

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Nazare Capital Management, LLC Examining Attorney: Jonathon I. Dible

Serial No.: 88254028 Law Office: 111

Filing Date: January 8, 2019

Mark: SOLFL

RESPONSE TO SUSPENSION NOTICE

I. INTRODUCTION.

In the Suspension Notice dated September 25, 2019 (“Suspension Notice”), the Trademark Examining Attorney (“Examiner”) suspended action on Applicant’s application (“the Application”) to register its standard-character mark “SOLFL” (“Applicant’s Mark”) in connection with certain co-working facility services (International Class 035), certain real estate and office leasing services (International Class 036), and certain educational and entertainment services (International Class 041) (“Applicant’s Services”). The Examiner asserted potential likelihood of confusion with a pending and prior filed trademark application for “SOLFUL” (U.S. Serial No. 87413936) (“Prior Pending Application”), for certain *online social networking services in the field of health, wellness, nutrition, medicinal herbs, and therapeutic uses of herbs* (International Class 042) and *holistic health services featuring herbal medicine* (International Class 044) (“Prior Pending Applicant’s Services”).

In further support of its original application, through its undersigned counsel, Applicant hereby submits this Response and respectfully requests that Examiner reconsider and withdraw his potential refusal to register the Application.

II. NO LIKELIHOOD OF CONFUSION WITH “SOLEFUL”

As is set forth in *In re E.I. DuPont de Nemours*, 177 USPQ 563 (TTAB 1973) (hereinafter,

“DuPont”), in deciding whether or not there is a likelihood of confusion between two marks, a number of factors are to be considered, including: (a) the similarity or dissimilarity of the marks in their entireties as to appearance, sound, connotation and commercial impression; (b) the similarity or dissimilarity in the nature of the goods and services as described in an application or registration; (c) the similarity or dissimilarity of established, likely-to-continue trade channels; (d) the nature, type, channels of trade, or classes of consumers, including the sophistication of buyers and conditions under which sales are made; (e) the fame of the prior mark; (f) the number and nature of similar marks in use on similar goods; and (g) any other established fact probative to the effect of use.

Examining these factors below, Applicant contends there is no likelihood of confusing Applicant’s Mark with the Prior Pending Application.

a. Applicant’s Mark and the Prior Pending Application are dissimilar in their appearance, sound, connotation and commercial impression.

When viewed as a whole in terms of appearance, sound *and* connotation, the dissimilarities between Applicant’s and Registrant’s respective marks engender very different commercial impressions, making it highly unlikely that a consumer would confuse the source of the respective services at issue. *See In re Electrolyte Laboratories, Inc.*, 929 F.2d 645, 647 (1990). The focus is on the recollection of the average purchaser, who normally retains a *general* rather than a specific impression of trademarks. *See In Re Iris Bus France, S.A.*, 2002 WL 1379275, at *3 (June 26, 2002) (citing *Sealed Air Corp. v. Scott Paper Co.*, 190 USPQ 106 (TTAB 1975)).

i. *Connotation*

To begin with, the parties’ marks carry distinct meanings or connotations, leading to entirely different commercial impressions, especially when coupled with differences in appearance and sound, as set forth below. Even where two marks are identical in sound or appearance, *which*

is not the case here, the marks create sufficiently different commercial impressions when applied to the respective parties' goods or services such that no likelihood of confusion would occur. *See In re Sears, Roebuck & Co.*, 2 USPQ2d 1312, 1314 (TTAB 1987); *In re British Bulldog, Ltd.*, 224 USPQ 854, 856 (TTAB 1984).

Here, given the proposed services set forth in the Prior Pending Application, i.e. services related specifically to herbal medicine, it is highly likely that the prior mark "SOLFUL" will be perceived as a play on the word "soulful", which is defined as "**full of or expressing feeling or emotion**". *See Exhibit A*. Individuals who wish to connect and discuss information related to herbal medicine through a social network likely have *soulful* or *emotional* views on the subject. On the other hand, Applicant's Mark has no connection with herbal medicine, nor will it be perceived as an abbreviation of the word *soulful*. Rather, Applicant's Mark is used solely as an acronym in connection with Applicant's brand, namely, "**Student of Life for Life**" (U.S. Application Serial No. 88424376) ("Applicant's Brand")¹, which is used in connection with its co-working facility, real estate, and educational services. *See Exhibit B*. Applicant submits herewith, pages from its website (www.solfl.com) and Instagram account (<https://www.instagram.com/solfl>) for Examiner's consideration. *See Exhibit C*.

ii. *Sound*

Applicant further submits that the sound and pronunciation of the respective marks is also considerably different, as Applicant's Mark is an acronym for Applicant's Brand, "Student of Life for Life". *See DuPont*, 476 F.2d at 1361; *In re White Swan, Ltd.*, 8 USPQ2d 1534, 1535 (TTAB 1988). As discussed above, the mark covered by the Prior Pending Application, namely "SOLFUL", is likely a play on the word "soulful", and thus is likely to be pronounced phonetically

¹ Add in good news?

by consumers who come in contact with it, i.e. as “soulful” or “sōl-fəl”.

However, Applicant’s Mark is not intended to be pronounced at all. Rather, as discussed above, Applicant’s Mark, “SOLFL”, is an acronym for Applicant’s Brand, “**Student of Life for Life**” in connection with the same services. See **Exhibit C**. Applicant’s Mark therefore is not intended to be pronounced phonetically, i.e. “sōl-fəl”, but rather each letter separately, i.e. “S”, “O”, “L”, “F”, “L”. See Basic American Medical, Inc. v. American Medical International, Inc., 649 F. Supp. 885, 1 U.S.P.Q.2d 1217 (S.D. Ind. 1986) (finding no likelihood of confusion between AMI and BAMI where when referring to AMI orally, it was spelled out, as with IBM or AT&T, whereas the BAMI acronym is pronounced “Bammy”). The same would be true for a consumer who recognizes the acronym “HBO” to mean “Home Box Office” and to be pronounced as “H”, “B”, “O”, along with a multitude of other registered trademarks for acroynms, such as Applicant’s Mark, as further set on **Exhibit D**, attached hereto.

iii. Appearance

Lastly, regarding this first DuPont factor, the appearance of Applicant’s Mark and the Prior Pending Application are not identical. Notably, Applicant’s Mark does not contain the letter “U” between the letters “F” and “L” as does the Prior Pending Application, a significant difference because it leads not only to different sounds and pronunciations (or lack thereof), but vastly different connotations and commercial impressions, as between the present marks.

Accordingly, considering the lack of similarities in the appearance, sound, connotation, and commercial impression of the respective marks, this DuPont factor weighs against finding a likelihood of confusion.

b. Applicant’s Services and Registrant’s Services are wholly dissimilar.

Regarding this second DuPont factor, Examiner may further note that the Applicant’s Mark

and the Prior Pending Application are both proposed to be used in connection with services under different classifications of goods and services, such that no likelihood of confusion would exist. Applicable case law affirms that “there can be no rule that certain goods or services are *per se* related.” See *In re White Rock Distilleries Inc.*, 92 USPQ2d 1282, 1285 (TTAB 2009); see also *In Re Mars, Inc.*, 222 USPQ 938 (Fed. Cir. 1984) (CANYON for candy bars and CANYON for fresh citrus fruit found unrelated); see also *Dwinnell-Wright Co. v. White House Milk Co.*, 132 F.2d 822 (2d Cir. 1943) (WHITE HOUSE for tea and coffee and WHITE HOUSE for milk found unrelated); see also *Interstate Brands Corp. v. Celestial Seasonings, Inc.*, 198 USPQ 151 (C.C.P.A. 1978) (RED ZINGERS for use on herb tea and ZINGERS for use on cakes found unrelated).

Even in cases where two marks are completely identical in sound and appearance, *which is not the case with respect to Applicant’s Mark and the Prior Pending Application*, it has been routinely held that there is no likelihood of confusion where the goods and/or services in question are not related in such a way that consumers would believe that they emanate from the same source. See *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1371, 101 USPQ2d 1713, 1723 (Fed. Cir. 2012) (emphasis added) (affirming the Board’s dismissal of opposer’s likelihood of confusion claim, noting “there is nothing in the record to suggest that a purchaser of test preparation materials who also purchases a luxury handbag would consider the goods to emanate from the same source”, although both were offered under the COACH mark); see also *Local Trademarks, Inc. v. Handy Boys Inc.*, 16 USPQ2d 1156, 1158 (TTAB 1990) (finding liquid drain opener and advertising services in the plumbing field to be such different goods and services that confusion as to their source is unlikely even if they are offered under the same marks).

In the present case, Applicant’s Services cover the all essential functions of a comprehensive co-working facility that leases or licenses office space and provides educational

services ranging from business and technology to social and cultural issues, under International Classes 035, 036, and 041. Applicant has no focus, nor does Applicant's Application indicate that Applicant's Services relate in any way to herbal medicine. Moreover, as further set forth on **Exhibit C**, Applicant offers educational services for young children, primarily those in grades Kindergarten through 12th grade. Herbal medicine is not a topic that would be taught to children within that age range. On the other hand, as further set forth in subsection (d) hereof and **Exhibit E**, all references to herbal medicine in the Prior Pending Application relate specifically to *cannabis sativa* and derivatives thereof.

The Prior Pending Applicant's Services, on the other hand, cover completely separate and unrelated classes and services, namely an **online social network** (in International Class 042) and **holistic health services** featuring herbal medicine (in International Class 044). Applicant's Services are not in any way connected to an online social network, nor are they services dedicated to medicinal herbs and their therapeutic uses or in any way related to a dispensary of *cannabis sativa*. Applicant, on the other hand, as set forth above, offers physical office space and related services for entrepreneurs to work in a shared space allowing for reduced costs, and further to provide educational services to its constituents, including children, on topics ranging from technology and business to social and cultural issues.

In short, the services provided under each mark are so unrelated such that there is no likelihood of consumer confusion as to source. *See Benjamin J. Giersch v. Scripps Networks, Inc.*, 90 U.S.P.Q.2d 1020 (T.T.A.B. 2009) (DESIGNED TO SELL for staging rental property and DESIGNED TO SELL for home design TV show found to be different and unrelated); *see also Ritz Hotel, Ltd. v. Ritz Closet Seat Corp.*, 17 U.S.P.Q.2d 1466 (T.T.A.B. 1990) (“[W]e do not believe anyone would expect toilet seats [under RIT-Z] to be within the natural expansion of

opposer's [hotel] business [under RITZ].”) *see also* McGregor-Doniger, Inc. v. Drizzle, Inc., 599 F.2d 1126, 202 U.S.P.Q. 81 (2d Cir. 1979) (DRIZZLER for men’s golf jackets and DRIZZLE for women’s overcoats and raincoats found unrelated) *see also* Curtice-Burns, Inc. v. Nw. Sanitation Prod., Inc., 530 F.2d 1396, 1400 (C.C.P.A. 1976) (BLUE BOY for soft drinks and canned foods and BLU-BOY for toilet bowl cleaner found unrelated).

Examining the specific language embodied in Applicant’s Mark and the Prior Pending Application, namely:

Applicant’s Mark

IC 035. US 100 101 102. G & S: Providing co-working facilities equipped with desks, private offices, office equipment, mailroom, printing center, receptionist, kitchen, meeting rooms, telecommunications equipment and other office amenities; providing business information; incubation services, namely, providing work space containing business equipment and other amenities to emerging, start-up and existing companies; business development services, namely, providing start-up support for businesses of others; providing office functions support services; online business networking services; business consultation services in the nature of office space design; business management and organization consultancy; business data analysis; market analysis; market analysis and research services; real estate marketing analysis; providing electronic tracking of real estate assets to others for business purposes; planning, design, development, maintenance, tracking and reporting of real estate construction projects for third parties for business purposes; providing office support staff services; business project management services for others; business consulting services in the fields of spatial layout and infrastructure architecture and interior design; business consulting services in the field of spatial management to optimize business process efficiency and decision-making; computer-aided optimization and management, namely, managing logistics and physical spaces for business purposes; retail convenience stores, on-line retail convenience stores, and providing an on-line searchable database for the sale of goods and services of others; providing an on-line searchable ordering guide for locating, organizing and presenting goods and services of other on-line vendors; gift and sundries retail store services; advertising services; business management; business administration; providing office functions

IC 036. US 100 101 102. G & S: Real estate management services; real estate leasing; leasing of office space; real estate renting of apartments, condominiums and office space; real estate brokerage

IC 041. US 100 101 107. G & S: Educational services, namely, conducting

educational seminars, conferences, workshops, lectures, webcasts, TV, podcasts and radio programs in the field of technology, entertainment, design, business science, culture, arts, global issues, health, economics, the environment, politics, the humanities, leadership, public policy, social issues and cultural issues in the field of unleashing new ideas; educational services, namely, developing curriculum for teachers; educational services in the nature of operating an educational institution in the field of computer programming and computer coding; educational services in the nature of operating an educational institution providing kindergarten through grade 5 classroom instruction; educational services, namely, providing kindergarten through grade 5 classroom instruction; educational services in the nature of operating an educational institution providing grade 6 through grade 12 classroom instruction; educational services, namely, providing grade 6 through grade 12 classroom instruction; entertainment services, namely, providing podcasts in the field of technology, entertainment, design, business science, culture, arts, global issues, health, economics, the environment, politics, the humanities, leadership, public policy, social issues and cultural issues in the field of unleashing new ideas.

vs.

Prior Pending Application

IC 042. US 100 101. G & S: Computer services, namely, creating an on-line community for registered users to participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking services in the field of health, wellness, nutrition, medicinal herbs, and therapeutic uses of herbs.

IC 044. US 100 101. G & S: Holistic health services featuring herbal medicine.

Examiner can see that there is very little, if any, overlap between the plain language embodied in each respective application. Accordingly, this DuPont factor weighs against finding a likelihood of confusion.

c. The parties' channels of trade and classes of consumers are wholly dissimilar.

This DuPont factor requires an analysis of the similarities of the parties' predominant customers and their marketing approaches. *See Therma-Scan, Inc. v. Thermoscan, Inc.*, 295 F.3d 623, 636 (6th Cir. 2002) (holding that “[w]here the parties have different customers and market

their goods or services in different ways, the likelihood of confusion decreases”). Moreover, courts have recognized that it is difficult to establish a likelihood of confusion between two marks in the absence of an overlap as to the respective parties’ purchasers and channels of trade, which must be determined based on the description of the parties’ services in their trademark application or registration. M2 Software Inc. v. M2 Communications, Inc., 450 F.3d 1378 (Fed. Cir. 2006),

The Prior Pending Applicant’s Services would likely only available online through an online or computerized networking platform and be marketed to individuals seeking information related specifically to *cannabis sativa*. As further set forth in subsection (d) below and **Exhibit E**, Examiner will note that all references to medicinal herbs in the Prior Pending Application are references to *cannabis sativa* (also known as marijuana) and derivatives thereof. As further shown therein, the services offered under the Prior Pending Application are marketed only to adults, aged twenty-one (21) years or older.

Furthermore, it has become commonly accepted principle that the overlap of widely used trade channels, such as the internet, carries less weight than an overlap in other trade channels. *See Therma-Scan, Inc. v. Thermoscan, Inc.*, 295 F.3d at 637 (holding that some use of the Internet for marketing does not alone, and as a matter of law, constitute overlapping marketing channels); *see also Entrepreneur Media, Inc. v. Smith*, 279 F.3d 1135, 1151 (9th Cir. 2002). In the present case, the parties’ only potential overlap in advertising would be through the Internet, but consumers would be looking for wholly different services, specifically Applicant’s consumers are not searching for *cannabis sativa*.

These facts also prove that the classes of consumers that are likely to encounter Applicant’s Mark or the Prior Pending Application are entirely different. Consumers searching for the Prior Pending Applicant’s Services would be individuals seeking information on *cannabis sativa* and

therapeutic uses thereof. On the other hand, Applicant’s consumers are in search of educational facilities for themselves, and their children, in areas ranging from business and technology to social and cultural issues. Consumers searching for information on herbal medicine related to *cannabis sativa* are simply not likely to encounter, purchase or attempt to purchase Applicant’s Services and vice versa.

It is evident both from the facts set forth herein and from the plain language of the parties’ respective descriptions of their services, that there is no overlap between the parties’ consumers and their respective and unrelated services do not travel under the same trade channels. Applicant respectfully contends that this DuPont factor weighs against finding a likelihood of confusion and favors publication of the Applicant’s Mark on the Principal Register.

d. The owner of the Prior Pending Application is a Cannabis dispensary.

From a further review of the Trademark Electronic Search System (TESS), Examiner will note that the owner of the Prior Pending Application, namely, Gravenstein 116 LLC (“Gravenstein”), is a **cannabis dispensary** based in Sonoma County, California. Examiner may further note that Gravenstein is the owner of several additional trademarks, as follows:

Application Serial No.; Registration No.	Description of Goods and/or Services
87413933	IC 034. US 002 008 009 017. G & S: Smokers' articles, namely, cigarette rolling papers, tobacco smoking pipes, electronic smoking pipes, cigarette lighters, smokeless cigarette and cigar vaporizer pipes, electronic cigarette refill cartridges sold empty, containers for tobacco, tobacco grinders, tobacco filters;

	Ashtrays; Tobacco water pipes cleaners, and smoking pipe cleaners
5777347	<p>IC 041. US 100 101 107. G & S: Providing information and news in the field of current events relating to health, wellness, nutrition, medicinal herbs, and therapeutic uses of herbs; Providing non-downloadable articles in the field of health, wellness, nutrition, medicinal herbs, and therapeutic uses of herbs; Community outreach services provided to community members suffering from conditions or illnesses, namely, providing information, news and commentary in the field of current events relating to health, wellness, nutrition, medicinal herbs, and therapeutic uses of herbs; Educational services, namely, providing classes, seminars, workshops and non-downloadable videos in the field of medicinal herbs, and therapeutic uses of herbs; Conducting guided tours of retail facilities.</p>
5758228	<p>IC 009. US 021 023 026 036 038. G & S: Electronic cigarette batteries</p> <p>IC 025. US 022 039. G & S: Clothing, namely,</p>

	sweatshirts, hooded sweatshirts, t-shirts, tank tops; Clothing and accessories, namely, baseball caps.
5741593	IC 035. US 100 101 102. G & S: Providing consumer information and related news in the fields of medicinal herbs and therapeutic uses of herbs; Providing consumer information in the field of herbs, medicinal herbs, and therapeutic uses of herbs; Business consulting services in the retail field; Retail store services featuring foods, oils, plants, herbs, and agricultural products.

(collectively, “Gravenstein’s Marks”).

Reviewing the specimens submitted for Gravenstein’s Marks and Gravenstein’s website located at [www.https://solful.com/](https://solful.com/), it is clear that Gravenstein’s goods and services related entirely to the distribution of *cannabis sativa*. See **Exhibit E**. Contained therein, Applicant submits excerpts from Gravenstein’s website, wherein consumers must first certify that they are at least twenty one (21) years of age to enter. Applicant further submits the specimens submitted with Gravenstein’s Marks, specifically (i) electronic cigarette batteries; (ii) clothing (bearing the words “**SUPPORT YOUR LOCAL POT FARMER**”); and (iii) Gravenstein’s marketing materials, namely, “**THE SOLFUL FIELD GUIDE TO GETTING THE MOST OUT OF CANNABIS**”.

Moreover, as further set forth in the attached **Exhibit E**, Gravenstein describes itself as:

VOTED THE BEST DISPENSARY IN SONOMA COUNTY

**SOLFUL IS A CANNABIS DISPENSARY DEDICATED TO CURATING
HIGH-QUALITY AND IMPACTFUL PRODUCTS—CONSCIOUSLY
CULTIVATED, SAFELY PRODUCED, AND LOVINGLY OFFERED TO
OUR COMMUNITY.**

The record is filled with evidence that all references to medicinal herbs in the Prior Pending Application are references to *cannabis sativa*, and accordingly, there is no overlap between Applicant’s services and the services set forth in the Prior Pending Application. This evidence alone weighs strongly against finding a likelihood of confusion between Applicant’s Mark and the Prior Pending Application.

e. The mark covered by the Prior Pending Application is not famous.

When analyzing the fame or strength of a mark in the context of likelihood of confusion, both the inherent and marketplace strength of the mark must be considered. Here, in the Prior Pending Application is not famous nor has the Prior Pending Applicant even alleged use in commerce. The Prior Pending Application was filed on April 17, 2017 as “intent to use” and is currently on its fourth (4th) extension of time to file a statement of use as of May 7, 2020. Accordingly, this factor should weigh against a finding of likelihood of confusion between Applicant’s Mark and the Prior Pending Application.

f. The Prior Pending Application is weak in light of the fact that numerous trademarks exist using a similar term for the same or similar goods and services.

As to inherent strength, when there is evidence of other existing third-party registrations for similar marks being used on similar goods, “[t]he registrations are competent ... to show that others in the relevant field have adopted marks containing a particular term and that that term has

a degree of suggestiveness in the field.” In *Re Player's Design, Inc.*, No. 75/350,932, 2000 WL 1759739, at *3 (Oct. 30, 2000). This suggestiveness can lead to a finding that the mark is weak and contributed to a finding that there is no likelihood of confusion between two marks.

Here, there are a number of marks in International Classes 042 and 044, the classes covered by the Prior Pending Applicant’s Services, that are similar to the Prior Pending Application, namely in that each includes the word “soulful”. See **Exhibit E**. Notably, U.S. Serial No. 88516467, for the mark “SOULFULLEST” received a Notice of Allowance on January 7, 2020, in connection with various health information services in International Class 044, which is one of the same classes and description of services as with the Prior Pending Applicant’s Services. Additionally, Registration No. 5169778 for “SOULFUL TRIBE” registered on March 28, 2017 in connection with retail stores that sell DVDs featuring topics such as healthy living in International Class 035, which also overlaps with the Prior Pending Applicant’s Services in International Class 044 for health-related services. As a final example, U.S. Registration No. 4628187 for “SOULFUL EQUINE” registered on October 28, 2014 in connection with downloadable materials in the field of horse health, also overlaps with the Prior Pending Applicant’s Services in International Class 044 for educational services related to health.

Accordingly, considering the number of other similar third-party marks registered for similar goods and services as those of the Prior Pending Applicant’s Services, this DuPont factor weighs against finding a likelihood of confusion.

III. CONCLUSION

In light of the substantial differences between the involved marks and their respective services and trade-channels, there is little, if any, possibility for confusion, to sustain a Section

2(d) refusal. Accordingly, Applicant respectfully requests that Examiner withdraw its prior refusal and approve Applicant's mark for publication on the Principal Register. In the event the Examiner does not accept Applicant's arguments, Applicant respectfully requests that this Application be further suspended until the Prior Pending Application either registers or abandons.

Dated: July 13, 2020

Respectfully submitted,

By: /Christopher A. DiSchino/
Christopher A. DiSchino, Esq.
DiSchino & Schamy, PLLC
4770 Biscayne Boulevard, Suite 1280
Miami, Florida 33137
Telephone: (786) 581-2542
Email: christopher@dsmiami.com
Attorneys for Applicant

EXHIBIT A



7/6/2020

Soulful | Definition of Soulful by Merriam-Webster



SINCE 1828

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soulful





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soul-ful | \ 'sōl-fəl \

Definition of *soulful*


: full of or expressing feeling or emotion *soulful music*

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soulful

[soh-l-*fuh*l] [SHOW IPA](#) 

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adjective

- of or expressive of deep feeling or emotion:
soulful eyes.

QUIZZES

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Test your memory on these verbal firecrackers from the week of June 29 to July 5!

QUESTION 1 OF 7

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ORIGIN OF SOULFUL

First recorded in 1860–65; *soul* + *-ful*

OTHER WORDS FROM SOULFUL

- soul-ful-ly*, adverb
- soul-ful-ness*, noun
- un-soul-ful*, adjective
- un-soul-ful-ly*, adverb

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WORDS NEARBY SOULFUL

[soul of](#), [the](#), [soul sister](#), [soul-destroying](#), [soul-kiss](#), [soul-searching](#), **soulful**, [soulless](#), [soul](#), [sound](#), [sound and the fury](#), [the](#), [sound as a bell](#)

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WORDS RELATED TO SOULFUL

[impassioned](#), [touching](#), [passionate](#), [expressive](#), [stirring](#), [ardent](#), [deep](#), [feeling](#), [fervent](#), [fervid](#), [fiery](#), [meaningful](#), [moving](#), [tender](#), [stirred](#)



EXHIBIT B

7/6/2020

Trademark Electronic Search System (TESS)



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STUDENT OF LIFE FOR LIFE

Word Mark **STUDENT OF LIFE FOR LIFE**

Goods and Services IC 035. US 100 101 102. G & S: Providing co-working facilities equipped with desks, private offices, office equipment, mailroom, printing center, receptionist, kitchen, meeting rooms, telecommunications equipment and other office amenities; incubation services, namely, providing work space containing business equipment and other office amenities to emerging, start-up and existing companies; business development services, namely, providing start-up support for businesses of others; providing office support services; online business networking services; business consultation services in the nature of office space design; business management and organization consultancy; business data analysis; market analysis; market analysis and research services; real estate marketing analysis; providing electronic tracking of real estate assets to others for business purposes; planning, design, development, maintenance, tracking and reporting of real estate construction projects for third parties for business purposes; providing office support staff services; business project management services for others; business consulting services in the fields of spatial layout and infrastructure architecture and interior design; business consulting services in the field of spatial management to optimize business process efficiency and decision-making; computer-aided optimization and management, namely, managing logistics and physical spaces for business purposes; retail convenience stores and on-line retail convenience stores; providing an on-line searchable database for the sale of goods and services of others; providing an on-line searchable ordering guide featuring goods and services of others being offered for sale; gift and sundries retail store services; business management; business administration; office functions

IC 036. US 100 101 102. G & S: Real estate management services; real estate leasing; leasing of office space; real estate renting of apartments, condominiums and office space; real estate brokerage

IC 041. US 100 101 107. G & S: Educational services, namely, developing curriculum for teachers; educational services in the nature of operating an educational institution; Entertainment services, namely, providing podcasts in the field of business, technology, and social networking

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

7/6/2020

Trademark Electronic Search System (TESS)

Serial Number 88424376
Filing Date May 10, 2019
Current Basis 1B;44D
Original Filing Basis 1B;44D
International Registration Number 1489455
Owner (APPLICANT) WEWORK COMPANIES LLC LIMITED LIABILITY COMPANY DELAWARE 115 WEST 18TH STREET NEW YORK NEW YORK 10011
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Charles T.J. Weigell
Priority Date November 15, 2018
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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1	88516467		SOULFULLEST	TSDR	LIVE
2	88903156		SOULSTIR SOULFUL DANCE FOR WOMEN	TSDR	LIVE
3	88260430		SOULFUL IMMERSIONS	TSDR	LIVE
4	87088068		ANIME SOULFUL BEAUTY	TSDR	LIVE
5	86964471	5247313	THE HOLISTIC CENTER FOR SOULFUL LIVING	TSDR	LIVE

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Current Search: S23: "042"[IC] AND "soulful"[BI] AND "live"[LD] docs: 3 occ: 9

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2	87412863	5473027	SOULFUL HOME	TSDR	LIVE
3	79133026	4541195	SOULFULHOTELS.COM	TSDR	LIVE

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1	90029368		SOULFUL SWIMWEAR	TSDR	LIVE
2	90027121		SOULFUL VIBES CO.	TSDR	LIVE
3	90026466		SOULFUL SCRUBS	TSDR	LIVE
4	90026436		SOULFUL SCRUBS	TSDR	LIVE
5	90013785		SIMPLY SOULFUL	TSDR	LIVE
6	88875647		SOULFUL FLOW YOGA	TSDR	LIVE
7	88944325		SOULFUL SCRUNCHIES	TSDR	LIVE
8	88684547	6084097	SOULFUL SOCIAL	TSDR	LIVE
9	88755567		SOULFUL AUTHENTICITY	TSDR	LIVE
10	88516467		SOULFULLEST	TSDR	LIVE
11	88919510		SOULFULL	TSDR	LIVE
12	88919494		SOULFUL SYNERGY	TSDR	LIVE
13	88915041		SOULFUL SEAMSTRESS	TSDR	LIVE
14	88830078		SOULFUL SALES	TSDR	LIVE
15	88777694		SOULFULMOTION	TSDR	LIVE
16	88838594		SOULFUL	TSDR	LIVE
17	88838591		SOULFUL	TSDR	LIVE
18	88903156		SOULSTIR SOULFUL DANCE FOR WOMEN	TSDR	LIVE
19	88798037		SOULFUL CANNABIS	TSDR	LIVE
20	88421054		SOULFUL ABANDON	TSDR	LIVE
21	88330547	6026686	SOULFUL MINIMALISM	TSDR	LIVE
22	88695586		SOULFUL CLUB	TSDR	LIVE
23	88098544	6031822	SOULFUL MIND	TSDR	LIVE
24	88248531		SOULFUL	TSDR	LIVE
25	88577985	6007120	SOULFULL ENTERPRISE	TSDR	LIVE
26	88577984	6007119	S SOULFULL ENTERPRISE	TSDR	LIVE
27	88702194		SOULFUL SOUNDZZ	TSDR	LIVE
28	88252543	5979452	SOULFUL SCRUBS FOR PEOPLE WHOSE SOUL PURPOSE IS CARING FOR OTHERS	TSDR	LIVE

29	88384586	5895690	SOULFUL MUSLIMS	TSDR	LIVE
30	88260430		SOULFUL IMMERSIONS	TSDR	LIVE
31	88274361	5827432	ANNIE MAE'S PANTRY SIMPLE·SOULFUL·SAVORY·SWEET	TSDR	LIVE
32	88053878	5830096	SOULFUL LISTENING	TSDR	LIVE
33	88316360		SOMETHIN' SOULFUL CATERING	TSDR	LIVE
34	88140991	5773822	SOULFUL SPACE	TSDR	LIVE
35	87088068		ANIME SOULFUL BEAUTY	TSDR	LIVE
36	87298922	6013952	SOULFUL SILVERBACK	TSDR	LIVE
37	87779163	5900108	AMANDA JOY & CO. SOULFUL · MINDFUL · POWERFUL	TSDR	LIVE
38	87564346	5903735	A SOULFUL LIFE.	TSDR	LIVE
39	87360001	5296242	SOULFUL LEADERSHIP	TSDR	LIVE
40	87861169	5752842	SOULFUL SAVAGE	TSDR	LIVE
41	87429150	5742430	SOULFUL LIVING	TSDR	LIVE
42	87182978	5649770	SOULFUL SISTER	TSDR	LIVE
43	87595358	5618620	SOULFUL AND UNIQUE TREASURES FOR YOUR HOME	TSDR	LIVE
44	87534557	5531631	SMART & SOULFUL MONEY	TSDR	LIVE
45	87382547	5504192	SOULFUL. MINDFUL. POWERFUL.	TSDR	LIVE
46	87382568	5493298	SOULFUL. MINDFUL. POWERFUL.	TSDR	LIVE
47	87382560	5482217	SOULFUL. MINDFUL. POWERFUL.	TSDR	LIVE
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54	87205071	5231635	SOULFUL SOUNDWAVES	TSDR	LIVE
55	87222754	5218249	BRINGING YOUR BRAND TO LIFE WITH A SOULFUL CONNECTION	TSDR	LIVE
56	86771552	6091189	SOULFUL SNACKING	TSDR	LIVE
57	86206350	4856221	BUILDING SOULFUL BRANDS THROUGH STRATEGIC DESIGN	TSDR	LIVE
58	86644576	4966235	SOULFUL GREENS	TSDR	LIVE
59	86463964	4999103	SOULFUL ELEPHANT YOGA	TSDR	LIVE
60	86154306	4638459	SOULFUL CREATIONS SC	TSDR	LIVE
61	86154302	4638458	SOULFUL CREATIONS	TSDR	LIVE
62	86919754	5179267	SOULFUL CEO	TSDR	LIVE
63	86940230	5341494	SOULFUL TRIBE	TSDR	LIVE
64	86964471	5247313	THE HOLISTIC CENTER FOR SOULFUL LIVING	TSDR	LIVE
65	86947278	5168117	SOULFUL	TSDR	LIVE
66	86623575	4974710	SOULFUL JOURNEY	TSDR	LIVE
67	86788998	4964556	SOULFUL AND SUCCESSFUL	TSDR	LIVE
68	86723477	4950722	SOULFUL MESSENGER	TSDR	LIVE
69	86654702	4901083	SOULFUL CINEMA	TSDR	LIVE
70	86623789	4897722	SOULFUL MIND & BODY LIVE IT. LOVE IT. BE IT.	TSDR	LIVE
71	86570160	4864651	SOULFULL HAPPINESS	TSDR	LIVE
72	86022948	4732266	SOULFUL PROPRIETOR	TSDR	LIVE
73	86359358	4711853	SOULFUL BEADS	TSDR	LIVE
74	86048976	4639489	SOULFUL	TSDR	LIVE
75	86036411	4642199	SOULFUL NETWORKING	TSDR	LIVE
76	86216784	4628187	SOULFUL EQUINE	TSDR	LIVE
77	86036390	4590171	REALSOULFUL	TSDR	LIVE
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81	79133026	4541195	SOULFULHOTELS.COM	TSDR	LIVE
82	77945251	3899107	SMART SEXY SOULFUL DATING	TSDR	LIVE
83	76342279	2656289	SOULFUL SOUNDS	TSDR	LIVE

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Disclaimer: The information presented in this Field Guide is a collection of some of the latest thinking and insights about cannabis that are publicly available. None of this information has been approved by the FDA or any other regulatory body, and no statements should be construed as medical advice.

INTRODUCTION

In Northern California, we have cannabis traditions that stretch back for generations. The work of the early cannabis pioneers laid the foundation for what we enjoy today: literally thousands of strains of cannabis each with unique attributes and qualities, along with a growing number of ways to consume them.

We are blessed with a bounty of cannabis. But this abundance leads to questions. Why do different strains produce different effects? How will different products affect me? Which cannabis is best for me?

We created the Solful Field Guide to Using Cannabis to give you an overview of some of the most important topics for knowledgeably using cannabis to improve your health and happiness. It covers the basics of how cannabis works and how to consume it. It also provides more detailed information about the active compounds in cannabis, so you can ask better questions as you explore ways to make cannabis a part of your wellness journey. We've also included some pages where you can take notes about your experiences—to create a record of how your body responds to different cannabis strains, products, and methods of consumption.

At Solful, we are passionate about making sure people know the ways cannabis can improve their lives. We hope this Field Guide leads you to more informed, more effective, and more satisfying cannabis experiences.

With love, The Team at Solful

WE ARE

a dispensary dedicated to helping people discover the ways cannabis can make a positive difference in their lives.

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high-quality, consciously cultivated, and safely produced products that we expertly and lovingly offer to our community.

THE SOLFUL STANDARD

The Solful team has committed ourselves to understanding the processes and practices that go into creating the products we offer —and what makes some offerings stand out from the rest. The Solful Standard describes the care, consideration, and rigor we put into bringing the highest quality, most effective, and consistently amazing products to you. And it allows us to share information, deliver advice, and create a one-of-a-kind experience for everyone in our community.



LOVE-WORTHY QUALITY

“Would we offer this product to someone we love?” It’s a question we ask about everything we carry, and we sweat the details to make sure the answer is ‘yes’.



MUDDY-SHOE SOURCING

Getting to know cannabis farmers and product creators allows us to confidently stand behind everything we offer.



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When you buy cannabis products at Solful, we make sure you know exactly what you’re getting. And also, that you’re getting what’s right for you.

CHAPTER 1

HOW
CANNABIS
WORKS

Cannabis is an incredible herb. Humans have been using it for thousands of years to address a number of different conditions. So many, in fact, that it's gained a reputation as a sort of "miracle drug." We prefer to avoid these type of generalities, and we encourage everyone to bring a healthy dose of skepticism to anything billed as a cure-all. While there's a body of evidence that shows how cannabis can improve our health, the science that explains how it helps our bodies heal is in the very early stages. In fact, it's only in the last two decades that researchers have identified the range of molecules and compounds that give cannabis the ability to address a wide range of health issues.

INTRODUCTION TO THE ENDOCANNABINOID SYSTEM

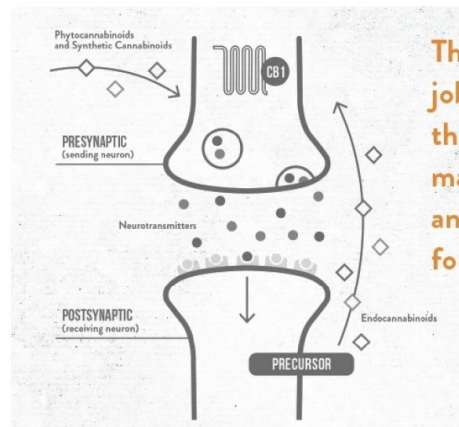
**To understand how cannabis works, we can take two paths:
the metaphorical and the biological.**

THE METAPHORICAL

Metaphorically speaking, our bodies perform a constant balancing act, like a seesaw going up and down. A level seesaw represents when you are feeling perfectly good. But stress or illness can push down on one side of the seesaw, and the body has to work to restore the balance. As forces continue to push down on the seesaw, we have to work harder to maintain balance. If we run out of energy and aren't able to regulate things on our own, we reach a point where inflammation, nausea, pain, depression, illness, or other symptoms of our body being out of balance show up. Most of the time, the natural systems for rebalancing our bodies kick in. But in the same way that good nutrition or vitamins can strengthen our bodies' natural defenses, cannabis can increase our bodies' ability to regain its balance and level out the seesaw swings.

THE BIOLOGICAL

On the biological side of the story, cannabis contains some unique natural properties that help our bodies self-regulate. The active compounds in a cannabis plant are called cannabinoids. THC and CBD are the most commonly known cannabinoids (specifically, they are “phytocannabinoids” because they come from plants). Our bodies also produce cannabinoids named “endocannabinoids” because they are produced within the body.

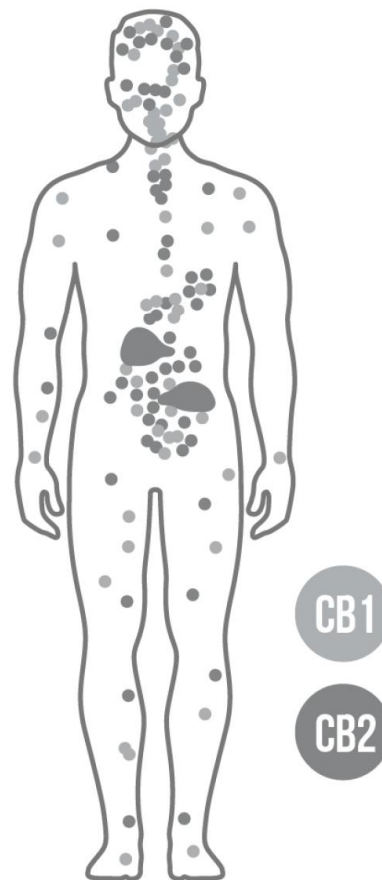


The endocannabinoid system’s job is to create homeostasis: the ability or tendency to maintain internal stability in an organism to compensate for environmental changes.

The role that cannabinoids play is to drive communications between our cells so they work together to create balance. For example, when inflammation occurs in the body, the endocannabinoid system helps our body push down on the seesaw and return it to level. By keeping our bodies in balance, the endocannabinoid system is arguably the most important physiologic system for establishing and maintaining our health.

So what happens when we consume cannabis? Phytocannabinoids bind to the cannabinoid receptors embedded in cell membranes throughout our bodies in a lock-and-key manner. The effect is to rev up our endocannabinoid system and get our bodies back in balance. There are over 100 different types of phytocannabinoids, and we're only at the beginning stages of understanding the different ways they interact with the body's internal systems.

We have cannabinoid receptors embedded in cell membranes throughout our bodies—from our brains to our organs, connective tissues, glands, and immune cells.



This is what makes the endocannabinoid system truly exciting: researchers only discovered it a couple of decades ago (even though it is a system that exists in every vertebrate organism and has been around for millions of years). As we learn more about cannabinoids, we will get better at growing different kinds of medicine that will not only increase the body's ability to manage, relieve, control, or even cure systemic imbalances, but also make us more resilient, healthy, and happy.

THE EARLY DAYS

We are in the early days of understanding how cannabis works. We owe a debt to Dustin Sulak, DO, whose writings about his clinical work with cannabis have informed the thinking in the Field Guide. And we give thanks to the many scientists and researchers who have conducted tens of thousands of studies, and who continue to explore the ways cannabis can be used to improve our lives.

We consider it our responsibility to keep up with this growing body of research so that we can better understand cannabis, and give the best possible advice to our community. And we hope this inspires you to do your own research so you can ask better questions, make more informed choices, and discover the ways that cannabis can make your life healthier and happier.

CHAPTER 2

WAYS TO
CONSUME
CANNABIS

Not too long ago, consuming cannabis was basically a choice between smoking flower or eating brownies. But thanks to the growing use of cannabis across the country, there has been a tremendous amount of innovation in the methods for consuming cannabis. You can still smoke and ingest cannabis, but there's also vaporizers that offer healthier alternatives to smoking, tinctures for sublingual consumption, balms and ointments for topical use, and even transdermal patches that allow you to receive cannabinoids through the skin. What's significant about all these different ways of consuming cannabis is that they create different interactions between your body and the cannabinoids. For example, heating cannabis alters the chemical structure of cannabinoids and changes how they're metabolized—so your body will respond differently to inhaling compared to ingesting the same type of cannabis.

The key to consuming cannabis in any format is to start slowly and gradually increase your dosage. You can always take more, but you can never take less! And keep track of your experiences in the Notes section at the back of this book. Doing so will help you learn from your different cannabis experiences, and narrow in on the best cannabis for you.

WAYS TO CONSUME

- 1 -

INHALATION

- 2 -

EDIBLE

- 3 -

SUBLINGUAL

- 4 -

TOPICAL

- 5 -

TRANSDERMAL

NOTE:

These are general guidelines that apply to most people.

- 1 -

INHALATION

How to consume:

Smoking

(rolled flower, pipe, dabbing, etc.)

Vaping

(via cartridge, flower vaporizer, etc.).

Tips:

Great method of consumption for immediate effect

Vaping, rather than smoking, is the healthier way to inhale

Vaping occurs when a product is heated enough to activate the compounds in the product without producing combustion (between 325 and 392 degrees)

Psychoactivity:

Highly psychoactive to minimally psychoactive inhalable products are available

Takes effect:

IMMEDIATELY

Duration:

2-4 HOURS

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- 2 -

EDIBLE

How to consume:

**Ingest the product
of your choice**
(gummies, chocolates,
capsules, etc.)

Tips:

1-3 mg of thc is sufficient
for most first time users

Cannabinoids consumed through
ingestion metabolize in the liver
and create 11-hydroxy-THC, a
different chemical than the
delta-9 THC created by heat

Since edibles onset takes longer
and have lasting effects, starting
with a low dosage is critical

Psychoactivity:

**Psychoactive and non-psychoactive
products available**

Takes effect:

30 MIN. TO 2 HRS

Duration:

2-8 HOURS

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– 3 –

SUBLINGUAL

How to consume:

Place drops of liquid
(e.g. tincture)
under your tongue
and allow your
membranes to absorb

Tips:

Sublinguals are great for people
looking for an almost immediate
effect, as an alternative to
inhaling cannabis

Psychoactivity:

**Psychoactive and non-psychoactive
products available**

Takes effect:

IMMEDIATE—15 MIN.

Duration:

2-8 HOURS

– 15 –

- 4 -

TOPICAL

How to consume:

Apply product
(e.g. balm, salve, cream)
to the affected area
and allow your body to
absorb it

Tips:

Topicals are a great solution
for folks seeking the therapeutic
benefits of cannabis in a
non-psychoactive format

Topicals can be applied
several times a day to the area
in need of relief

Psychoactivity:

Non-psychoactive products

Takes effect:

10-30 MINUTES

Duration:

1-3 HOURS

(some may have
longer-lasting effects)

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TRANSDERMAL

How to consume:

Apply the patch to area of thin skin
typically the inside of the wrist, inside of forearm, or lower back

Tips:

Great for folks seeking a discreet way to medicate

Can be highly psychoactive so important to understand dose of patch

Skin needs to be clean where patch is applied

Psychoactivity:

Psychoactive and non-psychoactive products available

Takes effect:

IMMEDIATE—15 MIN.

Duration:

6-12 HOURS

CHAPTER 3

COMMON
**CANNABINOIDS
& TERPENES**

AN INTRODUCTION

Cannabinoids are compounds that keep our bodies in balance. Our bodies create them naturally, and the cannabis plant creates very close imitations of these compounds. Cannabinoids facilitate the communication between the cells in our body to preserve the internal state of balance. So when we use cannabis, we're basically improving the function of our endocannabinoid system and amplifying the body's ability to bring things back into proper order.

Cannabinoids work in concert with terpenes and other compounds to create specific effects on the body. The combinations of cannabinoids and terpenes give different strains their unique qualities, such as make you more alert, elated, focused, relaxed, or sleepy. Also, you'll find products where cannabinoids appear in different ratios to each other to create different ranges of effects.

PART 1

CANNABINOIDS

While the cannabis plant produces over 100 unique cannabinoids, we'd like to call your attention to the six most commonly known cannabinoids. These are the ones where we're starting to scratch the surface of understanding what these compounds can do. By all accounts, there's a lot more that we don't know than what we do. And as scientists apply research to the other cannabinoids they've identified, we expect to see a growing number of ways to use cannabinoids to improve our health.

THC

(PSYCHOACTIVE)

To put it simply, THC is the primary compound that gets you high. It is the most commonly-known and used cannabinoid. It is often used to relieve pain and nausea, stimulate the appetite, and can alter moods and perceptions.

CBD

(NON-PSYCHOACTIVE)

CBD is the best known cannabinoid for providing the benefits of cannabis without getting you high. It has a variety of therapeutic uses such as pain relief, anti-nausea, and lessening anxiety, but functions differently depending on the ratios to THC.

THCa

(NON-PSYCHOACTIVE)

THCa is not a well-known cannabinoid, but is what's mostly present in your cannabis before you heat it. During the process of smoking or vaping, the cannabinoid changes its state and loses its acidic precursors to become THC. When you ingest raw cannabis, you're consuming THCa—which for some people helps with nerve pain, inflammation, and can work as an antispasmodic.

CBDa

(NON-PSYCHOACTIVE)

Like THCa, CBDa is a new cannabinoid for most cannabis users. It is the unheated form of CBD. CBDa has been reported to function as an anti-inflammatory among other health benefits, and we expect to learn more about its effects as usage increases.

CBN

(MODERATELY PSYCHOACTIVE DEPENDING ON DOSE)

This mildly psychoactive cannabinoid is mostly known as a sleep aid. As TCH oxidizes, it converts to CBN.

THCv

(HIGHLY PSYCHOACTIVE)

This is a highly psychoactive cannabinoid that also functions as an appetite suppressant. It tends to be found in landrace African varieties of cannabis.

PART 2

TERPENES

Terpenes give cannabis its unique smell. These plant molecules are found in all plant resins and essential oils, and interact synergistically with cannabinoids to create what scientists call “the entourage effect.” This is why certain strains make you feel sleepy and other strains make you feel awake, euphoric, focused, or calm. While there is still much to learn about terpenes, below we’ve outlined the effects and aromas associated with the most commonly found terpenes. The basic rule for terpenes is to trust your nose.

Pinene

Typically found in clear-headed strains used for creative and physical activities.

*Also found in pine tree needles, parsley, rosemary, basil, dill

AROMA:

Piney
Earthy
Refreshing

Myrcene

Typically found in low amounts in strains that are stimulating, and in high amounts in straights that are sedating. Believed to allow your body to absorb THC more readily.

*Also found in mangoes, and hops

AROMA:

Musky
Earthy
Pungent

Caryophyllene

Found in many strains, and is known to bind to the CB2 cannabinoid receptor. Believed to potentially aid in the absorption of CBD.

*Also found in basil, cloves, black pepper

AROMA:

Peppery
Spice
Pungent

Limonene

Found in citrusy, uplifting, strains that elevate your mood. Plays a role in the absorption of other terpenes.

*Also found in lemons, tangerines, and other citrus fruits

AROMA:

Citrus
Refreshing
Oranges

Linalool

Found in calming strains. Cool fact: used in aromatherapy to help promote relaxation, sleep, and reduce anxiety

*Also found in lavender, mint, and many other plants

AROMA:

Lavender
Floral
Fragrant
Sweet
Woody

Terpinolene

Found in calming strains.

*Also found in Allspice, apple, cumin, lilac, and tea tree oil

AROMA:

Smokey
Woody
Herbal
Floral

CHAPTER 4

GLOSSARY

OF TERMS

By getting familiar with the specific language around cannabis, it's active ingredients, and how to use it, you can ask better and more precise questions to inform your personal research, or to bring to the team at Solful. Here's a set a of words and terms that will help you build a foundation of knowledge around cannabis.

FLOWER & GROWING METHODS

At Solful, we don't categorize flower into Indica, Sativa, or Hybrid categories because almost all cannabis available is some form of hybrid that was created to emphasis certain characteristics. Instead, we describe the cannabis we offer based on the effect it was bred to produce.

Indica: A term used to reference strains of cannabis that offer a relaxing, sedative, and calming feeling that affect the overall body more than mind

Sativa: A term used to reference strains are often more cerebral, and provide a solution for many users seeking a more uplifting, focused, and euphoric feeling

Hybrid: Hybrids refer to a combination of strains, offering the best of both worlds for many users. Hybrids come in a variety, and can be well balanced, or lean towards a uplifting, or relaxing side depending on the cross of strains

Indoor: The act of growing plants indoors under artificial lights and using externally introduced nutrient systems.

Sun Grown: Cannabis grown outdoors, under the full spectrum of natural sunlight.

Biodynamic: A holistic, ecological, and ethical approach to farming, gardening, food, and nutrition based on the spiritual insights and practical suggestions of Dr. Rudolf Steiner.

Regenerative: An approach to food and farming systems that regenerates topsoil with the goal of increasing biodiversity through farming. Most strains we offer at Solful come from cultivators who engage in regenerative farming practices.

Terroir: The set of all environmental factors that affect how a crop expresses its genetics. Terroir includes unique environmental contexts, farming practices, and a crop's specific growth habitat.

CERTIFICATIONS

Legally, cannabis cannot be labeled organic, no matter how environmentally friendly the cultivation practices used to grow it, because the term is federally regulated and the USDA does not recognize cannabis as a legitimate agricultural crop. But the cannabis industry has access to other regulatory bodies that are able to certify cultivation and production practices.

Demeter: A not-for-profit organization that certifies cultivation in accordance with Biodynamic® practices and principles. Demeter's vision is to heal the planet through agriculture.

Clean Green: A nationwide certifier for cannabis cultivated using sustainable, natural and organically-based practices. The Clean Green Certified program was created in 2004 as a way to regulate legal cannabis products that called themselves "organic." Consumers can rest assured when they buy a Clean Green Certified cannabis product that it has met all of the requirements of this rigorous program.

Dragon Fly Earth Medicine (DEM): A DEM Pure certification recognizes that a farmer is utilizing solely regenerative and biologically intelligent practices. This certificate encompasses mindfulness and practices that derive from nature, community building, sharing of ideas and techniques, and taking care of patients and workers.

CONCENTRATES

Concentrates are the products created by extracting cannabinoids from cannabis and come under a number of headings, such as shatter, wax, crumble, sugar, honeycomb, sap, and oil. Some forms of extraction use solvents such as CO₂, butane, hydrocarbons, propane, and alcohol, while others use water or heat for extraction. Concentrates are typically more powerful than flower, and can be consumed in a number of ways.

Dabbing: “Taking a dab” refers to the process of placing, or dabbing, a piece of cannabis concentrate against a highly heat surface (usually a titanium, glass or quartz nail) which vaporizes the concentrate.

Carbon-based Extractions: Butane Hash Oil is by far the most popular concentrate, and comes under the headings such as shatter, wax, crumble, honeycomb, sap, snap n’ pull, and sugar (to describe the consistency of the end product).

Solventless Extractions: Concentrates produced using a combination of water, heat, cold, and pressure that come under the headings of hash, rosin budder, or freeze-dried hash oil.

Full Spectrum Plant Extract: Also known as Rick Simpson Oil, a highly potent (THC levels up to 90%) decarboxylated concentrate extract that is consumed orally. This particular concentrate was created for medicinal purposes.

VAPORIZERS

Smoking used to be the most common way to consume cannabis. But over the last decade in particular, advancements in vaporizing technology have delivered healthier, cleaner, and more convenient ways to consume cannabis flower and extracts.

Vaping involves heating cannabis flowers or extracts to a temperature just below combustion to produce cannabinoid-infused vapor. You inhale the vapor, but none of the harmful smoke toxins are present. And, like smoking cannabis, the effects are near instant.

In the early days of vaporizing, people used heat guns to heat up glass vaporizing pipes. This approach spurred designs for plug-in vaporizers that people use in their homes. And with the advancement of rechargeable lithium ion batteries, vaporizers have become smaller and more portable.

Today, you'll most likely encounter three types of vaporizers:

Plug-in vaporizers: These non-portable vaporizers are known for their powerful and consistent delivery of heat. They are used to heat flower and extracts. Some models allow users to inhale vapor through a tube as the cannabis is being heated. Others use a fan to fill a bag with vapor, which you can then inhale at your own pace.

Portable vaporizers: These are small, rechargeable vaporizers used to heat flower and extracts such as resins, waxes, or oils. They allow you to adjust the temperature based on the type of cannabis product you are heating, either on the device or via a downloadable app.

Vape pens: These are the smallest devices and are used to vaporize liquid extract. Their body includes a rechargeable battery (typically charged through a USB connection), and a cartridge of cannabis extract. Some vape pens are disposable, which means that when the extract runs out you recycle the entire unit. Other vape pens allow you to use replaceable extract cartridges or pods which allows you to use the vape pen for a variety of different cannabis cartridges.

CHAPTER 5

FIELD NOTES

As you experiment with different types of cannabis—strains, products, and consumption methods—it's a great idea to keep a record of what you consume, in what quantity, and how it makes you feel. Use these pages to take your own “field notes” as you try different products so you can identify what works for you, keep track of your questions, and get the most out of your cannabis experiences.

NOTES

NOTES

NOTES

**This field guide is a gift from Solful
to our community.**

Please share this with your friends, family, and anyone you
know who is interested in learning more about cannabis.