

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 3,282,702

Registered Aug. 21, 2007

**SERVICE MARK
PRINCIPAL REGISTER**



ADICIO, INC. (CALIFORNIA CORPORATION)
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FOR: APPLICATION SERVICE PROVIDER (ASP) FEATURING SOFTWARE IN THE FIELD OF OFFERING ONLINE ADVERTISEMENTS IN VARIOUS CATEGORIES, NAMELY, REAL ESTATE, AUTOMOBILES AND GENERAL BUSINESS CLASSIFICATIONS ALL OF THE ABOVE NOT RELATING TO PROVIDING HUMAN RESOURCES SERVICES; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE FOR USE IN OFFERING ONLINE ADVERTISEMENTS IN VARIOUS CATEGORIES, NAMELY REAL ESTATE, AUTOMOBILES AND GENERAL BUSINESS CLASSIFICATIONS ALL OF THE ABOVE NOT RELATING TO PROVIDING HUMAN RESOURCES SERVICES, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 10-11-2005; IN COMMERCE 10-11-2005.

THE APPLICANT CLAIMS COLOR AS A FEATURE OF THE MARK, NAMELY, RED, BLACK, DARK GRAY AND LIGHT GRAY.

THE MARK CONSISTS OF THE WORD ADICIO. THE COLOR RED APPEARS IN THE DOT ABOVE THE WORD. THE COLOR BLACK APPEARS IN THE FIRST ELLIPSIS ABOVE THE DOT, THE COLOR DARK GRAY APPEARS IN THE SECOND ELLIPSE ABOVE THE DOT AND THE COLOR LIGHT GRAY APPEARS IN THE THIRD ELLIPSIS ABOVE THE DOT. THE COLOR BLACK APPEARING IN THE WORD ADICIO IS ALSO CLAIMED AS A FEATURE OF THE MARK.

ADICIO IN ESPERANTO AND VALENCIAN MEANS "ADDITION" AND IN LATIN (WHICH IS CONSIDERED A DEAD LANGUAGE) MEANS "ADDRESS", ALL OF WHICH HAVE NO SIGNIFICANCE IN THE RELEVANT TRADE OR INDUSTRY AS APPLIED TO THE SERVICES LISTED IN THE APPLICATION.

SER. NO. 78-826,131, FILED 3-1-2006.

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