

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant : Society for Marketing Professional Services
Registration No. : 3,559,393
Issued : January 13, 2009
Mark : SMPS
Attorney Ref. : 47636-253944

**COMBINED APPLICATION FOR RENEWAL OF REGISTRATION
& DECLARATION OF CONTINUED USE**

Society for Marketing Professional Services ("Registrant"), requests that the captioned registration be renewed and maintained in accordance with the provisions of Sections 8 and 9 of the Trademark Act of 1946, 15 U.S.C. § 1051, *et seq.*, as amended ("Lanham Act").

The undersigned declares and states that Registrant owns the captioned registration and the mark shown therein; and that, pursuant to Section 8 of the Lanham Act, Registrant or Registrant's related company or licensee is currently using the mark in U.S. commerce on or in connection with all of the goods and/or services identified in the registration, namely:

“Association services, namely, promoting the interests of marketing and business development professionals,” in International Class 35.

as shown by the attached specimen(s), showing use by authorized persons to certify that they meet the standards of proficiency and experience and have attained a level of education as set by the certifier.

DECLARATION


The undersigned declares and states that he/she is authorized to execute and sign this instrument on behalf of and for the said Registrant. The signatory believes that the mark is in use in commerce on or in connection with the goods/services identified above, as evidenced by the attached specimen; the specimen(s) shows the mark as currently used in commerce on or in connection with the goods/services; Registrant requests that the registration be renewed for the goods/services identified above; that to the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support; the signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of this submission, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

POWER OF ATTORNEY

All prior Powers of Attorney are hereby revoked and Registrant hereby appoints as its attorneys Andrew D. Price, Mark B. Harrison, Rebecca Liebowitz, Halle B. Markus, Steven B. Powell, Catherine S. Mitros, Paula E. Hopkins, and Sean T. Phelan, each a member of the Bar of the District of Columbia and/or their respective states, and the law firm Venable LLP, all having the building address 600

Massachusetts Avenue, NW, Washington, DC 20001, telephone (202) 344-4000, and facsimile (202) 344-8300, to prosecute this renewal application and declaration of continued use, to transact all business in the U.S. Patent and Trademark Office in connection therewith, and to receive all documents concerning the above registration.

SOCIETY FOR MARKETING PROFESSIONAL SERVICES

By: 
Name: MICHAEL GEARY
Title: CEO
Date: 1/4/19



The Society for Marketing Professional Services (SMPS) is a diverse community of marketing and business development professionals working together to move the A/E/C industries forward.

We believe in **Business Transformed Through Marketing Leadership**. In fact, today's most dynamic and successful A/E/C firms have realized the important balance between sellers and doers, between marketing and business development, and have used this important distinction to their advantage.

Through networking, educational opportunities, and industry leading research, SMPS members gain a competitive advantage in positioning their firms successfully in the marketplace. On top of that, SMPS offers its members ongoing professional development, leadership opportunities, and marketing resources to advance their careers.

SMPS is the only organization dedicated to creating business opportunities in the A/E/C industry. Companies large and small are able to tap into our powerful national and regional network to form partnerships, secure business referrals, and benchmark performance.

In 1973, a small group of ambitious professional services firm leaders recognized the need to sharpen skills, pool resources, and work together to build their businesses. And SMPS was born.

Today, SMPS represents a dynamic network of more than 7,000 marketing and business development professionals from architectural, engineering, planning, interior design, construction, and specialty consulting firms located throughout the United States and Canada. As the business world and built environment continue to evolve, SMPS and its members will be steadfast in staying ahead of the curve. And continuing to transform the way A/E/C firms do business.

1973

September—Following **Weld Cox's** marketing seminar at the AIA Convention in Kansas City, the "Society of Birdoggers," a group of marketing persons from A/E firms, got together to discuss common concerns and scheduled another meeting for November.

November—The "S.O.B." executive council met to establish a purpose and objective for the organization, elect officers, establish a mailing address, and officially adopt the name "National Society for Marketing Professional Services." The group received its first print mention in the *Cox Letter*.

December—By year's end, **14** four members (Architectural Record, 1973, p. 104).

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