Trademark/Service Mark Application, Principal Register

Serial Number: 88469099 Filing Date: 06/11/2019

The table below presents the data as entered.

| Input Field | Entered | |
|---|---|--|
| SERIAL NUMBER | 88469099 | |
| MARK INFORMATION | | |
| *MARK | <u>Identiti</u> | |
| STANDARD CHARACTERS | YES | |
| USPTO-GENERATED IMAGE | YES | |
| LITERAL ELEMENT | Identiti | |
| MARK STATEMENT | The mark consists of standard characters, without claim to any particular font style, size, or color. | |
| REGISTER | Principal | |
| APPLICANT INFORMATION | | |
| *OWNER OF MARK | Identiti Resources, Ltd. | |
| INTERNAL ADDRESS | STE 150 | |
| *STREET | 1201 WILEY RD | |
| *CITY | Schaumburg | |
| *STATE (Required for U.S. applicants) | Illinois | |
| *COUNTRY | United States | |
| *ZIP/POSTAL CODE (Required for U.S. and certain international addresses) | 60173 | |
| LEGAL ENTITY INFORMATION | | |
| ТҮРЕ | corporation | |
| STATE/COUNTRY OF INCORPORATION | Illinois | |
| GOODS AND/OR SERVICES AND BASIS INFORMATION | | |
| INTERNATIONAL CLASS | 037 | |
| *IDENTIFICATION | Designing, fabricating, installing and maintaining custom signs for others. | |
| FILING BASIS | SECTION 1(a) | |
| FIRST USE ANYWHERE DATE | At least as early as 08/14/1991 | |
| FIRST USE IN COMMERCE DATE | At least as early as 08/14/1991 | |
| SPECIMEN FILE NAME(S) | \\\TICRS\EXPORT17\IMAGEOUT 17\884\690\88469099\xml1\ RFA0003.JPG | |
| | \\TICRS\EXPORT17\IMAGEOUT | |

| | 17/1994/200/199420000/ |
|--------------------------------------|---|
| | 17\884\690\88469099\xml1\ RFA0004.JPG |
| | \\TICRS\EXPORT17\IMAGEOUT 17\884\690\88469099\xml1\ RFA0005.JPG |
| SPECIMEN DESCRIPTION | Screenshots from Applicant's website describing its services available for customers and soliciting customers to hire them for the services applied for; a business card displaying the mark, used e.g. in soliciting customers to hire Applicant for the services applied for. |
| ATTORNEY INFORMATION | |
| NAME | Kyle Hanson |
| ATTORNEY DOCKET NUMBER | 830297 |
| FIRM NAME | Hanson Law Group LLP |
| INTERNAL ADDRESS | Suite 300 |
| STREET | 1000 Hart Road |
| CITY | Barrington |
| STATE | Illinois |
| COUNTRY | United States |
| ZIP/POSTAL CODE | 60010 |
| PHONE | 847-282-0003 |
| FAX | 847 277 7339 |
| EMAIL ADDRESS | kylehanson@hansonlawgrp.com |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes |
| OTHER APPOINTED ATTORNEY | Kyle Hanson |
| CORRESPONDENCE INFORMATION | |
| NAME | Kyle Hanson |
| FIRM NAME | Hanson Law Group LLP |
| INTERNAL ADDRESS | Suite 300 |
| STREET | 1000 Hart Road |
| CITY | Barrington |
| STATE | Illinois |
| COUNTRY | United States |
| ZIP/POSTAL CODE | 60010 |
| PHONE | 847-282-0003 |
| FAX | 847 277 7339 |
| *EMAIL ADDRESS | kylehanson@hansonlawgrp.com; kimseaquist@hansonlawgrp.com |
| *AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes |
| FEE INFORMATION | |
| APPLICATION FILING OPTION | TEAS RF |
| NUMBER OF CLASSES | 1 |

| APPLICATION FOR REGISTRATION PER CLASS | 275 |
|--|---|
| *TOTAL FEE DUE | 275 |
| *TOTAL FEE PAID | 275 |
| SIGNATURE INFORMATION | |
| SIGNATURE | /Kyle Hanson/ |
| SIGNATORY'S NAME | Kyle Hanson |
| SIGNATORY'S POSITION | Attorney of record, Illinois bar member |
| SIGNATORY'S PHONE NUMBER | 847-282-0003 |
| DATE SIGNED | 06/11/2019 |

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OMB No. 0651-0009 (Exp 02/28/2021)

Trademark/Service Mark Application, Principal Register

Serial Number: 88469099 Filing Date: 06/11/2019

To the Commissioner for Trademarks:

MARK: Identiti (Standard Characters, see <u>mark</u>)
The literal element of the mark consists of Identiti.

The mark consists of standard characters, without claim to any particular font style, size, or color.

The applicant, Identiti Resources, Ltd., a corporation of Illinois, having an address of

STE 150 1201 WILEY RD Schaumburg, Illinois 60173 United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 037: Designing, fabricating, installing and maintaining custom signs for others.

In International Class 037, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 08/14/1991, and first used in commerce at least as early as 08/14/1991, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) Screenshots from Applicant's website describing its services available for customers and soliciting customers to hire them for the services applied for; a business card displaying the mark, used e.g. in soliciting customers to hire Applicant for the services applied for...

Specimen File1 Specimen File2 Specimen File3

The applicant's current Attorney Information:

Kyle Hanson and Kyle Hanson of Hanson Law Group LLP Suite 300 1000 Hart Road

Barrington, Illinois 60010 United States

847-282-0003(phone) 847 277 7339(fax)

kylehanson@hansonlawgrp.com (authorized)

The attorney docket/reference number is 830297.

The applicant's current Correspondence Information:

Kyle Hanson

Hanson Law Group LLP

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1000 Hart Road

Barrington, Illinois 60010

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kylehanson@hansonlawgrp.com;kimseaquist@hansonlawgrp.com (authorized)

E-mail Authorization: I authorize the USPTO to send e-mail correspondence concerning the application to the applicant, the applicant's attorney, or the applicant's domestic representative at the e-mail address provided in this application. I understand that a valid e-mail address must be maintained and that the applicant or the applicant's attorney must file the relevant subsequent application-related submissions via the

Trademark Electronic Application System (TEAS). Failure to do so will result in the loss of TEAS Reduced Fee status and a requirement to submit an additional processing fee of \$125 per international class of goods/services.

A fee payment in the amount of \$275 has been submitted with the application, representing payment for 1 class(es).

Declaration

Basis:

If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a):

- The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;
- The mark is in use in commerce on or in connection with the goods/services in the application;
- The specimen(s) shows the mark as used on or in connection with the goods/services in the application; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

And/Or

If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e):

- The signatory believes that the applicant is entitled to use the mark in commerce;
- The applicant has a bona fide intention to use the mark in commerce on or in connection with the goods/services in the
 application; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.
- To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive.
- 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 the application or submission or any registration resulting therefrom, 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.

Declaration Signature

Signature: /Kyle Hanson/ Date: 06/11/2019

Signatory's Name: Kyle Hanson

Signatory's Position: Attorney of record, Illinois bar member

Payment Sale Number: 88469099 Payment Accounting Date: 06/12/2019

Serial Number: 88469099

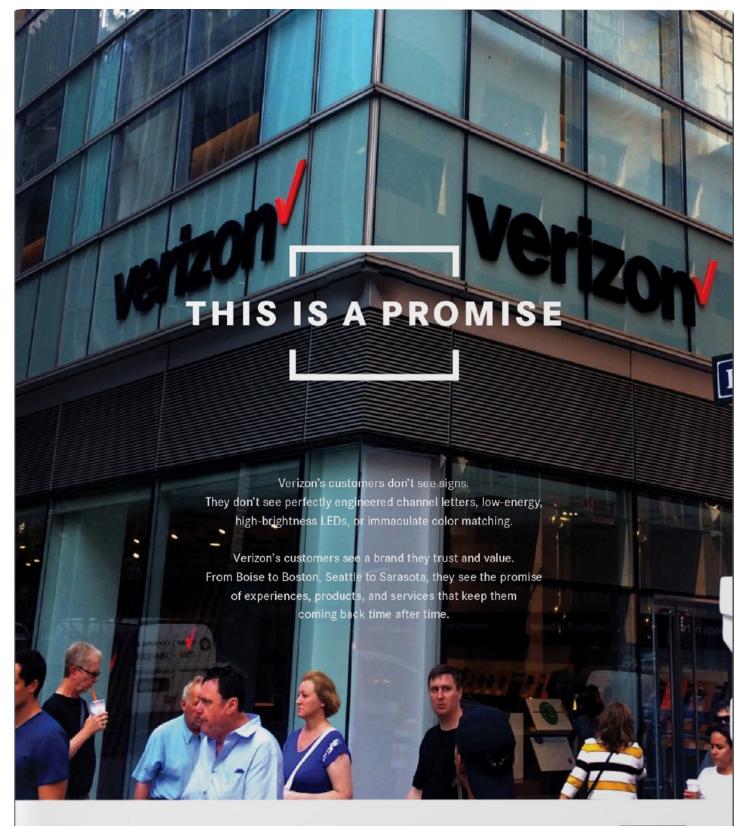
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TEAS Stamp: USPTO/BAS-XXX.XXXXXXXX-20190611220746391

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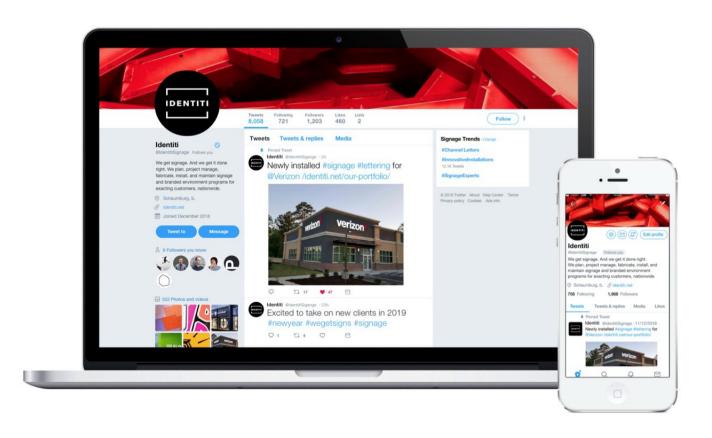


What's our promise?

Our customers look to us for 'signs', but what they really get from us is our experience, capability, reliability, continuous communication skills, and our relentless attention to detail. Our promise: peace of mind.



identiti.net



KEVIN DELAHUNTY

Vice President Marketing & Business Development

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