# EXHIBIT 1

#### AFFIDAVIT OF DANIEL R. CASTRO

THE STATE OF TEXAS §

COUNTY OF TRAVIS §

BEFORE ME, the undersigned authority, on this day personally appeared Mr. Daniel R. Castro, who being by me first duly sworn upon his oath deposed and stated as follows:

My name is Daniel R. Castro. I am over the age of 21 and am of sound mind and am capable of making this affidavit. I have personal knowledge of the facts stated below, and every statement is true and correct.

All of the documents attached hereto are exact duplicates of the originals that can be found in the public record of the U.S. Patent & Trademark Office. I personally went to the website of the U.S. Patent & Trademark Office and downloaded and printed the files.

A request for certified copies of these documents has been made to the U.S. Patent & Trademark Office, but the documents have not yet arrived. When they arrive, the undersigned will file a motion to substitute exhibits.

**FURTHER AFFIANT SAYETH NOT:** 

Daniel R. Castro

SUBSCRIBED AND SWORN TO BEFORE ME the undersigned authority on

this 15th day of December 2010.

Notary Public, State of Texas

LISA C. GANT
Notary Public, State of Texas
My Commission Expires
March 25, 2014

U.S. DEPARTMENT OF COMMERCE - Patent and Trademark Office

IN REPLY REFER TO THE FOLLOWING AND THE FILING DATE:

APPLICANT SERIAL NO. 73/537579 ENTREPRENEUR, INC.

MARK

ENTREPRENEUR

ADDRESS

HENRY BISSELL 6820 LA TIJERA BOULEVARD LOS ANGELES, CALIFORNIA 90045 ACTION NO.

Paper No.

ADDRESS: Commissioner of Patents and Trademarks Washington, DC

20231

MAILING DATE The address of 07/09/85 | all correspondence not containing fee payments should include the word "Box 5."

FORM PTO-1525 (2-84)

U.S. DEPT. OF COMM. PAT. & TM OFFICE

Also furnish: (1) Serial number of application, (2) The mark, (3) Examining Attorney's name and Law Office number, (4) Mailing date of this action, and (5) Applicant's name (or applicant's attorney), telephone number and zip code.

A PROPER RESPONSE TO THIS OFFICE ACTION MUST BE RECEIVED WITHIN 6 MONTHS FROM THE DATE OF THIS ACTION IN ORDER TO AVOID ABANDONMENT.

So that I can consider the registrability of the mark (37 CFR Section) 2.61(b); TMEP sections 1103.04 and 1105.02), please submit advertisement.

Two applications are pending for the registration of marks which so resemble the mark in this application as to be likely, as used in connection with the goods (and/or services), to cause confusion, or to cause mistake, or to deceive. Since the filing date of this application is subsequent to the filing dates of the other pending applications, the latter, if and when they mature into registrations, will be cited against this application. (37 CFR Section 2.83.) Photocopies of the drawings from Condense the International Class 9 merchandise clause to reflect "Computed

Programs for use in business applications" Class 9.

As respect Class 16, amend to reflect the similar description in your Regy 1,187,239, i.e., "Magazines, books and published reports pertaining to business opportunities."

Per Rule 2.36, claim ownership also of Regs. 1,223,364; 1,130,833; 1,167,253, all formerly owned by Chase Revel, Inc.

Registration is refused on the Principal Register because the mark, when

Page 2

applied to the goods, is considered to be merely descriptive thereof. (Section 2(e)(1) of the Trademark Act, 5 U.S.C. 1052(e)(1); TMEP section 1207.)

Any mark is evaluated in association or context with the identified merchandise. 3, R. Callman, Unfair Competition, Trademarks & Monopolies, 112 Sec. 71.1 (3rd Ed., 1969). In the absence of any Sec. 2(f) prima facie claim of secondary meaning or acquired distinctiveness pursuant to Rule of Practice 2.41, see Sec. 23 of Act (15 U.S.C. 1691); Rule of Practice 2.47 as a possible remedy.

N.E. - legal status and express admission of mere descriptiveness VIS-A-VIS Entrepreneur and Reg. 1,187,239, in conjunction with the prominent disclaimer of Entrepreneur in Reg. 1,223,364. See, Quaker State Oil Refining Corporation v. Quaker Oil Corporation, 172 USPQ 361 (CCPA, 1972); Glamorene Products Corporation v. Boyle-Midway, Inc., 188 USPQ 145 (DC, SD, NY, 1975); In re Texas Instruments, Inc., 193 USPQ 678, 679 (TTAB, 1976); In re Amtel, Inc., 189 USPQ 58, 60 (TTAB 1975). Applicant's computer programs and publication product highlight and pertain directly to the activities and aspirations of the individual business entrepreneur.

[Other than as indicated above] According to my search of the Office registration records, there is no registered mark which so resembles the applicant's mark, when applied to the goods (or services), as to be likely to cause confusion, or to cause mistake, or to deceive. (15 U.S.C. 1052(d); TMEP section 1105.01.)

GTG:cmc3

Trademary Attorney

Law Office III (703) 557-9560 Ser. No. 537579



507969

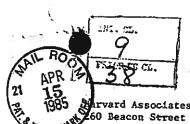
Strategic Management Group, Inc. 3624 Market Street University City Philadelphia, PA 19104

Goods: COMPUTER SOFTWARE

First Use: July, 1984



ENTREPRENEUR



532159

Arvard Associates, Incorporated 260 Beacon Street Somerville, MA 02143

First use anywhere: March 28, 1985 First use in commerce: March 28, 1985

Goods: Computer software and documentation-

ENTREPRENEUR

4

Int. Cl.: 16

Prior U.S. Cl.: 38

United States Patent and Trademark Office

Reg. No. 1,187,239

FRADEMARK Supplemental Register

ENTREPRENEUR

Chase Revel, Inc. (California corporation) 631 Wilshire Blvd. Santa Monica, Calif. 90401

FOR MAGAZINES, BOOKS AND REPORTS PERTAINING TO BUSINESS OPPORTUNITIES, in CLASS 16 (U.S. Cl. 38).

First use May 2, 1978; in commerce May 2, 1978.

Ser. No. 223,003, filed P.R. Jul. 12, 1979; Am. S.R. Nov. 20, 1981.

BRIAN ANDERSON, Primary Examiner

Int. Cl.: 16

Prior U.S. Cl.: 38

United States Patent and Trademark Office

Reg. No. 1,223,364 Registered Jan. 11, 1983

TRADEMARK Principal Register

ENTREPRENEUR INSIDERS NEWSLETTER

Chase Revel, Inc. (California corporation) 631 Wilshire Blvd. Santa Monica, Calif. 90401

For: PRINTED PUBLICATIONS-NAMELY, NEWSLETTERS, BOOKS, REPORTS AND BROCHURES PERTAINING TO BUSINESS OPPOR

TUNITIES, in CLASS 16 (U.S. Cl. 38). First use Aug. 23, 1979; in commerce Aug. 23,

Owner of U.S. Reg. Nos. 1,130,838 and 1,187,239. No claim is made to exclusive use of the words "Patrepreneur" and "Newsletter" apart from the mark as shown in the drawing. Applicant does not Waive any of its common law rights with respect thereto.

Ser. No. 231,127, filed Sep. 13, 1979.

J. H. WEBB, Examining Attorney

Int. Cl.: 16

U.S. Cl.: 38

U.S. Patent and Trademark Office

Reg. No. 1,130,838

Reg. Feb. 12, 1980

## TRADEMARK

Principal Register

## INTERNATIONAL ENTREPRENEURS' ASSOCIATION

Chase Revel, Inc. (California corporation) d.b.a. International Entrepreneurs' Association 1445 5th St. Santa Monica, Calif. 90401

For: Publications and Periodical Reports-Namely, Newsletters, Brochures, Catalogs, Business Reports and Magazines —in Class 14. (U.S. Cl. 38).

First use Aug. 10, 1976; in commerce Aug. 10, 1976.

The word "Association" is disclaimed apart from the mark

as shown.

Ser. No. 123,688. Filed Apr. 21, 1977.

RICHARD STRASER, Examiner

JOHN C. DEMOS., Primary Examiner

Cl.: 16

y U.S. Cl.: 38

ated States Patent and Trademark Office

Reg. No. 1,167,253 Registered Sep. 1, 1981

### TRADEMARK Principal Register

### AMERICAN ENTREPRENEURS ASSOCIATION

Chase Revel, Inc. (California corporation) 631 Wilshire Blvd. 'Santa Monica, Calif. 90401 For: PUBLICATIONS AND PERIODICAL RE-PORTS—NAMELY, NEWSLETTERS, BRO-CHURES, CATALOGS, BUSINESS REPORTS AND MAGAZINES, in CLASS 16 (U.S. Cl. 38). First use Jul. 1, 1979; in commerce Jul. 1, 1979. Owner of U.S. Reg. No. 1,130,838.

The word "Association" is disclaimed apart from the mark as shown.

Ser. No. 230,893, filed Sep. 11, 1979.

HENRY S. ZAK, Primary Examiner

 $f_i$ 

U.S. DEPARTMENT OF COMMERCE - Patent and Trademark Office

IN REPLY REFER TO THE FOLLOWING AND THE FILING DATE:

**APPLICANT** JENIAL NO. ADDRESS: 73/537579 ENTREPRENEUR: INC. Commissioner of MARK Patents and Trademarks ADDRESS RENEUR ACTION NO. Washington, DC 20231 HENRY BISSELL MAILING DATE The address of 6820 LA TIJERA BOULEVARD all correspondence LOS ANGELES, CALIFORNIA 90045 02/07/86 anot containing fee payments should include the word U.S. DEPT. OF COMM. PAT. & TM OFFICE "Box 5." FORM PTO-1525 (2-84)

Also furnish: (1) Serial number of application, (2) The mark, (3) Examining Attorney's name and Law Office number, (4) Mailing date of this action, and (5) Applicant's name (or applicant's attorney), telephone number and zip code.

A PROPER RESPONSE TO THIS OFFICE ACTION MUST BE RECEIVED WITHIN 6 MONTHS FROM THE DATE OF THIS ACTION IN ORDER TO AVOID ABANDONMENT.

Responsive to the communication received January 13, 1986.

With respect to the statutory response and the earlier filed Ser. 532159 and Ser. 507969, a January 31, 1986 computerized check reflects suspended status for 532159, and current opposition proceeding status #72057 for 507969.

N.B. - Section 2(e)(1) issue was inserted against both classes, 9 and 16, as was further communicated to applicant's attorney via telecon immediately after the issuance of the July 9, 1985 Office action. Applicant has the requisite, prima facie Sec. 2(f) claim only for the Cl. 16 goods based upon usage of five-years and more at the time of filing Ser. 537579. Applicant has not presented a prima facie Section 2(f) claim for the Cl. 9 goods due to the mere two years use at the time of filing Ser. 537579. Thus, Section 2(e)(1) issue is continued within the record for Cl. 9 goods, and the Section 2(f) claim has been accepted for Cl. 16 goods.

Properly amend the Cl. 9 and 16 product clauses. Specifically, as respect Cl. 16, delete "text documentation for computer software". "Computer Program Manuals", when sold separately, fall into Int. Cl. 16. The usual commercial product item names must be substituted, in lieu of documentation. Delete Cl. 9 description and substitute one or more of the belowmentioned, acceptable product descriptions: "Computer Programs for use in business applications", Cl. 9; "Computer Programs and Program Manuals for use in business applications all sold as a unit", Cl. 9.

Page 2

Upon receipt of a further appropriate amendment, Ser. 537579 will be reviewed in due course. All other previous requirements, except for those specifically cited, have been satisfied.

GTG:hrs

G. T. Glynn

Trademark Attorney

Law Office III

(703) 557-9560

Ser. No. 537579

#### U.S. DEPARTMENT OF COMMERCE - Patent and Trademark Office

IN REPLY REFER TO THE FOLLOWING AND THE FILING DATE:

SERIAL NO. APPLICANT
73/537579 ENTREPRENEUR: INC.

MARK

ENTREPRENEUR
ADDRESS
ADDRESS
ADDRESS
ACTION NO.

HENRY BISSELL
6820 LA TIJERA BOULEVARD
LOS ANGELES: CALIFORNIA 90045

FORM PTO-1525 (2-84)
U.S. DEPT. OF COMM. PAT. & TM OFFICE

Paper No.

ADDRESS:
Commissioner of
Patents and
Trademarks
Washington, DC
20231

The address of all correspondence not containing fee payments should include the word

Also furnish: (1) Serial number of application, (2) The mark, (3) Examining Attorney's name and Law Office number, (4) Mailing date of this action, and (5) Applicant's name (or applicant's attorney), telephone number and zip code.

A PROPER RESPONSE TO THIS OFFICE ACTION MUST BE RECEIVED WITHIN 6 MONTHS FROM THE DATE OF THIS ACTION IN ORDER TO AVOID ABANDONMENT.

Responsive to communication received August 12, 1986 for 1/29/41 per 36/87 Justained ay 5 32/3 for 1/29/41 per 36/

Applicant's Class 9 product clause is erroneous. As was expressed to applicant in the 2/7/86 action and subsequent 3/3/86 telcon, the preferred proper description should reflect, "Computer Programs and Program Useal Manuals All Sold As A Unit." The specific objection to documentation in our law office rests with the distinct possibility of advertising being subsumed under a broad, indefinite term, such as, documentation. The Class 16 description is acceptable. Amendatory action is required.

Applicant's comments relative to the Section 2(e)(1) issue appear to be paradox. Specifically applicant owns a "Supplemental Register" mark, i.e., 1,187,239 for the identical mark, which is an evidentiary admission of its merely descriptive nature. Quaker State Oil Refining Corporation v. Quaker Oil Corporation, 172 USPQ 361 (CCPA 1962); Ajax Hardware Corporation v. Packaging Techniques, Inc., 182 USPQ 559 (DC, Calif. 1974)). Applicant's prima facie, Section 2(f) claim in this case for the identical mark in Class 16 is an evidentiary admission of mere descriptiveness. Applicant then argues suddenly that for Class 9 software program merchandise specifically tailored for the individual business entrepreneur's usage that Entrepreneur is inherently distinctive. The undersigned, examining attorney does not accept this proposition. Enclosed is Exhibit (A-1),

which readily displays the enormous notoriety of entrepreneur and entrepreneurship in the current business marketplace scene. Applicant's Class 9 software program merchandise quickly and materially assists the business entrepreneur to achieve entrepreneurial success in their chosen market or field by quickly providing critical information in the accepted procedures to become an entrepreneur via proper market intelligence, budgetary and planning, and operational cost-cutting techniques. Section 2(e)(1) issue is continued in the record.

Upon receipt of a further appropriate amendment, this case will be reviewed vis-a-vis Serial No. 532,159 and applicant's forthcoming secondary meaning claim for the mark in Class 9 by virtue of separate evidentiary criteria well outlined in Rule 2.41.

GTG/lr

G. T. Glynn Trademark Attorney

Law Office /III (703) 557-9560

Serial No. 537579

Int. Cls.: 9 and 16

Prior U.S. Cl.: 38

## Reg. No. 1,453,968 United States Patent and Trademark Office Registered Aug. 25, 1987

## TRADEMARK PRINCIPAL REGISTER

## **ENTREPRENEUR**

ENTREPRENEUR, INC. (CALIFORNIA CORPO-RATION) 2311 PONTIUS AVENUE LOS ANGELES, CA 90064

FOR: COMPUTER PROGRAMS AND PROGRAMS USER MANUALS ALL SOLD AS A UNIT, IN CLASS 9 (U.S. CL. 38).

FIRST USE 5-19-1983; IN COMMERCE 5-19-1983.

FOR: PAPER GOODS AND PRINTED MATTER; NAMELY MAGAZINES, BOOKS

AND PUBLISHED REPORTS PERTAINING TO BUSINESS OPPORTUNITIES, IN CLASS 16 (U.S. CL. 38).

FIRST USE 5-2-1978; IN COMMERCE

*5*–2–1978.

OWNER OF U.S. REG. NOS. 1,130,838, 1,223,364 AND OTHERS.

SEC. 2(F) ONLY AS TO CLASS 16 GOODS.

SER. NO. 537,579, FILED 5-14-1985.

G. T. GLYNN, EXAMINING ATTORNEY

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2010-12-13 21:29:07 ET

Serial Number: 73223003 Assignment Information

Trademark Document Retrieval

Registration Number: 1187239

Mark (words only): ENTREPRENEUR

Standard Character claim: No

Current Status: Registration canceled under Section 8.

Date of Status: 1988-09-10

Filing Date: 1979-07-12

Transformed into a National Application: No

Registration Date: 1982-01-19

Register: Supplemental

Law Office Assigned: (NOT AVAILABLE)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark

Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 001 -File Destroyed

Date In Location: 1994-05-07

#### LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Chase Revel, Inc.

Address:

Chase Revel, Inc. 631 Wilshire Blvd. Santa Monica, CA 90401

United States

Legal Entity Type: Corporation

State or Country of Incorporation: California

#### GOODS AND/OR SERVICES

International Class: 016

Class Status: Section 8 - Cancelled

Magazines, Books and Reports Pertaining to Business Opportunities

Basis: 1(a)

First Use Date: 1978-05-02

First Use in Commerce Date: 1978-05-02

#### ADDITIONAL INFORMATION

Los Angeles CA 90045

NOT AVAILABLE)
MADRID PROTOCOL INFORMATION
NOT AVAILABLE)
PROSECUTION HISTORY
NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.
988-09-10 - Canceled Section 8 (6-year)
982-01-19 - Registered - Supplemental Register
ATTORNEY/CORRESPONDENT INFORMATION
Attorney of Record Henry M. Bissell
Correspondent Henry M. Bissell Suite 106 820 Latijera Blvd.



#### IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant

: Entrepreneur, Inc.

Law Office : III

Serial No.

: 537,579

TM Attorney : G.T. Glynn

Filed

: May 14, 1985

For

: Trademark: ENTREPRENEUR

#### DECLARATION OF WELLINGTON A. EWEN

I, WELLINGTON A. EWEN, do hereby declare as follows:

I am the President of Entrepreneur, Inc., a California corporation (hereinafter "my company"), the applicant in application Serial No. 537,579, more particularly identified above, to register the mark ENTREPRENEUR for the following goods:

Class 9: Electrical and Scientific Apparatus, Namely Magnetic Media Bearing Recorded Computer Programs; and

Class 16: Paper Goods And Printed Matter, Namely Magazines, Books And Published Reports.

My company is engaged in the business of publishing various magazines and reports, principally related to the subject matter of starting and operating small businesses, and of producing computer programs and related documentation for sale to the public, specifically including the subject matter of the goods recited in the above-identified application.

Prior to adopting its present name, my company's name was Chase Revel, Inc.; it has also conducted business under the name: "American Entrepreneur's Association".

Said mark has been registered on the Supplemental Register under Registration No. 1,187,239 on January 19, 1982. The application for said registration was converted from an application for registration on the Principal Register Serial No. 223,003, filed July 12, 1979. Applicant is the owner of said registration.

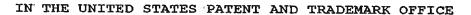
Applicant believes that the mark has become distinctive, as

applied to applicant's goods, by reason of substantially exclusive and continuous use thereof as a mark by the applicant in commerce for the five years next preceding May 14, 1985, the filing date of the subject application.

I declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any registration issuing thereon.

Dated: January 8, 1986

TRADEMARK



MARK

ENTREPRENEUR

REGISTRATION NO.: 1,453,968

CLASSES

INT'L. CLASSES 9 and 16

REGISTERED

: August 25, 1987

REGISTRANT

: Entrepreneur, Inc.

#### SECTION 8 & 15 DECLARATION

JAMES L. FITZPATRICK hereby declares that he is the Executive Vice-President of Entrepreneur, Inc., Registrant of the above-identified Registration, and is authorized to make this declaration on behalf of the Registrant.

That Entrepreneur, Inc., a California corporation, owns Registration No. 1,453,968, issued August 25, 1987, as shown by records in the Patent and Trademark Office; that the mark shown therein has been in continuous use in Interstate Commerce for five consecutive years from the date of registration to the present for the following services recited in the Registration:

FOR: COMPUTER PROGRAMS AND PROGRAMS USER MANUALS ALL SOLD AS A UNIT, IN CLASS 9 (U.S. CL. 38)

and

PAPER GOODS AND PRINTED MATTER; NAMELY MAGAZINES, BOOKS AND PUBLISHED REPORTS PERTAINING TO BUSINESS OPPORTUNITIES, IN CLASS 16 (U.S. CL. 38).

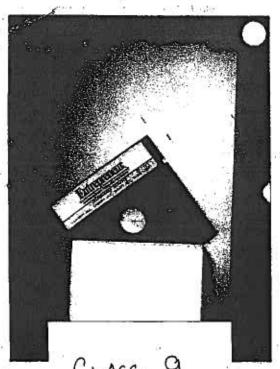
That said mark is still in use in said Interstate Commerce as evidenced by the attached specimens, one for each of the classes involved, showing the mark as currently used; that there has been no final decision adverse to Registrant's claim of ownership of said mark, to its right to register the same or 040 FT 10/05/92 1453968 0 374 400.00 CK ENTR618A.DCL

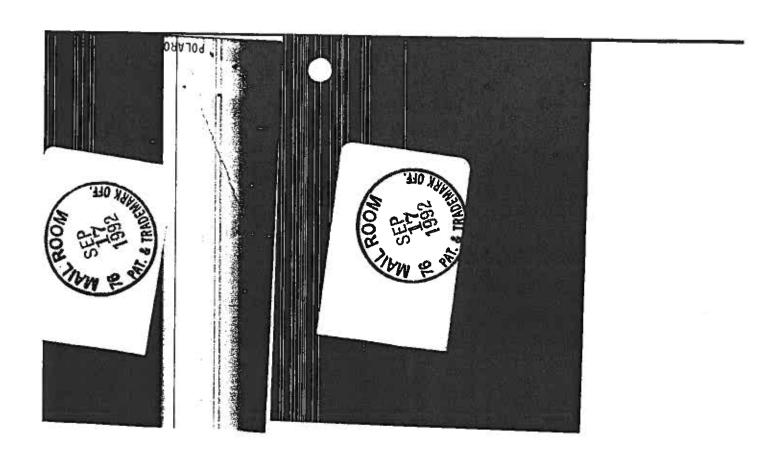
maintain it on the Register, and that there is no proceeding involving any of said rights pending and not disposed of either in the Patent and Trademark Office or in the Courts.

I further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or document or any registration resulting therefrom.

ENTR618A.DCL









UNITED STATES DEPARTMENT OF COMMERCE
Patent and Transpark Office
ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Weekington D.C. 20231 Washington, D.C. 20231

REGISTRATION NO. 1453968 SERIAL NO. 73/537579

PAPER NO. MAILING DATE: 12/28/92

MARK: ENTREPRENEUR

REGISTRANT: ENTREPRENEUR, INC.

CORRESPONDENCE ADDRESS: HENRY BISSELL 6820 LA TIJERA BOULEVARD SUITE 106 LOS ANGELES, CA 90045-1991 Please furnish the following in all correspondence:

- Your phone number and zip code.
- Mailing date of this action.
   Affidavit-Renewal Examiner's name.
   The address of all correspondence. not containing fees should include the words "Box 5".
- 5. Registration No.

RECEIPT IS ACKNOWLEDGED OF THE SUBMITTED REQUEST UNDER:

SECTION 8 OF THE TRADEMARK STATUTE AND 37 CFR SECS. 2.161-2.166.

SECTION 15 OF THE TRADEMARK STATUTE AND 37 CFR SECS. 2.167-2.168.

YOUR REQUEST FULFILLS THE STATUTORY REQUIREMENTS AND HAS BEEN ACCEPTED.

WYE JEAN SMITH AFFIDAVIT-RENEWAL EXAMINER TRADEMARK EXAMINING OPERATION (703) 308-9500 EXT. 38