

ATTORNEY DOCKET NO.  
5176-K004US (20)

TRADEMARK

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Mark:



Classes: 009, 036 and 042

Applicant: MARS Rewards, LLC

Commissioner for Trademarks  
P. O. Box 1451  
Alexandria, VA 22313-1451

Dear Sir:

**APPLICATION FOR TRADEMARK REGISTRATION**

Applicant, MARS Rewards, LLC, is a Texas limited liability company, with a business address of 301 E. Commerce Street, Mexia, TX 76667. Applicant requests registration of the above-identified mark in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. 1051 *et seq.*, as amended) for the following goods and services:

*Providing downloadable mobile software applications for customers to participate in a loyalty and incentive reward program and a customer referral network and to exchange cash, rebates and other promotional credits/or referral of others for goods and services and to compile and report data related to a customer loyalty and incentive reward program in Class 009*

*Providing cash and other rebates/or credit card and debit card use as part of a customer loyalty and incentive reward program in Class 036*

*Providing temporary use of a non-downloadable web-based application for customers to participate in a loyalty and incentive reward program-to participate in a customer referral network and to exchange cash, rebates and other promotional credits/or referral of others for goods and services and to compile and report data related to a customer loyalty and incentive reward program; software as a service (SAAS) services featuring software for customers to participate in a loyalty and incentive reward program to participate in a customer referral network and to exchange cash, rebates and other promotional credits/or referral of others for goods and services and to compile and report data related to a customer loyalty and incentive reward program* in Class 042

The mark was first used by Applicant on or in connection with the goods in Class 009 at least as early as 6/11/2019; the mark was first used by Applicant on or in connection with the goods in Class 009 in commerce which the U.S. Congress may regulate, specifically, interstate commerce at least as early as 8/20/2020; and is now in use in such commerce.

The mark was first used by Applicant on or in connection with the services in Class 036 at least as early as 6/11/2019; the mark was first used by Applicant on or in connection with the services in Class 036 in commerce which the U.S. Congress may regulate, specifically, interstate commerce at least as early as 8/20/2020 and is now in use in such commerce.

The mark was first used by Applicant on or in connection with the services in Class 042 at least as early as 6/11/2019; the mark was first used by Applicant on or in connection with the services in Class 042 in commerce which the U.S. Congress may regulate, specifically, interstate commerce at least as early as 8/20/2020; and is now in use in such commerce.

The mark is used on packaging, the product itself, points of display and in other ways customary to the trade for the goods. The mark is used in advertising, brochures, web pages and in other ways customary to the trade for the services.

#### **DESCRIPTION OF THE MARK**

The mark consists of the letter "M" encased in a circle. The line of the circle is interrupted by four separated dots.

**POWER OF ATTORNEY**

Applicant hereby appoints:

Cathryn A. Berryman  
Lekha Gopalakrishnan  
Robert C. Shaddox

all lawyers with the firm of WINSTEAD PC and members of the Bar of the State of Texas, as my attorneys, with full power of substitution and revocation, to prosecute this application, to transact all business connected therewith and to receive the Certificate of Registration.

Please address all communications to:

Cathryn A. Berryman  
2728 North Harwood Street  
Suite 500  
Dallas, Texas 75201  
(214) 745-5172  
(214) 745-5390 (facsimile)  
Email: [cberryman@winstead.com](mailto:cberryman@winstead.com)

**DECLARATION**

The undersigned being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the Applicant; he/she believes the Applicant to be the owner of the mark sought to be registered, or if the application is being filed under 15 U.S.C. 1051(b), he/she believes the Applicant to be entitled to use such mark in commerce on or in connection with the goods and services specified in the application; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the above identified mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods and services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

**MARS REWARDS, LLC**

Dated: 10/16/2020

By:  \_\_\_\_\_

Name: Greg Stubbs

Title: President and Secretary