

## Wug (Logo) Trademark Application- International Class 41

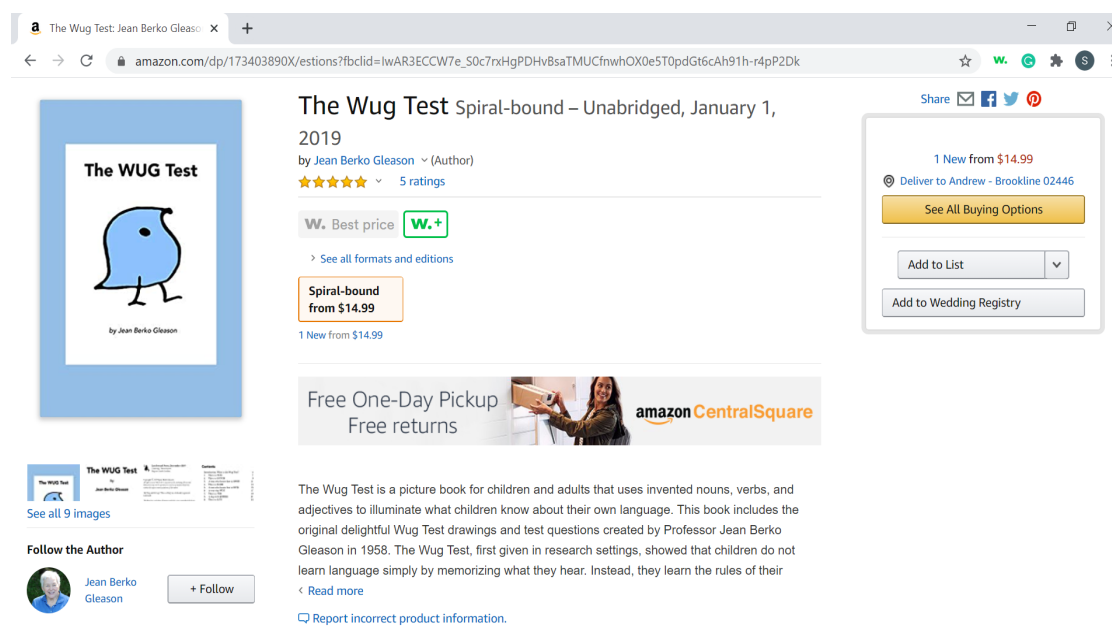
The following are specimens of use of the mark Wug (logo) in commerce for International Class 41 as early as January 1, 2019. The specimen contains links of applicant's website 'wugstore.com' as well as third-party websites, as authorized by the applicant, advertising and selling applicant's services relating to the presentation of works of visual art or literature, explaining the 'Wug Test' created by the client and containing the 'Wug' logo, for the education and entertainment of children.

*The below links were accessed and screenshots were printed on July 7, 2020.*

A. **Educational Books-** The Applicant's book about the Wug Test is sold on Amazon.com

URL:

[https://www.amazon.com/dp/173403890X/estions?fbclid=IwAR3ECCW7e\\_S0c7rxHgPDHvBsaTMUCfnwhOX0e5T0pdGt6cAh91h-r4pP2Dk](https://www.amazon.com/dp/173403890X/estions?fbclid=IwAR3ECCW7e_S0c7rxHgPDHvBsaTMUCfnwhOX0e5T0pdGt6cAh91h-r4pP2Dk)



The screenshot shows the Amazon product page for 'The Wug Test' by Jean Berko Gleason. The page features a large image of the book cover, which is blue with a white border and a blue bird-like character. The title 'The WUG Test' is prominently displayed. Below the cover, the author's name 'Jean Berko Gleason' is listed, along with a 5-star rating and 5 ratings. The price is shown as 'W. Best price' with a green 'W+' icon, and the spiral-bound version is priced at \$14.99. A 'Free One-Day Pickup' banner is visible, along with the Amazon CentralSquare logo. The product description states: 'The Wug Test is a picture book for children and adults that uses invented nouns, verbs, and adjectives to illuminate what children know about their own language. This book includes the original delightful Wug Test drawings and test questions created by Professor Jean Berko Gleason in 1958. The Wug Test, first given in research settings, showed that children do not learn language simply by memorizing what they hear. Instead, they learn the rules of their'. The page also includes a 'Follow the Author' section with a profile picture of Jean Berko Gleason and a '+ Follow' button.

**B. The Applicant's official website advertising the sale of the book about the Wug Test on Amazon.com for \$14.99.**

URL: <https://wugstore.com/>

The screenshot shows a web browser window with the address bar displaying "wugstore.com". The website header includes the logo "WUG STORE The Official Wug Site" and a navigation menu with "Home" highlighted. The main content area features a large image of the book cover for "The WUG Test" by Jean Berko Gleason. The cover is white with a blue border and features a simple drawing of a blue, blob-like creature with a black dot for an eye and two thin legs. Below the drawing, the author's name "by Jean Berko Gleason" is printed. Below the book cover, there is a section titled "THE WUG TEST" in green. The text in this section describes the book as a spiral-bound picture book for children and adults, mentioning its use of invented nouns, verbs, and adjectives to explore language acquisition. It notes that the book includes original drawings and test questions from 1958 and is available on Amazon for \$14.99.

**THE WUG TEST**

Buy the Book! The complete Wug Test is now available in a spiral bound book, perfect for sharing with children aged 4-7! See the Wugs, Gurches and Kazhes that started it all!

The Wug Test is a picture book for children and adults that uses invented nouns, verbs, and adjectives to illuminate what children know about their own language. This book includes the original delightful Wug Test drawings and test questions created by Professor Jean Berko Gleason in 1958. The Wug Test, first given in research settings, showed that children do not learn language simply by memorizing what they hear. Instead, they learn the rules of their language so that they are able to make plurals, past tenses and other forms when presented with words they have never heard before. This book has pictures and interesting questions to share with children, along with informative notes and commentary for adults. It provides a fascinating insight into what even very young children know about language, as well as a way to understand and observe a child's acquisition of the rules of language over time.

Available now on Amazon for \$14.99