

Exhibit 10



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SPEEDBOOK

Word Mark	SPEEDBOOK
Goods and Services	IC 009. US 021 023 026 036 038. G & S: computer hardware
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85110604
Filing Date	August 18, 2010
Current Filing Basis	1B;44D
Original Filing Basis	1B;44D
Owner	(APPLICANT) Google Inc. CORPORATION DELAWARE 1600 Ampitheatre Parkway Mountain View CALIFORNIA 94043
Attorney of Record	Christine Hsieh
Priority Date	February 19, 2010
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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Serial Number: 85110604 [Assignment Information](#)

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Registration Number: (NOT AVAILABLE)

Mark

SPEEDBOOK

(words only): SPEEDBOOK

Standard Character claim: Yes

Current Status: An Office action suspending further action on the application has been sent (issued) to the applicant. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

Date of Status: 2011-05-17

Filing Date: 2010-08-18

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 113

Attorney Assigned:

KEARNEY COLLEEN

Current Location: M4X -TMO Law Office 113 - Examining Attorney Assigned

Date In Location: 2011-05-17

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

1. Google Inc.

Address:

Google Inc.
1600 Ampitheatre Parkway
Mountain View, CA 94043
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Delaware

GOODS AND/OR SERVICES

International Class: 009

Class Status: Active

computer hardware

Basis: 1(b), 44(d)

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Foreign Application Number: TO/M/10/0219

Country: Tonga

Foreign Filing Date: 2010-02-19

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.

2011-05-17 - Notification Of Letter Of Suspension E-Mailed

2011-05-17 - LETTER OF SUSPENSION E-MAILED

2011-05-17 - Suspension Letter Written

2010-11-19 - Notification Of Non-Final Action E-Mailed

2010-11-19 - Non-final action e-mailed

2010-11-19 - Non-Final Action Written

2010-11-19 - Assigned To Examiner

2010-08-25 - Notice Of Pseudo Mark Mailed

2010-08-24 - New Application Office Supplied Data Entered In Tram

2010-08-21 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Christine Hsieh

Correspondent

CHRISTINE HSIEH

GOOGLE INC.

1600 AMPHITHEATRE PKWY

MOUNTAIN VIEW, CA 94043-1351



Help

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Edit Announcement

Should you encounter any bugs, lack of functionality, or other problems, please consult the TDR FAQs. To provide feedback, please email TDR@uspto.gov. Or, for a limited time only, access submit a bug.



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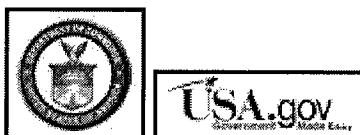
Retrieve Trademark Documents

US Serial No	<input type="text" value="85110604"/> 85110604	<input type="button" value="Submit"/>
7 document(s) found		

Search Results

Please note that Mail/Create Date below is the date the document was loaded into the database; it is not necessarily the mailing date from which the response period, if any, flows. The mailing date is available in the prosecution History in TARR.

Select	All Mail/Create Date	Document Description	Document Type
	17-May-2011	<u>Notation to File</u>	XML
	17-May-2011	<u>Suspension Letter</u>	XML
	19-Nov-2010	<u>Offc Action Outgoing</u>	XML
	19-Nov-2010	<u>XSearch Search Summary</u>	XML
	25-Aug-2010	<u>Notice of Pseudo Mark</u>	XML

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18-Aug-2010 Drawing**Document Type**MULTI
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Trademark/Service Mark Application, Principal Register

Serial Number: 85110604
Filing Date: 08/18/2010

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	85110604
MARK INFORMATION	
*MARK	<u>SPEEDBOOK</u>
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	SPEEDBOOK
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	Google Inc.
*STREET	1600 Ampitheatre Parkway
*CITY	Mountain View
*STATE (Required for U.S. applicants)	California
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	94043
EMAIL ADDRESS	tmdocketing@google.com
LEGAL ENTITY INFORMATION	
TYPE	corporation
STATE/COUNTRY OF INCORPORATION	Delaware
GOODS AND/OR SERVICES AND BASIS INFORMATION	
INTERNATIONAL CLASS	009

*IDENTIFICATION	computer hardware
FILING BASIS	SECTION 1(b)
FILING BASIS	SECTION 44(d)
FOREIGN APPLICATION NUMBER	TO/M/10/02197
FOREIGN APPLICATION COUNTRY	Tonga
FOREIGN FILING DATE	02/19/2010
INTENT TO PERFECT 44(d)	At this time, the applicant intends to rely on Section 44(e) as a basis for registration. If ultimately the applicant does not rely on Section 44(e) as a basis for registration, a valid claim of priority may be retained.
ATTORNEY INFORMATION	
NAME	Christine Hsieh
ATTORNEY DOCKET NUMBER	GT-0219-US-1
FIRM NAME	Google Inc.
STREET	1600 Ampitheatre Parkway
CITY	Mountain View
STATE	California
COUNTRY	United States
ZIP/POSTAL CODE	94043
EMAIL ADDRESS	tmdocketing@google.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
CORRESPONDENCE INFORMATION	
NAME	Christine Hsieh
FIRM NAME	Google Inc.
STREET	1600 Ampitheatre Parkway
CITY	Mountain View
STATE	California
COUNTRY	United States
ZIP/POSTAL CODE	94043
EMAIL ADDRESS	tmdocketing@google.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	/Christine Hsieh/	
SIGNATORY'S NAME	Christine Hsieh	
SIGNATORY'S POSITION	Trademark Counsel	
DATE SIGNED	08/18/2010	

Trademark/Service Mark Application, Principal Register

Serial Number: 85110604
Filing Date: 08/18/2010

To the Commissioner for Trademarks:

MARK: SPEEDBOOK (Standard Characters, see mark)

The literal element of the mark consists of SPEEDBOOK.

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

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

1600 Ampitheatre Parkway
Mountain View, California 94043
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: computer hardware

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)).

Priority based on foreign filing: Applicant has a bona fide intention to use the mark in commerce on or in connection with the identified goods and/or services and asserts a claim of priority based on Tonga application number TO/M/10/02197, filed 02/19/2010. 15 U.S.C. Section 1126(d), as amended.

INTENT TO PERFECT 44(d): At this time, the applicant intends to rely on Section 44(e) as a basis for registration. If ultimately the applicant does not rely on Section 44(e) as a basis for registration, a valid claim of priority may be retained.

The applicant's current Attorney Information:

Christine Hsieh of Google Inc.
1600 Ampitheatre Parkway
Mountain View, California 94043
United States

The attorney docket/reference number is GT-0219-US-1.

The applicant's current Correspondence Information:

Christine Hsieh
Google Inc.
1600 Ampitheatre Parkway
Mountain View, California 94043

tmocketing@google.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: /Christine Hsieh/ Date Signed: 08/18/2010

Signatory's Name: Christine Hsieh

Signatory's Position: Trademark Counsel

RAM Sale Number: 4119

RAM Accounting Date: 08/19/2010

Serial Number: 85110604

Internet Transmission Date: Wed Aug 18 17:44:20 EDT 2010

TEAS Stamp: USPTO/BAS-216.239.45.4-20100818174420397

326-85110604-470ec5d471f70aafc71bfa7b452

bb86e63-DA-4119-20100818173241673186

SPEEDBOOK

SPEEDBOOK

From: TMDesignCodeComments
Sent: Wednesday, August 25, 2010 00:15 AM
To: tmdocketing@google.com
Subject: Notice of Pseudo Mark for Serial Number: 85110604

ATTORNEY REFERENCE NUMBER: GT-0219-US-1

The USPTO may assign pseudo marks, as appropriate, to new applications to assist in searching the USPTO database for conflicting marks. They have no legal significance and will not appear on the registration certificate.

A PSEUDO MARK may be assigned to marks that include words, numbers, compound words, symbols, or acronyms that can have alternative spellings or meanings. For example, if the mark comprises the words 'YOU ARE' surrounded by a design of a box, the pseudo mark field in the USPTO database would display the mark as 'YOU ARE SQUARE'. A mark filed as 'URGR8' would receive a pseudo mark of 'YOU ARE GREAT'.

Response to this notice is not required; however, to suggest additions or changes to the pseudo mark assigned to your mark, please e-mail TMDesignCodeComments@USPTO.GOV. You **must** reference your application serial number within your request. The USPTO will review the proposal and update the record, if appropriate. For questions, please call 1-800-786-9199 to speak to a Customer Service representative.

The USPTO will not send any further response to your e-mail. Check TESS in approximately two weeks to see if the requested changes have been entered. Requests deemed unnecessary or inappropriate will not be entered.

Pseudo marks assigned to the referenced serial number are listed below.

PSEUDO MARK:

SPEED BOOK

*** User:ckearney1 ***

#	Total Marks	Dead Marks	Live	Live	Status/ Search	Duration
			Viewed Docs	Viewed Images	Search	
01	178	N/A	0	0	0:01	google[on]
02	3698	N/A	0	0	0:03	*{"sz"}p{v1:2}d*[bi,ti] not dead [ld]
03	30068	N/A	0	0	0:07	*b{v1:2}{"ckqx"}*[bi,ti] not dead [ld]
04	25	0	25	19	0:01	2 and 3
05	680	0	680	510	0:02	*book*[bi,ti] not dead [ld] and ("009" a b 200)[ic]

Session started 11/19/2010 6:16:49 PM

Session finished 11/19/2010 6:26:58 PM

Total search duration 0 minutes 14 seconds

Session duration 10 minutes 9 seconds

Default NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 85110604

To: Google Inc. (tmocketing@google.com)
Subject: U.S. TRADEMARK APPLICATION NO. 85110604 - SPEEDBOOK - GT-0219-US-1
Sent: 11/19/2010 6:54:09 PM
Sent As: ECOM113@USPTO.GOV
Attachments:

**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

APPLICATION SERIAL NO. 85110604

MARK: SPEEDBOOK

85110604

CORRESPONDENT ADDRESS:

CHRISTINE HSIEH
GOOGLE INC.
1600 AMPHITHEATRE PKWY
MOUNTAIN VIEW, CA 94043-1351

CLICK HERE TO RESPOND TO THIS LETTER:
<http://www.uspto.gov/teas/eTEASpageD.htm>

APPLICANT: Google Inc.

CORRESPONDENT'S REFERENCE/DOCKET

NO:

GT-0219-US-1

CORRESPONDENT E-MAIL ADDRESS:
tmocketing@google.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE BELOW**.

ISSUE/MAILING DATE: 11/19/2010

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

Search

The Office records have been searched and there are no similar registered or pending marks that would bar

registration under Trademark Act Section 2(d), 15 U.S.C. §1052(d). TMEP §704.02.

However, applicant must note the following.

Section 44 Advisories and Requirements

The application specifies both an intent to use basis under Trademark Act Section 1(b) and reliance on a foreign registration(s) under Section 44(e). *See* 15 U.S.C. §§1051(b), 1126(e); 37 C.F.R. §2.34(a)(2)-(3). However, the foreign registration alone may serve as a basis for obtaining a U.S. registration. *See* 37 C.F.R. §2.34(a)(3); TMEP §806.01(d). If applicant wants to rely on the foreign registration under Section 44(e) as the sole basis, applicant can request deletion of the Section 1(b) basis. *See* 37 C.F.R. §2.35(b)(1); TMEP §806.04.

Alternatively, inasmuch as applicant has not yet submitted the foreign registration or otherwise perfected the Section 44(e) basis, applicant can amend the application to rely solely on the Section 1 basis and request deletion of the Section 44(e) basis.

Unless applicant indicates otherwise, this Office will presume that applicant is relying on both Sections 1(b) and 44(e). Thus, although the mark may be approved for publication, it will not register until an acceptable allegation of use has been filed for the goods and/or services based on Section 1(b).

Applicant is advised that the application does not include a copy of a foreign registration. An application filed under Section 44(e) must include a true copy, photocopy, certification, or certified copy of a foreign registration from an applicant's country of origin. 15 U.S.C. §1126(e); 37 C.F.R. §2.34(a)(3)(ii); TMEP §§1004, 1004.01, 1016. In addition, the applicant's country of origin must be a party to a convention or treaty relating to trademarks to which the United States is also a party, or must extend reciprocal registration rights to nationals of the United States by law. 15 U.S.C. §1126(b); TMEP §§1002.01, 1004.

A copy of a foreign registration must consist of a document issued to an applicant by, or certified by, the intellectual property office in the applicant's country of origin. TMEP §1004.01. If an applicant's country of origin does not issue registrations or Madrid Protocol certificates of extension of protection, the applicant may submit a copy of the Madrid Protocol international registration that shows that protection of the international registration has been extended to the applicant's country of origin. TMEP §1016.

Therefore, applicant must submit a copy of the foreign registration from applicant's country of origin. If the foreign certificate of registration is not written in English, applicant must also provide an English translation. 37 C.F.R. §2.34(a)(3)(ii); TMEP §1004.01(a)-(b). The translation should be signed by the translator. TMEP §1004.01(b).

/Colleen Kearney/
Trademark Examining Attorney
Law Office 113
571-272-8278 (phone)
colleen.kearney@uspto.gov
1-800-786-9199 (TM Assist Ctr.)

TO RESPOND TO THIS LETTER: Use the Trademark Electronic Application System (TEAS)

response form at <http://teasroa.uspto.gov/roa/>. Please wait 48-72 hours from the issue/mailing date before using TEAS, to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail TEAS@uspto.gov.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using Trademark Applications and Registrations Retrieval (TARR) at <http://tarr.uspto.gov/>. Please keep a copy of the complete TARR screen. If TARR shows no change for more than six months, call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at <http://www.uspto.gov/teas/eTEASpageE.htm>.

To: Google Inc. (tmocketing@google.com)
Subject: U.S. TRADEMARK APPLICATION NO. 85110604 - SPEEDBOOK - GT-0219-US-1
Sent: 11/19/2010 6:54:12 PM
Sent As: ECOM113@USPTO.GOV
Attachments:

IMPORTANT NOTICE REGARDING YOUR U.S. TRADEMARK APPLICATION

USPTO OFFICE ACTION HAS ISSUED ON 11/19/2010 FOR SERIAL NO. 85110604

Please follow the instructions below to continue the prosecution of your application:

TO READ OFFICE ACTION: Click on this link or go to <http://portal.uspto.gov/external/portal/tow> and enter the application serial number to access the Office action.

PLEASE NOTE: The Office action may not be immediately available but will be viewable within 24 hours of this e-mail notification.

RESPONSE IS REQUIRED: You should carefully review the Office action to determine (1) how to respond; and (2) the applicable response time period. Your response deadline will be calculated from 11/19/2010 (or sooner if specified in the office action).

Do NOT hit “Reply” to this e-mail notification, or otherwise attempt to e-mail your response, as the USPTO does NOT accept e-mailed responses. Instead, the USPTO recommends that you respond online using the Trademark Electronic Application System Response Form.

HELP: For *technical* assistance in accessing the Office action, please e-mail TDR@uspto.gov. Please contact the assigned examining attorney with questions about the Office action.

WARNING

Failure to file the required response by the applicable deadline will result in the ABANDONMENT of your application.

To: Google Inc. (tmocketing@google.com)
Subject: U.S. TRADEMARK APPLICATION NO. 85110604 - SPEEDBOOK - GT-0219-US-1
Sent: 5/17/2011 10:30:07 AM
Sent As: ECOM113@USPTO.GOV
Attachments:

**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

APPLICATION SERIAL NO. 85110604

MARK: SPEEDBOOK

85110604

CORRESPONDENT ADDRESS:

CHRISTINE HSIEH
GOOGLE INC.
1600 AMPHITHEATRE PKWY
MOUNTAIN VIEW, CA 94043-1351

GENERAL TRADEMARK INFORMATION:
<http://www.uspto.gov/main/trademarks.htm>

APPLICANT: Google Inc.

**CORRESPONDENT'S REFERENCE/DOCKET
NO:**

GT-0219-US-1

CORRESPONDENT E-MAIL ADDRESS:

tmocketing@google.com

SUSPENSION NOTICE: NO RESPONSE NEEDED

ISSUE/MAILING DATE: 5/17/2011

The trademark examining attorney is suspending action on the application for the reason(s) stated below. *See 37 C.F.R. §2.67; TMEP §§716 et seq.*

The USPTO will periodically conduct a status check of the application to determine whether suspension remains appropriate, and the trademark examining attorney will issue as needed an inquiry letter to applicant regarding the status of the matter on which suspension is based. TMEP §§716.04, 716.05. Applicant will be notified when suspension is no longer appropriate. *See TMEP §716.04.*

No response to this notice is necessary; however, if applicant wants to respond, applicant should use the "Response to Suspension Inquiry or Letter of Suspension" form online at <http://teasroa.uspto.gov/rsi/rsi>.

Action on this application is suspended pending receipt of a true copy, a photocopy, a certification, or a certified copy of a foreign registration from applicant's country of origin. If the registration is in a foreign language, an English translation must also be submitted. 15 U.S.C. §1126(e); 37 C.F.R. §§2.34(a)(3)(ii); TMEP §§716.02(b), 1004 et seq. Please note that applicant must notify the examining attorney if the foreign application abandons.

/Colleen Kearney/
Trademark Examining Attorney
Law Office 113
571-272-8278 (phone)
colleen.kearney@uspto.gov
1-800-786-9199 (TM Assist Ctr.)

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using Trademark Applications and Registrations Retrieval (TARR) at <http://tarr.uspto.gov/>. Please keep a copy of the complete TARR screen. If TARR shows no change for more than six months, call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at <http://www.uspto.gov/teas/eTEASpageE.htm>.

To: Google Inc. (tmocketing@google.com)
Subject: U.S. TRADEMARK APPLICATION NO. 85110604 - SPEEDBOOK - GT-0219-US-1
Sent: 5/17/2011 10:30:10 AM
Sent As: ECOM113@USPTO.GOV
Attachments:

IMPORTANT NOTICE REGARDING YOUR U.S. TRADEMARK APPLICATION

USPTO LETTER (AN OFFICE ACTION) HAS ISSUED ON 5/17/2011 FOR SERIAL NO. 85110604

Please follow the instructions below:

TO READ OFFICE LETTER: Click on this link or go to <http://portal.uspto.gov/external/portal/tow> and enter the application serial number to access the Office letter

PLEASE NOTE: The Office letter may not be immediately available but will be viewable within 24 hours of this e-mail notification.

HELP: For *technical* assistance in accessing the Office correspondence, please e-mail TDR@uspto.gov. Please contact the assigned examining attorney with questions about the Office letter.

NOTE TO THE FILE

SERIAL NUMBER: 85110604

DATE: 05/17/2011

NAME: ckearney1

NOTE:

Searched:

- Google
- Lexis/Nexis
- OneLook
- Wikipedia
- Acronym Finder
- Other:

Discussed ID with:

- Senior Atty
- Managing Atty
- Protest evidence reviewed

Checked:

- Geographic significance
- Surname
- Translation
- ID with ID/CLASS mailbox

Discussed Geo. Sig. with:

- Senior Atty
- Managing Atty

Discussed file with

Attorney/Applicant via:

- phone Left message with
- email - suspension requested
- Attorney/Applicant
- Requested Law Library search for: Issued Examiner's Amendment and entered changes in TRADEUPS
- PRINT DO NOT PRINT Added design code in TRADEUPS
- Description of the mark
- Translation statement Re-imaged standard character drawing
- Negative translation statement
- Consent of living individual Contacted TM MADRID ID/CLASS about misclassified definite ID
- Changed TRADEUPS to:
- OTHER: