

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Honeycomb Ventures, LLC
Mark: THE OFFICIAL CATHOLIC DIRECTORY
Serial Nos.: 88426770; 88424734
Filed: May 10, 2019

DECLARATION OF ACQUIRED DISTINCTIVENESS

The mark THE OFFICIAL CATHOLIC DIRECTORY has become distinctive of Applicant's goods services through Applicant's substantially exclusive and continuous use in commerce for at least five years immediately before the date of this Statement.

Moreover, the mark THE OFFICIAL CATHOLIC DIRECTORY has become distinctive of Applicant's goods services as shown by the following evidence:

1. The mark has been continuously used in connection reference books, namely, directories of statistics and information about the United States Catholic Church since at least as early as December 31, 1817.
2. The mark has been continuously used to provide online information about the Catholic faith in the United States since at least December 1, 2007.
3. The hardcover and online versions of the directory are the standard and most well-known directories relating to the Catholic faith in the United States. The goods and services sold under the mark are the market leaders in their fields. Simply put, the goods and services are the most authoritative resources available on the Catholic Church.
4. The online information is highly similar to the information provided by reference books such that consumers would understand the goods and services to be related and originating from the same source.
5. The mark is the subject of widespread marketing online through Applicant's dedicated website, which is copied as Exhibit A.
6. The mark was previously registered in Class 16 under Registration No. 3875799. See Exhibit B.
7. The mark was previously registered in Class 45 under Registration No. 3972375. See Exhibit C.

8. Even after 200 years of use, the products sold under the mark still total over \$1,000,000 per year. For example, the total sales of the publication over the last five years have been:
- a. 2015: \$2,165,955
 - b. 2016: \$2,046,584
 - c. 2017: \$1,912,538
 - d. 2018: \$1,663,661
 - e. 2019: over \$1.5M

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 all statement made herein of his own knowledge are true and that all statements made herein on his information and belief are believed to be true.

Honeycomb Ventures, LLC

R. Brett Grayson

Name:	<u>R. Brett Grayson</u>
Title:	<u>President</u>
Date:	<u>1/14/2020</u>

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