRELAND

### Correspondent

**Correspondent Name:** LISA SHEREEN

**Correspondent Address:** ZAMALUDIN/GARDERE  
1601 ELM STREET, SUITE 3000

DALLAS, TEXAS 75201

**Domestic Representative - Not Found**

**Generated on:** This page was generated by TSDR on 2016-12-12 12:50:32 EST

**Mark:** HARDIETRIM

**HardieTrim**

**US Serial Number:** 76667540

**Application Filing Date:** Oct. 16, 2006

**US Registration Number:** 3627383

**Registration Date:** May 26, 2009

**Register:** Principal

**Mark Type:** Trademark, Service Mark

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Apr. 23, 2015

**Publication Date:** Dec. 11, 2007

**Notice of Allowance Date:** Mar. 04, 2008

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## Mark Information

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**Mark Literal Elements:** HARDIETRIM

**Standard Character Claim:** No

**Mark Drawing Type:** 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Acquired Distinctiveness Claim:** In whole

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## Related Properties Information

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**Claimed Ownership of US Registrations:** 1545068, 2047604, 2252291, 2274743, 2377732, 2553710, 2705817, 3257963 and others

---

## Goods and Services

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**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Building and construction material, namely, engineered cement composite trim, fascia and boards

**International Class(es):** 019 - Primary Class

**U.S Class(es):** 001, 012, 033, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jul. 2007

**Use in Commerce:** Jul. 2007

**For:** Promoting the sale of fiber cement building products of others through the distribution of printed promotional materials, by providing hypertext links to the websites of dealers, suppliers and distributors of fiber cement building products, by preparation of custom advertisements and custom promotional products in the nature of branded apparel of others, and by providing sales promotion consultation; providing cooperative advertising and marketing services for suppliers and distributors of fiber cement building products

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jul. 2007

**Use in Commerce:** Jul. 2007

---

## Basis Information (Case Level)

<b>Filed Use:</b> No	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> Yes	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

## Current Owner(s) Information

**Owner Name:** JAMES HARDIE TECHNOLOGY LIMITED

**Owner Address:** EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2  
IRELAND

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** BERMUDA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Diane M. Reed

**Docket Number:** HARD1M.030T

**Attorney Primary Email Address:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Diane M. Reed  
Knobbe, Martens, Olson & Bear, LLP  
2040 Main Street  
14th Floor  
Irvine, CALIFORNIA 92614  
UNITED STATES

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Correspondent e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Correspondent e-mail Authorized:** Yes

### Domestic Representative

**Domestic Representative Name:** Diane M. Reed

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Domestic Representative e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Domestic Representative e-mail Authorized:** Yes

## Prosecution History

Date	Description	Proceeding Number
Apr. 23, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Apr. 23, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	64591
Apr. 22, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	64591
Apr. 09, 2015	TEAS SECTION 8 & 15 RECEIVED	
Jul. 26, 2013	ATTORNEY REVOKED AND/OR APPOINTED	
Jul. 26, 2013	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 15, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 31, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 17, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
May 26, 2009	REGISTERED-PRINCIPAL REGISTER	
Apr. 23, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED	66121

Apr. 22, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Mar. 20, 2009	STATEMENT OF USE PROCESSING COMPLETE	69302
Mar. 04, 2009	USE AMENDMENT FILED	69302
Mar. 20, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Mar. 04, 2009	TEAS STATEMENT OF USE RECEIVED	
Sep. 02, 2008	EXTENSION 1 GRANTED	98765
Sep. 02, 2008	EXTENSION 1 FILED	98765
Sep. 02, 2008	TEAS EXTENSION RECEIVED	
Mar. 04, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Dec. 11, 2007	PUBLISHED FOR OPPOSITION	
Nov. 21, 2007	NOTICE OF PUBLICATION	
Nov. 05, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	66121
Oct. 30, 2007	ASSIGNED TO LIE	66121
Oct. 26, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 23, 2007	AMENDMENT FROM APPLICANT ENTERED	74215
Oct. 23, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	74215
Oct. 23, 2007	ASSIGNED TO LIE	74215
Sep. 17, 2007	PAPER RECEIVED	
Mar. 15, 2007	NON-FINAL ACTION MAILED	
Mar. 15, 2007	NON-FINAL ACTION WRITTEN	82091
Mar. 01, 2007	ASSIGNED TO EXAMINER	82091
Oct. 27, 2006	APPLICATION FILING RECEIPT MAILED	
Oct. 23, 2006	NEW APPLICATION ENTERED IN TRAM	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** TMEG LAW OFFICE 101

**Date in Location:** Apr. 23, 2015

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** James Hardie International Finance B.V.

### Assignment 1 of 1

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [4166/0223](#)

**Pages:** 25

**Date Recorded:** Mar. 10, 2010

**Supporting Documents:** [assignment-tm-4166-0223.pdf](#)

### Assignor

**Name:** [JAMES HARDIE INTERNATIONAL FINANCE, B.V.](#)

**Execution Date:** Dec. 15, 2009

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** NETHERLANDS

### Assignee

**Name:** [JAMES HARDIE TECHNOLOGY LIMITED](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** BERMUDA

**Address:** EUROPA HOUSE, SECOND FLOOR

HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2, IRELAND

Correspondent

Correspondent Name: LISA SHEREEN

Correspondent Address: ZAMALUDIN/GARDERE  
1601 ELM STREET, SUITE 3000  
DALLAS, TEXAS 75201

Domestic Representative - Not Found



**Generated on:** This page was generated by TSDR on 2016-12-12 12:51:46 EST

**Mark:** HARDIETRIM

**HARDIETRIM**

**US Serial Number:** 76667536

**Application Filing Date:** Oct. 16, 2006

**US Registration Number:** 3627382

**Registration Date:** May 26, 2009

**Register:** Principal

**Mark Type:** Trademark, Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Apr. 23, 2015

**Publication Date:** Dec. 11, 2007

**Notice of Allowance Date:** Mar. 04, 2008

## Mark Information

**Mark Literal Elements:** HARDIETRIM

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

**Acquired Distinctiveness Claim:** In whole

## Related Properties Information

**Claimed Ownership of US Registrations:** 1545068, 2047604, 2252291, 2274743, 2377732, 2553710, 2705817, 3257963 and others

## Goods and Services

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.

**For:** Building and construction material, namely, engineered cement composite trim, fascia and boards

**International Class(es):** 019 - Primary Class

**U.S Class(es):** 001, 012, 033, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jul. 2007

**Use in Commerce:** Jul. 2007

**For:** Promoting the sale of fiber cement building products of others through the distribution of printed promotional materials, by providing hypertext links to the websites of dealers, suppliers and distributors of fiber cement building products, by preparation of custom advertisements and custom promotional products in the nature of branded apparel of others, and by providing sales promotion consultation; providing cooperative advertising and marketing services for suppliers and distributors of fiber cement building products

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

Basis: 1(a)

First Use: Jul. 2007

Use in Commerce: Jul. 2007

## Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Amended Use: No

Filed ITU: Yes

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

## Current Owner(s) Information

Owner Name: JAMES HARDIE TECHNOLOGY LIMITED

Owner Address: EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2 IRELAND

Legal Entity Type: CORPORATION

State or Country Where Organized: BERMUDA

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Diane M. Reed

Docket Number: HARD1M.029T

Attorney Primary Email Address: [efiling@knobbe.com](mailto:efiling@knobbe.com)

Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: Diane M. Reed  
Knobbe, Martens, Olson & Bear, LLP  
2040 Main Street  
14th Floor  
Irvine, CALIFORNIA UNITED STATES 92614

Phone: 949-760-0404

Fax: 949-760-9502

Correspondent e-mail: [efiling@knobbe.com](mailto:efiling@knobbe.com)

Correspondent e-mail Authorized: Yes

### Domestic Representative

Domestic Representative Name: Diane M. Reed

Phone: 949-760-0404

Fax: 949-760-9502

Domestic Representative e-mail: [efiling@knobbe.com](mailto:efiling@knobbe.com)

Domestic Representative e-mail Authorized: Yes

## Prosecution History

Date	Description	Proceeding Number
Apr. 23, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Apr. 23, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	64591
Apr. 22, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	64591
Apr. 09, 2015	TEAS SECTION 8 & 15 RECEIVED	
Jul. 26, 2013	ATTORNEY REVOKED AND/OR APPOINTED	
Jul. 26, 2013	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 15, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 31, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 17, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
May 26, 2009	REGISTERED-PRINCIPAL REGISTER	

Apr. 23, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED	66121
Apr. 22, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Mar. 20, 2009	STATEMENT OF USE PROCESSING COMPLETE	69302
Mar. 04, 2009	USE AMENDMENT FILED	69302
Mar. 20, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Mar. 04, 2009	TEAS STATEMENT OF USE RECEIVED	
Sep. 02, 2008	EXTENSION 1 GRANTED	98765
Sep. 02, 2008	EXTENSION 1 FILED	98765
Sep. 02, 2008	TEAS EXTENSION RECEIVED	
Mar. 04, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Dec. 11, 2007	PUBLISHED FOR OPPOSITION	
Nov. 21, 2007	NOTICE OF PUBLICATION	
Nov. 05, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	66121
Oct. 30, 2007	ASSIGNED TO LIE	66121
Oct. 26, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 23, 2007	AMENDMENT FROM APPLICANT ENTERED	74215
Oct. 23, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	74215
Oct. 23, 2007	ASSIGNED TO LIE	74215
Sep. 17, 2007	PAPER RECEIVED	
Mar. 15, 2007	NON-FINAL ACTION MAILED	
Mar. 15, 2007	NON-FINAL ACTION WRITTEN	82091
Mar. 01, 2007	ASSIGNED TO EXAMINER	82091
Oct. 27, 2006	APPLICATION FILING RECEIPT MAILED	
Oct. 23, 2006	NEW APPLICATION ENTERED IN TRAM	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** TMEG LAW OFFICE 101

**Date in Location:** Apr. 23, 2015

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** James Hardie International Finance B.V.

### Assignment 1 of 1

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [4166/0223](#)

**Pages:** 25

**Date Recorded:** Mar. 10, 2010

**Supporting Documents:** [assignment-tm-4166-0223.pdf](#)

### Assignor

**Name:** [JAMES HARDIE INTERNATIONAL FINANCE, B.V.](#)

**Execution Date:** Dec. 15, 2009

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** NETHERLANDS

### Assignee

**Name:** [JAMES HARDIE TECHNOLOGY LIMITED](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** BERMUDA

**Address:** EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2, IRELAND

**Correspondent**

**Correspondent Name:** LISA SHEREEN

**Correspondent Address:** ZAMALUDIN/GARDERE  
1601 ELM STREET, SUITE 3000  
DALLAS, TEXAS 75201

**Domestic Representative - Not Found**

**Generated on:** This page was generated by TSDR on 2016-12-09 13:58:43 EST

**Mark:** HARDIEBACKER

**HardieBacker**

**US Serial Number:** 76667615

**Application Filing Date:** Oct. 16, 2006

**US Registration Number:** 3550567

**Registration Date:** Dec. 23, 2008

**Register:** Principal

**Mark Type:** Trademark, Service Mark

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Feb. 17, 2015

**Publication Date:** Jan. 08, 2008

**Notice of Allowance Date:** Apr. 01, 2008

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## Mark Information

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**Mark Literal Elements:** HARDIEBACKER

**Standard Character Claim:** No

**Mark Drawing Type:** 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Acquired Distinctiveness Claim:** In whole

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## Related Properties Information

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**Claimed Ownership of US Registrations:** 1443202, 1454068, 1568392, 1569731 and others

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## Goods and Services

---

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Building and construction material, namely, engineered cement composite floors, countertops, walls and ceilings underlayment and boards, fiber reinforced cement composites for building and construction, namely, floor, countertop, wall, and ceiling underlayment and boards

**International Class(es):** 019 - Primary Class

**U.S Class(es):** 001, 012, 033, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 2007

**Use in Commerce:** Oct. 2007

**For:** Promoting the sale of fiber cement building products of others through the distribution of printed promotional materials, by providing hypertext links to the websites of dealers, suppliers and distributors of fiber cement building products, by preparation of custom advertisements and custom promotional products in the nature of branded apparel of others, and by providing sales promotion consultation; providing cooperative advertising and marketing services for suppliers and distributors of fiber cement building products

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

First Use: Oct. 2007

Use in Commerce: Oct. 2007

## Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Amended Use: No

Filed ITU: Yes

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

## Current Owner(s) Information

Owner Name: JAMES HARDIE TECHNOLOGY LIMITED

Owner Address: EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2  
IRELAND

Legal Entity Type: CORPORATION

State or Country: BERMUDA  
Where Organized:

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Diane M. Reed

Docket Number: HARD1M.019T

Attorney Primary Email Address: [efiling@knobbe.com](mailto:efiling@knobbe.com)

Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: Diane M. Reed  
Knobbe, Martens, Olson & Bear, LLP  
2040 Main Street  
14th Floor  
Irvine, CALIFORNIA 92614  
UNITED STATES

Phone: 949-760-0404

Fax: 949-760-9502

Correspondent e-mail: [efiling@knobbe.com](mailto:efiling@knobbe.com)

Correspondent e-mail Authorized: Yes

### Domestic Representative

Domestic Representative Name: Diane M. Reed

Phone: 949-760-0404

Fax: 949-760-9502

Domestic Representative e-mail: [efiling@knobbe.com](mailto:efiling@knobbe.com)

Domestic Representative e-mail Authorized: Yes

## Prosecution History

Date	Description	Proceeding Number
Feb. 17, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Feb. 17, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76985
Feb. 17, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76985
Feb. 02, 2015	TEAS SECTION 8 & 15 RECEIVED	
Jul. 26, 2013	ATTORNEY REVOKED AND/OR APPOINTED	
Jul. 26, 2013	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 15, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 31, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 17, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
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Nov. 19, 2008	LAW OFFICE REGISTRATION REVIEW COMPLETED	78145
Nov. 18, 2008	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 18, 2008	STATEMENT OF USE PROCESSING COMPLETE	71034
Nov. 16, 2008	USE AMENDMENT FILED	71034
Nov. 18, 2008	CASE ASSIGNED TO INTENT TO USE PARALEGAL	71034
Nov. 16, 2008	TEAS STATEMENT OF USE RECEIVED	
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Apr. 01, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
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Dec. 04, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	78145
Nov. 30, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 23, 2007	AMENDMENT FROM APPLICANT ENTERED	78145
Oct. 23, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	78145
Oct. 23, 2007	ASSIGNED TO LIE	78145
Sep. 17, 2007	PAPER RECEIVED	
Mar. 14, 2007	NON-FINAL ACTION MAILED	
Mar. 13, 2007	NON-FINAL ACTION WRITTEN	82438
Mar. 01, 2007	ASSIGNED TO EXAMINER	82438
Oct. 27, 2006	APPLICATION FILING RECEIPT MAILED	
Oct. 23, 2006	NEW APPLICATION ENTERED IN TRAM	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** TMEG LAW OFFICE 103

**Date in Location:** Feb. 17, 2015

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** James Hardie International Finance B.V.

### Assignment 1 of 1

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [4166/0223](#)

**Pages:** 25

**Date Recorded:** Mar. 10, 2010

**Supporting Documents:** [assignment-tm-4166-0223.pdf](#)

### Assignor

**Name:** [JAMES HARDIE INTERNATIONAL FINANCE, B.V.](#)

**Execution Date:** Dec. 15, 2009

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** NETHERLANDS

### Assignee

**Name:** [JAMES HARDIE TECHNOLOGY LIMITED](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** BERMUDA

**Address:** EUROPA HOUSE, SECOND FLOOR

HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2, IRELAND

**Correspondent**

**Correspondent** LISA SHEREEN  
**Name:**

**Correspondent** ZAMALUDIN/GARDERE  
**Address:** 1601 ELM STREET, SUITE 3000  
DALLAS, TEXAS 75201

**Domestic Representative - Not Found**



**Generated on:** This page was generated by TSDR on 2016-12-12 12:54:31 EST

**Mark:** HARDIESOFFIT

**US Serial Number:** 76667539

**Application Filing Date:** Oct. 16, 2006

**US Registration Number:** 3725888

**Registration Date:** Dec. 15, 2009

**Register:** Principal

**Mark Type:** Trademark, Service Mark

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Jan. 08, 2015

**Publication Date:** Dec. 04, 2007

**Notice of Allowance Date:** Feb. 26, 2008

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## Mark Information

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**Mark Literal Elements:** HARDIESOFFIT

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

**Acquired Distinctiveness Claim:** In whole

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## Related Properties Information

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**Claimed Ownership of US Registrations:** 1545068, 2274743, 2377732, 2553710, 2705817 and others

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## Goods and Services

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**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Building and construction material, namely, engineered cement composite soffit boards and panels; fiber-reinforced cement composites for building and construction, namely, soffit boards and panels

**International Class(es):** 019 - Primary Class

**U.S Class(es):** 001, 012, 033, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jul. 2007

**Use in Commerce:** Jul. 2007

**For:** Promoting the sale of fiber cement building products of others through the distribution of printed promotional materials, by providing hypertext links to the websites of dealers, suppliers and distributors of fiber cement building products, by preparation of custom advertisements and custom promotional products in the nature of branded apparel of others, and by providing sales promotion consultation; providing cooperative advertising and marketing services for suppliers and distributors of fiber cement building products

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jul. 2007

**Use in Commerce:** Jul. 2007

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** Yes

**Amended Use:** No

**Filed ITU:** Yes

**Currently ITU:** No

**Amended ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Amended 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Amended 44E:** No

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

## Current Owner(s) Information

**Owner Name:** JAMES HARDIE TECHNOLOGY LIMITED

**Owner Address:** EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2  
IRELAND

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** BERMUDA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Diane M. Reed

**Docket Number:** HARD1M.028T

**Attorney Primary Email Address:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Diane M. Reed  
Knobbe, Martens, Olson & Bear, LLP  
2040 Main Street  
14th Floor  
Irvine, CALIFORNIA 92614  
UNITED STATES

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Correspondent e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Correspondent e-mail Authorized:** Yes

### Domestic Representative

**Domestic Representative Name:** Diane M. Reed

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Domestic Representative e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Domestic Representative e-mail Authorized:** Yes

## Prosecution History

Date	Description	Proceeding Number
Jan. 08, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jan. 08, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	67723
Jan. 08, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67723
Dec. 17, 2014	TEAS SECTION 8 & 15 RECEIVED	
Jul. 26, 2013	ATTORNEY REVOKED AND/OR APPOINTED	
Jul. 26, 2013	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	

Jul. 15, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 31, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 17, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Dec. 15, 2009	REGISTERED-PRINCIPAL REGISTER	
Nov. 06, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED	77312
Nov. 02, 2009	ASSIGNED TO LIE	77312
Oct. 30, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Oct. 07, 2009	STATEMENT OF USE PROCESSING COMPLETE	76874
Sep. 28, 2009	USE AMENDMENT FILED	76874
Sep. 28, 2009	TEAS STATEMENT OF USE RECEIVED	
Sep. 25, 2009	EXTENSION 3 GRANTED	76874
Aug. 26, 2009	EXTENSION 3 FILED	76874
Sep. 25, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76874
Aug. 31, 2009	PAPER RECEIVED	
Feb. 26, 2009	EXTENSION 2 GRANTED	98765
Feb. 26, 2009	EXTENSION 2 FILED	98765
Feb. 26, 2009	TEAS EXTENSION RECEIVED	
Aug. 25, 2008	EXTENSION 1 GRANTED	98765
Aug. 25, 2008	EXTENSION 1 FILED	98765
Aug. 25, 2008	TEAS EXTENSION RECEIVED	
Feb. 26, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Dec. 04, 2007	PUBLISHED FOR OPPOSITION	
Nov. 14, 2007	NOTICE OF PUBLICATION	
Oct. 30, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	78413
Oct. 26, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 18, 2007	AMENDMENT FROM APPLICANT ENTERED	78413
Oct. 18, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	78413
Oct. 18, 2007	ASSIGNED TO LIE	78413
Sep. 10, 2007	PAPER RECEIVED	
Mar. 08, 2007	NON-FINAL ACTION MAILED	
Mar. 07, 2007	NON-FINAL ACTION WRITTEN	82091
Mar. 01, 2007	ASSIGNED TO EXAMINER	82091
Oct. 27, 2006	APPLICATION FILING RECEIPT MAILED	
Oct. 23, 2006	NEW APPLICATION ENTERED IN TRAM	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

## TM Staff and Location Information

TM Staff Information - None

File Location

**Current Location:** TMEG LAW OFFICE 101

**Date in Location:** Jan. 08, 2015

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** James Hardie International Finance B.V.

### Assignment 1 of 1

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [4166/0223](#)

**Pages:** 25

**Date Recorded:** Mar. 10, 2010

**Supporting** [assignment-tm-4166-0223.pdf](#)

Documents: \_\_\_\_\_

**Assignor**

**Name:** [JAMES HARDIE INTERNATIONAL FINANCE, B.V.](#)

**Execution Date:** Dec. 15, 2009

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** NETHERLANDS

**Assignee**

**Name:** [JAMES HARDIE TECHNOLOGY LIMITED](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** BERMUDA

**Address:** EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2, IRELAND

**Correspondent**

**Correspondent Name:** LISA SHEREEN

**Correspondent Address:** ZAMALUDIN/GARDERE  
1601 ELM STREET, SUITE 3000  
DALLAS, TEXAS 75201

**Domestic Representative - Not Found**

**Generated on:** This page was generated by TSDR on 2016-12-12 12:59:42 EST

**Mark:** HARDIETRIM

HARDIETRIM

**US Serial Number:** 75084012

**Application Filing Date:** Apr. 04, 1996

**US Registration Number:** 2047604

**Registration Date:** Mar. 25, 1997

**Register:** Principal

**Mark Type:** Trademark

**Status:** The registration has been renewed.

**Status Date:** May 25, 2007

**Publication Date:** Dec. 31, 1996

## Mark Information

**Mark Literal Elements:** HARDIETRIM

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

## Related Properties Information

**Claimed Ownership of US Registrations:** 1443202, 1454265, 1545068, 1568392, 1569731, 1569735, 1573376, 1664138, 1775885 and others

## Goods and Services

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** fiber cement trim plank

**International Class(es):** 019 - Primary Class

**U.S Class(es):** 001, 012, 033, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Apr. 12, 1995

**Use in Commerce:** Apr. 12, 1995

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Amended Use:** No

**Filed ITU:** No

**Currently ITU:** No

**Amended ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Amended 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Amended 44E:** No

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

## Current Owner(s) Information

**Owner Name:** JAMES HARDIE TECHNOLOGY LIMITED

**Owner Address:** EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET

DUBLIN 2  
IRELAND

Legal Entity Type: CORPORATION

State or Country: BERMUDA  
Where Organized:

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Charlene A. Azema

Docket Number: HARD1M.005T

Attorney Primary Email Address: [efiling@knobbe.com](mailto:efiling@knobbe.com)

Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: Charlene A. Azema  
KNOBBE, MARTENS, OLSON & BEAR, LLP  
2040 MAIN STREET  
14TH FLOOR  
IRVINE, CALIFORNIA 92614  
UNITED STATES

Phone: 949-760-0404

Fax: 949-760-9502

Correspondent e-mail: [efiling@knobbe.com](mailto:efiling@knobbe.com)

Correspondent e-mail Authorized: Yes

### Domestic Representative

Domestic Representative Name: Diane M. Reed

Phone: 949-760-0404

Fax: 949-760-9502

Domestic Representative e-mail: [efiling@knobbe.com](mailto:efiling@knobbe.com)

Domestic Representative e-mail Authorized: Yes

## Prosecution History

Date	Description	Proceeding Number
Oct. 07, 2016	TEAS SECTION 8 & 9 RECEIVED	
Aug. 05, 2016	AMENDMENT UNDER SECTION 7 - ISSUED	75184
Aug. 03, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75184
May 18, 2016	TEAS SECTION 7 REQUEST RECEIVED	
Mar. 25, 2016	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Jul. 26, 2013	ATTORNEY REVOKED AND/OR APPOINTED	
Jul. 26, 2013	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 15, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 31, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 17, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
May 25, 2007	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	66607
May 25, 2007	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Apr. 30, 2007	ASSIGNED TO PARALEGAL	66607
Mar. 29, 2007	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Mar. 29, 2007	PAPER RECEIVED	
Dec. 15, 2006	CASE FILE IN TICRS	
Mar. 23, 2006	ATTORNEY REVOKED AND/OR APPOINTED	
Mar. 23, 2006	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jun. 26, 2003	PAPER RECEIVED	
May 27, 2003	PAPER RECEIVED	
Jun. 02, 2003	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Feb. 10, 2003	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Feb. 10, 2003	PAPER RECEIVED	
Mar. 25, 1997	REGISTERED-PRINCIPAL REGISTER	
Dec. 31, 1996	PUBLISHED FOR OPPOSITION	

Nov. 29, 1996	NOTICE OF PUBLICATION	
Sep. 25, 1996	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 20, 1996	EXAMINER'S AMENDMENT MAILED	
Sep. 19, 1996	ASSIGNED TO EXAMINER	69965
Sep. 11, 1996	ASSIGNED TO EXAMINER	71995

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Filed:** Yes

**Renewal Date:** Mar. 25, 2007

**Change in Registration:** Yes

**Amendment to a Registration/Renewal Certificate:** The drawing is amended to appear as follows: HARDIETRIM and in the statement, column 2, the standard character claim is inserted.

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** POST REGISTRATION

**Date in Location:** Aug. 05, 2016

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 3

**Registrant:** James Hardie & Coy. Pty. Limited

### Assignment 1 of 3

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [1788/0347](#)

**Pages:** 15

**Date Recorded:** Sep. 01, 1998

**Supporting Documents:** [assignment-tm-1788-0347.pdf](#)

### Assignor

**Name:** [JAMES HARDIE & COY PTY LIMITED](#)

**Execution Date:** Jun. 30, 1998

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** No Place Where Organized Found

### Assignee

**Name:** [JAMES HARDIE RESEARCH PTY LIMITED](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** AUSTRALIA

**Address:** 1 GRAND AVENUE  
CAMELLIA, NEW SOUTH WALES 2142, AUSTRALIA

### Correspondent

**Correspondent Name:** WILLIAM G. LANE, INC., P.C.

**Correspondent Address:** WILLIAM G. LANE  
18400 VON KARMAN AVENUE, SUITE 500  
IRVINE, CALIFORNIA 92612

### Domestic Representative - Not Found

### Assignment 2 of 3

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [2833/0910](#)

**Pages:** 11

**Date Recorded:** Apr. 23, 2004

**Supporting Documents:** [assignment-tm-2833-0910.pdf](#)

Documents: \_\_\_\_\_

**Assignor**

**Name:** [JAMES HARDIE RESEARCH PTY LTD](#)  
**Legal Entity Type:** CORPORATION  
**Execution Date:** Feb. 26, 2004  
**State or Country Where Organized:** AUSTRALIA

**Assignee**

**Name:** [JAMES HARDIE INTERNATIONAL FINANCE, B.V.](#)  
**Legal Entity Type:** CORPORATION  
**State or Country Where Organized:** NETHERLANDS  
**Address:** UNIT 04-07, ATRIUM BUILDING STRAWINSKYLAAN 3077, 1077 ZX  
AMSTERDAM, NETHERLANDS

**Correspondent**

**Correspondent Name:** ANDREW H. SIMPSON  
**Correspondent Address:** 2040 MAIN STREET  
FOURTEENTH FLOOR  
IRVINE, CA 92614

**Domestic Representative - Not Found**

**Assignment 3 of 3**

**Conveyance:** ASSIGNS THE ENTIRE INTEREST  
**Reel/Frame:** [4166/0223](#) **Pages:** 25  
**Date Recorded:** Mar. 10, 2010  
**Supporting Documents:** [assignment-tm-4166-0223.pdf](#)

**Assignor**

**Name:** [JAMES HARDIE INTERNATIONAL FINANCE, B.V.](#)  
**Legal Entity Type:** LIMITED LIABILITY COMPANY  
**Execution Date:** Dec. 15, 2009  
**State or Country Where Organized:** NETHERLANDS

**Assignee**

**Name:** [JAMES HARDIE TECHNOLOGY LIMITED](#)  
**Legal Entity Type:** CORPORATION  
**State or Country Where Organized:** BERMUDA  
**Address:** EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2, IRELAND

**Correspondent**

**Correspondent Name:** LISA SHEREEN  
**Correspondent Address:** ZAMALUDIN/GARDERE  
1601 ELM STREET, SUITE 3000  
DALLAS, TEXAS 75201

**Domestic Representative - Not Found**



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**Mark:** HARDIE

**US Serial Number:** 75162584

**Application Filing Date:** Sep. 09, 1996

**US Registration Number:** 2274743

**Registration Date:** Aug. 31, 1999

**Register:** Principal

**Mark Type:** Trademark

**Status:** The registration has been renewed.

**Status Date:** Apr. 26, 2010

**Publication Date:** Sep. 08, 1998

**Notice of Allowance Date:** Dec. 01, 1998

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## Mark Information

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**Mark Literal Elements:** HARDIE

**Standard Character Claim:** No

**Mark Drawing Type:** 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

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## Goods and Services

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**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** non-metal exterior and interior building and construction materials for residential and commercial use, namely, wall and floor panels; tile backer board; underlayment; exterior wall planks and panels [; and roofing shakes, shingles, slates, and tiles]

**International Class(es):** 019 - Primary Class

**U.S Class(es):** 001, 012, 033, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Apr. 17, 1997

**Use in Commerce:** Nov. 01, 1997

---

## Basis Information (Case Level)

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**Filed Use:** No

**Currently Use:** Yes

**Amended Use:** No

**Filed ITU:** Yes

**Currently ITU:** No

**Amended ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Amended 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Amended 44E:** No

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

---

## Current Owner(s) Information

---

**Owner Name:** JAMES HARDIE TECHNOLOGY LIMITED

**Owner Address:** EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2  
IRELAND

**Legal Entity Type:** CORPORATION

**State or Country** BERMUDA  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Diane M. Reed

**Attorney Primary** [efiling@knobbe.com](mailto:efiling@knobbe.com)  
**Email Address:**

**Attorney Email** Yes  
**Authorized:**

### Correspondent

**Correspondent** Diane M. Reed  
**Name/Address:** Knobbe, Martens, Olson & Bear, LLP  
2040 Main Street  
14th Floor  
Irvine, CALIFORNIA 92614  
UNITED STATES

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Correspondent e-** [efiling@knobbe.com](mailto:efiling@knobbe.com)  
**mail:**

**Correspondent e-** Yes  
**mail Authorized:**

### Domestic Representative

**Domestic** Diane M. Reed  
**Representative**  
**Name:**

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Domestic** [efiling@knobbe.com](mailto:efiling@knobbe.com)  
**Representative e-**  
**mail:**

**Domestic** Yes  
**Representative e-**  
**mail Authorized:**

## Prosecution History

Date	Description	Proceeding Number
Jul. 26, 2013	ATTORNEY REVOKED AND/OR APPOINTED	
Jul. 26, 2013	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 15, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 26, 2010	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	66607
Apr. 26, 2010	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Feb. 24, 2010	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	66607
Mar. 10, 2010	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	66607
Mar. 09, 2010	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	66607
Mar. 10, 2010	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	66607
Mar. 31, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 10, 2010	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	66607
Mar. 17, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 10, 2010	FAX RECEIVED	
Aug. 18, 2006	CASE FILE IN TICRS	
Mar. 23, 2006	ATTORNEY REVOKED AND/OR APPOINTED	
Mar. 23, 2006	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Dec. 01, 2005	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	66607
Aug. 04, 2005	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Aug. 04, 2005	TEAS SECTION 8 & 15 RECEIVED	
May 27, 2003	PAPER RECEIVED	
Aug. 31, 1999	REGISTERED-PRINCIPAL REGISTER	
Jun. 23, 1999	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jun. 22, 1999	ASSIGNED TO EXAMINER	72508

Jun. 14, 1999	STATEMENT OF USE PROCESSING COMPLETE	
Jun. 14, 1999	EXTENSION 1 GRANTED	
May 14, 1999	USE AMENDMENT FILED	
May 14, 1999	EXTENSION 1 FILED	
Dec. 01, 1998	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Sep. 08, 1998	PUBLISHED FOR OPPOSITION	
Aug. 07, 1998	NOTICE OF PUBLICATION	
Jun. 29, 1998	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 05, 1998	ASSIGNED TO EXAMINER	72508
Jun. 04, 1998	JURISDICTION RESTORED TO EXAMINING ATTORNEY	
Jun. 04, 1998	EX PARTE APPEAL-INSTITUTED	162584
Oct. 16, 1997	FINAL REFUSAL MAILED	
Jul. 24, 1997	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jan. 24, 1997	NON-FINAL ACTION MAILED	
Jan. 17, 1997	ASSIGNED TO EXAMINER	72508

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Aug. 31, 2009

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Apr. 26, 2010

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 3

**Registrant:** James Hardie & Coy. Pty. Limited

### Assignment 1 of 3

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [2019/0861](#)

**Pages:** 6

**Date Recorded:** Jan. 07, 2000

**Supporting Documents:** [assignment-tm-2019-0861.pdf](#)

### Assignor

**Name:** [JAMES HARDIE & COY PTY LIMITED](#)

**Execution Date:** Dec. 08, 1999

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** AUSTRALIA

### Assignee

**Name:** [JAMES HARDIE RESEARCH PTY LIMITED](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** AUSTRALIA

**Address:** CAMELLIA  
1 GRAND AVENUE  
NEW SOUTH WALES, AUSTRALIA 2142

### Correspondent

**Correspondent Name:** WILLIAM G. LANE INC., P.C.

**Correspondent Address:** WILLIAM G. LANE  
18400 VON KARMAN AVENUE  
SUITE 500  
IRVINE, CA 92612

**Domestic Representative - Not Found****Assignment 2 of 3****Conveyance:** ASSIGNS THE ENTIRE INTEREST**Reel/Frame:** [2833/0910](#)**Pages:** 11**Date Recorded:** Apr. 23, 2004**Supporting Documents:** [assignment-tm-2833-0910.pdf](#)**Assignor****Name:** [JAMES HARDIE RESEARCH PTY LTD](#)**Execution Date:** Feb. 26, 2004**Legal Entity Type:** CORPORATION**State or Country Where Organized:** AUSTRALIA**Assignee****Name:** [JAMES HARDIE INTERNATIONAL FINANCE, B.V.](#)**Legal Entity Type:** CORPORATION**State or Country Where Organized:** NETHERLANDS**Address:** UNIT 04-07, ATRIUM BUILDING STRAWINSKYLAAN 3077, 1077 ZX AMSTERDAM, NETHERLANDS**Correspondent****Correspondent Name:** ANDREW H. SIMPSON**Correspondent Address:** 2040 MAIN STREET  
FOURTEENTH FLOOR  
IRVINE, CA 92614**Domestic Representative - Not Found****Assignment 3 of 3****Conveyance:** ASSIGNS THE ENTIRE INTEREST**Reel/Frame:** [4166/0223](#)**Pages:** 25**Date Recorded:** Mar. 10, 2010**Supporting Documents:** [assignment-tm-4166-0223.pdf](#)**Assignor****Name:** [JAMES HARDIE INTERNATIONAL FINANCE, B.V.](#)**Execution Date:** Dec. 15, 2009**Legal Entity Type:** LIMITED LIABILITY COMPANY**State or Country Where Organized:** NETHERLANDS**Assignee****Name:** [JAMES HARDIE TECHNOLOGY LIMITED](#)**Legal Entity Type:** CORPORATION**State or Country Where Organized:** BERMUDA**Address:** EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2, IRELAND**Correspondent****Correspondent Name:** LISA SHEREEN**Correspondent Address:** ZAMALUDIN/GARDERE  
1601 ELM STREET, SUITE 3000  
DALLAS, TEXAS 75201**Domestic Representative - Not Found****Proceedings****Summary****Number of Proceedings:** 1**Type of Proceeding: Exparte Appeal****Proceeding Number:** [75162584](#)**Filing Date:**

**Status:** Terminated

**Status Date:** Aug 02, 2002

**Interlocutory  
Attorney:**

**Plaintiff(s)**

**Name:** JAMES HARDIE & COY. PTY. LIMITED

**Correspondent** WILLIAM G LANE  
**Address:** LAW OFFICES OF WILLIAM G LANE  
18400 VON KARMAN AVE STE 500  
IRVINE CA , 92612  
UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HARDIE	Renewed	<a href="#">75162584</a>	<a href="#">2274743</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	APPEAL TO BOARD	Apr 20, 1998	
2	PENDING, INSTITUTED	Jun 04, 1998	
3	REQUEST FOR RECONSIDERATION	Apr 20, 1998	
4	REMANDED TO EXAMINER	Jun 04, 1998	

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**Mark:** JAMES HARDIE

**US Serial Number:** 75145774

**Application Filing Date:** Aug. 06, 1996

**US Registration Number:** 2252291

**Registration Date:** Jun. 15, 1999

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** The registration has been renewed.

**Status Date:** Apr. 27, 2010

**Publication Date:** Mar. 23, 1999

## Mark Information

**Mark Literal Elements:** JAMES HARDIE

**Standard Character Claim:** No

**Mark Drawing Type:** 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

**Translation:** "JAMES HARDIE" does not identify a living individual.

## Foreign Information

**Priority Claimed:** Yes

**Foreign Application Number:** 702723

**Foreign Application Filing Date:** Feb. 19, 1996

**Foreign Registration Number:** 702723

**Foreign Registration Date:** Feb. 19, 1996

**Foreign Application/Registration Country:** AUSTRALIA

**Foreign Expiration Date:** Feb. 19, 2006

## Goods and Services

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** [ building materials, wholly or predominantly of metal, namely, floor, partition wall and roofing cladding, and lining panels; stairways, hand rails, stair treads, and kickboards; cladding, lining, partitioning, and sandwich panels for buildings having a metallic outer skin, skins, core and/or supporting structure; prefabricated and/or portable buildings of metal; doors and door frames of metal; fences and fencing components, namely, fence caps, panels, posts, rails, fasteners and extrusions; windows and window frames of metal; parts

and fittings for doors and windows composed wholly or principally of metal, namely, brackets, clips, closers, decorative trims, grills, guides, handles, fasteners, keys, latches, locks, rollers, springs and restraining stops ]

**International Class(es):** 006 - Primary Class

**U.S Class(es):** 002, 012, 013, 014, 023, 025, 050

**Class Status:** SECTION 8 - CANCELLED

**Basis:** 44(e)

**For:** [ tarred and/or asphalted construction paper ]

**International Class(es):** 016 - Primary Class

**U.S Class(es):** 002, 005, 022, 023, 029, 037, 038, 050

**Class Status:** SECTION 8 - CANCELLED

**Basis:** 44(e)

**For:** non-metallic building materials, namely, fibrous cement cladding, lining, roofing material, and flooring; gypsum wall ceiling board and panels; PVC cladding; [ PVC windows and window frames; timber windows, window frames, doors, and door frames non-metallic decorative moldings; non-metallic floor tiles; flashing; tarred and/or asphalted roofing felts; glass, namely, window glass and glass panes for solar panels; concrete and fibrous cement rigid pipes for building and fluid transporation; asphalt, pitch, and bitumen;] jointing materials for fibrous cement materials; spackling compound; [ tar-based concrete and asphalt patching compound; plaster patching compound; ] non-metallic buildings, namely, portable and trans-portable buildings, [ and prefabricated conservatories; ] non-metallic fences and fencing components, namely, fence caps, panels, posts and rails; gates and stays; stair treads not of metal; and non-metal casting forms for concrete

**International Class(es):** 019 - Primary Class

**U.S Class(es):** 001, 012, 033, 050

**Class Status:** ACTIVE

**Basis:** 44(e)

**For:** [ concrete and fibrous cement pipe fittings for building and fluid transportation ]

**International Class(es):** 020 - Primary Class

**U.S Class(es):** 002, 013, 022, 025, 032, 050

**Class Status:** SECTION 8 - CANCELLED

**Basis:** 44(e)

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** No

**Amended Use:** No

**Filed ITU:** Yes

**Currently ITU:** No

**Amended ITU:** No

**Filed 44D:** Yes

**Currently 44D:** No

**Amended 44D:** No

**Filed 44E:** No

**Currently 44E:** Yes

**Amended 44E:** Yes

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

## Current Owner(s) Information

**Owner Name:** JAMES HARDIE TECHNOLOGY LIMITED

**Owner Address:** EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2 IRELAND

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** BERMUDA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Diane M. Reed

**Attorney Primary Email Address:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Diane M. Reed  
Knobbe, Martens, Olson & Bear, LLP  
2040 Main Street  
14th Floor  
Irvine, CALIFORNIA UNITED STATES 92614

Phone: 949-760-0404

Fax: 949-760-9502

Correspondent e-mail: [efiling@knobbe.com](mailto:efiling@knobbe.com)

Correspondent e-mail Authorized: Yes

**Domestic Representative**

Domestic Representative Name: Diane M. Reed

Phone: 949-760-0404

Fax: 949-760-9502

Domestic Representative e-mail: [efiling@knobbe.com](mailto:efiling@knobbe.com)

Domestic Representative e-mail Authorized: Yes

## Prosecution History

Date	Description	Proceeding Number
Jul. 26, 2013	ATTORNEY REVOKED AND/OR APPOINTED	
Jul. 26, 2013	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 15, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 27, 2010	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	73376
Apr. 27, 2010	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Dec. 15, 2009	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	73376
Apr. 13, 2010	TEAS RESPONSE TO OFFICE ACTION-POST REG RECEIVED	
Mar. 31, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 17, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jan. 27, 2010	POST REGISTRATION ACTION MAILED - SEC. 8 & 9	73376
Jan. 21, 2010	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	73376
Jan. 04, 2010	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67826
Dec. 15, 2009	TEAS SECTION 8 & 9 RECEIVED	
Jul. 17, 2007	CASE FILE IN TICRS	
Jan. 25, 2007	REGISTERED - PARTIAL SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	61619
Jan. 25, 2007	ASSIGNED TO PARALEGAL	61619
Mar. 23, 2006	ATTORNEY REVOKED AND/OR APPOINTED	
Mar. 23, 2006	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Dec. 14, 2005	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Dec. 14, 2005	TEAS SECTION 8 & 15 RECEIVED	
Dec. 14, 2005	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
May 27, 2003	PAPER RECEIVED	
Jun. 17, 2002	PAPER RECEIVED	
Jun. 15, 1999	REGISTERED-PRINCIPAL REGISTER	
Mar. 23, 1999	PUBLISHED FOR OPPOSITION	
Feb. 19, 1999	NOTICE OF PUBLICATION	
Dec. 11, 1998	Sec. 1(B) CLAIM DELETED	72627
Nov. 05, 1998	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 21, 1998	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Sep. 16, 1998	FINAL REFUSAL MAILED	
Aug. 03, 1998	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Feb. 26, 1998	NON-FINAL ACTION MAILED	
Jan. 26, 1998	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Feb. 02, 1998	NON-FINAL ACTION MAILED	
Jan. 30, 1998	ASSIGNED TO EXAMINER	71995
Aug. 08, 1997	NON-FINAL ACTION MAILED	
Jul. 24, 1997	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jan. 24, 1997	NON-FINAL ACTION MAILED	
Jan. 16, 1997	ASSIGNED TO EXAMINER	72508

## Maintenance Filings or Post Registration Information



**Affidavit of Continued Use:** Section 8 - Accepted  
**Affidavit of Incontestability:** Section 15 - Accepted  
**Renewal Date:** Jun. 15, 2009  
**Change in Registration:** Yes

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Apr. 27, 2010

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 3

**Registrant:** James Hardie & Coy. Pty. Limited

### Assignment 1 of 3

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [1988/0171](#)

**Pages:** 5

**Date Recorded:** Nov. 08, 1999

**Supporting Documents:** [assignment-tm-1988-0171.pdf](#)

#### Assignor

**Name:** [JAMES HARDIE & COY PTY LIMITED](#)

**Execution Date:** Aug. 19, 1999

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** AUSTRALIA

#### Assignee

**Name:** [JAMES HARDIE RESEARCH PTY LIMITED](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** AUSTRALIA

**Address:** 1 GRAND AVENUE  
CAMELLIA, NEW SOUTH WALES 2142, AUSTRALIA

#### Correspondent

**Correspondent Name:** WILLIAM G. LANE, INC., P.C.

**Correspondent Address:** 18400 VON KARMAN AVENUE  
SUITE 500  
IRVINE, CA 92612

### Domestic Representative - Not Found

### Assignment 2 of 3

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [2833/0910](#)

**Pages:** 11

**Date Recorded:** Apr. 23, 2004

**Supporting Documents:** [assignment-tm-2833-0910.pdf](#)

#### Assignor

**Name:** [JAMES HARDIE RESEARCH PTY LTD](#)

**Execution Date:** Feb. 26, 2004

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** AUSTRALIA

#### Assignee

**Name:** [JAMES HARDIE INTERNATIONAL FINANCE, B.V.](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** NETHERLANDS

**Address:** UNIT 04-07, ATRIUM BUILDING STRAWINSKYLAAN 3077, 1077 ZX

AMSTERDAM, NETHERLANDS

**Correspondent**

**Correspondent Name:** ANDREW H. SIMPSON

**Correspondent Address:** 2040 MAIN STREET  
FOURTEENTH FLOOR  
IRVINE, CA 92614

**Domestic Representative - Not Found**

**Assignment 3 of 3**

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [4166/0223](#)

**Pages:** 25

**Date Recorded:** Mar. 10, 2010

**Supporting Documents:** [assignment-tm-4166-0223.pdf](#)

**Assignor**

**Name:** [JAMES HARDIE INTERNATIONAL FINANCE, B.V.](#)

**Execution Date:** Dec. 15, 2009

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** NETHERLANDS

**Assignee**

**Name:** [JAMES HARDIE TECHNOLOGY LIMITED](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** BERMUDA

**Address:** EUROPA HOUSE, SECOND FLOOR  
HARCOURT CENTRE, HARCOURT STREET  
DUBLIN 2, IRELAND

**Correspondent**

**Correspondent Name:** LISA SHEREEN

**Correspondent Address:** ZAMALUDIN/GARDERE  
1601 ELM STREET, SUITE 3000  
DALLAS, TEXAS 75201

**Domestic Representative - Not Found**

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**Mark:** JAMESHARDIE

JAMESHARDIE

**US Serial Number:** 86916644

**Application Filing Date:** Feb. 23, 2016

**US Registration Number:** 5089776

**Registration Date:** Nov. 29, 2016

**Filed as TEAS RF:** Yes

**Currently TEAS RF:** Yes

**Register:** Principal

**Mark Type:** Trademark, Service Mark

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Nov. 29, 2016

**Publication Date:** Sep. 13, 2016

## Mark Information

**Mark Literal Elements:** JAMESHARDIE

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

**Name Portrait Consent:** The name "JAMES HARDIE" does not identify a living individual.

## Related Properties Information

**Claimed Ownership of US Registrations:** 2252291, 3828781, 4030856

## Goods and Services

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*.\* identify additional (new) wording in the goods/services.

**For:** Paints; coatings, namely, stains, primers, sealers, varnishes, clear finishes, and colored stains for exterior and interior use on a variety of substrates; paints, primers, sealers, stains, clear finishes and colored stains for non-metal building materials, polymer composite materials, fiber cement materials, and fiberglass materials

**International Class(es):** 002 - Primary Class

**U.S Class(es):** 006, 011, 016

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Mar. 2001

**Use in Commerce:** Mar. 2001

**For:** Metal building flashing; metal fasteners, namely, bolts, nails, nuts, rivets, screws, and ballistic fasteners; metal trim for buildings; metal building materials, namely, metal tab fasteners for attaching trim, belly boards and frieze boards

**International Class(es):** 006 - Primary Class

**U.S Class(es):** 002, 012, 013, 014, 023, 025, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Feb. 01, 2008

**Use in Commerce:** Feb. 01, 2008

**For:** Blades for power tools; power saw blades; dry cutting power saw blades for engineered cement composite building materials

**International Class(es):** 007 - Primary Class

**U.S Class(es):** 013, 019, 021, 023, 031, 034, 035

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Sep. 01, 1999

**Use in Commerce:** Sep. 01, 1999

**For:** Non-woven, non-perforated polyolefin barriers used in the construction industry as a water vapor barrier, moisture barrier, and air infiltration barrier to protect and cover building structures; weatherizing membranes and vapor barrier; plastic sheeting used in the construction industry as a vapor barrier; laminated vapor barrier; Sheets of plastic fabric used as an insulating infiltration barrier in building construction

**International Class(es):** 017 - Primary Class

**U.S Class(es):** 001, 005, 012, 013, 035, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Feb. 01, 2008

**Use in Commerce:** Feb. 01, 2008

**For:** Non-metal construction materials, namely, boards, panels, soffits, fascia, planks, siding, cladding; non-metal construction materials, namely, boards, panels, soffits, fascia, planks, siding, cladding having pre-applied finish coatings, paint coatings, or stain coatings; non-metal construction materials, namely, flooring underlayment; non-metal underlayment and cement composite boards for countertops, walls and ceilings; building and construction material composed primarily of nonmetal materials, namely, engineered cement composite trim, fascia, panels, planks, soffits, cladding, siding and boards; building and construction material composed primarily of nonmetal materials, namely, fiber-reinforced cement composite trim, fascia, panels, planks, soffits, cladding, siding and boards; building and construction material composed primarily of nonmetal materials, namely, polymer composite trim, fascia, panels, planks, soffits, cladding, siding and boards; non-metal architectural mouldings and finish trim; non-metal building flashing; non-metal roof flashing; seam tape for building; tape, namely, seam tape, which is made out of polypropylene coated with an adhesive and used to join barrier materials and cover wall, attic, and other areas of outside building structures; environmental control barriers, namely, fabric wall systems used for environmental separation and containment in industrial and commercial applications

**International Class(es):** 019 - Primary Class

**U.S Class(es):** 001, 012, 033, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** May 1986

**Use in Commerce:** May 1986

**For:** Advertising, marketing and promotion services; promoting the sale of building and construction products through the distribution of printed promotional materials of others, by providing hypertext links to the websites of dealers, suppliers and distributors of building and construction products, by preparation of custom advertisements and custom promotional products in the nature of branded apparel of others, and by providing sales promotion consultation; advertising, marketing, and promotional services in the nature of an online web portal that connects customers to the products and services of others; electronic commerce services, namely, providing information online about products and services for advertising and sales purposes; business advisory services and consultancy related to the selection and purchase of goods; cost-price analysis; administrative processing of purchase orders; online retail store services featuring building and construction materials, apparel, banners, signage, and custom-made marketing and promotional goods for businesses; marketing services to promote the sale of building and construction materials; marketing services to promote the sale of services of others; providing cooperative advertising and marketing services for suppliers and distributors of building and construction products, for contractor services, and for home and commercial construction services; promotional services for dealers, suppliers, distributors, and contractors by preparation of custom advertisements and custom promotional products; providing a website and online directory consisting of advertisements and marketing information for use by dealers, suppliers, distributors and installers of building and construction products; consumer information concerning building and construction provided online; online ordering services, namely, providing a website for builders, contractors and construction sales professionals for placing orders and tracking the status of orders in the field of building and construction products and materials and tools; conducting incentive award program to promote excellent service and performance in the fields of contracting, home and commercial construction; conducting incentive award programs to promote the sale of building and construction materials; incentive award programs to promote the services of others; incentive awards services for commercial, promotional, and/or advertising purposes in the nature of recognition of preferred customers and member businesses through affiliation with a preferred program; information provided to member businesses of a membership club in the field of advertising and marketing, business growth, sales generation, and providing advertising for member businesses on distribution lists and websites; consumer product information services provided via customer support services and help desk services regarding the selection and purchase of building and construction materials; business consulting services, namely, one-on-one business support services provided via telephone or online; providing information to customers regarding selection, purchase and installation of building and construction products; business support services in the nature of business consulting services related to building and construction products and services

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** May 1986

**Use in Commerce:** May 1986

**For:** Building construction, remodeling and repair; painting services; construction planning services; general building contractor services; installation services for wallboards, siding, roofing, walls, windows, and doors; construction project management services; consultation in the field of construction, maintenance and renovation of property; consultation in the field of installation, maintenance, and repair of wallboards, siding, roofing, walls, windows, and doors; construction planning; maintenance and renovation of property; website

providing information on building construction, construction planning, and renovation; Building construction information provided online; construction information provided via the Internet; information provided to member businesses in a membership club in the field of construction, namely, regarding installation best practices for home and commercial contracting and construction services; customer support services for dealers, distributors, builders and other trade professionals for answering questions related to product information, product installation, and providing installation guidance and support services in the field of building and construction; customer support services for dealers, distributors, builders and other trade professionals in the nature of information provision in the field of installation of building and construction materials; customer support services in the nature of help desk services related to the installation of products in the field of building and construction; customer support services and help desk services, namely, providing information about the installation of construction materials; providing information to customers regarding the installation of building and construction products; technical support services, namely, troubleshooting and technical consultation regarding the installation of building and construction products

**International Class(es):** 037 - Primary Class

**U.S Class(es):** 100, 103, 106

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** May 1986

**Use in Commerce:** May 1986

**For:** Platform as a service (PAAS) featuring computer software platforms for users to manage products and online purchases for their customers, to compare costs, to prepare budgets and to prepare cost reports; platform as a service (PAAS) services featuring computer software platforms for users to access information about fiber cement products, to create cost estimates for product purchases, to manage online product sales on a project-by-project basis, to manage inventory of goods on a project-by-project basis, and to provide users with software for billing purposes; software as a service (SAAS) services featuring software for creating 3D images, artwork and designs; software as a service (SAAS) services featuring software that connects customers to product distributors; software as a service (SAAS) services featuring software that allows users to track product purchases and to calculate cost estimates for product purchases; advisory and consultancy services, specifically, color analysis for the purpose of interior and exterior design, providing a means of color coordinating building and construction materials, and providing color analysis for the design of cladding, siding, trim, panels and boards for building and construction; online portal that allows customers to place orders, view order status and manage orders, check and compare pricing of materials, access educational videos and materials in the fields of building and construction, access instructional videos and materials in the fields of building and construction, and contact customer service representatives; providing a website featuring information in the field of home and building design, interior and exterior design, and architecture; providing a website featuring technology for placing and tracking orders for builders, contractors and construction sales professionals; online portal featuring technology that allows customers to place orders, view order status and manage orders, check and compare pricing of materials, access educational videos and materials in the fields of building and construction, access instructional videos and materials in the fields of building and construction, and contact customer service representatives

**International Class(es):** 042 - Primary Class

**U.S Class(es):** 100, 101

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** 1997

**Use in Commerce:** 1997

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Amended Use:** No

**Filed ITU:** No

**Currently ITU:** No

**Amended ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Amended 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Amended 44E:** No

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

## Current Owner(s) Information

**Owner Name:** James Hardie Technology Limited

**Owner Address:** Europa House, Second Floor  
Harcourt Centre, Harcourt Street  
Dublin 2  
IRELAND

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** BERMUDA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Charlene A. Azema

**Docket Number:** HARD1M.093T

**Attorney Primary Email Address:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Attorney Email Authorized:** Yes

## Correspondent

**Correspondent Name/Address:** CHARLENE A. AZEMA  
KNOBBE, MARTENS, OLSON & BEAR, LLP  
2040 MAIN STREET, 14TH FLOOR  
IRVINE, CALIFORNIA 92614  
UNITED STATES

**Phone:** (949) 760-0404

**Fax:** (949) 760-9502

**Correspondent e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Correspondent e-mail Authorized:** Yes

## Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Nov. 29, 2016	REGISTERED-PRINCIPAL REGISTER	
Sep. 13, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Sep. 13, 2016	PUBLISHED FOR OPPOSITION	
Aug. 24, 2016	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Aug. 08, 2016	LAW OFFICE PUBLICATION REVIEW COMPLETED	70138
Jul. 27, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 27, 2016	EXAMINER'S AMENDMENT ENTERED	88888
Jul. 27, 2016	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jul. 27, 2016	EXAMINERS AMENDMENT E-MAILED	6328
Jul. 27, 2016	EXAMINERS AMENDMENT -WRITTEN	83187
Mar. 24, 2016	COMBINED EXAMINER'S AMENDMENT/PRIORITY ACTION ENTERED	70138
Mar. 24, 2016	ASSIGNED TO LIE	70138
Mar. 24, 2016	NOTIFICATION OF EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	6326
Mar. 24, 2016	EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	6326
Mar. 24, 2016	EXAMINERS AMENDMENT AND/OR PRIORITY ACTION - COMPLETED	83187
Mar. 21, 2016	ASSIGNED TO EXAMINER	83187
Mar. 01, 2016	NOTICE OF PSEUDO MARK E-MAILED	
Feb. 27, 2016	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Feb. 26, 2016	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Nov. 29, 2016

**Generated on:** This page was generated by TSDR on 2016-12-12 13:06:44 EST

**Mark:** JH JAMESHARDIE ELITE PREFERRED CONTRACTOR ALLIANCE



**US Serial Number:** 86571091

**Application Filing Date:** Mar. 20, 2015

**US Registration Number:** 4995933

**Registration Date:** Jul. 12, 2016

**Filed as TEAS RF:** Yes

**Currently TEAS RF:** Yes

**Register:** Principal

**Mark Type:** Service Mark

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Jul. 12, 2016

**Publication Date:** Apr. 26, 2016

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## Mark Information

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**Mark Literal Elements:** JH JAMESHARDIE ELITE PREFERRED CONTRACTOR ALLIANCE

**Standard Character Claim:** No

**Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

**Description of Mark:** The mark consists of a shaded rectangular design with the appearance of brushed metal with "ELITE PREFERRED" in block letters appearing stacked in the center of the rectangular design and with a shaded border around the rectangular design. The phrase "CONTRACTOR ALLIANCE" appears in between two horizontal lines below the terms "ELITE PREFERRED" in the rectangular design. Above the phrase "ELITE PREFERRED" are the letters "JH" in a circle design in a shaded square and the phrase "JamesHardie" in between two horizontal lines.

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Disclaimer:** "ELITE PREFERRED" AND "CONTRACTOR ALLIANCE"

**Design Search Code(s):** 26.01.21 - Circles that are totally or partially shaded.  
26.09.21 - Squares that are completely or partially shaded  
26.11.21 - Rectangles that are completely or partially shaded  
26.17.01 - Bars, straight; Bands, straight; Lines, straight; Straight line(s), band(s) or bar(s)  
26.17.05 - Bands, horizontal; Bars, horizontal; Horizontal line(s), band(s) or bar(s); Lines, horizontal

**Name Portrait Consent:** The name "James Hardie" identifies a living individual whose consent is of record.

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## Related Properties Information

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**Claimed Ownership of US Registrations:** 2235580, 2252291, 4352291

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## Goods and Services

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**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.

**For:** Advertising, marketing and promotion services; business consultation; advertising and marketing consultation; conducting incentive award program to promote excellent service and performance in the fields of contracting, home and commercial construction, and installation of building materials by the distribution of rewards points; conducting incentive award programs to promote the sale of building and construction materials; incentive award programs to promote the sale of services of others; providing incentive award programs through issuance and processing of loyalty points for purchase of a company's goods and services; customer loyalty awards services for commercial, promotional, and/or advertising purposes in the nature of recognition of preferred customers and member

businesses through affiliation with a preferred program; membership club services providing member businesses with information on marketing, business growth, and sales generation for home and commercial contracting and construction businesses, and providing advertising for member businesses on distribution lists and websites; verifying the credentials of contractors, construction companies, and installers for business purposes; providing cooperative advertising and marketing services for suppliers and distributors of building products, for contractor services, and for home and commercial construction services; promoting the sale of building and construction products, contractor services, and home and commercial construction services through the distribution of online and printed promotional materials of others, by providing hypertext links to the websites of dealers, suppliers, distributors, and contractors, by preparation of custom advertisements and custom promotional products in the nature of branded apparel of others, and by providing sales promotion consultation; providing a website and online directory consisting of advertisements and marketing information for use by dealers, suppliers, distributors and installers of building and construction products; internet website portal for retail purposes offering consumer information concerning materials for building and construction; providing a website for connecting sellers with buyers

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 06, 2014

**Use in Commerce:** Oct. 06, 2014

**For:** Building construction, remodeling and repair; painting services; construction planning services; general building contractor services; installation services for wallboards, siding, roofing, walls, windows, and doors; construction project management services; consultation in the field of construction, maintenance and renovation of property; consultation in the field of installation, maintenance, and repair of wallboards, siding, roofing, walls, windows, and doors; construction planning; maintenance and renovation of property; website providing information on building construction, construction planning, and renovation of homes and buildings; membership club services providing member businesses with information on installation best practices for home and commercial contracting and construction services

**International Class(es):** 037 - Primary Class

**U.S Class(es):** 100, 103, 106

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 06, 2014

**Use in Commerce:** Oct. 06, 2014

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Amended Use:** No

**Filed ITU:** No

**Currently ITU:** No

**Amended ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Amended 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Amended 44E:** No

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

## Current Owner(s) Information

**Owner Name:** James Hardie Technology Limited

**Owner Address:** Europa House, Second Floor  
Harcourt Centre, Harcourt Street  
Dublin 2  
IRELAND

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** BERMUDA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Diane M. Reed

**Docket Number:** HARD1M.085T

**Attorney Primary Email Address:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** DIANE M. REED  
Knobbe Martens Olson & Bear LLP  
2040 Main St Fl 14  
Irvine, CALIFORNIA 92614-8214  
UNITED STATES

**Phone:** (949) 760-0404

**Fax:** (949) 760-9502

**Correspondent e-** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Correspondent e-** Yes



mail:

mail Authorized:

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jul. 12, 2016	REGISTERED-PRINCIPAL REGISTER	
Apr. 26, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 26, 2016	PUBLISHED FOR OPPOSITION	
Apr. 06, 2016	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 16, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 15, 2016	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Mar. 14, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Mar. 14, 2016	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Jan. 20, 2016	NOTIFICATION OF FINAL REFUSAL EMAILED	
Jan. 20, 2016	FINAL REFUSAL E-MAILED	
Jan. 20, 2016	FINAL REFUSAL WRITTEN	78366
Dec. 28, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Dec. 22, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Dec. 22, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 22, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jun. 22, 2015	NON-FINAL ACTION E-MAILED	6325
Jun. 22, 2015	NON-FINAL ACTION WRITTEN	78366
Jun. 10, 2015	ASSIGNED TO EXAMINER	78366
Apr. 01, 2015	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK E-MAILED	
Mar. 31, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Mar. 24, 2015	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jul. 12, 2016

**Generated on:** This page was generated by TSDR on 2016-12-12 13:19:54 EST

**Mark:** JH JAMESHARDIE ELITE PREFERRED CONTRACTOR ALLIANCE



**US Serial Number:** 86571083

**Application Filing Date:** Mar. 20, 2015

**US Registration Number:** 4995932

**Registration Date:** Jul. 12, 2016

**Filed as TEAS RF:** Yes

**Currently TEAS RF:** Yes

**Register:** Principal

**Mark Type:** Service Mark

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Jul. 12, 2016

**Publication Date:** Apr. 26, 2016

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## Mark Information

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**Mark Literal Elements:** JH JAMESHARDIE ELITE PREFERRED CONTRACTOR ALLIANCE

**Standard Character Claim:** No

**Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

**Description of Mark:** The mark consists of a shaded rectangular design with the appearance of brushed metal with "ELITE PREFERRED" in block letters appearing in the center of the rectangular design and the phrase "CONTRACTOR ALLIANCE" appearing in between two horizontal lines below the term "ELITE PREFERRED" and with a shaded border around the rectangular design. Above the phrase "ELITE PREFERRED" are the letters "JH" in a circle design in a shaded square and the phrase "JamesHardie" in between two horizontal lines.

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Disclaimer:** "ELITE PREFERRED" AND "CONTRACTOR ALLIANCE"

**Design Search Code(s):** 26.01.21 - Circles that are totally or partially shaded.  
26.09.21 - Squares that are completely or partially shaded  
26.11.21 - Rectangles that are completely or partially shaded  
26.17.01 - Bars, straight; Bands, straight; Lines, straight; Straight line(s), band(s) or bar(s)  
26.17.05 - Bands, horizontal; Bars, horizontal; Horizontal line(s), band(s) or bar(s); Lines, horizontal

**Name Portrait Consent:** The name "James Hardie" does not identify a living individual.

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## Related Properties Information

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**Claimed Ownership of US Registrations:** 2235580, 2252291, 4352291

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## Goods and Services

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**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Advertising, marketing and promotion services; business consultation; advertising and marketing consultation; conducting incentive award program to promote excellent service and performance in the fields of contracting, home and commercial construction, and installation of building materials by the distribution of rewards points; conducting incentive award programs to promote the sale of building and construction materials; incentive award programs to promote the sale of services of others; providing incentive award programs through issuance and processing of loyalty points for purchase of a company's goods and services; customer loyalty awards services for commercial, promotional, and/or advertising purposes in the nature of recognition of preferred customers and member businesses through affiliation with a preferred program; membership club services providing member businesses with information on marketing, business growth, and sales generation for home and commercial contracting and construction businesses, and providing advertising for member businesses on distribution lists and websites; verifying the credentials of contractors, construction companies, and installers for business purposes; providing cooperative advertising and marketing services for suppliers and distributors of building

products, for contractor services, and for home and commercial construction services; promoting the sale of building and construction products, contractor services, and home and commercial construction services through the distribution of online and printed promotional materials of others, by providing hypertext links to the websites of dealers, suppliers, distributors, and contractors, by preparation of custom advertisements and custom promotional products in the nature of branded apparel of others, and by providing sales promotion consultation; providing a website and online directory consisting of advertisements and marketing information for use by dealers, suppliers, distributors and installers of building and construction products; internet website portal for retail purposes offering consumer information concerning materials for building and construction; providing a website for connecting sellers with buyers

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 06, 2014

**Use in Commerce:** Oct. 06, 2014

**For:** Building construction, remodeling and repair; painting services; construction planning services; general building contractor services; installation services for wallboards, siding, roofing, walls, windows, and doors; construction project management services; consultation in the field of construction, maintenance and renovation of property; consultation in the field of installation, maintenance, and repair of wallboards, siding, roofing, walls, windows, and doors; construction planning; maintenance and renovation of property; website providing information on building construction, construction planning, and renovation of homes and buildings; membership club services providing member businesses with information on installation best practices for home and commercial contracting and construction services

**International Class(es):** 037 - Primary Class

**U.S Class(es):** 100, 103, 106

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 06, 2014

**Use in Commerce:** Oct. 06, 2014

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Amended Use:** No

**Filed ITU:** No

**Currently ITU:** No

**Amended ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Amended 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Amended 44E:** No

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

## Current Owner(s) Information

**Owner Name:** James Hardie Technology Limited

**Owner Address:** Europa House, Second Floor  
Harcourt Centre, Harcourt Street  
Dublin 2  
IRELAND

**Legal Entity Type:** CORPORATION

**State or Country** BERMUDA  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Diane M. Reed

**Docket Number:** HARD1M.084T

**Attorney Primary Email Address:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** DIANE M. REED  
Knobbe Martens Olson & Bear LLP  
2040 Main St Fl 14  
Irvine, CALIFORNIA 92614-8214  
UNITED STATES

**Phone:** (949) 760-0404

**Fax:** (949) 760-9502

**Correspondent e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Jul. 12, 2016	REGISTERED-PRINCIPAL REGISTER	
Apr. 26, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 26, 2016	PUBLISHED FOR OPPOSITION	
Apr. 06, 2016	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 16, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 15, 2016	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Mar. 14, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Mar. 14, 2016	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Jan. 20, 2016	NOTIFICATION OF FINAL REFUSAL EMAILED	
Jan. 20, 2016	FINAL REFUSAL E-MAILED	
Jan. 20, 2016	FINAL REFUSAL WRITTEN	78366
Dec. 28, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Dec. 22, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Dec. 22, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 22, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jun. 22, 2015	NON-FINAL ACTION E-MAILED	6325
Jun. 22, 2015	NON-FINAL ACTION WRITTEN	78366
Jun. 10, 2015	ASSIGNED TO EXAMINER	78366
Apr. 01, 2015	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK E-MAILED	
Mar. 31, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Mar. 24, 2015	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jul. 12, 2016

**Generated on:** This page was generated by TSDR on 2016-12-12 13:21:13 EST

**Mark:** JH JAMESHARDIE PREFERRED CONTRACTOR ALLIANCE



**US Serial Number:** 86571070

**Application Filing Date:** Mar. 20, 2015

**US Registration Number:** 4995931

**Registration Date:** Jul. 12, 2016

**Filed as TEAS RF:** Yes

**Currently TEAS RF:** Yes

**Register:** Principal

**Mark Type:** Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Jul. 12, 2016

**Publication Date:** Apr. 26, 2016

## Mark Information

**Mark Literal Elements:** JH JAMESHARDIE PREFERRED CONTRACTOR ALLIANCE

**Standard Character Claim:** No

**Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

**Description of Mark:** The mark consists of a shaded rectangular design with the appearance brushed metal with "PREFERRED" in block letters appearing in the center of the rectangular design and the phrase "CONTRACTOR ALLIANCE" appearing in between two horizontal lines below the term "PREFERRED" and with a shaded border around the rectangular design. Above the word "PREFERRED" are the letters "JH" in a circle design in a shaded square and the phrase "JamesHardie" in between two horizontal lines.

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Disclaimer:** "PREFERRED" AND "CONTRACTOR ALLIANCE"

**Design Search Code(s):** 26.01.21 - Circles that are totally or partially shaded.  
26.09.21 - Squares that are completely or partially shaded  
26.11.21 - Rectangles that are completely or partially shaded  
26.17.01 - Bars, straight; Bands, straight; Lines, straight; Straight line(s), band(s) or bar(s)  
26.17.05 - Bands, horizontal; Bars, horizontal; Horizontal line(s), band(s) or bar(s); Lines, horizontal

**Name Portrait Consent:** The name "James Hardie" does not identify a living individual.

## Related Properties Information

**Claimed Ownership of US Registrations:** 2235580, 2252291, 4352291

## Goods and Services

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.

**For:** Advertising, marketing and promotion services; business consultation; advertising and marketing consultation; conducting incentive award program to promote excellent service and performance in the fields of contracting, home and commercial construction, and installation of building materials by the distribution of rewards points; conducting incentive award programs to promote the sale of building and construction materials; incentive award programs to promote the sale of services of others; providing incentive award

programs through issuance and processing of loyalty points for purchase of a company's goods and services; customer loyalty awards services for commercial, promotional, and/or advertising purposes in the nature of recognition of preferred customers and member businesses through affiliation with a preferred program; membership club services providing member businesses with information on marketing, business growth, and sales generation for home and commercial contracting and construction businesses, and providing advertising for member businesses on distribution lists and websites; verifying the credentials of contractors, construction companies, and installers for business purposes; providing cooperative advertising and marketing services for suppliers and distributors of building products, for contractor services, and for home and commercial construction services; promoting the sale of building and construction products, contractor services, and home and commercial construction services through the distribution of online and printed promotional materials of others, by providing hypertext links to the websites of dealers, suppliers, distributors, and contractors, by preparation of custom advertisements and custom promotional products in the nature of branded apparel of others, and by providing sales promotion consultation; providing a website and online directory consisting of advertisements and marketing information for use by dealers, suppliers, distributors and installers of building and construction products; internet website portal for retail purposes offering consumer information concerning materials for building and construction; providing a website for connecting sellers with buyers

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 06, 2014

**Use in Commerce:** Oct. 06, 2014

**For:** Building construction, remodeling and repair; painting services; construction planning services; general building contractor services; installation services for wallboards, siding, roofing, walls, windows, and doors; construction project management services; consultation in the field of construction, maintenance and renovation of property; consultation in the field of installation, maintenance, and repair of wallboards, siding, roofing, walls, windows, and doors; construction planning; maintenance and renovation of property; website providing information on building construction, construction planning, and renovation of homes and buildings; membership club services providing member businesses with information on installation best practices for home and commercial contracting and construction services

**International Class(es):** 037 - Primary Class

**U.S Class(es):** 100, 103, 106

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 06, 2014

**Use in Commerce:** Oct. 06, 2014

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Amended Use:** No

**Filed ITU:** No

**Currently ITU:** No

**Amended ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Amended 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Amended 44E:** No

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

## Current Owner(s) Information

**Owner Name:** James Hardie Technology Limited

**Owner Address:** Europa House, Second Floor  
Harcourt Centre, Harcourt Street  
Dublin 2 IRELAND

**Legal Entity Type:** CORPORATION

**State or Country** BERMUDA  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Diane M. Reed

**Docket Number:** HARD1M.083T

**Attorney Primary Email Address:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Attorney Email** Yes  
**Authorized:**

### Correspondent

**Correspondent Name/Address:** DIANE M. REED  
Knobbe Martens Olson & Bear LLP  
2040 Main St Fl 14  
Irvine, CALIFORNIA UNITED STATES 92614-8214

**Phone:** (949) 760-0404

**Fax:** (949) 760-9502

**Correspondent e-** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Correspondent e-** Yes

mail:

mail Authorized:

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jul. 12, 2016	REGISTERED-PRINCIPAL REGISTER	
Apr. 26, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 26, 2016	PUBLISHED FOR OPPOSITION	
Apr. 06, 2016	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 16, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 15, 2016	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Mar. 14, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Mar. 14, 2016	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Jan. 20, 2016	NOTIFICATION OF FINAL REFUSAL EMAILED	
Jan. 20, 2016	FINAL REFUSAL E-MAILED	
Jan. 20, 2016	FINAL REFUSAL WRITTEN	78366
Dec. 28, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Dec. 22, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Dec. 22, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 22, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jun. 22, 2015	NON-FINAL ACTION E-MAILED	6325
Jun. 22, 2015	NON-FINAL ACTION WRITTEN	78366
Jun. 10, 2015	ASSIGNED TO EXAMINER	78366
Mar. 31, 2015	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK E-MAILED	
Mar. 30, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Mar. 24, 2015	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jul. 12, 2016

**Generated on:** This page was generated by TSDR on 2016-12-12 13:23:21 EST

**Mark:** CONTRACTOR ALLIANCE JH JAMESHARDIE



**US Serial Number:** 86571062

**Application Filing Date:** Mar. 20, 2015

**US Registration Number:** 4995930

**Registration Date:** Jul. 12, 2016

**Filed as TEAS RF:** Yes

**Currently TEAS RF:** Yes

**Register:** Principal

**Mark Type:** Service Mark

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Jul. 12, 2016

**Publication Date:** Apr. 26, 2016

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## Mark Information

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**Mark Literal Elements:** CONTRACTOR ALLIANCE JH JAMESHARDIE

**Standard Character Claim:** No

**Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

**Description of Mark:** The mark consists of a shaded rectangular design with the appearance of brushed metal with the phrase "CONTRACTOR ALLIANCE" appearing in the rectangular design and with a shaded border around the rectangular design. Below the phrase "CONTRACTOR ALLIANCE" are the letters "JH" in a circle design in a shaded square and the phrase "JamesHardie". A house-shaped design in the center of a horizontal line appears above the phrase "CONTRACTOR ALLIANCE" and there is another horizontal line below the phrase "CONTRACTOR ALLIANCE".

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Disclaimer:** "CONTRACTOR ALLIANCE"

**Design Search Code(s):** 07.01.04 - Detached house

26.01.21 - Circles that are totally or partially shaded.

26.09.20 - Squares inside one another

26.09.21 - Squares that are completely or partially shaded

26.17.01 - Bands, straight; Bars, straight; Straight line(s), band(s) or bar(s); Lines, straight

26.17.05 - Bands, horizontal; Horizontal line(s), band(s) or bar(s); Bars, horizontal; Lines, horizontal

**Name Portrait Consent:** The name "James Hardie" does not identify a living individual.

---

## Related Properties Information

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**Claimed Ownership of US Registrations:** 2235580, 2252291, 4352291

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## Goods and Services

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**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.



**For:** Advertising, marketing and promotion services; business consultation; advertising and marketing consultation; conducting incentive award program to promote excellent service and performance in the fields of contracting, home and commercial construction, and installation of building materials by the distribution of rewards points; conducting incentive award programs to promote the sale of building and construction materials; incentive award programs to promote the sale of services of others; providing incentive award programs through issuance and processing of loyalty points for purchase of a company's goods and services; customer loyalty awards services for commercial, promotional, and/or advertising purposes in the nature of recognition of preferred customers and member businesses through affiliation with a preferred program; membership club services providing member businesses with information on marketing, business growth, and sales generation for home and commercial contracting and construction businesses, and providing advertising for member businesses on distribution lists and websites; verifying the credentials of contractors, construction companies, and installers for business purposes; providing cooperative advertising and marketing services for suppliers and distributors of building products, for contractor services, and for home and commercial construction services; promoting the sale of building and construction products, contractor services, and home and commercial construction services through the distribution of online and printed promotional materials of others, by providing hypertext links to the websites of dealers, suppliers, distributors, and contractors, by preparation of custom advertisements and custom promotional products in the nature of branded apparel of others, and by providing sales promotion consultation; providing a website and online directory consisting of advertisements and marketing information for use by dealers, suppliers, distributors and installers of building and construction products; internet website portal for retail purposes offering consumer information concerning materials for building and construction; providing a website for connecting sellers with buyers

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 06, 2014

**Use in Commerce:** Oct. 06, 2014

**For:** Building construction, remodeling and repair; painting services; construction planning services; general building contractor services; installation services for wallboards, siding, roofing, walls, windows, and doors; construction project management services; consultation in the field of construction, maintenance and renovation of property; consultation in the field of installation, maintenance, and repair of wallboards, siding, roofing, walls, windows, and doors; construction planning; maintenance and renovation of property; website providing information on building construction, construction planning, and renovation of homes and buildings; membership club services providing member businesses with information on installation best practices for home and commercial contracting and construction services

**International Class(es):** 037 - Primary Class

**U.S Class(es):** 100, 103, 106

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 06, 2014

**Use in Commerce:** Oct. 06, 2014

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Amended Use:** No

**Filed ITU:** No

**Currently ITU:** No

**Amended ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Amended 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Amended 44E:** No

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

## Current Owner(s) Information

**Owner Name:** James Hardie Technology Limited

**Owner Address:** Europa House, Second Floor  
Harcourt Centre, Harcourt Street  
Dublin 2  
IRELAND

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** BERMUDA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Diane M. Reed

**Docket Number:** HARD1M.082T

**Attorney Primary Email Address:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** DIANE M. REED

**Name/Address:** Knobbe Martens Olson & Bear LLP

2040 Main St Fl 14  
Irvine, CALIFORNIA 92614-8214  
UNITED STATES

Phone: (949) 760-0404

Fax: (949) 760-9502

Correspondent e-mail: [efiling@knobbe.com](mailto:efiling@knobbe.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jul. 12, 2016	REGISTERED-PRINCIPAL REGISTER	
Apr. 26, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 26, 2016	PUBLISHED FOR OPPOSITION	
Apr. 06, 2016	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 16, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 15, 2016	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Mar. 14, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Mar. 14, 2016	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Jan. 20, 2016	NOTIFICATION OF FINAL REFUSAL EMAILED	
Jan. 20, 2016	FINAL REFUSAL E-MAILED	
Jan. 20, 2016	FINAL REFUSAL WRITTEN	78366
Dec. 28, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Dec. 22, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Dec. 22, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 22, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jun. 22, 2015	NON-FINAL ACTION E-MAILED	6325
Jun. 22, 2015	NON-FINAL ACTION WRITTEN	78366
Jun. 10, 2015	ASSIGNED TO EXAMINER	78366
Mar. 31, 2015	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK E-MAILED	
Mar. 30, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Mar. 24, 2015	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jul. 12, 2016

**Generated on:** This page was generated by TSDR on 2017-06-26 16:43:43 EDT

**Mark:** HARDIESTORE

HARDIESTORE

**US Serial Number:** 86775051

**Application Filing Date:** Oct. 01, 2015

**US Registration Number:** 5198026

**Registration Date:** May 09, 2017

**Filed as TEAS RF:** Yes

**Currently TEAS RF:** Yes

**Register:** Principal

**Mark Type:** Service Mark

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** May 09, 2017

**Publication Date:** Feb. 21, 2017

## Mark Information

**Mark Literal Elements:** HARDIESTORE

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

**Acquired Distinctiveness Claim:** In whole

**Distinctiveness Restriction Statement:** "online retail store services featuring building and construction materials, apparel, banners and signage; online retail store services featuring custom-made marketing and promotional goods for businesses"

## Related Properties Information

**Claimed Ownership of US Registrations:** 3619688, 3619690, 4030856

## Goods and Services

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Online retail store services featuring building and construction materials, apparel, banners, and signage; online retail store services featuring custom-made marketing and promotional goods for businesses; advertising, marketing and promotion services; marketing services to promote the sale of building and construction materials; marketing services to promote the sale of services of others; providing cooperative advertising and marketing services for suppliers and distributors of building products, for contractor services, and for home and commercial construction services; promotional services for dealers, suppliers, distributors, and contractors by preparation of custom advertisements and custom promotional products; providing a website and online directory consisting of advertisements and marketing information for use by dealers, suppliers, distributors and installers of building and construction products; providing a website for builders, contractors and construction sales professionals for placing orders and tracking the status of orders in the field of building materials, construction materials, clothing, and custom-made promotional goods for businesses

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jul. 2008

**Use in Commerce:** Apr. 2015

## Basis Information (Case Level)

<b>Filed Use:</b> Yes	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> No	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

## Current Owner(s) Information

**Owner Name:** James Hardie Technology Limited

**Owner Address:** Europa House, Second Floor  
Harcourt Centre, Harcourt Street  
Dublin 2  
IRELAND

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** BERMUDA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Diane M. Reed

**Docket Number:** HARD1M.089T

**Attorney Primary Email Address:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** CHARLENE A. AZEMA  
KNOBBE MARTENS OLSON & BEAR LLP  
2040 MAIN ST FL 14  
IRVINE, CALIFORNIA 92614-8214  
UNITED STATES

**Phone:** (949) 760-0404

**Fax:** (949) 760-9502

**Correspondent e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
May 09, 2017	REGISTERED-PRINCIPAL REGISTER	
Feb. 21, 2017	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Feb. 21, 2017	PUBLISHED FOR OPPOSITION	
Feb. 01, 2017	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jan. 10, 2017	EXPARTE APPEAL TERMINATED	775051
Jan. 09, 2017	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 09, 2017	EXAMINER'S AMENDMENT ENTERED	88888
Jan. 09, 2017	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jan. 09, 2017	EXAMINERS AMENDMENT E-MAILED	6328
Jan. 09, 2017	EXAMINERS AMENDMENT -WRITTEN	80796
Dec. 12, 2016	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Dec. 12, 2016	EX PARTE APPEAL-INSTITUTED	775051
Dec. 12, 2016	JURISDICTION RESTORED TO EXAMINING ATTORNEY	775051
Dec. 12, 2016	EXPARTE APPEAL RECEIVED AT TTAB	
Jun. 12, 2016	NOTIFICATION OF FINAL REFUSAL EMAILED	
Jun. 12, 2016	FINAL REFUSAL E-MAILED	
Jun. 12, 2016	FINAL REFUSAL WRITTEN	80796
May 17, 2016	TEAS/EMAIL CORRESPONDENCE ENTERED	88889

May 16, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
May 16, 2016	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Nov. 17, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Nov. 17, 2015	NON-FINAL ACTION E-MAILED	6325
Nov. 17, 2015	NON-FINAL ACTION WRITTEN	80796
Nov. 09, 2015	ASSIGNED TO EXAMINER	80796
Oct. 07, 2015	NOTICE OF PSEUDO MARK E-MAILED	
Oct. 06, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 05, 2015	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** May 09, 2017

## Proceedings

### Summary

**Number of Proceedings:** 1

### Type of Proceeding: Exparte Appeal

**Proceeding Number:** [86775051](#)

**Filing Date:** Dec 12, 2016

**Status:** Terminated

**Status Date:** Jan 10, 2017

**Interlocutory Attorney:**

### Plaintiff(s)

**Name:** James Hardie Technology Limited

**Correspondent** CHARLENE A. AZEMA

**Address:** Knobbe Martens Olson & Bear LLP  
2040 Main St Fl 14  
Irvine CA , 92614-8214  
UNITED STATES

**Correspondent e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
HARDIESTORE	Registered	<a href="#">86775051</a>	<a href="#">5198026</a>

### Prosecution History

Entry Number	History Text	Date	Due Date
1	APPEAL TO BOARD	Dec 12, 2016	
2	APPEAL ACKNOWLEDGED; CASE REMANDED	Dec 12, 2016	
3	INSTITUTED	Dec 12, 2016	
4	REQ FOR RECON	Dec 12, 2016	
5	TERMINATED	Jan 10, 2017	

**Generated on:** This page was generated by TSDR on 2017-06-26 16:44:20 EDT

**Mark:** HARDIESTORE

**HardieStore**

**US Serial Number:** 86775058

**Application Filing Date:** Oct. 01, 2015

**US Registration Number:** 5198027

**Registration Date:** May 09, 2017

**Filed as TEAS RF:** Yes

**Currently TEAS RF:** Yes

**Register:** Principal

**Mark Type:** Service Mark

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** May 09, 2017

**Publication Date:** Feb. 21, 2017

## Mark Information

**Mark Literal Elements:** HARDIESTORE

**Standard Character Claim:** No

**Mark Drawing Type:** 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

**Description of Mark:** The mark consists of "HARDIESTORE" in stylized font.

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Acquired Distinctiveness Claim:** In whole

**Distinctiveness Restriction Statement:** "online retail store services featuring building and construction materials, apparel, banners and signage; online retail store services featuring custom-made marketing and promotional goods for businesses"

## Related Properties Information

**Claimed Ownership of US Registrations:** 3619688, 3619690, 4030856

## Goods and Services

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Online retail store services featuring building and construction materials, apparel, banners, and signage; online retail store services featuring custom-made marketing and promotional goods for businesses; advertising, marketing and promotion services; marketing services to promote the sale of building and construction materials; marketing services to promote the sale of services of others; providing cooperative advertising and marketing services for suppliers and distributors of building products, for contractor services, and for home and commercial construction services; promotional services for dealers, suppliers, distributors, and contractors by preparation of custom advertisements and custom promotional products; providing a website and online directory consisting of advertisements and marketing information for use by dealers, suppliers, distributors and installers of building and construction products; providing a website for builders, contractors and construction sales professionals for placing orders and tracking the status of orders in the field of building materials, construction materials, clothing, and custom-made promotional goods for businesses

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

First Use: Jul. 2008

Use in Commerce: Apr. 2015

## Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

## Current Owner(s) Information

Owner Name: James Hardie Technology Limited

Owner Address: Europa House, Second Floor  
Harcourt Centre, Harcourt Street  
Dublin 2  
IRELAND

Legal Entity Type: CORPORATION

State or Country: BERMUDA  
Where Organized:

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Diane M. Reed

Docket Number: HARD1M.090T

Attorney Primary Email Address: [efiling@knobbe.com](mailto:efiling@knobbe.com)

Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: CHARLENE A AZEMA  
KNOBBE MARTENS OLSON & BEAR LLP  
2040 MAIN ST FL 14  
IRVINE, CALIFORNIA 92614-8214  
UNITED STATES

Phone: (949) 760-0404

Fax: (949) 760-9502

Correspondent e-mail: [efiling@knobbe.com](mailto:efiling@knobbe.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
May 09, 2017	REGISTERED-PRINCIPAL REGISTER	
Feb. 21, 2017	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Feb. 21, 2017	PUBLISHED FOR OPPOSITION	
Feb. 01, 2017	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jan. 10, 2017	EXPARTE APPEAL TERMINATED	775058
Jan. 09, 2017	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 09, 2017	EXAMINER'S AMENDMENT ENTERED	88888
Jan. 09, 2017	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jan. 09, 2017	EXAMINERS AMENDMENT E-MAILED	6328
Jan. 09, 2017	EXAMINERS AMENDMENT -WRITTEN	80796
Dec. 12, 2016	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Dec. 12, 2016	EX PARTE APPEAL-INSTITUTED	775058
Dec. 12, 2016	JURISDICTION RESTORED TO EXAMINING ATTORNEY	775058
Dec. 12, 2016	EXPARTE APPEAL RECEIVED AT TTAB	
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Jun. 12, 2016	FINAL REFUSAL E-MAILED	
Jun. 12, 2016	FINAL REFUSAL WRITTEN	80796

May 17, 2016	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
May 16, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
May 16, 2016	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Nov. 17, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Nov. 17, 2015	NON-FINAL ACTION E-MAILED	6325
Nov. 17, 2015	NON-FINAL ACTION WRITTEN	80796
Nov. 09, 2015	ASSIGNED TO EXAMINER	80796
Oct. 07, 2015	NOTICE OF PSEUDO MARK E-MAILED	
Oct. 06, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 05, 2015	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** May 09, 2017

## Proceedings

### Summary

**Number of** 1  
**Proceedings:**

### Type of Proceeding: Exparte Appeal

**Proceeding** [86775058](#)  
**Number:**

**Filing Date:** Dec 12, 2016

**Status:** Terminated

**Status Date:** Jan 10, 2017

**Interlocutory**  
**Attorney:**

### Plaintiff(s)

**Name:** James Hardie Technology Limited

**Correspondent** CHARLENE A AZEMA  
**Address:** KNOBBE MARTENS OLSON & BEAR LLP  
2040 MAIN ST FL 14  
IRVINE CA , 92614-8214  
UNITED STATES

**Correspondent e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
HARDIESTORE	Registered	<a href="#">86775058</a>	<a href="#">5198027</a>

### Prosecution History

Entry Number	History Text	Date	Due Date
1	APPEAL TO BOARD	Dec 12, 2016	
2	Appeal Acknowledged; Case Remanded	Dec 12, 2016	
3	INSTITUTED	Dec 12, 2016	
4	TERMINATED	Jan 10, 2017	