

# Trademark/Service Mark Application, Principal Register

Serial Number: 85089838

Filing Date: 07/21/2010

The table below presents the data as entered.

Input Field	Entered
<b>SERIAL NUMBER</b>	85089838
<b>MARK INFORMATION</b>	
*MARK	<a href="#">ECOAD</a>
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	ECOAD
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
REGISTER	Principal
<b>APPLICANT INFORMATION</b>	
*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
<b>LEGAL ENTITY INFORMATION</b>	
TYPE	corporation
STATE/COUNTRY OF INCORPORATION	Delaware
<b>GOODS AND/OR SERVICES AND BASIS INFORMATION</b>	
INTERNATIONAL CLASS	035
	Media and advertising services; advertising

<b>*IDENTIFICATION</b>	and promotion services and related consulting, namely, promoting the products and services of third parties through sponsoring arrangements; dissemination of billboard advertising and the placement of advertising in non-interactive and interactive media programs and publications via stationary communications media, global communication networks, mobile and wireless communication devices; advertising, marketing and promotion services; publicity consulting services
<b>FILING BASIS</b>	SECTION 1(b)
<b>ATTORNEY INFORMATION</b>	
<b>NAME</b>	Rebecca Borden
<b>FIRM NAME</b>	CBS
<b>STREET</b>	51 West 52nd Street
<b>CITY</b>	New York
<b>STATE</b>	New York
<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	10019
<b>PHONE</b>	212-975-3610
<b>FAX</b>	212-975-0114
<b>EMAIL ADDRESS</b>	trademarks@cbs.com
<b>AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>CORRESPONDENCE INFORMATION</b>	
<b>NAME</b>	Rebecca Borden
<b>FIRM NAME</b>	CBS
<b>STREET</b>	51 West 52nd Street
<b>CITY</b>	New York
<b>STATE</b>	New York
<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	10019
<b>PHONE</b>	212-975-3610
<b>FAX</b>	212-975-0114

<b>EMAIL ADDRESS</b>	trademarks@cbs.com
<b>AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>FEE INFORMATION</b>	
<b>NUMBER OF CLASSES</b>	1
<b>FEE PER CLASS</b>	325
<b>*TOTAL FEE DUE</b>	325
<b>*TOTAL FEE PAID</b>	325
<b>SIGNATURE INFORMATION</b>	
<b>SIGNATURE</b>	/rb/
<b>SIGNATORY'S NAME</b>	Rebecca Borden
<b>SIGNATORY'S POSITION</b>	Attorney of record, New York bar member
<b>DATE SIGNED</b>	07/21/2010

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## Trademark/Service Mark Application, Principal Register

**Serial Number: 85089838**

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### To the Commissioner for Trademarks:

**MARK:** ECOAD (Standard Characters, see [mark](#))

The literal element of the mark consists of ECOAD.

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

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 035: Media and advertising services; advertising and promotion services and related consulting, namely, promoting the products and services of third parties through sponsoring arrangements; dissemination of billboard advertising and the placement of advertising in non-interactive and interactive media programs and publications via stationary communications media, global communication networks, mobile and wireless communication devices; advertising, marketing and promotion services; publicity consulting services

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: 07/21/2010

Signatory's Name: Rebecca Borden

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

RAM Sale Number: 3493

RAM Accounting Date: 07/22/2010

Serial Number: 85089838

Internet Transmission Date: Wed Jul 21 17:08:07 EDT 2010

TEAS Stamp: USPTO/BAS-170.20.11.116-2010072117080700

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