

COMBINED RENEWAL APPLICATION AND DECLARATION OF USE

Mark: POPAI

Reg. No: 1,588,615

Int'l. Classes: 16, 35 and 41

TO THE COMMISSIONER OF PATENTS AND TRADEMARKS:

POINT OF PURCHASE ADVERTISING INTERNATIONAL, INC.

A New York not-for-profit corporation  
(Corporate Name and State or Country of Incorporation)

1600 Duke Street, #610  
Alexandria, Virginia 22314

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(Business Address of Corporation)

The above-identified applicant for renewal requests that Registration No. 1,588,615, granted to POINT-OF-PURCHASE ADVERTISING INSTITUTE, a New York not-for-profit corporation, on March 27, 1990, and which the above-identified applicant for renewal now owns, as shown by records in the Patent and Trademark Office, be renewed in accordance with the provisions of Section 9 of the act of July 5, 1946.

The above-identified applicant declares, in accordance with the provisions of Section 8 of the act of July 5, 1946, that the mark shown in said registration is still in use in commerce on or in connection with the following goods and services recited in the registration, namely, printed matter, namely, magazines, newsletters, article reprints, speech reprints, printed reports and marketing case histories in the field of point-of-purchase advertising (Class 16); market research services in the field of point-of-purchase advertising, organization and

presentation of trade shows in the field of point-of-purchasing advertising, public relations and promotional activities promoting issues related to the point-of-purchase advertising industry (Class 35); and educational services in the field of point-of-purchasing advertising including presenting seminars, workshops and symposiums on issues relating to the point-of-purchase field (Class 41). The applicant for renewal is using the mark in commerce in connection with the goods and services identified above, as evidenced by the attached specimens showing the mark as currently used in commerce. Applicant wishes to delete the remaining goods from the registration, namely, audio and video cassettes on the subject of point-of-purchase advertising.

Applicant hereby appoints Glenn A. Gundersen, James J. Johnston, Erik Bertin, Hal E. Borden and Jacob R. Bishop, Cira Centre, 2929 Arch Street, Philadelphia, PA 19104-2808, attorneys at law, to prosecute this application for renewal and transact all business in the Patent and Trademark Office in connection herewith.

All correspondence should be directed to Glenn A. Gundersen, Dechert LLP, Cira Centre, 2929 Arch Street, Philadelphia, PA 19104-2808.

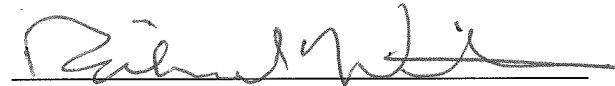
Glenn A. Gundersen, James J. Johnston, Erik Bertin, Hal E. Borden and Jacob R. Bishop, whose postal address is cited above, are hereby designated applicant's representative upon whom notice or process in proceedings affecting the mark may be served.

DECLARATION OF APPLICANT FOR RENEWAL

The undersigned, being hereby warned that willful false statements and the like are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of this document, declares that he/she is properly authorized to execute this document on behalf of applicant for renewal; all statements made herein of his/her knowledge are true and all statements made on information and belief are believed to be true.

Dated: April 8, 2010.

POINT OF PURCHASE ADVERTISING  
INTERNATIONAL, INC.  
(Name of Corporation)

  
(Signature)

Name: Richard Winter  
Official Title: President