

Trademark/Service Mark Application, Principal Register

Serial Number: 77568485

Filing Date: 09/12/2008

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77568485
MARK INFORMATION	
*MARK	GREEN CERTIFIED SITE
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	GREEN CERTIFIED SITE
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
APPLICANT INFORMATION	
*OWNER OF MARK	Enernetics, Inc.
*STREET	350 3rd Street
INTERNAL ADDRESS	Suite 1111
*CITY	Cambridge
*STATE (Required for U.S. applicants)	Massachusetts
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	02142
LEGAL ENTITY INFORMATION	
TYPE	corporation
STATE/COUNTRY OF INCORPORATION	Delaware
GOODS AND/OR SERVICES AND BASIS INFORMATION	
*INTERNATIONAL CLASS	
*DESCRIPTION	Computer certificates for verifying environmental services for Internet services and Internet devices, namely websites, email servers, e-commerce, multi-media, routers, and PCs.
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 03/01/2008
FIRST USE IN COMMERCE DATE	At least as early as 03/01/2008
SPECIMEN FILE NAME(S)	\\TICRS\EXPORT3\IMAGEOUT3 775\684\77568485\xml1\AP P0003.JPG
SPECIMEN DESCRIPTION	Digital image of screen display showing a verifying certificate of the services associated with the mark on a website
ATTORNEY INFORMATION	
NAME	Shivani Kaul
ATTORNEY DOCKET NUMBER	26593/4
FIRM NAME	Brown Rudnick LLP
STREET	One Financial Center
INTERNAL ADDRESS	19th Floor

CITY	Boston
STATE	Massachusetts
COUNTRY	United States
ZIP/POSTAL CODE	02111
PHONE	617 856 8474
FAX	617 289 0422
EMAIL ADDRESS	ip@brownrudnick.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
OTHER APPOINTED ATTORNEY	Mark S. Leonardo, Shelly L. Dorn, Anil Ranganath
CORRESPONDENCE INFORMATION	
NAME	Shivani Kaul
FIRM NAME	Brown Rudnick LLP
STREET	One Financial Center
INTERNAL ADDRESS	19th Floor
CITY	Boston
STATE	Massachusetts
COUNTRY	United States
ZIP/POSTAL CODE	02111
PHONE	617 856 8474
FAX	617 289 0422
EMAIL ADDRESS	ip@brownrudnick.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
NUMBER OF CLASSES	1
FEE PER CLASS	325
*TOTAL FEE DUE	325
*TOTAL FEE PAID	325
SIGNATURE INFORMATION	
SIGNATURE	/s/Shivani Kaul/
SIGNATORY'S NAME	Shivani Kaul
SIGNATORY'S POSITION	Attorney of Record
DATE SIGNED	09/12/2008

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To the Commissioner for Trademarks:

MARK: GREEN CERTIFIED SITE (Standard Characters, see mark)
The literal element of the mark consists of GREEN CERTIFIED SITE.

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

The applicant, Enernetics, Inc., a corporation of Delaware, having an address of Suite 1111, 350 3rd Street, Cambridge, Massachusetts, United States, 02142, 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.

International Class _____: Computer certificates for verifying environmental services for Internet services and Internet devices, namely websites, email servers, e-commerce, multi-media, routers, and PCs.

Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, or the applicant's predecessor in interest used the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended.

In International Class _____, the mark was first used at least as early as 03/01/2008, and first used in commerce at least as early as 03/01/2008, and is now in use in such commerce. The applicant is submitting one specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) Digital image of screen display showing a verifying certificate of the services associated with the mark on a website.

Specimen File1

The applicant hereby appoints Shivani Kaul and Mark S. Leonardo, Shelly L. Dorn, Anil Ranganath of Brown Rudnick LLP, 19th Floor, One Financial Center, Boston, Massachusetts, United States, 02111 to submit this application on behalf of the applicant. The attorney docket/reference number is 26593/4.

Correspondence Information: Shivani Kaul

19th Floor
One Financial Center
Boston, Massachusetts 02111
617 856 8474(phone)
617 289 0422(fax)
ip@brownrudnick.com (authorized)

A fee payment in the amount of \$325 has been submitted with the application, representing payment for 1 class(es).

Declaration

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. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /s/Shivani Kaul/ Date Signed: 09/12/2008

Signatory's Name: Shivani Kaul

Signatory's Position: Attorney of Record

RAM Sale Number: 7959

RAM Accounting Date: 09/12/2008

Serial Number: 77568485

Internet Transmission Date: Fri Sep 12 11:20:22 EDT 2008

TEAS Stamp: USPTO/BAS-66.28.218.29-20080912112022555

444-77568485-4008a3bcdde633422a9e88dd8d6

66f6e39-DA-7959-20080912101045237569

GREEN CERTIFIED SITE



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“ Blog To A Specific Niche

In the spring of 2004, Jay Brewer launched a blog dedicated to an extremely specific subject: coffee makers that make only one cup of coffee at a time. Within a month, traffic doubled. Within two, it doubled again, and companies were asking to advertise on the site. The advertisers knew what Brewer had suspected: Readers who care enough to read about a very particular topic are likely to click on ads about that topic.

"Blogs that are about specific topics generate traffic from people who are either really interested in the topic or doing research," says Jay Brewer, CEO of BlogPire ([www.blogpire.com](#)), which operates subject-specific blogs on topics such as shaving equipment and GPS receivers, in addition to the aforementioned single-serve coffee makers.

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