

Trademark/Service Mark Application, Principal Register

Serial Number: 85184040

Filing Date: 11/23/2010

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	85184040
MARK INFORMATION	
*MARK	\\TICRS\EXPORT11\IMAGEOUT11\851\840\85184040\xml1\ APP0002.JPG
SPECIAL FORM	YES
USPTO-GENERATED IMAGE	NO
LITERAL ELEMENT	ECOAD
COLOR MARK	NO
*DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of a plain leaf pointing upward with a long curved stem appearing between "eco" and "ad".
PIXEL COUNT ACCEPTABLE	YES
PIXEL COUNT	400 x 353
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	CBS EcoMedia Inc.
*STREET	51 West 52nd Street
*CITY	New York
*STATE (Required for U.S. applicants)	New York
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	10019
LEGAL ENTITY INFORMATION	
TYPE	corporation

STATE/COUNTRY OF INCORPORATION	Delaware
GOODS AND/OR SERVICES AND BASIS INFORMATION	
INTERNATIONAL CLASS	036
*IDENTIFICATION	Raising funds for environmental protection, conservation, restoration and environmental education through charitable contributions, donations or sponsorship
FILING BASIS	SECTION 1(b)
ATTORNEY INFORMATION	
NAME	Rebecca Borden
FIRM NAME	CBS
STREET	51 West 52nd Street
CITY	New York
STATE	New York
COUNTRY	United States
ZIP/POSTAL CODE	10019
PHONE	212-975-3610
FAX	212-975-0114
EMAIL ADDRESS	trademarks@cbs.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
CORRESPONDENCE INFORMATION	
NAME	Rebecca Borden
FIRM NAME	CBS
STREET	51 West 52nd Street
CITY	New York
STATE	New York
COUNTRY	United States
ZIP/POSTAL CODE	10019
PHONE	212-975-3610
FAX	212-975-0114
EMAIL ADDRESS	trademarks@cbs.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	/rb/
SIGNATORY'S NAME	Rebecca Borden
SIGNATORY'S POSITION	Attorney of record, New York bar member
DATE SIGNED	11/23/2010

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To the Commissioner for Trademarks:

MARK: ECOAD (stylized and/or with design, see [mark](#))

The literal element of the mark consists of ECOAD.

The applicant is not claiming color as a feature of the mark. The mark consists of a plain leaf pointing upward with a long curved stem appearing between "eco" and "ad".

The applicant, CBS EcoMedia Inc., a corporation of Delaware, having an address of

51 West 52nd Street
New York, New York 10019
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 036: Raising funds for environmental protection, conservation, restoration and environmental education through charitable contributions, donations or sponsorship

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

The applicant's current Attorney Information:

Rebecca Borden of CBS
51 West 52nd Street
New York, New York 10019
United States

The applicant's current Correspondence Information:

Rebecca Borden
CBS
51 West 52nd Street
New York, New York 10019
212-975-3610(phone)
212-975-0114(fax)
trademarks@cbs.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: /rb/ Date Signed: 11/23/2010

Signatory's Name: Rebecca Borden

Signatory's Position: Attorney of record, New York bar member

RAM Sale Number: 7826

RAM Accounting Date: 11/24/2010

Serial Number: 85184040

Internet Transmission Date: Tue Nov 23 19:00:30 EST 2010

TEAS Stamp: USPTO/BAS-170.20.11.116-2010112319003099

0248-85184040-470656234999c6ec681cdea41c

1ad741c-DA-7826-20101123185849968179

The logo features the text "eco ad" in a bold, lowercase, sans-serif font. A stylized leaf graphic is positioned to the right of the word "eco", overlapping the word "ad". The leaf is solid black with a white vein running down its center. The stem of the leaf is a curved line that starts at the bottom of the "ad" and loops back up to the top of the leaf.

eco ad

A stylized black leaf graphic with a white vein, positioned above the word 'ad' in the logo.

eco ad