

# Exhibit 1

Int. Cls.: 9, 14, 16, 21, 25, 26, 35, and 36

Prior U.S. Cls.: 2, 5, 13, 21, 22, 23, 26, 27, 28, 29, 30,  
33, 36, 37, 38, 39, 40, 42, 50, 100, 101, and 102

Reg. No. 3,541,038

United States Patent and Trademark Office

Registered Dec. 2, 2008

TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER



OBAMA FOR AMERICA (ILLINOIS NON-PROFIT CORPORATION)  
233 NORTH MICHIGAN AVENUE, 11TH FLOOR  
CHICAGO, IL 60601

FOR: DIGITAL VIDEO DISKS FEATURING INFORMATION REGARDING POLITICAL ISSUES AND THE 2008 PRESIDENTIAL ELECTION, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 5-16-2007; IN COMMERCE 5-16-2007.

FOR: JEWELRY, INCLUDING LAPEL PINS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FIRST USE 5-16-2007; IN COMMERCE 5-16-2007.

FOR: BUMPER STICKERS; RALLY STICKERS; LAPEL STICKERS; PRINTED PAPER YARD SIGNS; PLACARDS OF PAPER OR CARDBOARD; PAPER BANNERS; PRINTED PUBLICATIONS, NAMELY, PAMPHLETS PROVIDING INFORMATION REGARDING BARACK OBAMA AS A POLITICAL CANDIDATE; POSTERS; PENS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 10-11-2007; IN COMMERCE 10-11-2007.

FOR: PLASTIC WATER BOTTLES SOLD EMPTY; MUGS, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 10-11-2007; IN COMMERCE 10-11-2007.

FOR: CLOTHING, NAMELY, HATS, SWEATSHIRTS AND T-SHIRTS; CLOTHING, NAMELY, TANK TOPS, JACKETS, HEADWEAR, LONG SLEEVE SHIRTS; BABY CLOTHING, NAMELY, ONESIES; CHILDREN'S CLOTHING, NAMELY, T-SHIRTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 10-11-2007; IN COMMERCE 10-11-2007.

FOR: CAMPAIGN BUTTONS, IN CLASS 26 (U.S. CLS. 37, 39, 40, 42 AND 50).

FIRST USE 2-11-2007; IN COMMERCE 2-11-2007.

FOR: POLITICAL CAMPAIGN SERVICES, NAMELY, PROMOTING PUBLIC AWARENESS OF BARACK OBAMA AS A CANDIDATE FOR PUBLIC OFFICE; PROVIDING ONLINE INFORMATION REGARDING POLITICAL ISSUES AND THE 2008 PRESIDENTIAL ELECTION, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 2-11-2007; IN COMMERCE 2-11-2007.

FOR: POLITICAL CAMPAIGN SERVICES, NAMELY, FUNDRAISING IN THE FIELD OF POLITICS, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 2-11-2007; IN COMMERCE 2-11-2007.

SN 77-183,101, FILED 5-16-2007.

BENJAMIN ALLEN, EXAMINING ATTORNEY

## Trademark/Service Mark Application, Principal Register

**Serial Number: 85302710**  
**Filing Date: 04/22/2011**

**The table below presents the data as entered.**

Input Field	Entered
<b>SERIAL NUMBER</b>	85302710
<b>MARK INFORMATION</b>	
*MARK	\\TICRS\EXPORT11\IMAGEOUT 11\85302710\xml1\ APP0002.JPG
SPECIAL FORM	YES
USPTO-GENERATED IMAGE	NO
LITERAL ELEMENT	2012
COLOR MARK	NO
*DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of a stylized representation of the number 2012.
PIXEL COUNT ACCEPTABLE	YES
PIXEL COUNT	735 x 324
REGISTER	Principal
<b>APPLICANT INFORMATION</b>	
*OWNER OF MARK	Obama for America
*STREET	One Prudential Plaza, 130 East Randolph
*CITY	Chicago
*STATE (Required for U.S. applicants)	Illinois
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	60601
<b>LEGAL ENTITY INFORMATION</b>	
TYPE	non-profit corporation

<b>STATE/COUNTRY WHERE LEGALLY ORGANIZED</b>	Illinois
<b>GOODS AND/OR SERVICES AND BASIS INFORMATION</b>	
<b>INTERNATIONAL CLASS</b>	009
<b>*IDENTIFICATION</b>	Digital video disks featuring information regarding political issues and the 2012 presidential election; mouse pads; MP3 player holders
<b>FILING BASIS</b>	SECTION 1(b)
<b>INTERNATIONAL CLASS</b>	014
<b>*IDENTIFICATION</b>	Jewelry, including lapel pins
<b>FILING BASIS</b>	SECTION 1(b)
<b>INTERNATIONAL CLASS</b>	016
<b>*IDENTIFICATION</b>	Bumper stickers; rally stickers; lapel stickers; yard signs; placards; banners; printed publications, namely, pamphlets providing information regarding Barack Obama as a political candidate; posters; pens
<b>FILING BASIS</b>	SECTION 1(b)
<b>INTERNATIONAL CLASS</b>	020
<b>*IDENTIFICATION</b>	Plastic water bottles; mugs; beverage coolers; drinking glasses
<b>FILING BASIS</b>	SECTION 1(b)
<b>INTERNATIONAL CLASS</b>	025
<b>*IDENTIFICATION</b>	Clothing, including hats and t-Shirts; baby clothing and bibs
<b>FILING BASIS</b>	SECTION 1(b)
<b>INTERNATIONAL CLASS</b>	026
<b>*IDENTIFICATION</b>	Campaign buttons
<b>FILING BASIS</b>	SECTION 1(b)
<b>INTERNATIONAL CLASS</b>	028
<b>*IDENTIFICATION</b>	Cylindrical toss toys; golf balls
<b>FILING BASIS</b>	SECTION 1(b)
<b>INTERNATIONAL CLASS</b>	035

<b>*IDENTIFICATION</b>	Political campaign services, namely promoting public awareness of Barack Obama as a candidate for public office
<b>FILING BASIS</b>	SECTION 1(b)
<b>INTERNATIONAL CLASS</b>	036
<b>*IDENTIFICATION</b>	Political campaign services, namely, fundraising in the field of politics
<b>FILING BASIS</b>	SECTION 1(b)
<b>INTERNATIONAL CLASS</b>	041
<b>*IDENTIFICATION</b>	Providing online information regarding political issues and the 2012 presidential election
<b>FILING BASIS</b>	SECTION 1(b)
<b>ATTORNEY INFORMATION</b>	
<b>NAME</b>	James L. vana
<b>ATTORNEY DOCKET NUMBER</b>	63920.4000.0003.US001
<b>FIRM NAME</b>	Perkins Coie LLP
<b>STREET</b>	1201 Third Avenue, Suite 4800
<b>CITY</b>	Seattle
<b>STATE</b>	Washington
<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	98101-3099
<b>PHONE</b>	206-359-8000
<b>FAX</b>	206-359-9000
<b>EMAIL ADDRESS</b>	pctrademarks@perkinscoie.com
<b>AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>OTHER APPOINTED ATTORNEY</b>	Lynne E. Graybeal, Heidi L. Sachs, Grace Han Stanton, Kathleen J. Buckley, Angela M. Gasperini, Julianne A. Henley, Jason S. Howell, Elizabeth A. Kristoferson, Makalika D. Naholowaa, Lisa T. Oratz, Andrea M. Sander, Sarah J. Taylor, and Robert G. Woolston
<b>CORRESPONDENCE INFORMATION</b>	

<b>NAME</b>	James L. vana
<b>FIRM NAME</b>	Perkins Coie LLP
<b>STREET</b>	1201 Third Avenue, Suite 4800
<b>CITY</b>	Seattle
<b>STATE</b>	Washington
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<b>FAX</b>	206-359-9000
<b>EMAIL ADDRESS</b>	pctrademarks@perkinscoie.com
<b>AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>FEE INFORMATION</b>	
<b>NUMBER OF CLASSES</b>	10
<b>FEE PER CLASS</b>	325
<b>*TOTAL FEE DUE</b>	3250
<b>*TOTAL FEE PAID</b>	3250
<b>SIGNATURE INFORMATION</b>	
<b>SIGNATURE</b>	/James L. Vana/
<b>SIGNATORY'S NAME</b>	James L. Vana
<b>SIGNATORY'S POSITION</b>	Attorney for Applicant, Washington State bar member
<b>DATE SIGNED</b>	04/22/2011

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## Trademark/Service Mark Application, Principal Register

Serial Number: 85302710

Filing Date: 04/22/2011

### To the Commissioner for Trademarks:

**MARK:** 2012 (stylized and/or with design, see mark)

The literal element of the mark consists of 2012.

The applicant is not claiming color as a feature of the mark. The mark consists of a stylized representation of the number 2012.

The applicant, Obama for America, a non-profit corporation legally organized under the laws of Illinois, having an address of

One Prudential Plaza, 130 East Randolph  
Chicago, Illinois 60601  
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 009: Digital video disks featuring information regarding political issues and the 2012 presidential election; mouse pads; MP3 player holders

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)).

International Class 014: Jewelry, including lapel pins

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)).

International Class 016: Bumper stickers; rally stickers; lapel stickers; yard signs; placards; banners; printed publications, namely, pamphlets providing information regarding Barack Obama as a political candidate; posters; pens

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)).

International Class 020: Plastic water bottles; mugs; beverage coolers; drinking glasses

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)).

International Class 025: Clothing, including hats and t-Shirts; baby clothing and bibs

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)).

**International Class 026: Campaign buttons**

**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)).

**International Class 028: Cylindrical toss toys; golf balls**

**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)).

**International Class 035: Political campaign services, namely promoting public awareness of Barack Obama as a candidate for public office**

**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)).

**International Class 036: Political campaign services, namely, fundraising in the field of politics**

**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)).

**International Class 041: Providing online information regarding political issues and the 2012 presidential election**

**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:**

James L. vana and Lynne E. Graybeal, Heidi L. Sachs, Grace Han Stanton, Kathleen J. Buckley, Angela M. Gasperini, Julianne A. Henley, Jason S. Howell, Elizabeth A. Kristoferson, Makalika D. Naholowaa, Lisa T. Oratz, Andrea M. Sander, Sarah J. Taylor, and Robert G. Woolston of Perkins Coie LLP

1201 Third Avenue, Suite 4800  
Seattle, Washington 98101-3099  
United States

The attorney docket/reference number is 63920.4000.0003.US001.

**The applicant's current Correspondence Information:**

James L. vana  
Perkins Coie LLP  
1201 Third Avenue, Suite 4800  
Seattle, Washington 98101-3099  
206-359-8000(phone)  
206-359-9000(fax)  
pctrademarks@perkinscoie.com (authorized)



A fee payment in the amount of \$3250 has been submitted with the application, representing payment for 10 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: /James L. Vana/ Date Signed: 04/22/2011  
Signatory's Name: James L. Vana  
Signatory's Position: Attorney for Applicant, Washington State bar member

RAM Sale Number: 3912  
RAM Accounting Date: 04/25/2011

Serial Number: 85302710  
Internet Transmission Date: Fri Apr 22 18:50:55 EDT 2011  
TEAS Stamp: USPTO/BAS-198.22.100.4-20110422185055658  
823-85302710-4809a8560cf7988854a30fce571  
a3f367-DA-3912-20110422155753765224

**2012**