

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	Identiti
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	
TYPE	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\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

Trademark/Service Mark Application, Principal Register

Serial Number: 88469099

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To the Commissioner for Trademarks:

MARK: Identiti (Standard Characters, see [mark](#))

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
Suite 300
1000 Hart Road
Barrington, Illinois 60010
847-282-0003(phone)
847 277 7339(fax)
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

Internet Transmission Date: Tue Jun 11 22:07:46 EDT 2019

TEAS Stamp: USPTO/BAS-XXX.X.XXX.XX-20190611220746391

305-88469099-620ee673e252583d77d83dea764

8c0ce6c7e6db5de619b97370253cba7225ead0-C

C-6945-20190611215319179614

Identiti

The image shows a close-up of a Verizon store's exterior. The word "verizon" is written in large, black, sans-serif letters on a glass facade, with a red checkmark symbol to the right of each instance. The building has a modern, multi-story design with large windows and a dark, textured base. The text "THIS IS A PROMISE" is overlaid in white, bold, sans-serif font, centered between two white rectangular brackets that frame the text.

verizon ✓

THIS IS A PROMISE

verizon ✓

Verizon's customers don't see signs. They don't see perfectly engineered channel letters, low-energy, high-brightness LEDs, or immaculate color matching.

Verizon's customers see a brand they trust and value. From Boise to Boston, Seattle to Sarasota, they see the promise of experiences, products, and services that keep them coming back time after time.

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

Identiti Resources Ltd.

1201 Wiley Road #150

Schaumburg, Illinois 60173

kdelahunty@identiti.net

D 847.238.8342

M 224.268.5660

identiti.net

