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**Word Mark** BLUE DIAMOND BEEF  
**Goods and Services** IC 029; US 046; G & S; BEEF; FIRST USE: 20070101; FIRST USE IN COMMERCE: 20070101  
**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS  
**Design Search Code** 26.05 01 - Triangles as borders or carriers  
 26.11.13 - Rectangles (exactly two rectangles); Two rectangles  
 26.11.26 - Oblongs as carriers for words, letters or designs  
 26.17.01 - Bands, straight; Bars, 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  
 26.17.15 - Letters or words underlined and/or overlined by one or more strokes or lines; Overlined words or letters; Underlined words or letters  
**Serial Number** 85533488  
**Filing Date** February 3, 2012  
**Current Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** May 14, 2013  
**Registration Number** 4374512  
**Registration Date** July 30, 2013  
**Owner** (REGISTRANT) CENTRAL VALLEY MEAT CO., INC. CORPORATION CALIFORNIA 10431 8 3/4 AVENUE HANFORD CALIFORNIA 93230  
**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** Gary J. Coelho 1)  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEEF" APART FROM THE MARK AS SHOWN  
**Description of Mark** The color(s) BLUE and WHITE is/are claimed as a feature of the mark. The mark consists of "BLUE DIAMOND" in WHITE above the term "BEEF" in WHITE and contained in a BLUE triangle; and all of the foregoing wording and design elements are superimposed on eight BLUE horizontal lines.  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Affidavit Text** SECT 15, SECT 8 (6-YR).  
**Live/Dead Indicator** LIVE

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