

**Trademark/Service Mark Application, Principal Register
TEAS Plus Application Handwritten Signature**

To the Commissioner for Trademarks:

MARK: kpbs (stylized and/or with design, see below)



The literal element of the mark consists of kpbs. The applicant is not claiming color as a feature of the mark. The mark consists of a speech balloon adjacent to the lower case letters kpbs.

The applicant, The Trustees of the California State University, DBA San Diego State University, through their department, KPBS Public Broadcasting, a state university legally organized under the laws of California, having an address of

5200 Campanile Drive
San Diego, California 92182
United States
619-594-1515(phone)
jkyle@klhipbiz.com

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 035:](#) Marketing services, namely, promotional services in the field of planned-giving for non-profit and charitable organizations

Use in Commerce: The applicant is using the mark in commerce on or in connection with the identified goods/services. The applicant attaches, or will later submit, one specimen as a JPG/PDF image file showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, regardless of whether the mark itself is in the standard character format or is a stylized or design mark. The specimen image file may be in color, and the image must be in color if color is being claimed as a feature of the mark.

In International Class 035, the mark was first used by the applicant or the applicant's related company or licensee predecessor in interest at least as early as 01/00/2019, and first used in commerce at least as early as 01/00/2019, 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) screen shot of KPBS non-profit contribution web page.

[Specimen-1](#) [SPE0-6810524299-20190830113145717022_._TM_New_Logo_in_Connection_with_Fundraising.pdf]

[International Class 038:](#) Broadcasting of television or radio programs; Electronic, electric, and digital transmission of voice, data, images, signals, and messages; Telecommunication services, namely, transmission of voice, data, graphics, images, audio and video by means of telecommunications networks, wireless communication networks, and the Internet; Transmission and delivery of video images, sound, and data via electronic transmission, television broadcast, wireless communication networks, or the internet

Use in Commerce: The applicant is using the mark in commerce on or in connection with the identified goods/services. The applicant attaches, or will later submit, one specimen as a JPG/PDF image file showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, regardless of whether the mark itself is in the standard character format or is a stylized or design mark. The specimen image file may be in color, and the image must be in color if color is being claimed as a feature of the mark.

In International Class 038, the mark was first used by the applicant or the applicant's related company or licensee predecessor in interest at least as early as 01/00/2019, and first used in commerce at least as early as 01/00/2019, 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) screen shot of KPBS home page.

[Specimen-1](#) [SPE0-6810524299-20190830113145717022_._TM_New_Logo_In_Connection_with_Broadcasting.pdf]

[International Class 041:](#) Entertainment services in the nature of development, creation, production, distribution, and post-production of television shows, radio shows, movies, or multimedia entertainment content; Entertainment services, namely, an ongoing multimedia program featuring variety, news, education, documentary, comedy, or drama distributed via various platforms across multiple forms of transmission media; Entertainment services, namely, the provision of

continuing programs, segments, movies, or shows featuring variety, news, education, documentary, comedy, or drama delivered by television, radio, or the Internet; Entertainment, namely, a continuing variety, news, education, documentary, comedy, or drama show broadcast over television, radio, or the internet

Use in Commerce: The applicant is using the mark in commerce on or in connection with the identified goods/services. The applicant attaches, or will later submit, one specimen as a JPG/PDF image file showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, regardless of whether the mark itself is in the standard character format or is a stylized or design mark. The specimen image file may be in color, and the image must be in color if color is being claimed as a feature of the mark.

In International Class 041, the mark was first used by the applicant or the applicant's related company or licensee predecessor in interest at least as early as 01/00/2019, and first used in commerce at least as early as 01/00/2019, 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) segment of KPBS programming schedule for September 2019.

[Specimen-1](#) [SPE0-6810524299-20190830113145717022_-_TM_Segment_of_KPBS_September_TV_Lisitings.pdf]

The applicant hereby appoints John S. Kyle. John S. Kyle of Kyle Harris LLP, is a member of the California bar, admitted to the bar in 1998, bar membership no. 199196, is located at

Suite 1410
450 B Street
San Diego, California 92101
United States
619-600-0644(phone)
jkyle@klhipbiz.com (authorized).

John S. Kyle submitted the following statement: The attorney of record is an active member in good standing of the bar of the highest court of a U.S. state, the District of Columbia, or any U.S. Commonwealth or territory.

The applicant's current Correspondence Information:

John S. Kyle
Kyle Harris LLP
Suite 1410
450 B Street
San Diego, California 92101
619-600-0644(phone)
jkyle@klhipbiz.com (authorized).

Email Authorization: I authorize the USPTO to send email correspondence concerning the application to the applicant or the applicant's attorney, or the applicant's domestic representative at the email address provided in this application. I understand that a valid email 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 Plus 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 \$675 will be submitted with the application, representing payment for 3 class(es).

Declaration

Read the following statements before signing. Acknowledge the statements by signing below.

• **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.

Signature: Crystal Little

Signatory's Name: Crystal Little

Signatory's Position: Interim Associate Vice President of Financial Operations

Signatory's Phone Number: 562-951-4000

Date Signed: 9/4/2019

NOTE TO APPLICANT: When filed as part of the electronic form (i.e., scanned and attached as an image file), the signature page **must** include both the signature information **and** the declaration language. Do **not** include the entire application, but do ensure that the declaration language actually appears; *a signature by itself will not be acceptable*. If, due to browser limitations, the declaration language appears on a previous page when printed, you must "merge" the declaration and signature block onto a single page prior to signing, so that the *one complete page* can be scanned to create an acceptable image file. It is recommended that you copy-and-paste the entire text form into another document, manipulate the spacing there to move the declaration and signature section to a separate page, and then print this new version of the text form to send to the signatory.

Handwritten:
8/30/19
CHMB 8/30/19

IMPORTANT INFORMATION FOR APPLICANT:

No filing fee refunds

Once your application is submitted, the USPTO will not cancel the filing or refund your fee. The fee is a processing fee, which the USPTO does not refund even if a registration is not issued after substantive review of the application. This is true regardless of how soon after submission you might attempt to request cancellation of the filing.

All information submitted made public

All information submitted to the USPTO at any point in the application and/or registration process will become public record, including your name, phone number, email address, and street address. Please be aware that **YOU HAVE NO RIGHT TO CONFIDENTIALITY** in the information disclosed. The public will be able to view the information in the USPTO's on-line databases and through internet search engines and other on-line databases and may use this information to contact you directly. This information will remain public even if the application is later abandoned or any resulting registration is surrendered, cancelled, or expired. For any information that may be subject to copyright protection, by submitting it to the USPTO, the filer is representing that he or she has the authority to grant, and is granting, the USPTO permission to make the information available in its on-line database and in copies of the application or registration record.

Review of application

Registration is not automatic or guaranteed. A USPTO examining attorney will review your application approximately three months after the filing date for compliance with all legal requirements. This may result in a letter (an "Office action") being issued that will require you to submit a response within a strict time deadline, even if a filing company has filed the original application on your behalf. Failure to submit a timely response will result in the abandonment of your application.

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PTO Form 1478 (Rev 09/2006)

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

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

*NOTE: Data fields with the * are mandatory under TEAS Plus. The wording "(if applicable)" appears where the field is only mandatory under the facts of the particular application.*

The table below presents the data as entered.

Input Field	Entered
TEAS Plus	YES
MARK INFORMATION	
*MARK	MRK6810524299-113145717_KPBS-Logo-color.jpg
*SPECIAL FORM	YES
USPTO-GENERATED IMAGE	NO
LITERAL ELEMENT	kpbs
*COLOR MARK	NO
*COLOR(S) CLAIMED (If applicable)	
*DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of a speech balloon adjacent to the lower case letters kpbs.
PIXEL COUNT ACCEPTABLE	YES
PIXEL COUNT	944 x 264
APPLICANT INFORMATION	
*OWNER OF MARK	The Trustees of the California State University
DBA/AKA/TA/FORMERLY	DBA San Diego State University, through their department, KPBS Public Broadcasting
*STREET	5200 Campanile Drive
*CITY	San Diego
*STATE (Required for U.S. applicants)	California

Input Field

Entered

*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. and certain international addresses)	92182
PHONE	619-594-1515
EMAIL ADDRESS	jkyle@klhipbiz.com
LEGAL ENTITY INFORMATION	
*TYPE	state university
* STATE/COUNTRY WHERE LEGALLY ORGANIZED	California
GOODS AND/OR SERVICES AND BASIS INFORMATION	
*INTERNATIONAL CLASS	035
*IDENTIFICATION	Marketing services, namely, promotional services in the field of planned-giving for non-profit and charitable organizations
*FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 01/00/2019
FIRST USE IN COMMERCE DATE	At least as early as 01/00/2019
SPECIMEN FILE NAME(S)	SPE0-6810524299-20190830113145717022 . TM New Logo in Connection with Fundraising.pdf
SPECIMEN DESCRIPTION	screen shot of KPBS non-profit contribution web page
*INTERNATIONAL CLASS	038
*IDENTIFICATION	Broadcasting of television or radio programs; Electronic, electric, and digital transmission of voice, data, images, signals, and messages; Telecommunication services, namely, transmission of voice, data, graphics, images, audio and video by means of telecommunications networks, wireless communication networks, and the Internet; Transmission and delivery of video images, sound, and data via electronic transmission, television broadcast, wireless communication networks, or the internet
*FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 01/00/2019
FIRST USE IN COMMERCE DATE	At least as early as 01/00/2019
SPECIMEN FILE NAME(S)	SPE0-6810524299-20190830113145717022 . TM New Logo In Connection with Broadcasting.pdf
SPECIMEN DESCRIPTION	screen shot of KPBS home page
*INTERNATIONAL CLASS	041
*IDENTIFICATION	Entertainment services in the nature of development, creation, production, distribution, and post-production of television shows, radio shows, movies, or multimedia entertainment content ; Entertainment services, namely, an ongoing multimedia program featuring variety, news, education, documentary, comedy, or drama distributed via various platforms across multiple forms of transmission media; Entertainment services, namely, the provision of continuing programs, segments, movies, or shows featuring variety, news, education, documentary, comedy, or drama delivered by television, radio, or the Internet ; Entertainment, namely, a continuing variety, news, education, documentary, comedy, or drama show broadcast over television, radio, or the internet
*FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 01/00/2019
FIRST USE IN COMMERCE DATE	At least as early as 01/00/2019
SPECIMEN FILE NAME(S)	SPE0-6810524299-20190830113145717022 . TM Segment of KPBS September TV Lisitings.pdf
SPECIMEN DESCRIPTION	segment of KPBS programming schedule for September 2019

ADDITIONAL STATEMENTS SECTION

*TRANSLATION
(if applicable)

***TRANSLITERATION**
(if applicable)

***CLAIMED PRIOR REGISTRATION**
(if applicable)

***CONSENT (NAME/LIKENESS)**
(if applicable)

***CONCURRENT USE CLAIM**
(if applicable)

ATTORNEY INFORMATION

NAME	John S. Kyle
ATTORNEY BAR MEMBERSHIP NUMBER	199196
YEAR OF ADMISSION	1998
U.S. STATE/ COMMONWEALTH/ TERRITORY	California
FIRM NAME	Kyle Harris LLP
INTERNAL ADDRESS	Suite 1410
STREET	450 B Street
CITY	San Diego
STATE	California
COUNTRY	United States
ZIP/POSTAL CODE	92101
PHONE	619-600-0644
EMAIL ADDRESS	jkyle@klhipbiz.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes

CORRESPONDENCE INFORMATION

*NAME	John S. Kyle
FIRM NAME	Kyle Harris LLP
INTERNAL ADDRESS	Suite 1410
*STREET	450 B Street
*CITY	San Diego
*STATE (Required for U.S. addresses)	California
*COUNTRY	United States
*ZIP/POSTAL CODE	92101
PHONE	619-600-0644
*EMAIL ADDRESS	jkyle@klhipbiz.com
*AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes

FEE INFORMATION

APPLICATION FILING OPTION	TEAS Plus
NUMBER OF CLASSES	3
APPLICATION FOR REGISTRATION PER CLASS	225
*TOTAL FEES DUE	675

SIGNATURE INFORMATION

*SIGNATORY'S NAME	Crystal Little
*SIGNATORY'S POSITION	Interim Associate Vice President of Financial Operations
SIGNATORY'S PHONE NUMBER	562-951-4000