

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Christina L. Martin
Examining Attorney
Law Office 103
United States Patent and Trademark Office

RE: Serial No.: 90/027,916
Mark: CSL
Applicant: CSL Limited
Office Action of: October 29, 2020

APPLICANT’S RESPONSE TO OFFICE ACTION

The following is the response of CSL Limited (“Applicant”), by counsel, to the above referenced Office Action dated October 29, 2020.

I. UNITY OF CONTROL

Applicant owns 100% of CSL Behring L.L.C., the applicant and the owner of the cited trademark applications: SIMPLY SCL, Application Serial No. 87/465,341; CSL ASCEND, Application Serial No. 87/575,405; CSL MOTIVE, Application Serial No. 87/722,137; CSL ARMOR, Application Serial No. 88/234,862; CSL MODULAATE, Application Serial No. 88/234,923; CSL HARMONY, Application Serial No. 88/311,836; CSL RECLAIM, Application Serial No. 88/363,047; CSL SURPASS, Application Serial No. 88/369,707; CSL IMPRESS, Application Serial No. 88/370,906; CSL HAMONIIM, Application Serial No. 88/372,927; and CSL BEHRING, Application Serial No. 88/675,262 (“Cited Applications”).

Unity of control must be presumed where one party owns all of another entity. In such an instance, the above written statement need not be verified. TMEP § 1201.07(b)(i).

Unity of Control has been established between Applicant, CSL Limited, and CSL Behring L.L.C., the owner of the cited applications. A unity of control and a single source is now of record.

II. IDENTIFICATION OF SERVICES

Applicant hereby amends its identification of services as follows:

Class 41: “*Educational services, namely, conducting classes, seminars, conferences, and workshops in the fields of pharmaceuticals, vaccines, biotechnology, biotherapy, immunology, rare diseases and blood conditions.*”

Class 42: “*Medical Research; Scientific Research; Scientific Research and Development; pharmaceutical research and development; research and development of vaccines and medicines; research and developments in the pharmaceutical and biotechnology fields; testing, inspection, research, or development of pharmaceuticals preparations for gene therapy.*”

III. LIKELIHOOD OF CONFUSION REFUSAL



The Examining Attorney has refused registration of the proposed mark pursuant to Trademark Act Section 2(d), 15 U.S.C. § 1052(d), on the ground that the mark is likely to be confused with the marks CSL CONVERGENCE SYSTEMS LIMITED & Design, Registration No. 4,853,472; CSL, Registration No. 5,003,934; CSL, Registration No. 5,262,036; CSLP, Registration No. 5,552,422; CSL CERTIFIED SALES LEADER & Design, Registration No. 5,892,659; and SONY CSL, Registration No. 6,147,754 (“Cited Registrations”), with respect to Classes 41 and 42 only. For the following reasons, Applicant respectfully disagrees with this finding and requests that the Examining Attorney reconsider the statutory refusal.

Likelihood of confusion between two marks at the USPTO is determined by a review of all relevant factors under the *du Pont test*. *In re E.I. du Pont de Nemours & Co.*, 476 F.2d 1357, 177 USPQ 563 (CCPA 1973). Although the issue of likelihood of confusion typically revolves around the similarity and dissimilarity of the marks, and the relatedness of the goods or services, “there is no mathematical test for determining likelihood of confusion and each case must be decided on its own merits.” TMEP § 1027.01 (citing *du Pont* 476 F.2d at 1361, 177 USPQ at 567). In some cases, a determination that there is no likelihood of confusion may be appropriate, even where the marks are similar or even identical, because these factors are outweighed by other factors, such as differences in the identified goods/services, relevant trade channels of the goods/services, and the presence in the marketplace of a significant number of similar marks in use on similar goods/services. *Id.*

Applicant seeks to register the mark CSL for services in Classes 41 and 42, as amended, which are identified below in Table 1. For reference, the cited marks and corresponding services are also listed in Table 1.

TABLE 1: Applicant’s Mark and the Cited Marks

Owner	Marks	Services: Classes 41 and 42
CSL Limited	CSL App. Serial No. 90/027,916	Class 41: Educational services, namely, conducting classes, seminars, conferences, and workshops in the fields of

		<p>pharmaceuticals, vaccines, biotechnology, biotherapy, immunology, rare diseases and blood conditions</p> <p>Class 42: Medical Research; Scientific Research; Scientific Research and Development; pharmaceutical research and development; research and development of vaccines and medicines; research and developments in the pharmaceutical and biotechnology fields; testing, inspection, research, or development of pharmaceutical preparations for gene therapy.</p>
Hispanic Heritage Foundation	<p>CSL Reg. No. 5,003,934</p>	<p>Class 41: Educational training services, namely, providing instructional classes, seminars, presentations, workshops in computer software and database systems development, computer programming, and maintenance of computer software and database systems</p>
ESL BRIDGE LLC	<p>CSL Reg. No. 5,262,036</p>	<p>Class 41: Education services, namely, providing educational courses in the field of soft skills language; educational services, namely, providing exchange programs in the field of culture; educational services, namely, providing courses in the field of culture; educational services, namely, providing classes for curriculum building in the field of cultural understanding and appreciation</p>
Certified Student Loan Advisor Board of Standards	<p>CSLP Reg. No. 5,552,422</p>	<p>Class 41: education services, namely, providing training courses in the fields of wealth management, banking and finance and distribution of educational materials in connection therewith</p>
Sales Xceleration Inc.	<p> CERTIFIED SALES LEADER Reg. No. 5,892,659</p>	<p>Class 41: Educational services, namely, training, courses, and workshops in field of sales and sales leadership and distributing course materials in connection with the same</p>
Convergence Systems Limited	<p> CONVERGENCE SYSTEMS LIMITED Reg. No. 4,853,472</p>	<p>Class 42: Design of Real Time Location System (RTLS) software for the monitoring of animals, people, stationary objects, or mobile objects on a real time basis, RTLS tags, RTLS readers and RTLS antennas; Design of Radio Frequency Identification (RFID) devices and systems, namely, RFID antennas and software, RFID tags, RFID readers; consultancy services in relation to the operation and development of RTLS software for the monitoring of animals, people, stationary objects, or mobile objects on a real time basis, RTLS tags, RTLS readers, RTLS antennas, RFID antennas, RFID tag, RFID reader, RFID system, RFID software and RFID devices; computer software consultancy services in relation to the installation and maintenance of RFID software for monitoring and controlling assets, people, animals or mobile objects</p>
Sony Corporation	<p>Sony CSL Reg. No. 6,147,754</p>	<p>Class 42: Testing the performance and effectiveness of alternative energy systems, smart energy systems, augmented reality systems, virtual reality systems, artificial intelligence systems, artificial body, robotic limbs, human immersive experience transmission systems, quadcopter video camera systems, audio and video apparatus and systems, telecommunication apparatus and systems, telecommunication networks and robotics; Research and development of technology for scientific, technical and technological solutions that benefit society in the fields of alternative energy systems, smart energy systems, augmented reality systems, virtual reality systems, artificial intelligence systems, artificial body, robotic limbs, human immersive experience transmission systems, quadcopter video camera systems, learning systems, audio and video</p>

	apparatus and systems, telecommunication apparatus and systems, interactive events, urban development and agriculture
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There is no likelihood of confusion between Applicant's mark and the Cited Registrations, because the relevant services are unrelated and are directed to distinct and sophisticated groups of consumer. In addition, the Cited Registrations are weak and entitled to only a narrow scope of protection.

A. The Relevant Services Are Unrelated and Offered to Distinct Groups of Consumers

There is no per se rule that goods or services sold in the same field or industry are similar or related for purposes of likelihood of confusion. *See Cooper Industries, Inc. v. Repcoparts USA, Inc.*, 218 USPQ 81, 84 (TTAB 1983); *Lloyd's Food products, Inc., v. Eli's, Inc.*, 987 F.2d 766, 25 USPQ 2d 2027 (Fed. Cir. 1993) (reversing likelihood of confusion cancellation of LLOYD'S for barbecued meats based on LLOYD'S for restaurant services).

If the goods or services at issue, in a likelihood of confusion analysis, are not related or marketed in such a way that they would be encountered by the same persons in situations that would create the incorrect assumption that they originate from the same source, then, even if the marks are identical, confusion is not likely. TMEP § 1207.01(a)(i); *see also Calypso Tech. Inc. v. Calypso Capital Mgmt. LP*, 100 USPQ2d 1213, 1220 (TTAB 2011) (“[E]ven if marks are identical, the goods and services must also be sufficiently related and/or the circumstances surrounding their marketing be such that purchasers encountering them would mistakenly believe that they emanate from the same source...”) Goods or services “may fall under the same general product category but operate in distinct niches.” “[T]o demonstrate that goods [or services] are related, it is not sufficient that a particular term may be found, which may broadly describe the goods [or services].” *In re The W.W. Henry Co., L.P.*, 82 USPQ 2d 1213 (TTAB 2007); *see also Harvey Hibbell Inc. v. Tokyo Seimitsu Co., Ltd.*, 188 USPQ 517 (TTAB 1975). Rather, “when two products are part of distinct sectors of a broad product category, they can be sufficiently unrelated that customers are not likely to assume the products originate from the same mark.” *See, e.g. Checkpoint Systems, Inc. v. Check Point Software Technologies, Inc.*, 269 F.3d 270, 288 (3rd Cir. Oct. 19, 2001); *Information Resources Inc. v. X*Press Information Services*, 6 USPQ 2d 1034 (TTAB 1988).

Here, the relevant services are not identical, nor overlapping. Although Applicant and Registrants' identifications cover services in Classes 41 and/or 42, they are part of distinct niches and directed towards different groups of consumers.

With regard to Class 41, Applicant provides educational services in the fields of pharmaceuticals, vaccines, biotechnology, biotherapy, immunology, rare diseases and blood conditions. The revised identification of services for Applicant's mark also helps make this clearer. By contrast, the educational services covered under the Registrants' marks are for: computer software and database systems development, computer programming fields; soft skills language and culture fields; and wealth management, banking and finance.

Applicant also provides research and development services in the fields of pharmaceutical and biotechnology in Class 42, as amended. These services are distinguishable from the cited Registrants' Class 42 services for: Real Time Location System (RTLS) software for monitoring purposes and the development of said software, and the Design of Radio Frequency Identification (RFID) devices and systems; and research, development and testing the performance and effectiveness of technology in the fields of varying energy systems, augmented and virtual reality systems, virtual reality systems, artificial intelligence systems, artificial body, etc., to benefit society.

As such, it is clear that the specific services identified by the respective marks exist in distinct trade channels and are directed to distinct groups of consumers, obviating any potential likelihood of confusion between the marks.

Since the relevant services are dissimilar and operate in distinct niches, a reasonably prudent consumer would not believe that Applicant's services in the pharmaceutical and biotechnology fields, would be associated with the services offered under the Cited Registrations. Therefore, this factor weighs heavily against a likelihood of confusion refusal.

B. The Cited Registrations are Weak

In *Nat'l Cable Television Ass'n v. Am. Cinema Editors, Inc.*, 937 F.2d 1572 (Fed. Cir 1991), the court explained that the presence of numerous unrelated uses of a mark may be significant in determining the likelihood of confusion with another user of the same or virtually the same mark because:




Where a mark is commonly used on numerous types of goods and services by companies, it may be reasonable to infer in some situations that purchasers have been conditioned to expect different sources for specifically different goods or services even though such

goods or services might be deemed sufficiently related to be attributable to a single source under an uncommonly used mark.

Id. at 1579. Similarly, in *Amstar Corp. v. Domino’s Pizza, Inc.*, 615 F.2d 252, 259-60 (5th Cir 1980), the Fifth Circuit held that that the mark DOMINO’S is weak, and the potential for confusion unlikely where DOMINO was being used for sugar and for pizza restaurants, in view of significant and widespread third-party use of the mark. *See also* R. Callman, 3A Callman on Unfair Competition, Trademarks & Monopolies § 21.80 (4th ed. 2015).

The USPTO has already recognized and determined that the term “CSL” is weak and can be used by different entities in connection with services in Classes 41 and 42, as evidenced by the co-existence of the Cited Registrations with one another, as well as with other registered marks. In addition to the Cited Registrations, a TESS search revealed the below registered marks that contain the term “CSL” for educational services in Class 41.

TABLE 2: Additional Third-Party Marks that Include the Term “CSL”

Mark	Reg. No.	Relevant Services
 NATIONAL HONOR SOCIETY CSLS	3844779	Class 41: Educational services, namely, providing incentives to students, faculty and school administrators to demonstrate excellence in the field of social studies, language, mathematics, science and/or other traditional or core academic disciplines that are commonly taught in high schools, through the issuance of awards
 NATIONAL HONOR SOCIETY CSLS	3798545	Class 41: Educational services, namely, providing incentives to students, faculty and school administrators to demonstrate excellence in the fields of social studies, language, mathematics, science and/or other traditional or core academic disciplines that are commonly taught in elementary schools, through the issuance of awards.
 NATIONAL HONOR SOCIETY CSLS	2204972	Class 41: Educational services, namely, providing incentives to students, faculty, and school administrators that demonstrate excellence in the fields of social studies, language, mathematics, science and/or other traditional or core academic disciplines that are commonly taught in high schools, through the issuance of awards.

Copies of the registration certificates are attached as Exhibit A.

Moreover, with respect to Class 42, aside from the Cited Applications, the Cited Registrations co-exist with one another and with Registration No. 5,736,264 for the mark CSL PLASMA, also owned by Applicant, for “Medical laboratory services, namely, scientific testing

and screening services, namely, testing of human blood plasma for safety and quality; medical laboratory services regarding human blood plasma” in Class 42, which are related and/or overlapping with the Class 42 services listed under Applicant’s CSL application. *See* Exhibit B.

In summary, the coexistence of numerous registered marks utilizing the term “CSL” for services in Classes 41 and 42 demonstrates the weakness of this term and strongly suggests that the Cited Registrations are not entitled to a broad scope of protection, and the consuming public is accustomed to differentiating among similar “CSL” marks. This mitigates the likelihood of consumer confusion.

C. The Relevant Consumers Are Sophisticated

When consumers exercise heightened care in evaluating the relevant products before making purchasing decisions, courts have found that there is not a strong likelihood of confusion. “In a market with extremely sophisticated buyers, the likelihood of consumer confusion cannot be presumed on the basis of similarity in the trade name alone.” *Perini Corp. v. Perini Constr., Inc.*, 915 F.2d 121, 128 (4th Cir. 1990). It is well-settled that the likelihood of confusion is reduced where purchasers and potential purchasers of the products or services are sophisticated. *See Electronic Design & Sales, Inc. v. Electronic Data Systems Corp.*, 954 F.2d 713, 718 (Fed. Cir. 1992); *see also* TMEP § 1207.01 (d)(vii) (care in purchasing trends tends to minimize the likelihood of confusion).

Here, Applicant offers services in specialized fields, namely, educational and research and development services in the fields of pharmaceutical and biotechnology, to sophisticated medical specialists. Registrants also offer distinctive services under the Cited Registrations, namely, training services for computer software and database systems development, computer programming fields; educational courses in the fields of soft skills language and culture fields; training courses in the fields of wealth management, banking and finance; Real Time Location System (RTLS) software for monitoring purposes and the development of said software, and the Design of Radio Frequency Identification (RFID) devices and systems; and research, development and testing the performance and effectiveness of technology in the fields of varying energy systems, augmented and virtual reality systems, virtual reality systems, artificial intelligence systems, artificial body, etc., to benefit society.

Therefore, unlike an impulse purchase, such as purchasing a pack of gum, here purchasers are likely to exercise a high level of care when considering whether they need, e.g., a

course on rare diseases and blood conditions or a course on wealth management. *See, e.g., In re N.A.D., Inc.*, 754 F.2d 996, 999-1000, 224 USPQ 969, 971 (Fed. Cir. 1985) (concluding that, because only sophisticated purchasers exercising great care would purchase the relevant goods, there would be no likelihood of confusion merely because of the similarity between the marks NARCO and NARKOMED); *In re Thor Tech, Inc.*, 113 USPQ2d 1546, 1551 (TTAB 2015) (finding use of identical marks for towable trailers and trucks not likely to cause confusion given the difference in the nature of the goods and their channels of trade and the high degree of consumer care likely to be exercised by the relevant consumers). As such, and because of the differences in the type of services, these sophisticated consumers are not likely to be confused into mistakenly believing that either of these services originate from, or are sponsored by, the other mark owner.

Accordingly, the sophistication-of-consumers factor weighs against a finding of likelihood of confusion.

CONCLUSION

In light of the differences in the relevant services, which travel through distinct trade channels and are directed to distinct and sophisticated groups of consumers, and because the Cited Registrations are weak, Applicant submits that there is no likelihood that consumers will be confused as to the source of Applicant's services. If any further information or response is required, please contact Applicant's Attorney.

Exhibit A

United States of America

United States Patent and Trademark Office



Reg. No. 3,844,779
Registered Sep. 7, 2010
Int. Cl.: 41

SERVICE MARK
PRINCIPAL REGISTER

NATIONAL ASSOCIATION OF SECONDARY SCHOOL PRINCIPALS, INC. (D.C. CORPORATION)
1904 ASSOCIATION DRIVE
RESTON, VA 20191

FOR: EDUCATIONAL SERVICES, NAMELY, PROVIDING INCENTIVES TO STUDENTS, FACULTY AND SCHOOL ADMINISTRATORS TO DEMONSTRATE EXCELLENCE IN THE FIELD OF SOCIAL STUDIES, LANGUAGE, MATHEMATICS, SCIENCE AND/OR OTHER TRADITIONAL OR CORE ACADEMIC DISCIPLINES THAT ARE COMMONLY TAUGHT IN HIGH SCHOOLS, THROUGH THE ISSUANCE OF AWARDS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 7-1-2009; IN COMMERCE 7-1-2009.

OWNER OF U.S. REG. NOS. 2,204,972, 2,575,782 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "HONOR SOCIETY", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF A STYLIZED TORCH INSIDE TWO CONJOINED, TRAPEZOIDAL SHAPES, WITH THE LETTERS "CS" TO THE LEFT, THE LETTERS "LS" TO THE RIGHT, AND WORDS "NATIONAL" AND "HONOR SOCIETY" ABOVE.

SEC. 2(F) AS TO "NATIONAL HONOR SOCIETY".

SER. NO. 77-927,178, FILED 2-3-2010.

TIMOTHY FINNEGAN, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office



Reg. No. 3,798,545

Registered June 8, 2010

**Int. Cls.: 6, 8, 9, 14, 16,
18, 20, 24, 25, 26, 28 and
41**

NATIONAL ASSOCIATION OF SECONDARY SCHOOL PRINCIPALS (D.C. CORPORATION)
1904 ASSOCIATION DRIVE
RESTON, VA 20191

FOR: METAL KEY RINGS, IN CLASS 6 (U.S. CLS. 2, 12, 13, 14, 23, 25 AND 50).

FIRST USE 7-1-2009; IN COMMERCE 7-1-2009.

FOR: GAVELS, IN CLASS 8 (U.S. CLS. 23, 28 AND 44).

FIRST USE 7-1-2009; IN COMMERCE 7-1-2009.

FOR: DECORATIVE MAGNETS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 7-1-2009; IN COMMERCE 7-1-2009.

FOR: LAPEL PINS; ORNAMENTAL LAPEL PINS; ORNAMENTAL PINS; GUARDS FOR ORNAMENTAL LAPEL PINS; TIE TACKS; CHARMS; NECKLACES; WATCHES, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FIRST USE 7-1-2009; IN COMMERCE 7-1-2009.

FOR: DECALS; BINDERS; BROCHURES ABOUT ELEMENTARY SCHOOL ISSUES; NOTEBOOKS; STICKERS; PRINTED CERTIFICATES; PRINTED AWARD CERTIFICATES; NOTE PADS; MOTIVATIONAL CARDS; PENS; PENCILS; STATIONERY; NOTE STATIONERY; BUMPER STICKERS; PAPER BANNERS; BANQUET KITS COMPRISED OF PAPER NAPKINS, PAPER PLACE MATS, PAPER PLACE CARDS, AND STATIONERY; PRINTED PAPER MEMBERSHIP CERTIFICATES, PRINTED PAPER MEMBERSHIP CARDS, PRINTED PAPER CHARTERS, REGISTRY BOOKS, AND HANDBOOKS ALL CONTAINING INFORMATION ABOUT THE EDUCATIONAL ASSOCIATION, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 7-1-2009; IN COMMERCE 7-1-2009.

FOR: SPORTS PACKS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 7-1-2009; IN COMMERCE 7-1-2009.

TRADEMARK

SERVICE MARK

**COLLECTIVE
MEMBERSHIP**

PRINCIPAL REGISTER



David J. Kyjars

Director of the United States Patent and Trademark Office

Reg. No. 3,798,545 FOR: PLAQUES, DECORATIVE WALL PLAQUES AND REPLACEMENT PLAQUES OF WOOD; PLASTIC KEY RINGS; PLASTIC BANNERS, IN CLASS 20 (U.S. CLS. 2, 13, 22, 25, 32 AND 50).

FIRST USE 7-1-2009; IN COMMERCE 7-1-2009.

FOR: CLOTH BANNERS, IN CLASS 24 (U.S. CLS. 42 AND 50).

FIRST USE 7-1-2009; IN COMMERCE 7-1-2009.

FOR: POLO SHIRTS; SHORT-SLEEVED OR LONG-SLEEVED T-SHIRTS; T-SHIRTS; DRESS SHIRTS; SWEAT SHIRTS; DENIM SHIRTS; STOLES, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 7-1-2009; IN COMMERCE 7-1-2009.

FOR: ORNAMENTAL CLOTH PATCHES; ORNAMENTAL NOVELTY PINS; GUARDS FOR ORNAMENTAL NOVELTY PINS; TASSELS, IN CLASS 26 (U.S. CLS. 37, 39, 40, 42 AND 50).

FIRST USE 7-1-2009; IN COMMERCE 7-1-2009.

FOR: BALLOONS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 7-1-2009; IN COMMERCE 7-1-2009.

FOR: EDUCATIONAL SERVICES, NAMELY, PROVIDING INCENTIVES TO STUDENTS, FACULTY AND SCHOOL ADMINISTRATORS TO DEMONSTRATE EXCELLENCE IN THE FIELDS OF SOCIAL STUDIES, LANGUAGE, MATHEMATICS, SCIENCE AND/OR OTHER TRADITIONAL OR CORE ACADEMIC DISCIPLINES THAT ARE COMMONLY TAUGHT IN ELEMENTARY SCHOOLS, THROUGH THE ISSUANCE OF AWARDS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 7-1-2009; IN COMMERCE 7-1-2009.

FOR: INDICATING MEMBERSHIP IN A SCHOLASTIC SOCIETY OF SECONDARY SCHOOL STUDENTS, IN CLASS 200 (U.S. CL. 200).

FIRST USE 7-1-2009; IN COMMERCE 7-1-2009.

OWNER OF U.S. REG. NOS. 2,204,972, 2,575,782 AND OTHERS.

NO CLAIMS MADE TO THE EXCLUSIVE RIGHT TO USE "HONOR SOCIETY" IN CLASSES 16, 20, 41 AND 200, APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF A STYLIZED TORCH INSIDE TWO CONJOINED, TRAPEZOIDAL SHAPES, WITH THE LETTERS "CS" TO THE LEFT, THE LETTERS "LS" TO THE RIGHT, AND WORDS "NATIONAL" AND "HONOR SOCIETY" ABOVE.

SEC. 2(F) AS TO "NATIONAL HONOR SOCIETY" RESTRICTED TO THE BROCHURES, CERTIFICATES MEMBERSHIP CARDS, PAPER CHARTERS, REGISTRY BOOKS AND HANDBOOKS, IN INTERNATIONAL CLASS 16; THE PLAQUES IN INTERNATIONAL CLASS 20; AND INTERNATIONAL CLASSES 41 AND 200..

SER. NO. 77-752,668, FILED 6-4-2009.

BARNEY CHARLON, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

Reg. No. 2,204,972

United States Patent and Trademark Office

Registered Nov. 24, 1998

**SERVICE MARK
PRINCIPAL REGISTER**



NATIONAL ASSOCIATION OF SECONDARY
SCHOOL PRINCIPALS (D.C. CORPORATION)
1904 ASSOCIATION DRIVE
RESTON, VA 201911537

FOR: EDUCATIONAL SERVICES, NAMELY,
PROVIDING INCENTIVES TO STUDENTS,
FACULTY, AND SCHOOL ADMINISTRATORS
THAT DEMONSTRATE EXCELLENCE IN THE
FIELDS OF SOCIAL STUDIES, LANGUAGE,
MATHEMATICS, SCIENCE AND/OR OTHER
TRADITIONAL OR CORE ACADEMIC DISCI-
PLINES THAT ARE COMMONLY TAUGHT IN
HIGH SCHOOLS, THROUGH THE ISSUANCE

OF AWARDS, IN CLASS 41 (U.S. CLS. 100, 101
AND 107).

FIRST USE 1-1-1940; IN COMMERCE
1-1-1940.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "NATIONAL HONOR SOCIE-
TY", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF "NATIONAL
HONOR SOCIETY CSLS" WITHIN KEYSTONE
SHIELD EMBLEM WITH TORCH, RAYS, AND
ROMAN STYLE LETTERS.

SER. NO. 75-258,620, FILED 3-13-1997.

ERNESTO CLARKE, EXAMINING ATTORNEY

Exhibit B

United States of America

United States Patent and Trademark Office

CSL PLASMA

Reg. No. 5,736,264

Registered Apr. 30, 2019

Int. Cl.: 39, 40, 42, 44

Service Mark

Principal Register

CSL Limited (AUSTRALIA Company)
45 Poplar Road
Parkville Vic 3052
AUSTRALIA

CLASS 39: Transport and storage of goods; transport, distribution and storage of blood plasma; transport logistic services, namely, supply chain logistics services in the nature of transportation and delivery of goods by air, rail, ship or truck and consulting services concerning all of the above

CLASS 40: Processing of human blood plasma, namely, removing whole blood and separating red blood cells from plasma

CLASS 42: Medical laboratory services, namely, scientific testing and screening services, namely, testing of human blood plasma for safety and quality; medical laboratory services regarding human blood plasma

CLASS 44: Blood bank services; medical services; medical testing and screening services for blood-borne viruses including serology tests and nucleic acid amplification technology/polymerase chain reaction tests; medical testing of human blood plasma for blood-borne viruses including serology tests and nucleic acid amplification technology/polymerase chain reaction tests; collection of human blood plasma

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

OWNER OF INTERNATIONAL REGISTRATION 1019764 DATED 08-10-2009, EXPIRES 08-10-2019

No claim is made to the exclusive right to use the following apart from the mark as shown: "PLASMA"

SER. NO. 79-233,938, FILED 04-16-2018



Andrei Iancu

Director of the United States
Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years*

What and When to File:

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.