

# EXHIBIT 2

**Int. Cl.: 15**

**Prior U.S. Cls.: 2, 21 and 36**

**Reg. No. 2,891,251**

**United States Patent and Trademark Office**

**Registered Oct. 5, 2004**

**TRADEMARK  
PRINCIPAL REGISTER**



SESAME WORKSHOP (NEW YORK NON-PROF-  
IT CORPORATION)  
1 LINCOLN PLAZA  
NEW YORK, NY 10023

OWNER OF U.S. REG. NO. 2,378,055.

SER. NO. 78-244,980, FILED 5-2-2003.

FOR: MUSIC BOXES, MUSICAL INSTRUMENTS,  
IN CLASS 15 (U.S. CLS. 2, 21 AND 36).

FIRST USE 9-1-2000; IN COMMERCE 9-1-2000.

JANICE L. MCMORROW, EXAMINING ATTOR-  
NEY

**Int. Cls.: 9, 16, 25, 28, 38 and 41**

**Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38, 39,  
50, 100, 101, 104 and 107**

**Reg. No. 3,470,662**

**United States Patent and Trademark Office**

**Registered July 22, 2008**

**TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER**



SESAME WORKSHOP (NEW YORK NON-PROFIT CORPORATION)  
ONE LINCOLN PLAZA  
NEW YORK, NY 10023

FOR: AUDIO RECORDINGS, COMPACT DISCS, MULTIMEDIA SOFTWARE RECORDED ON CD-ROMS, AUDIO CASSETTES, VIDEO RECORDINGS, DVDS, DOWNLOADABLE RECORDINGS OF TELEVISION PROGRAMS AND CINEMATOGRAPHIC FILM FOR EXHIBITION ALL FEATURING EDUCATIONAL THEMES AND ENTERTAINMENT DIRECTED TO CHILDREN, PARENTS AND FAMILIES; COMPUTER GAME PROGRAMS, CARTRIDGES, CASSETTES, DISCS AND SOFTWARE; DOWNLOADABLE COMPUTER SOFTWARE FOR USE AS SCREENSAVERS AND WALLPAPER; DOWNLOADABLE MULTIMEDIA CONTENT, NAMELY, MUSIC, GRAPHICS, AUDIO AND VIDEO RECORDINGS FEATURING EDUCATIONAL THEMES AND ENTERTAINMENT DIRECTED TO CHILDREN, PARENTS AND FAMILIES, INTERACTIVE GAMES AND DOWNLOADABLE RING TONES ALL FOR USE ON COMPUTERS, CELL PHONES AND OTHER MOBILE DEVICES; COMPUTERS AND COMPUTER PERIPHERALS, COMPUTER PERIPHERAL MOUSE PADS; CD PLAYERS; DVD PLAYERS; CASSETTE PLAYERS; CALCULATORS; RADIOS; RADIOS INCORPORATING CLOCKS; WALKIE-TALKIES; DECORATIVE REFRIGERATOR MAGNETS; SCALES; BABY MONITORS; BICYCLE HELMETS; LIFE JACKETS; PHOTOGRAPHIC CAMERAS; VIDEO CAMERAS; SUNGLASSES; EYEGLASSES; EYEGLASS CASES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FOR: PRINTED MATERIALS, NAMELY, BOOKS, MAGAZINES AND NEWSLETTERS ALL FEATURING EDUCATIONAL THEMES AND ENTERTAINMENT DIRECTED TO CHILDREN, PARENTS AND FAMILIES; COLORING BOOKS; COMIC BOOKS; TEACHERS' GUIDES FEATURING EDUCATIONAL THEMES AND ENTERTAINMENT DIRECTED TO CHILDREN, PARENTS AND FAMILIES; ADDRESS BOOKS; PERSONAL ORGANIZERS; AUTOGRAPH BOOKS; BABY BOOKS; BIRTHDAY BOOKS; DIARIES; PAPER BOOK COVERS; BOOKENDS; BOOKMARKS; BOOK PLATES; PRINTED CHARTS; PAPERWEIGHTS; PHOTO ALBUMS; PHOTOGRAPHS; STATIONERY; WRITING PAPER; WRITING TABLETS; NOTE CARDS; NOTEBOOKS; RING BINDERS; NOTEPADS; FOLDERS; DOCUMENT PORTFOLIOS; STATIONERY-TYPE PORTFOLIOS; POSTCARDS; GREETING CARDS; PENS; PENCILS; PEN STANDS; PENCIL CASES; PENCIL SHARPENERS; ENVELOPES; ERASERS; RING BINDER DIVIDERS; RUBBER STAMPS; STAMP PADS; DRAWING RULERS; STAPLERS; ADHESIVE TAPE FOR STATIONERY PURPOSES; ADHESIVE TAPE DISPENSERS; CHALK; CHALKBOARDS, CONSTRUCTION PAPER, CRAYONS, MARKERS, MODELING CLAY, MODELING CLAY SETS COMPRISED OF CLAY AND PLASTIC SCULPTING TOOLS SOLD AS A UNIT, DRAWING SETS COMPRISED OF PAPER AND PENCILS; ARTS AND CRAFTS PAINT KITS; PRINTING SETS CONSISTING OF DECORATIVE STAMPS AND PAPER, STENCILS, EASELS, STORAGE BOXES; CALENDARS; POSTERS; STICKERS; PAPER DOOR KNOB HANGERS; HEAT TRANSFER PAPER; SELF ADHESIVE DECORATIVE SEALS; VINYL NON-STICKER DECALS; VINYL COATED MEMO BOARD; CREPE PAPER, PAPER GIFT TAGS; GIFT WRAPPING PAPER; PAPER CAKE DECORA-

FIRST USE 8-0-2000; IN COMMERCE 8-0-2000.

TIONS; PAPER CENTERPIECES; PAPER DOILIES; PAPER BAGS; PAPER IDENTIFICATION TAGS; PAPER NAPKINS; PAPER PARTY DECORATIONS; PAPER PARTY FAVORS; PAPER PARTY HATS; PAPER PARTY INVITATIONS; PAPER PLACE MATS; PAPER TABLECLOTHS; SHELF PAPER; FACIAL TISSUE, TOILET PAPER; PAPER BABY BIBS; DISPOSABLE DIAPERS; DISPOSABLE TRAINING PANTS; BANK CHECKS; CHECKBOOK COVERS; ADDRESS LABELS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 7-0-2000; IN COMMERCE 7-0-2000.

FOR: CLOTHING FOR MEN, WOMEN, CHILDREN AND INFANTS, NAMELY, SHIRTS, SWEATSHIRTS, TANK TOPS, T-SHIRTS, PANTS, LOUNGEWEAR, OVERALLS, JEANS, SHORTS, VESTS, SOCKS, LEGGINGS, SLEEPWEAR, INFANTS' SLEEPERS, PAJAMAS, NIGHTGOWNS, ROBES, DRESSES, JUMPERS, SKIRTS, SWEATERS, UNDERWEAR, NON-DISPOSABLE CLOTH TRAINING PANTS, SWIMWEAR, PLAYSUITS, BABY BIBS NOT MADE OF PAPER, CLOTH DIAPERS, CLOTHING MUFFLERS, CLOTHING SCARVES, CLOTHING BELTS, CLOTHING TIES, SUSPENDERS, HEADWEAR, FOOTWEAR, MITTENS, GLOVES, COATS, PONCHOS, SNOWSUITS, SMOCKS, HALLOWEEN AND MASQUERADE COSTUMES; PLAY COSTUMES FOR USE IN ROLE-PLAYING GAMES, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 7-0-2000; IN COMMERCE 7-0-2000.

FOR: TOYS, GAMES AND PLAYTHINGS, NAMELY, PLUSH TOYS, DOLLS, DOLL CLOTHING AND COSTUMES, DOLL ACCESSORIES, YO-YOS, HOBBY CRAFT KITS COMPRISING PAINTING SETS, ACTION SKILL GAMES, BOARD GAMES, CARD GAMES, MANIPULATIVE PUZZLES, MANIPULATIVE GAMES, HAND HELD UNITS FOR PLAYING ELECTRONIC GAMES, ELECTRONIC LEARNING TOYS, TOY FILM CARTRIDGES AND VIEWERS, SQUEEZE TOYS, BATH TOYS, BEACH TOYS, MULTIPLE ACTIVITY BABY TOYS, INFANT TOYS, BABY RATTLES, BABY RATTLES INCORPORATING TEETHING RINGS, PUPPETS, BEAN BAGS, PULL TOYS, RIDE-ON TOYS, TOY VEHICLES, TOY SCOOTERS, ICE SKATES, ROLLER SKATES, SPORTS BALLS, BEACH BALLS, PLAYGROUND BALLS, TOY FOAM BALLS, FLYING DISCS, JUMP ROPES, KITES, WIND UP TOYS, BALLOONS, TOY BUILDING BLOCKS, CONSTRUCTION TOYS, TOY BANKS, TOY SHOVELS, TOY PAILS, TOYS DESIGNED TO BE ATTACHED TO CAR SEATS, CRIBS AND HIGH CHAIRS, TOY MUSICAL INSTRUMENTS, TOY TELEPHONES, TOY MUSIC BOXES; TOY BUILDING STRUCTURES, TOY ACTION FIGURES AND ACCESSORIES THEREFOR, CASES

FOR PLAY ACCESSORIES, TOY ENVIRONMENTS FOR USE WITH ACTION FIGURES, PLAY SETS FOR ACTION FIGURES, ROLE PLAYING GAME SETS, TOY FURNITURE, TOY TOOLS; PLAY COSTUME MASKS; PLAY DOLL COSTUMES, MASQUERADE GAMES, AIR MATTRESSES FOR RECREATIONAL USE, INFLATABLE SWIMMING POOLS, SWIMMING AIDS, NAMELY, POOL RINGS, ARM FLOATS FOR RECREATIONAL USE, AND SWIM FLOATS FOR RECREATIONAL USE; PLAYGROUND SAND BOXES; TENNIS RACQUETS; SNOW SLEDS FOR RECREATIONAL USE; SNOW BOARDS; PARTY FAVORS IN THE NATURE OF SMALL TOYS; PARTY FAVORS IN THE NATURE OF CRACKERS AND NOISEMAKERS; EASTER EGG COLORING KITS; CHRISTMAS TREE DECORATIONS, ORNAMENTS, AND SKIRTS; HOBBY NEEDLE CRAFT KITS COMPRISED OF NEEDLEWORK, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 7-0-2000; IN COMMERCE 7-0-2000.

FOR: STREAMING OF AUDIO AND VIDEO MATERIAL ON THE INTERNET, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 9-0-2000; IN COMMERCE 9-0-2000.

FOR: ONGOING TELEVISION PROGRAM FEATURING EDUCATIONAL THEMES AND ENTERTAINMENT DIRECTED TO CHILDREN, PARENTS AND FAMILIES; AMUSEMENT PARKS; LIVE THEATRICAL PERFORMANCES; PROVIDING ONLINE INFORMATION FEATURING EDUCATIONAL THEMES AND ENTERTAINMENT DIRECTED TO CHILDREN, PARENTS AND FAMILIES; PROVIDING COMPUTER GAMES AND ACTIVITIES FOR CHILDREN, PARENTS, AND FAMILIES VIA THE INTERNET, ALL FEATURING EDUCATIONAL THEMES AND ENTERTAINMENT DIRECTED TO CHILDREN, PARENTS AND FAMILIES; ENTERTAINMENT SERVICES, NAMELY, PROVIDING POD CASTS AND WEB CASTS, ALL FEATURING EDUCATIONAL THEMES AND ENTERTAINMENT DIRECTED TO CHILDREN, PARENTS AND FAMILIES; PROVIDING ON-LINE NON-DOWNLOADABLE INTERACTIVE VIDEO GAMES AND MULTIMEDIA COMPUTER GAMES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 9-0-2000; IN COMMERCE 9-0-2000.

OWNER OF U.S. REG. NOS. 974,206, 2,891,251 AND OTHERS.

SER. NO. 77-217,918, FILED 6-28-2007.

NATALIE POLZER, EXAMINING ATTORNEY

**Int. Cls.: 3, 5, 8, 10, 11, 12, 14, 18, 20, 21, 24, 27, 29, 30 and 32**

**Prior U.S. Cls.: 1, 2, 3, 4, 6, 13, 18, 19, 20, 21, 22, 23,  
25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 37, 39, 40, 41,  
42, 44, 45, 46, 48, 50, 51 and 52**

**Reg. No. 3,479,148**

**United States Patent and Trademark Office**

**Registered Aug. 5, 2008**

**TRADEMARK  
PRINCIPAL REGISTER**



SESAME WORKSHOP (NEW YORK NON-PROFIT CORPORATION)  
ONE LINCOLN PLAZA  
NEW YORK, NY 10023

FOR: BABY WIPES, TOOTHPASTE, GUM CLEANER IN THE NATURE OF GUM PASTE, BODY SOAP, BODY WASH, BUBBLE BATH, HAND SOAP, SKIN LOTION, BABY OIL, BABY POWDER, HAIR CARE PREPARATIONS, SHAMPOO, COSMETICS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 10-0-2000; IN COMMERCE 10-0-2000.

FOR: ADHESIVE BANDAGES, VITAMINS, BABY FOOD, BABY FORMULA, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 7-0-2000; IN COMMERCE 7-0-2000.

FOR: TABLEWARE AND CUTLERY, NAMELY, KNIVES, FORKS AND SPOONS; SCISSORS, IN CLASS 8 (U.S. CLS. 23, 28 AND 44).

FIRST USE 7-0-2000; IN COMMERCE 7-0-2000.

FOR: BABY BOTTLES, PACIFIERS FOR BABIES, TEETHERS FOR BABIES, THERMOMETERS FOR MEDICAL PURPOSES; DROPPERS FOR ADMINISTERING MEDICINE SOLD EMPTY, IN CLASS 10 (U.S. CLS. 26, 39 AND 44).

FIRST USE 7-0-2000; IN COMMERCE 7-0-2000.

FOR: LAMPS, LAMP SHADES, ELECTRIC NIGHT-LIGHTS, FLASHLIGHTS, CHRISTMAS TREE LIGHTS, BICYCLE LIGHTS, HUMIDIFIERS, IN CLASS 11 (U.S. CLS. 13, 21, 23, 31 AND 34).

FIRST USE 6-0-2002; IN COMMERCE 6-0-2002.

FOR: AUTOMOTIVE ACCESSORIES, NAMELY, AUTOMOBILE WINDSHIELD SUNSHADES, VEHICLE BEVERAGE HOLDERS, REAR VIEW MIRRORS, VEHICLE SEAT COVERS; BABY STROLLERS, BICYCLES, TRICYCLES, BICYCLE BELLS; CHILDREN'S CAR SEATS; PANNIER BICYCLE BAGS, IN CLASS 12 (U.S. CLS. 19, 21, 23, 31, 35 AND 44).

FIRST USE 7-0-2000; IN COMMERCE 7-0-2000.

FOR: JEWELRY, WATCHES, CLOCKS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FIRST USE 1-0-2000; IN COMMERCE 1-0-2000.

FOR: UMBRELLAS; BAGS, NAMELY, DIAPER BAGS, SPORTS BAGS, GYM BAGS, FANNY PACKS, KNAPSACKS, BACKPACKS, WALLETS, COIN PURSES, WATER AND BABY BOTTLE BAGS, BEACH BAGS, BICYCLE BAGS, BOOK BAGS, SCHOOL BAGS, DIAPER BAGS, DUFFEL BAGS, LUGGAGE, TRAVELING BAGS, BRIEF CASES, LAUNDRY BAGS, PAJAMA BAGS, POCKETBOOKS, HANDBAGS, PURSES, SHOE BAGS FOR TRAVEL, COSMETIC BAGS SOLD EMPTY, TOTE BAGS, CARRY-ALLS; BABY BACKPACKS, INFANT CARRIERS WORN ON THE BODY, BABY CARRIERS WORN ON THE BODY, LEATHER KEY CASES AND NON-METAL KEY CASES, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 7-0-2000; IN COMMERCE 7-0-2000.

FOR: FURNITURE FOR BABIES AND CHILDREN, NAMELY, MATTRESSES, CRIBS, BUMPER GUARDS FOR CRIBS, TABLES, CHAIRS, HIGH CHAIRS, BOOSTER SEATS, WORK BENCHES, STEP STOOLS, PLAYPENS; NON-METAL KEY RINGS AND LEATHER KEY RINGS; PICTURE FRAMES; PLAQUES OF PLASTIC AND WOOD; MIRRORS; DRINKING STRAWS; WINDOW SHADES; HAND FANS; SLEEPING BAGS; PILLOWS, IN CLASS 20 (U.S. CLS. 2, 13, 22, 25, 32 AND 50).

FIRST USE 7-0-2000; IN COMMERCE 7-0-2000.

FOR: HOUSEWARES, KITCHENWARE, DINNERWARE AND BEVERAGE WARE OF PAPER, PLASTIC, CERAMIC, GLASS OR EARTHENWARE, NAMELY, DISHES, PLATTERS, PLATES, BOWLS, CUPS, SAUCERS, EGG CUPS, MUGS, TUMBLERS AND DRINKING GLASSES; SERVING PITCHERS; INFANT CUPS; WATER BOTTLES SOLD EMPTY; INSULATED AND NON-INSULATED LUNCH BOXES, INSULATED AND NON-INSULATED LUNCH PAILS, INSULATED BEVERAGE CONTAINERS, INSULATED BOTTLES FOR BEVERAGES; WASTE BASKETS; COOKIE JARS; NAPKIN HOLDERS AND NAPKIN RINGS, BOTH OF NON-PRECIOUS METAL; BOTTLE OPENERS; BED AND SNACK TRAYS, SERVING TRAYS; STATUETTES AND FIGURINES OF CHINA, CRYSTAL, EARTHENWARE, GLASS, PORCELAIN, AND TERRA COTTA; NON-METAL SAVINGS PIGGY BANKS; SUN CATCHERS; BABY BATHTUBS, SOAP DISHES, POTTIES FOR CHILDREN, TOOTHBRUSHES, DENTAL FLOSS, HAIR BRUSHES, HAIR COMBS; BATH SPONGES, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 7-0-2000; IN COMMERCE 7-0-2000.

FOR: TEXTILE AND TEXTILE GOODS, NAMELY, SHOWER CURTAINS, WINDOW CURTAINS, FABRIC VALANCES; PLASTIC PLACE MATS; HANDKERCHIEFS; BATH LINENS, NAMELY, BATH TOWELS, HOODED TOWELS, WASH CLOTHS; BED LINENS, NAMELY, BED SHEETS, CRIB SHEETS, BED SKIRTS, PILLOW CASES, PILLOW SHAMS, QUILTS, COVERLETS, BEDSPREADS, BED BLANKETS, CRIB BLANKETS,

RECEIVING BLANKETS, CRIB BUMPERS, COMFORTERS, COMFORTER COVERS, IN CLASS 24 (U.S. CLS. 42 AND 50).

FIRST USE 7-0-2000; IN COMMERCE 7-0-2000.

FOR: RUGS, WALLPAPER, FLOOR MATS , IN CLASS 27 (U.S. CLS. 19, 20, 37, 42 AND 50).

FIRST USE 7-0-2000; IN COMMERCE 7-0-2000.

FOR: SOUPS, DAIRY PRODUCTS EXCLUDING ICE CREAM, ICE MILK, AND FROZEN YOGURT, MEATS, EGGS, MILK, MILK PRODUCTS EXCLUDING ICE CREAM, ICE MILK, AND FROZEN YOGURT, YOGURT, CHEESE, APPLESAUCE, FRUIT-BASED SNACK FOOD, CANNED VEGETABLES, PROCESSED VEGETABLES, CANNED FRUIT, PROCESSED FRUIT, JELLIES, JAMS, POULTRY, FROZEN MEALS CONSISTING PRIMARILY OF MEAT, FISH POULTRY OR VEGETABLES , IN CLASS 29 (U.S. CL. 46).

FIRST USE 7-0-2000; IN COMMERCE 7-0-2000.

FOR: BREAKFAST CEREAL, CAKES, COOKIES, CANDY, COCOA, CRACKERS, READY TO EAT, CEREAL DERIVED BREAKFAST FOOD BARS, PASTA, CEREAL-BASED, RICE-BASED, AND GRANOLA-BASED SNACK BARS, FROZEN MEALS CONSISTING PRIMARILY OF PASTA OR RICE, FRUIT SAUCES EXCLUDING CRANBERRY SAUCE AND APPLESAUCE, PUDDINGS, IN CLASS 30 (U.S. CL. 46).

FIRST USE 7-0-2000; IN COMMERCE 7-0-2000.

FOR: FRUIT JUICES, BOTTLED WATER, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 7-0-2000; IN COMMERCE 7-0-2000.

OWNER OF U.S. REG. NOS. 974,206, 2,891,251 AND OTHERS.

SER. NO. 77-218,246, FILED 6-28-2007.

NATALIE POLZER, EXAMINING ATTORNEY

**Int. Cl.: 31**

**Prior U.S. Cls.: 1 and 46**

**United States Patent and Trademark Office**

**Reg. No. 3,603,326**

Registered Apr. 7, 2009

**TRADEMARK  
PRINCIPAL REGISTER**



SESAME WORKSHOP (NEW YORK NON-PROF-  
IT CORPORATION)  
ONE LINCOLN PLAZA  
NEW YORK, NY 10023

OWNER OF U.S. REG. NOS. 974,206, 2,891,251,  
AND OTHERS.

FOR: FRESH FRUIT, IN CLASS 31 (U.S. CLS. 1  
AND 46).

SN 77-217,816, FILED 6-28-2007.

FIRST USE 12-0-2005; IN COMMERCE 12-0-2005.

NATALIE POLZER, EXAMINING ATTORNEY

Int. Cl.: 16

Prior U.S. Cl.: 38

United States Patent and Trademark Office  
10 Year Renewal

Reg. No. 1,025,725  
Registered Nov. 25, 1975  
Renewal Term Begins Nov. 25, 1995

---

**TRADEMARK  
PRINCIPAL REGISTER**

**SESAME STREET**

CHILDREN'S TELEVISION WORKSHOP  
(NEW YORK CORPORATION)  
1 LINCOLN PLAZA  
NEW YORK, NY 10023

FOR: CALENDARS, POSTERS, CHILDREN'S  
MAGAZINES, COLORING

BOOKS AND TEACHERS' GUIDES, IN  
CLASS 16 (U.S. CL. 38).

FIRST USE 11-0-1969; IN COMMERCE  
11-0-1969.

SER. NO. 73-033,761, FILED 10-4-1974.

*In testimony whereof I have hereunto set my hand  
and caused the seal of The Patent and Trademark  
Office to be affixed on Mar. 12, 1996.*

COMMISSIONER OF PATENTS AND TRADEMARKS



Int. Cl.: 16

Prior U.S. Cl.: 38

**United States Patent Office**

**Reg. No. 1,025,725**  
**Registered Nov. 25, 1975**

**TRADEMARK**  
**Principal Register**

**SESAME STREET**

Children's Television Workshop (New York corporation)  
1 Lincoln Plaza  
New York, N.Y. 10023

For: CALENDARS, POSTERS, CHILDREN'S MAGAZINES, COLORING BOOKS AND TEACHERS' GUIDES, in CLASS 16 (U.S. CL. 38).  
First use November 1969; in commerce November 1969.

Ser. No. 33,761, filed Oct. 4, 1974.

M. E. BODSON, Examiner

**Int. Cl.: 28**

**Prior U.S. Cl.: 22**

**United States Patent Office**

**Reg. No. 1,027,429**

**Registered Dec. 16, 1975**

**TRADEMARK**

**Principal Register**

**SESAME STREET**

Children's Television Workshop (New York corporation)  
1 Lincoln Plaza  
New York, N.Y. 10023

For: TOYS, PACKAGED AMUSEMENT AND EDUCATIONAL GAMES, PUPPETS, PUZZLES, TOY FILM CARTRIDGE AND VIEWER, in CLASS 28 (U.S. CL. 22).

First use October 1971; in commerce October 1971.  
Owner of Reg. Nos. 974,205, 981,122 and others.

Ser. No. 32,247, filed Sept. 16, 1974.

V. T. HARFORD, JR., Examiner

**Int. Cl.: 24**

**Prior U.S. Cl.: 42**

**United States Patent Office**

**Reg. No. 1,082,622**

**Registered Jan. 17, 1978**

**TRADEMARK**

**Principal Register**

**SESAME STREET**

Children's Television Workshop (New York corporation)  
1 Lincoln Plaza  
New York, N.Y. 10023

For: COMFORTERS, BLANKETS, MATTRESS  
COVERS, CURTAINS AND SHEETS, in CLASS 24  
(U.S. CL. 42).

First use June 1, 1976; in commerce June 1, 1976.

Ser. No. 125,106, filed May 2, 1977.

M. J. LEAHY, Examiner

**Int. Cl.: 18**

**Prior U.S. Cl.: 3, 41**

**United States Patent Office**

**Reg. No. 1,082,535**

**Registered Jan. 17, 1978**

**TRADEMARK**

**Principal Register**

**SESAME STREET**

Children's Television Workshop (New York corporation)  
1 Lincoln Plaza  
New York, N.Y. 10023

For: UMBRELLAS AND HANDBAGS, in CLASS 18  
(U.S. CLS. 3 and 41).  
First use May 1, 1975; in commerce May 1, 1975.

Ser. No. 125,105, filed May 2, 1977.

M. J. LEAHY, Examiner

**Int. Cls.: 9 and 42**

**Prior U.S. Cls.: 38, 100 and 101**

**Reg. No. 1,895,976**

**United States Patent and Trademark Office** Registered May 30, 1995

---

**TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER**

**SESAME STREET**

CHILDREN'S TELEVISION WORKSHOP (NEW  
YORK CORPORATION)  
ONE LINCOLN PLAZA  
NEW YORK, NY 10023

FOR: COMPUTER PROGRAMS AND SOFTWARE TO ENTERTAIN AND EDUCATE CHILDREN, IN CLASS 9 (U.S. CL. 38).

FIRST USE 0-0-1981; IN COMMERCE 0-0-1981.

FOR: ON-LINE COMPUTER SERVICES PROVIDING ACCESS TO CHILDREN'S GAMES

AND ACTIVITIES AND EDUCATIONAL MATERIALS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 10-1-1992; IN COMMERCE 10-1-1992.

OWNER OF U.S. REG. NOS. 974,205, 1,799,882 AND OTHERS.

SER. NO. 74-473,602, FILED 12-21-1993.

KEVIN L. SAUL, EXAMINING ATTORNEY

**Int. Cl.: 25**

**Prior U.S. Cl.: 39**

**United States Patent and Trademark Office**

**Reg. No. 1,110,963**  
**Registered Jan. 9, 1979**

**TRADEMARK**

**Principal Register**

**SESAME STREET**

Children's Television Workshop (New York corporation)  
1 Lincoln Plaza  
New York, N.Y. 10023

For: CHILDREN'S CLOTHING — NAMELY,  
JEANS, SLACKS, SHORTS, T-SHIRTS, POLO SHIRTS,  
BLOUSES, DRESSES, JUMPERS, SLEEPWEAR,  
ROBES, WARM-UP SUITS, SWEAT SHIRTS, RAIN-  
WEAR, SWEATERS, SCARVES, HATS, CAPS, MIT-  
TENS, SNOWSUITS, BELTS, SHOES, SNEAKERS,

BOOTS, SLIPPERS, SMOCKS, AND INFANTS SLEEP-  
ERS, SWIMWEAR, PLAYSUITS, AND BIBS—in  
CLASS 25 (U.S. CL. 39).

First use Aug. 1, 1975; in commerce Aug. 1, 1975.

Ser. No. 125,020, filed May 2, 1977.

R. PEVERADA, Examiner

**Int. Cl.: 16**

**Prior U.S. Cls.: 37 and 38**

**United States Patent and Trademark Office**

**Reg. No. 1,240,243**

**Registered May 31, 1983**

**TRADEMARK**  
**Principal Register**

**SESAME STREET**

Children's Television Workshop (New York  
corporation)  
1 Lincoln Plz.  
New York, N.Y. 10023

For: FICTION AND NON-FICTION BOOKS  
FOR CHILDREN, CHARTS, BOOK PLATES,  
GREETING CARDS, PAPER GIFT TAGS AND  
BOOK MARKS, in CLASS 16 (U.S. Cls. 37 and 38).

First use Mar. 24, 1970; in commerce Mar. 24,  
1970.

Owner of U.S. Reg. Nos. 974,205, 1,025,725 and  
others.

Ser. No. 300,294, filed Mar. 9, 1981.

HENRY S. ZAK, Examining Attorney

**Int. Cl.: 9**

**Prior U.S. Cls.: 21, 23, 26, 36 and 38**

**Reg. No. 2,248,851**

**United States Patent and Trademark Office**

**Registered June 1, 1999**

**TRADEMARK  
PRINCIPAL REGISTER**

**SESAME STREET**

CHILDREN'S TELEVISION WORKSHOP (NEW  
YORK CORPORATION)  
ONE LINCOLN PLAZA  
NEW YORK, NY 10023

FOR: PRE-RECORDED VIDEO TAPES FEATURING ENTERTAINMENT AND INFORMATION OF GENERAL INTEREST TO CHILDREN AND PARENTS, AND POSTERS AND ACTIVITY BOOKS SOLD AS A UNIT THERE-

WITH, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 0-0-1986; IN COMMERCE 0-0-1986.

OWNER OF U.S. REG. NOS. 1,025,725, 1,220,642 AND OTHERS.

SER. NO. 75-351,849, FILED 9-4-1997.

JENNIFER MCGARRY, EXAMINING ATTORNEY



Int. Cls.: 9, 16, 25, 28, and 41

Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38, 39,  
50, 100, 101, and 107

Reg. No. 2,711,703

Registered Apr. 29, 2003

**United States Patent and Trademark Office**

**TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER**

**SESAME WORKSHOP**

SESAME WORKSHOP (NEW YORK CORPORATION)

ONE LINCOLN PLAZA

NEW YORK, NY 10023 BY CHANGE OF NAME  
CHILDREN'S TELEVISION WORKSHOP (NEW  
YORK CORPORATION) NEW YORK, NY 10023

FOR: VIDEO RECORDINGS, AUDIO RECORDINGS, VIDEO DISCS, CD-ROMS AND SOFTWARE, ALL FEATURING INFORMATION AND ENTERTAINMENT OF GENERAL INTEREST TO CHILDREN, PARENTS AND FAMILIES; CALCULATORS, COMPACT DISC PLAYERS, CLOCKS INCORPORATING RADIOS, PHONOGRAPHS, RADIOS, DIGITAL AUDIO TAPE PLAYERS, AUDIO TAPE RECORDERS, VIDEO TAPE RECORDERS, WALKIE-TALKIES, DECORATIVE REFRIGERATOR MAGNETS, SCALES, BABY MONITORS, BICYCLE HELMETS, LIFE JACKETS, COMPUTER GAME PROGRAMS AND CARTRIDGES, PHOTOGRAPHIC CAMERAS, VIDEO CAMERAS, COMPUTER PERIPHERAL MOUSE PADS, TELEPHONES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 9-30-2000; IN COMMERCE 9-30-2000.

FOR: BOOKS AND MAGAZINES FEATURING INFORMATION AND EDUCATION FOR CHILDREN, PARENTS AND FAMILIES, POSTERS, STICKERS, DISPOSABLE DIAPERS, SHELF PAPER, TOILET PAPER, FACIAL TISSUE, PAPER IDENTIFICATION TAGS, PAPER PLACE MATS, PLASTIC PLACE MATS, ADDRESS BOOKS, BABY BOOKS, AUTOGRAPH BOOKS, BIRTHDAY BOOKS, BOOKMARKS, CALENDARS, GREETING CARDS, POSTCARDS, CONSTRUCTION PAPER, STATIONERY, GIFT WRAPPING PAPER, GIFT TAGS, PAPER PARTY DECORATIONS, PENCIL CASES, MODELING CLAY, CRAYONS, MARKERS, DRAWING SETS, PRINTING SETS, NAMELY, RUBBER

STAMPS AND STAMP PADS; PERSONAL ORGANIZERS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 9-30-2000; IN COMMERCE 9-30-2000.

FOR: MEN'S, WOMEN'S, CHILDREN'S AND INFANT'S CLOTHING, NAMELY, SHIRTS, T-SHIRTS, TANK TOPS, PANTS, OVERALLS, JACKETS, SOCKS, LEGGINGS, SLEEPERS, SNOWSUITS, SLEEPWEAR, LOUNGEWEAR, JUMPERS, COATS, DRESSES, SKIRTS, UNDERWEAR, SWEATERS, SWIMWEAR, CLOTHING TIES, VESTS, SHORTS, CLOTHING MUFFLERS, SCARVES, HEADWEAR, FOOTWEAR, CLOTHING BELTS, SUSPENDERS, RAINCOATS, CLOTH DIAPERS, SMOCKS, SKI BOOT BAGS, HALLOWEEN AND CHRISTMAS COSTUMES; WORKOUT CLOTHES, NAMELY, SWEATSHIRTS, GYM SHORTS, GYM SUITS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 9-30-2000; IN COMMERCE 9-30-2000.

FOR: GAMES AND TOYS, NAMELY, ACTION SKILL GAMES, BOARD GAMES, CARD GAMES, MANIPULATIVE GAMES, HAND HELD UNITS FOR PLAYING ELECTRONIC GAMES, PLUSH TOYS, SQUEEZE TOYS, TOY FIGURES, BATH TOYS, BEACH TOYS, MULTIPLE ACTIVITY BABY TOYS, PUPPETS, TOY FILM CARTRIDGES AND VIEWERS, DOLLS, BEAN BAGS, PULL TOYS, BABY RATTLES, RIDE-ON TOYS, ELECTRONIC LEARNING TOYS, CHRISTMAS DECORATIONS, CHRISTMAS TREE ORNAMENTS, CHRISTMAS TREE SKIRTS, AIR MATTRESSES FOR RECREATIONAL USE, TOY SCOOTERS, ICE SKATES, ROLLER SKATES, SPORTS BALLS, BEACH BALLS, PLAYGROUND BALLS, FLYING DISCS, GOLF CLUB COVERS, INFLATABLE SWIM FLOATS FOR RECREATIONAL USE, JUMP ROPES, KITES, INFLATABLE SWIMMING POOLS, PLAYGROUND SAND

BOXES, SNOW SLEDS FOR RECREATIONAL USE, SNOW BOARDS, TENNIS RACKET TAPE GRIP COVERS, WIND UP TOYS, BALLOONS, TOY BUILDING BLOCKS, CONSTRUCTION TOYS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 9-30-2000; IN COMMERCE 9-30-2000.

FOR: ENTERTAINMENT IN THE NATURE OF ONGOING TELEVISION SERIES FEATURING INFORMATION AND ENTERTAINMENT DIRECTED TO CHILDREN, PARENTS AND FAMILIES; ENTERTAINMENT, NAMELY, LIVE THEATRICAL PERFORMANCES DIRECTED TO CHILDREN,

PARENTS AND FAMILIES; AMUSEMENT PARKS; PROVIDING INFORMATION AND ENTERTAINMENT OF GENERAL INTEREST TO CHILDREN, PARENTS AND FAMILIES VIA THE INTERNET, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 9-30-2000; IN COMMERCE 9-30-2000.

OWNER OF U.S. REG. NOS. 974,205, 2,124,225, AND OTHERS.

SN 75-908,339, FILED 2-3-2000.

WILLIAM VERHOSEK, EXAMINING ATTORNEY

Int. Cl.: 28

Prior U.S. Cl.: 22

United States Patent and Trademark Office  
10 Year Renewal

Reg. No. 954,372

Registered Mar. 6, 1973

Renewal Term Begins Mar. 6, 1993

---

**TRADEMARK  
PRINCIPAL REGISTER**

**BIG BIRD**

JIM HENSON PRODUCTIONS, INC.  
(NEW YORK CORPORATION)  
117 EAST 60TH STREET  
NEW YORK, NY, BY MERGER AND  
CHANGE OF NAME FROM MUPPETS,  
INC. (NEW YORK CORPORATION)  
NEW YORK, NY

FIRST USE 10-26-1971; IN COMMERCE  
10-26-1971.

SER. NO. 72-413,289, FILED 1-20-1972.

FOR: PUPPETS, IN CLASS 22 (INT.  
CL. 28).

*In testimony whereof I have hereunto set my hand  
and caused the seal of The Patent and Trademark  
Office to be affixed on June 15, 1993.*

COMMISSIONER OF PATENTS AND TRADEMARKS

# United States Patent Office

954,372  
Registered Mar. 6, 1973

## PRINCIPAL REGISTER Trademark

Ser. No. 413,289, filed Jan. 20, 1972

### BIG BIRD

Muppets, Inc. (New York corporation)  
277 E. 67th St.  
New York, N.Y.

For: PUPPETS, in CLASS 22 (INT. CL. 28).  
First use on or about Oct. 26, 1971; in commerce on  
or about Oct. 26, 1971.

**Int. Cl.: 28**

**Prior U.S. Cl.: 22**

**United States Patent Office**

**Reg. No. 1,056,651**  
**Registered Jan. 18, 1977**

---

**TRADEMARK**  
**Principal Register**

**BERT**

Muppets, Inc. (New York corporation)  
227 E. 67th St.  
New York, N.Y. 10021

For: DOLLS, in CLASS 28 (U.S. CL. 22).  
First use Mar. 3, 1975; in commerce Mar. 3, 1975.  
Owner of Reg. No. 961,949.

Ser. No. 72,040, filed Dec. 17, 1975.

V. T. HARFORD, JR., Examiner

# United States Patent Office

959,284  
Registered May 22, 1973

## PRINCIPAL REGISTER Trademark

Ser. No. 413,288, filed Jan. 20, 1972

## COOKIE MONSTER

Muppets, Inc. (New York corporation)  
277 E. 67th St.  
New York, N.Y.

For: PUPPETS, in CLASS 22 (INT. CL. 28).  
First use on or about Sept. 22, 1971; in commerce on  
or about Sept. 22, 1971.

**Int. Cl. : 28**

**Prior U.S. Cl. : 22**

**United States Patent Office**

**Reg. No. 1,046,044**  
**Registered Aug. 10, 1976**

**TRADEMARK**  
**Principal Register**

**COOKIE MONSTER**

Muppets, Inc. (New York corporation)  
227 E. 67th St.  
New York, N.Y. 10021

For: DOLLS, in CLASS 28 (U.S. CL. 22).  
First use Mar. 7, 1975; in commerce Mar. 7, 1975.

Ser. No. 72,043, filed Dec. 17, 1975.

W. A. CONN, Examiner.

**Int. Cl.: 28**

**Prior U.S. Cl.: 22**

**United States Patent Office**

**Reg. No. 1,046,043**

**Registered Aug. 10, 1976**

**TRADEMARK**

**Principal Register**

**ERNIE**

Muppets, Inc. (New York corporation)  
227 E. 67th St.  
New York, N.Y. 10021

For: DOLLS, in CLASS 28 (U.S. CL. 22).  
First use Mar. 7, 1975; in commerce Mar. 7, 1975.

Ser. No. 72,038, filed Dec. 17, 1975.

W. A. CONN, Examiner.



**Int. Cl.: 28**

**Prior U.S. Cl.: 22**

**United States Patent Office**

**Reg. No. 1,056,652**  
**Registered Jan. 18, 1977**

---

**TRADEMARK**  
**Principal Register**

**OSCAR THE GROUCH**

Muppets, Inc. (New York corporation)  
227 E. 67th St.  
New York, N.Y. 10021

For: DOLLS, in CLASS 28 (U.S. CL. 22).  
First use Mar. 7, 1975; in commerce Mar. 7, 1975.  
Owner of Reg. No. 961,951.

Ser. No. 72,042, filed Dec. 17, 1975.

V. T. HARFORD, JR., Examiner

# United States of America

United States Patent and Trademark Office

## ABBY CADABBY

**Reg. No. 3,942,072**

**Registered Apr. 5, 2011**

**Int. Cls.: 16, 25, 28, and 41**

**TRADEMARK**

**SERVICE MARK**

**PRINCIPAL REGISTER**

SESAME WORKSHOP (NEW YORK NON-PROFIT CORPORATION)  
ONE LINCOLN PLAZA  
NEW YORK, NY 10023

FOR: PRINTED MATERIALS, NAMELY, BOOKS FEATURING EDUCATIONAL THEMES AND ENTERTAINMENT DIRECTED TO CHILDREN, PARENTS AND FAMILIES; STORY BOOKS, CHILDREN'S BOOKS, CHILDREN'S ACTIVITY BOOKS; PAPER CAKE DECORATIONS, PAPER CENTERPIECES, PAPER GIFT BAGS, PAPER NAPKINS, PAPER PARTY DECORATIONS, PAPER PARTY FAVORS, PAPER PARTY HATS, PAPER PARTY INVITATIONS, PAPER TABLECLOTHS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 6-0-2007; IN COMMERCE 6-0-2007.

FOR: HALLOWEEN COSTUMES, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 9-0-2008; IN COMMERCE 9-0-2008.

FOR: TOYS, GAMES AND PLAYTHINGS, NAMELY, PLUSH TOYS, PUPPETS, DOLLS, DOLL ACCESSORIES, PLAY COSTUMES, MASQUERADE GAMES AND COSTUMES, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 9-0-2008; IN COMMERCE 9-0-2008.

FOR: ONGOING TELEVISION PROGRAM FEATURING EDUCATIONAL THEMES AND ENTERTAINMENT DIRECTED TO CHILDREN, PARENTS AND FAMILIES; PROVIDING ONLINE INFORMATION FEATURING EDUCATIONAL THEMES AND ENTERTAINMENT DIRECTED TO CHILDREN, PARENTS AND FAMILIES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 8-15-2006; IN COMMERCE 8-15-2006.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 78-960,851, FILED 8-25-2006.

ELLEN PERKINS, EXAMINING ATTORNEY



*David J. Kyffers*

Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

## ABBY CADABBY

**Reg. No. 4,739,270**

SESAME WORKSHOP (NEW YORK NON-PROFIT CORPORATION)  
1900 BROADWAY

**Registered May 19, 2015**

NEW YORK, NY 10023

**Int. Cls.: 9, 25, and 28**

FOR: MUSICAL RECORDINGS, DOWNLOADABLE AUDIO AND VIDEO RECORDINGS AND PRE-RECORDED VIDEO TAPES, VIDEO CASSETTES, CD-ROMS, DVDS AND CDS FEATURING CHILDREN'S ENTERTAINMENT AND CHILDREN'S EDUCATIONAL TOPICS FOR THE BENEFIT OF CHILDREN, PARENTS AND FAMILIES; MOUSE PADS; PRE-RECORDED ELECTRONIC AND DIGITAL MEDIA FEATURING CHILDREN'S ENTERTAINMENT, CHILDREN'S EDUCATION AND CHILDREN'S TELEVISION PROGRAMS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

**TRADEMARK**

**PRINCIPAL REGISTER**

FIRST USE 0-0-2014; IN COMMERCE 0-0-2014.

FOR: SHIRTS, T-SHIRTS, TANK TOPS, PANTS, SHORTS, OVERALLS, JACKETS, VESTS, SOCKS, LEGGINGS, SLEEPWEAR, LOUNGEWEAR, JUMPERS, DRESSES, SKIRTS, UNDERWEAR, SWEATERS, SWIM WEAR, HEAD WEAR, FOOTWEAR, BELTS, SMOCKS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 0-0-2014; IN COMMERCE 0-0-2014.

FOR: TOYS, GAMES AND PLAYTHINGS, NAMELY, ACTION SKILL GAMES, BOARD GAMES, MANIPULATIVE PUZZLES, MANIPULATIVE GAMES, ELECTRONIC LEARNING TOYS, SQUEEZE TOYS, MULTIPLE ACTIVITY BABY TOYS, PULL TOYS, BABY RATTLES, TOY VEHICLES, WIND UP TOYS, BALLOONS, TOY BUILDING BLOCKS, CONSTRUCTION TOYS, TOY BUILDING STRUCTURES; CHRISTMAS TREE DECORATIONS AND ORNAMENTS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 0-0-2014; IN COMMERCE 0-0-2014.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.



*Michelle K. Lee*

Director of the United States  
Patent and Trademark Office

OWNER OF U.S. REG. NO. 3,942,072.

SN 85-243,446, FILED 2-16-2011.

**Reg. No. 4,739,270** IRA J. GOODSID, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.**

**NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.**

# United States of America

United States Patent and Trademark Office



**Reg. No. 3,972,337**

SESAME WORKSHOP (NEW YORK NON-PROFIT CORPORATION)  
ONE LINCOLN PLAZA  
NEW YORK, NY 10023

**Registered June 7, 2011**

**Int. Cl.: 28**

FOR: PLUSH TOYS; INTERACTIVE PLUSH TOYS SOLD AS A UNIT WITH DVDS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

**TRADEMARK**

FIRST USE 8-4-2009; IN COMMERCE 8-4-2009.

**PRINCIPAL REGISTER**

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "HANDS", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF THE WORDS "ELMO'S "TICKLE" HANDS" WITH THE "H" FORMED BY HANDS AND EYES AND AN OVAL DESIGN.

SER. NO. 77-825,196, FILED 9-11-2009.

ANGELA M. MICHELI, EXAMINING ATTORNEY



*David J. Kyffers*

Director of the United States Patent and Trademark Office

Int. Cls.: 9, 16, 25, and 28

Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38, 39,  
and 50

Reg. No. 2,646,137

Registered Nov. 5, 2002

**United States Patent and Trademark Office**

**TRADEMARK  
PRINCIPAL REGISTER**

**ELMO'S WORLD**

SESAME WORKSHOP (NEW YORK CORPORATION)

ONE LINCOLN PLAZA  
NEW YORK, NY 10023

FOR: VIDEO RECORDINGS, AUDIO RECORDINGS, VIDEO DISCS, CD-ROMS AND EDUCATIONAL SOFTWARE, ALL FEATURING INFORMATION AND ENTERTAINMENT OF GENERAL INTEREST TO CHILDREN, PARENTS AND FAMILIES; CALCULATORS, COMPACT DISC PLAYERS, CLOCK INCORPORATING RADIOS, PHONOGRAPHS, RADIOS, DIGITAL AUDIO TAPE PLAYERS, AUDIO TAPE RECORDERS, VIDEO TAPE RECORDERS, WALKIE-TALKIES, DECORATIVE REFRIGERATOR MAGNETS, SCALES, BABY MONITORS, BICYCLE HELMETS, LIFE JACKETS, COMPUTER GAME PROGRAMS AND CARTRIDGES, PHOTOGRAPHIC CAMERAS, VIDEO CAMERAS, COMPUTER PERIPHERAL MOUSE PADS, TELEPHONES, ALL DISTRIBUTED IN ASSOCIATION WITH APPLICANT'S ONGOING CHILDREN'S TELEVISION SERIES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 7-0-2000; IN COMMERCE 7-0-2000.

FOR: BOOKS AND MAGAZINES FEATURING INFORMATION AND EDUCATION FOR CHILDREN, PARENTS AND FAMILIES, POSTERS, STICKERS, DISPOSABLE DIAPERS, SHELF PAPER, TOILET PAPER, FACIAL TISSUE, PAPER IDENTIFICATION TAGS, PAPER PLACE MATS, ADDRESS BOOKS, BABY BOOKS, AUTOGRAPH BOOKS, BIRTHDAY BOOKS, BOOKMARKS, CALENDARS, GREETING CARDS, POSTCARDS, CONSTRUCTION PAPER, STATIONERY, GIFT WRAPPING PAPER, GIFT TAGS, PAPER PARTY DECORATIONS, PENCIL CASES, MODELING CLAY, CRAYONS, MARKERS, DRAWING SETS, NAMELY, PAPER, PENS, PENCILS, MARKERS, CRAYONS, INK, PASTELS, CHARCOALS AND ERASERS; PRINTING SETS, NAMELY, RUBBER STAMPS

AND STAMP PADS; PERSONAL ORGANIZERS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 7-0-2000; IN COMMERCE 7-0-2000.

FOR: MEN'S, WOMEN'S, CHILDREN'S AND INFANT'S CLOTHING, NAMELY, SHIRTS, T-SHIRTS, TANK TOPS, PANTS, OVERALLS, JACKETS, SOCKS, LEGGINGS, SLEEPERS, SNOWSUITS, SLEEP WEAR, LOUNGEWEAR, JUMPERS, COATS, DRESSES, SKIRTS, UNDERWEAR, SWEATERS, SWIM WEAR, CLOTHING TIES, VESTS, SHORTS, CLOTHING MUFFLERS, SCARVES, HEAD WEAR, FOOTWEAR, CLOTHING BELTS, SUSPENDERS, RAINCOATS, CLOTH DIAPERS, SMOCKS, HALLOWEEN AND CHRISTMAS COSTUMES; WORKOUT CLOTHES, NAMELY, SWEATSHIRTS, GYM SHORTS, GYM SUITS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 7-0-2000; IN COMMERCE 7-0-2000.

FOR: GAMES AND TOYS, NAMELY, ACTION SKILL GAMES, BOARD GAMES, CARD GAMES, MANIPULATIVE GAMES, HAND HELD UNITS FOR PLAYING ELECTRONIC GAMES, PLUSH TOYS, SQUEEZE TOYS, TOY FIGURES, BATH TOYS, BEACH TOYS, MULTIPLE ACTIVITY BABY TOYS, PUPPETS, TOY FILM CARTRIDGES AND VIEWERS, DOLLS, BEAN BAGS, PULL TOYS, BABY RATTLES, RIDE-ON TOYS, ELECTRONIC LEARNING TOYS, CHRISTMAS DECORATIONS, CHRISTMAS TREE ORNAMENTS, CHRISTMAS TREE SKIRTS, AIR MATTRESSES FOR RECREATIONAL USE, TOY SCOOTERS, ICE SKATES, ROLLER SKATES, SPORTS BALLS, BEACH BALLS, PLAYGROUND BALLS, FLYING DISCS, GOLF CLUB COVERS, INFLATABLE SWIM FLOATS FOR RECREATIONAL USE, JUMP ROPES, KITES, INFLATABLE SWIMMING POOLS, PLAYGROUND SAND BOXES, SNOW SLEDS FOR RECREATIONAL USE, SNOW BOARDS, TENNIS RACKET TAPE GRIP COVERS, WIND UP TOYS, BALLOONS, TOY

BUILDING BLOCKS, CONSTRUCTION TOYS, IN  
CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

SN 75-628,972, FILED 1-27-1999.

FIRST USE 7-0-2000; IN COMMERCE 7-0-2000.

WILLIAM VERHOSEK, EXAMINING ATTORNEY



**Int. Cl.: 16**

**Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, and 50**

**Reg. No. 3,319,583**

**United States Patent and Trademark Office**

Registered Oct. 23, 2007

**TRADEMARK  
PRINCIPAL REGISTER**

**FELIZ, SANO, LISTO  
PARA LA ESCUELA**

SESAME WORKSHOP (NEW YORK NON-PROFIT CORPORATION)  
ONE LINCOLN CENTER  
NEW YORK, NY 10023

FOR: PRINTED MATERIALS, NAMELY NEWSLETTERS, BROCHURES, AND PAMPHLETS FEATURING EDUCATIONAL AND ENTERTAINMENT MATERIAL DIRECTED TO CHILDREN, PARENTS AND FAMILIES, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 3-0-2004; IN COMMERCE 3-0-2004.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

THE FOREIGN WORDING IN THE MARK TRANSLATES INTO ENGLISH AS HAPPY, HEALTHY, READY FOR SCHOOL.

SN 78-488,358, FILED 9-23-2004.

ALEXANDER L. POWERS, EXAMINING ATTORNEY

**Int. Cl.: 16**

**Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, and 50**

**Reg. No. 3,665,227**

**United States Patent and Trademark Office**

**Registered Aug. 4, 2009**

**TRADEMARK  
PRINCIPAL REGISTER**

**HÁBITOS SALUDABLES PARA  
TODA LA VIDA**

SESAME WORKSHOP (NEW YORK NON-PROF-  
IT CORPORATION)  
ONE LINCOLN PLAZA  
NEW YORK, NY 10023

FOR: PRINTED MATERIALS, NAMELY, BOOKS,  
MAGAZINES AND NEWSLETTERS FEATURING  
EDUCATIONAL THEMES AND ENTERTAINMENT  
FOR CHILDREN; CHILDREN'S ACTIVITY BOOKS,  
IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 10-0-2007; IN COMMERCE 10-0-2007.

THE MARK CONSISTS OF STANDARD CHAR-  
ACTERS WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

THE FOREIGN WORDING IN THE MARK  
TRANSLATES INTO ENGLISH AS "HEALTHY HA-  
BITS FOR LIFE".

SN 78-981,150, FILED 8-25-2005.

FRANK LATTUCA, EXAMINING ATTORNEY

# United States of America

## United States Patent and Trademark Office

### FOLEY & FRIENDS

**Reg. No. 7,006,944**

**Registered Mar. 21, 2023**

**Int. Cl.: 9, 41**

**Service Mark**

**Trademark**

**Principal Register**

Sesame Workshop (NEW YORK non-profit corporation )  
One Lincoln Plaza  
New York, NEW YORK 10023

CLASS 9: Downloadable podcasts in the field of children's education and entertainment; audiobooks in the field of children's education and entertainment; audio recordings featuring children's education and entertainment

FIRST USE 10-00-2020; IN COMMERCE 10-00-2020

CLASS 41: Entertainment and educational services, namely, providing podcasts in the field of children's education and entertainment; providing online information in the field of children's education and entertainment

FIRST USE 10-00-2020; IN COMMERCE 10-00-2020

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 90-402,878, FILED 12-22-2020



*Katherine Kelly Vidal*

Director of the United States  
Patent and Trademark Office



**REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.**

**NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.**

**Int. Cls.: 9 and 16**

**Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38, and 50**

**Reg. No. 3,633,098**

**United States Patent and Trademark Office**

**Registered June 2, 2009**

**TRADEMARK  
PRINCIPAL REGISTER**

**HAPPY HEALTHY MONSTERS**

SESAME WORKSHOP (NEW YORK NON-PROFIT CORPORATION)  
ONE LINCOLN PLAZA  
NEW YORK, NY 10023

FOR: VIDEO TAPES AND DVDS FEATURING EDUCATIONAL AND ENTERTAINMENT THEMES DIRECTED TO CHILDREN, PARENTS AND FAMILIES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 2-1-2007; IN COMMERCE 2-1-2007.

FOR: PRINTED MATERIALS, NAMELY, BOOKS, MAGAZINES, NEWSLETTERS, BROCHURES, AND PAMPHLETS ALL FEATURING INFORMATION AND ENTERTAINMENT FOR CHILDREN, PARENTS AND FAMILIES; STORY BOOKS, CHIL-

DREN'S BOOKS, CHILDREN'S ACTIVITY BOOKS, COLORING BOOKS; POSTERS, PRINTED EDUCATIONAL BROCHURES AND PAMPHLETS, STICKERS, AND INSTRUCTIONAL VIDEOS AND DVDS SOLD TOGETHER AS A UNIT, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 4-0-2005; IN COMMERCE 4-0-2005.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 78-472,026, FILED 8-23-2004.

GEORGE LORENZO, EXAMINING ATTORNEY

**Int. Cl.: 16**

**Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, and 50**

**Reg. No. 3,110,646**

**United States Patent and Trademark Office**

**Registered June 27, 2006**

**TRADEMARK  
PRINCIPAL REGISTER**

**HAPPY, HEALTHY,  
READY FOR SCHOOL**

SESAME WORKSHOP (NEW YORK NON-PROFIT CORPORATION)  
ONE LINCOLN PLAZA  
NEW YORK, NY 10023

FOR: PRINTED MATERIALS, NAMELY NEWSLETTERS, BROCHURES, AND PAMPHLETS FEATURING EDUCATIONAL AND ENTERTAINMENT MATERIAL DIRECTED TO CHILDREN, PARENTS AND FAMILIES, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 3-0-2004; IN COMMERCE 3-0-2004.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 78-976,102, FILED 11-14-2003.

BERYL GARDNER, EXAMINING ATTORNEY

**Int. Cls.: 9, 16, and 28**

**Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38, and 50**

**Reg. No. 3,604,268**

**United States Patent and Trademark Office**

Registered Apr. 7, 2009

**TRADEMARK  
PRINCIPAL REGISTER**

**HEALTHY HABITS FOR  
LIFE**

SESAME WORKSHOP (NEW YORK NON-PROFIT CORPORATION)  
ONE LINCOLN PLAZA  
NEW YORK, NY 10023

FOR: PRE-RECORDED MUSICAL SOUND RECORDINGS, AUDIO RECORDINGS, MUSICAL VIDEO RECORDINGS, VIDEO RECORDINGS, VIDEO CASSETTES, VIDEO DISCS, DVDS, ALL FEATURING EDUCATIONAL THEMES AND ENTERTAINMENT FOR CHILDREN; VIDEO RECORDINGS OF TELEVISION PROGRAMS FOR CHILDREN AND PARENTS FEATURING EDUCATIONAL THEMES AND ENTERTAINMENT FOR CHILDREN, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 2-0-2007; IN COMMERCE 2-0-2007.

FOR: PRINTED MATERIALS, NAMELY, BOOKS AND MAGAZINES FEATURING EDUCATIONAL THEMES AND ENTERTAINMENT FOR CHILDREN; STORY BOOKS, CHILDREN'S BOOKS,

CHILDREN'S ACTIVITY BOOKS, AND COLORING BOOKS; NOTEBOOKS AND SPIRAL NOTEPADS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 4-0-2005; IN COMMERCE 4-0-2005.

FOR: TOYS, GAMES AND PLAYTHINGS, NAMELY, ACTION SKILL GAMES, BOARD GAMES, CARD GAMES, MANIPULATIVE GAMES, AND ELECTRONIC LEARNING TOYS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 2-0-2007; IN COMMERCE 2-0-2007.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 78-426,761, FILED 5-28-2004.

ANNE E. GUSTASON, EXAMINING ATTORNEY

# United States of America

## United States Patent and Trademark Office

HELPING KIDS GROW SMARTER,  
STRONGER, AND KINDER

**Reg. No. 5,871,312**

Sesame Workshop (NEW YORK non-profit corporation )  
One Lincoln Plaza  
New York, NEW YORK 10023

**Registered Oct. 01, 2019**

**Int. Cl.: 35, 41**

CLASS 35: Promoting public awareness of issues concerning children's education and development

**Service Mark**

FIRST USE 6-00-2015; IN COMMERCE 6-00-2015

**Principal Register**

CLASS 41: Educational and entertainment services, namely, ongoing television programs in the field of children's education and entertainment; education and entertainment services, namely, ongoing multimedia programs in the field of children's education and entertainment distributed via various platforms across multiple forms of transmission media; entertainment services in the nature of development, creation, production, distribution, and post-production of multimedia entertainment content; providing online information in the field of children's education and entertainment

FIRST USE 6-00-2015; IN COMMERCE 6-00-2015

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 88-084,730, FILED 08-20-2018



*Andrei Iancu*

Director of the United States  
Patent and Trademark Office



**REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.**

**NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.**

# United States of America

## United States Patent and Trademark Office

LET'S GET READY! PLANNING  
TOGETHER FOR EMERGENCIES

**Reg. No. 3,825,629**

SESAME WORKSHOP (NEW YORK NON-PROFIT CORPORATION)

**Registered July 27, 2010**

ONE LINCOLN PLAZA  
NEW YORK, NY 10023

**Int. Cls.: 9 and 16**

FOR: PRE-RECORDED DVDS CONTAINING EDUCATIONAL SOFTWARE FEATURING INSTRUCTION IN THE FIELD OF EMERGENCY PREPAREDNESS DIRECTED TO CHILDREN, PARENTS, FAMILIES AND CAREGIVERS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

**TRADEMARK**

**PRINCIPAL REGISTER**

FIRST USE 9-0-2008; IN COMMERCE 9-0-2008.

FOR: PRINTED PUBLICATIONS, NAMELY, MAGAZINES, BROCHURES, PAMPHLETS, BOOKLETS, CHILDREN'S ACTIVITY BOOKS AND BOOKLETS, DIRECTED TO CHILDREN, PARENTS, FAMILIES AND CAREGIVERS IN THE FIELD OF EMERGENCY PREPAREDNESS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 9-0-2008; IN COMMERCE 9-0-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-438,026, FILED 4-2-2008.

JAMES LOVELACE, EXAMINING ATTORNEY



*David J. Kyfos*

Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

## LITTLE CHILDREN BIG CHALLENGES

**Reg. No. 4,511,604**

SESAME WORKSHOP (NEW YORK NON-PROFIT CORPORATION)  
1900 BROADWAY  
NEW YORK, NY 10023

**Registered Apr. 8, 2014**

**Int. Cls.: 9, 16, and 41**

FOR: VIDEO RECORDINGS, AND DVDS, ALL FEATURING EDUCATIONAL THEMES AND ENTERTAINMENT DIRECTED TO CHILDREN, PARENTS AND FAMILIES; DOWNLOADABLE ELECTRONIC BOOKS, BOOKLETS, PAMPHLETS, AND NEWSLETTERS FEATURING EDUCATIONAL THEMES AND ENTERTAINMENT DIRECTED TO CHILDREN, PARENTS AND FAMILIES; DOWNLOADABLE MULTIMEDIA CONTENT, NAMELY, INTERACTIVE GAMES FOR USE ON COMPUTERS, CELL PHONES AND OTHER MOBILE DEVICES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

**TRADEMARK**

**SERVICE MARK**

**PRINCIPAL REGISTER**

FIRST USE 12-0-2012; IN COMMERCE 12-0-2012.

FOR: PRINTED PUBLICATIONS, NAMELY, BOOKS, BOOKLETS, PAMPHLETS, AND NEWSLETTERS, ALL FEATURING EDUCATIONAL THEMES AND ENTERTAINMENT DIRECTED TO CHILDREN, PARENTS AND FAMILIES; CHILDREN'S ACTIVITY BOOKS; EDUCATIONAL KITS SOLD AS A UNIT IN THE FIELDS OF RESILIENCY AND PERSEVERANCE CONSISTING PRIMARILY OF BOOKS, BOOKLETS, PAMPHLETS AND ALSO INCLUDING VIDEO RECORDINGS AND DVDS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 12-0-2012; IN COMMERCE 12-0-2012.



*Michelle K. Lee*

Deputy Director of the United States  
Patent and Trademark Office

FOR: PROVIDING ONLINE INFORMATION FEATURING EDUCATIONAL THEMES AND ENTERTAINMENT DIRECTED TO CHILDREN, PARENTS AND FAMILIES; PROVIDING ONLINE NON-DOWNLOADABLE, BOOKS, BOOKLETS, PAMPHLETS, AND NEWSLETTERS, ALL FEATURING EDUCATIONAL THEMES AND ENTERTAINMENT DIRECTED TO CHILDREN, PARENTS AND FAMILIES; PROVIDING COMPUTER GAMES AND ACTIVITIES FOR CHILDREN, PARENTS AND FAMILIES VIA THE INTERNET, ALL FEATURING EDUCATIONAL THEMES AND ENTERTAINMENT DIRECTED TO CHILDREN, PARENTS AND FAMILIES; ENTERTAINMENT SERVICES, NAMELY, PROVIDING PODCASTS AND WEBCASTS, ALL FEATURING EDUCATIONAL THEMES AND ENTERTAINMENT DIRECTED TO CHILDREN, PARENTS AND FAMILIES; PROVIDING ONLINE NON-DOWNLOADABLE INTERACTIVE VIDEO GAMES AND MULTIMEDIA COMPUTER GAMES; PROVIDING A WEBSITE FEATURING NON-DOWNLOADABLE VIDEOS FEATURING EDUCATIONAL THEMES AND ENTERTAINMENT; COMMUNITY OUTREACH SERVICES

**Reg. No. 4,511,604** PROVIDED TO CHILDREN, PARENTS AND FAMILIES, NAMELY, PROVIDING INFORMATION, NEWS AND COMMENTARY IN THE FIELDS OF RESILIENCY AND PERSEVERANCE, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 12-0-2012; IN COMMERCE 12-0-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-721,807, FILED 9-6-2012.

KAREN SEVERSON, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.\*  
*See* 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.**

**Int. Cl.: 30**

**Prior U.S. Cl.: 46**

**Reg. No. 2,994,747**

**United States Patent and Trademark Office**

**Registered Sep. 13, 2005**

**TRADEMARK  
PRINCIPAL REGISTER**

**ORGANIC LETTER OF  
THE DAY COOKIES**

SESAME WORKSHOP (NEW YORK NON-PROF-  
IT CORPORATION)  
ONE LINCOLN PLAZA  
NEW YORK, NY 10023

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "ORGANIC OR COOKIES", APART  
FROM THE MARK AS SHOWN.

FOR: COOKIES, IN CLASS 30 (U.S. CL. 46).

FIRST USE 9-0-2004; IN COMMERCE 9-0-2004.

SER. NO. 78-424,186, FILED 5-24-2004.

THE MARK CONSISTS OF STANDARD CHAR-  
ACTERS WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

LINDA ESTRADA, EXAMINING ATTORNEY

**Int. Cls.: 9, 16, and 28**

**Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38, and 50**

**Reg. No. 3,291,435**

**United States Patent and Trademark Office**

Registered Sep. 11, 2007

**TRADEMARK  
PRINCIPAL REGISTER**

**PLAZA SESAMO**

SESAME WORKSHOP (NEW YORK NON-PROFIT CORPORATION)  
ONE LINCOLN PLAZA  
NEW YORK, NY 10023

FOR: PRE-RECORDED VIDEO TAPES, VIDEO DISCS AND DIGITAL VIDEO DISCS FEATURING EDUCATIONAL INFORMATION AND ENTERTAINMENT FOR CHILDREN AND PARENTS, AND RECORDINGS OF TELEVISION PROGRAMS FOR CHILDREN AND PARENTS; MUSICAL SOUND RECORDINGS, ALL FEATURING INFORMATION AND ENTERTAINMENT FOR CHILDREN AND PARENTS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 4-0-2006; IN COMMERCE 4-0-2006.

FOR: FICTION AND NON-FICTION BOOKS AND MAGAZINES, ALL FEATURING INFORMATION AND ENTERTAINMENT OF GENERAL INTEREST TO CHILDREN AND PARENTS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 1-0-2005; IN COMMERCE 1-0-2005.

FOR: TOYS, NAMELY, INFANT TOYS, PLUSH TOYS, SOFT SCULPTURE TOYS, SQUEEZABLE SQUEAKING TOYS, STUFFED TOYS; GAMES, NAMELY, PACKAGED AMUSEMENT AND EDUCATIONAL GAMES IN THE NATURE OF MANIPULATIVE GAMES; PUZZLES, NAMELY, JIGSAW PUZZLES, AND MANIPULATIVE AND CUBE PUZZLES; PUPPETS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 1-0-2003; IN COMMERCE 1-0-2003.

OWNER OF U.S. REG. NOS. 1,025,725, 1,895,976, AND OTHERS.

THE ENGLISH TRANSLATION OF "PLAZA SESAMO" IS "SESAME STREET".

SN 78-139,441, FILED 6-27-2002.

HEATHER BIDDULPH, EXAMINING ATTORNEY

**Int. Cl.: 16**

**Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50**

**Reg. No. 2,830,142**

**United States Patent and Trademark Office**

**Registered Apr. 6, 2004**

**TRADEMARK  
PRINCIPAL REGISTER**

**SESAME BEGINNINGS**

SESAME WORKSHOP (NEW YORK NON-PROF-  
IT CORPORATION)  
ONE LINCOLN PLAZA  
NEW YORK, NY 10023

FIRST USE 5-28-2002; IN COMMERCE 5-28-2002.

OWNER OF U.S. REG. NOS. 1,025,725, 2,711,703  
AND OTHERS.

FOR: BOOKS, MAGAZINES AND NEWSLETTERS  
FOR CHILDREN, PARENTS AND FAMILIES,  
STORY BOOKS, CHILDREN'S BOOKS, CHIL-  
DREN'S ACTIVITY BOOKS, COLORING BOOKS ,  
IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

SER. NO. 78-242,470, FILED 4-26-2003.

KATHY DE JONGE, EXAMINING ATTORNEY



**Int. Cl.: 9**

**Prior U.S. Cls.: 21, 23, 26, 36, and 38**

**Reg. No. 3,437,796**

**United States Patent and Trademark Office**

**Registered May 27, 2008**

**TRADEMARK  
PRINCIPAL REGISTER**



SESAME WORKSHOP (NEW YORK NON-PROFIT CORPORATION)  
ONE LINCOLN PLAZA  
NEW YORK, NY 10023

FOR: PRE-RECORDED MUSICAL SOUND RECORDINGS, AUDIO RECORDINGS, AUDIO CASSETTES, COMPACT DISCS, AND DIGITAL AUDIO DISCS ALL FEATURING FEATURING EDUCATIONAL THEMES AND ENTERTAINMENT DIRECTED TO CHILDREN, PARENTS, AND FAMILIES, MUSICAL VIDEO RECORDINGS, PRE-RECORDED VIDEO RECORDINGS, VIDEO DISCS, VIDEO CASSETTES AND DIGITAL VIDEO DISCS ALL FEA-

TURING FEATURING EDUCATIONAL THEMES AND ENTERTAINMENT DIRECTED TO CHILDREN, PARENTS, AND FAMILIES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 4-4-2006; IN COMMERCE 4-4-2006.

OWNER OF U.S. REG. NOS. 1,025,725, 2,711,703, AND OTHERS.

SN 78-690,415, FILED 8-11-2005.

ARETHA SOMERVILLE, EXAMINING ATTORNEY

# United States of America

United States Patent and Trademark Office

## SHALOM SESAME

**Reg. No. 3,946,809**

SESAME WORKSHOP (NEW YORK NON-PROFIT CORPORATION)

**Registered Apr. 19, 2011**

ONE LINCOLN PLAZA  
NEW YORK, NY 10023

**Int. Cl.: 9**

FOR: VIDEO RECORDINGS FEATURING EDUCATIONAL THEMES AND ENTERTAINMENT DIRECTED TO CHILDREN, PARENTS AND FAMILIES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

**TRADEMARK**

FIRST USE 2-19-1987; IN COMMERCE 2-19-1987.

**PRINCIPAL REGISTER**

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,475,740, 3,525,731 AND OTHERS.

SER. NO. 77-946,021, FILED 2-26-2010.

KELLEY WELLS, EXAMINING ATTORNEY



*David J. Kyffers*

Director of the United States Patent and Trademark Office

**Int. Cl.: 30**

**Prior U.S. Cl.: 46**

**United States Patent and Trademark Office**

**Reg. No. 2,992,170**

Registered Sep. 6, 2005

**TRADEMARK  
PRINCIPAL REGISTER**

**SUNNY DAYS SNACK  
BARS**

SESAME WORKSHOP (NEW YORK NON-PROF-  
IT CORPORATION)

ONE LINCOLN PLAZA

NEW YORK, NY 10023

FOR: GRAIN-BASED, CEREAL-BASED, RICE-  
BASED, AND GRANOLA-BASED SNACK BARS, IN  
CLASS 30 (U.S. CL. 46).

FIRST USE 9-0-2004; IN COMMERCE 9-0-2004.

THE MARK CONSISTS OF STANDARD CHAR-  
ACTERS WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "SNACK BARS", APART FROM  
THE MARK AS SHOWN.

SER. NO. 78-430,955, FILED 6-7-2004.

JOHN SCHUYLER YARD, EXAMINING ATTOR-  
NEY

**Int. Cls.: 9, 16, and 41**

**Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38, 50,  
100, 101, and 107**

**Reg. No. 3,478,191**

**United States Patent and Trademark Office**

**Registered July 29, 2008**

**TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER**

**TALK, LISTEN, CONNECT**

SESAME WORKSHOP (NEW YORK NON-PROF-  
IT CORPORATION)  
ONE LINCOLN PLAZA  
NEW YORK, NY 10023

FOR: AUDIO RECORDINGS, VIDEO RECORD-  
INGS, VIDEO TAPES, AND DVDS FEATURING  
ENTERTAINMENT AND EDUCATIONAL INFOR-  
MATION ON ISSUES RELATED TO MILITARY  
SERVICE AND DEPLOYMENT DIRECTED TO  
CHILDREN, PARENTS, FAMILIES, AND CARE-  
GIVERS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 8-1-2006; IN COMMERCE 8-1-2006.

FOR: PRINTED MATERIALS, NAMELY, MAGA-  
ZINES, NEWSLETTERS, BROCHURES, PAMPH-  
LETS, AND BOOKLETS FEATURING  
ENTERTAINMENT AND EDUCATIONAL INFOR-  
MATION ON ISSUES RELATED TO MILITARY  
SERVICE AND DEPLOYMENT DIRECTED TO  
CHILDREN, PARENTS, FAMILIES, AND CARE-  
GIVERS , IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37,  
38 AND 50).

FIRST USE 8-1-2006; IN COMMERCE 8-1-2006.

FOR: EDUCATIONAL SERVICES, NAMELY,  
PROVIDING ON-LINE PROGRAMS IN THE FIELDS  
OF MILITARY SERVICE AND DEPLOYMENT DI-  
RECTED TO CHILDREN, PARENTS, FAMILIES,  
AND CAREGIVERS USING ON-LINE ACTIVITIES,  
AND PRINTABLE MATERIALS DISTRIBUTED  
THEREWITH, IN CLASS 41 (U.S. CLS. 100, 101 AND  
107).

FIRST USE 8-1-2006; IN COMMERCE 8-1-2006.

THE MARK CONSISTS OF STANDARD CHAR-  
ACTERS WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

SN 78-884,603, FILED 5-16-2006.

ELLEN PERKINS, EXAMINING ATTORNEY

# United States of America

## United States Patent and Trademark Office

### THE NOT-TOO-LATE SHOW WITH ELMO

**Reg. No. 6,521,804**

**Registered Oct. 12, 2021**

**Int. Cl.: 9, 25, 41**

**Service Mark**

**Trademark**

**Principal Register**

Sesame Workshop (NEW YORK non-profit corporation )  
One Lincoln Plaza  
New York, NEW YORK 10023

CLASS 9: Audio and video recordings featuring children's education and entertainment

FIRST USE 9-00-2020; IN COMMERCE 9-00-2020

CLASS 25: Clothing, namely, tops, loungewear and headwear

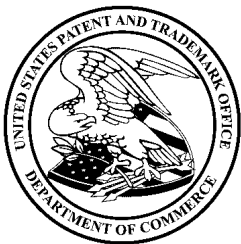
FIRST USE 1-00-2021; IN COMMERCE 1-00-2021

CLASS 41: Entertainment and educational services, namely, ongoing television program in the field of children's education and entertainment; Entertainment and educational services, namely, ongoing multimedia programs in the field of children's education and entertainment distributed via various platforms across multiple forms of transmission media; Entertainment and educational services, namely, ongoing web series featuring children's education and entertainment; Providing online information in the field of children's education and entertainment

FIRST USE 5-27-2020; IN COMMERCE 5-27-2020

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 88-982,861, FILED 02-21-2020



A handwritten signature in black ink, appearing to read "Dennis H. H. H. H.".

Performing the Functions and Duties of the  
Under Secretary of Commerce for Intellectual Property and  
Director of the United States Patent and Trademark Office



**REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.**

**NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.**

# United States of America

## United States Patent and Trademark Office

### THE NOT-TOO-LATE SHOW WITH ELMO

**Reg. No. 7,026,248**

**Registered Apr. 11, 2023**

**Int. Cl.: 9, 25, 41**

**Service Mark**

**Trademark**

**Principal Register**

Sesame Workshop (NEW YORK non-profit corporation )  
One Lincoln Plaza  
New York, NEW YORK 10023

CLASS 9: Downloadable multimedia content, namely, images, music, audio and video recordings for mobile phones in the field of children's education and entertainment

FIRST USE 12-20-2020; IN COMMERCE 12-20-2020

CLASS 25: Clothing, namely, underwear and sleepwear

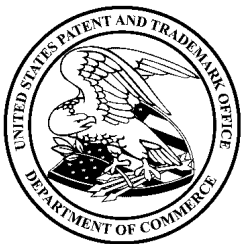
FIRST USE 12-20-2020; IN COMMERCE 12-20-2020

CLASS 41: Providing podcasts and webcasts in the field of children's education and entertainment; presentation of live show performances

FIRST USE 12-20-2020; IN COMMERCE 12-20-2020

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 88-806,452, FILED 02-21-2020



*Katherine Kelly Vidal*

Director of the United States  
Patent and Trademark Office



**REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.**

**NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.**



**Int. Cl.: 28**

**Prior U.S. Cls.: 22, 23, 38 and 50**

**Reg. No. 2,140,480**

**United States Patent and Trademark Office**

**Registered Mar. 3, 1998**

**TRADEMARK  
PRINCIPAL REGISTER**

**TICKLE ME**

**CHILDREN'S TELEVISION WORKSHOP (NEW  
YORK CORPORATION)  
ONE LINCOLN PLAZA  
NEW YORK, NY 10023**

**FIRST USE 6-30-1996; IN COMMERCE  
6-30-1996.**

**SER. NO. 75-219,669, FILED 12-30-1996.**

**FOR: TOYS, NAMELY, PLUSH TOYS, IN  
CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).**

**MICHAEL LEVY, EXAMINING ATTORNEY**