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**CONFIDENTIAL ATTORNEY-CLIENT PRIVILEGED
VIA FIRST CLASS MAIL**

January 4, 2016

Ms. Stephanie Hess
National Association for Court Management
State of Ohio Supreme Court
65 S. Front Street, 6th Floor
Columbus, OH 43215

RE: U.S. Trademark Registration No.: 4875991
For the mark: "CORE"
US Serial No.: 86568226
Client I.D.: NACM-150312.001

Dear Ms. Hess

We are pleased to enclose the sealed original certificate of registration for the above-identified mark. The registration issued on December 22, 2015. The registration will remain in full force and effect for a term of ten (10) years from the date of issuance, or December 22, 2025 and can be renewed every ten (10) years thereafter, provided that the mark is still in use. During the initial ten (10) year period, an affidavit of continued use must be filed in the Patent and Trademark Office during the sixth year of registration. The first date this affidavit can be filed begins December 22, 2020 and the absolute deadline for filing will be December 22, 2021. We have placed these dates into our docket system and will do everything possible to remind you of these deadlines; however, we suggest you place them in your own reminder system as you are ultimately responsible for the maintenance of your trademark registration. Please make sure to keep us informed as to the appropriate contact person for future correspondence.

The registered goods/services associated with this mark are "association services, namely, promoting the interests of court management professionals." It is important to use the symbol ® immediately after the mark. This is an indication of Patent and Trademark Office registration. It not only serves as a warning to potential infringers, but also is required in order to collect money damages for infringing acts which occur prior to the infringer having actual notice of the registration.

Please call me if you have any questions in regards to this, or any other, intellectual property matter.

Very truly yours,

David J. Dawsey, Esq.
Direct dial: 614.228.6280 ext. 18

Enclosures:

1. Original Certificate of Registration No. 4875991
2. Appendix A - Use It or Lose It: Guidelines for Proper Trademark Use
3. Appendix B - Referrals And Testimonials

APPENDIX A

Use It or Lose It: Guidelines for Proper Trademark Use

Once obtained, trademark rights can last indefinitely. However, in order to protect and maintain these rights, a trademark owner must properly use their mark. It is important to remember that trademark rights are based on use. Thus, failure to use a mark properly or to prevent others from misusing or infringing a mark can result in an owner's loss of trademark rights. The following guidelines for proper trademark use apply to advertising, correspondence, promotional material, displays, labels, packaging, signs, web sites, and any other media that uses, discusses, or describes the mark.

A. Use Proper Trademark Grammar

The most important rule of grammar regarding proper trademark use is that a trademark should be used as an adjective, not a noun or verb. Using the mark as an adjective helps distinguish the mark from the generic term it modifies. After all, a mark is used to identify the source or brand of a product, not the product itself. It is important to follow this rule to prevent your mark from potentially becoming considered generic. Examples of proper use include: KLEENEX® tissue; APPLE® computer; and JACUZZI® hot tub. Note that each mark (adjective) is used to modify the generic term (noun). In fact, since trademarks function as adjectives, they should always be accompanied by the correct generic name for the product or service.

Other rules of grammar important to proper trademark use include avoiding the use of a trademark in the plural or possessive form. When referring to more than one trademarked product, do not pluralize the trademark. Instead, use the plural form of the generic product to which you are referring. For example, it would be incorrect to say "Could you pass me some kleenexes so I can blow my nose?" The correct statement should be "Could you pass me some KLEENEX® tissues so I can blow my nose?" Likewise, trademarks should not be made possessive. Rather, the generic product name should be made possessive. For example, it is improper to use "I really like Febreze's fresh scent." The correct use of the mark should be "I really like the Febreze® air freshener's fresh scent."

B. Distinguish Your Mark

Trademarks should stand out from surrounding text. This helps to further distinguish the trademark from ordinary descriptive or generic terms. There are numerous ways to present a trademark to make it stand out. A non-exhaustive list of examples includes:

- All capitals: VASELINE® petroleum jelly
- Initial capitals: Kleenex® tissue
- Quotation marks: "Channellock"® pliers
- Italics: *Life Savers*® candy
- Boldface: **Pizza Hut**® restaurant
- Use of the word "brand": Scotch® brand transparent tape.

C. Identify Your Mark as a Trademark

There are several ways to indicate to the public that you are using your mark as a trademark or service mark. The most common way that trademark owner's put others on notice that they are using a mark as a trademark or service mark is by using the symbols TM, SM, or ®. The TM symbol is used to identify an unregistered trademark, while the SM symbol is used to identify an unregistered service mark. Use of the TM or SM symbol does not imply that a trademark application has been filed; it simply means that the term is claimed as a trademark. On the other hand, the ® symbol is used to identify a trademark or service mark that has been registered with the U.S. Patent & Trademark Office. Thus, the ® symbol should be used only in connection with a

registered mark. Alternatively, there are other proper forms of notice for registered trademarks, including: "Reg. U.S. Pat. & Tm. Off." and "Registered in the U.S. Patent and Trademark Office."

It should be noted that use of a statutory notice is not required. However, to collect damages and profits in an infringement suit brought under the Lanham Act, statutory notice or the defendant's actual notice of plaintiff's registration is required.

D. Be Consistent

Trademarks should be used consistently. Variations on how the mark is presented should be avoided. Failure to use a mark consistently can result in consumer confusion or dilute the distinctiveness of the mark. On the other hand, using a mark the same way every time will enhance the distinctiveness, and thus, the consumer's recognition of the mark.

Conclusion

The guidelines set forth above are by no means inflexible. However, by following the rules of proper use it will be much less likely that a trademark is used improperly. Furthermore, adhering to these rules is likely to increase consumer awareness that a term is being used as a trademark. Thus, a trademark owner should ensure that their marks are properly used, or else run the risk of losing their rights.

APPENDIX B – REFERRALS AND TESTIMONIALS

We have really enjoyed working with you to secure your intellectual property rights. We trust that you are happy with the outcome and the level of service that you received.

While we think we are great attorneys, we know we are not good at marketing. However, today's economy means that all of us have to be more aggressive in pursuing business in order to keep growing and maintain our level of services. As with any professional services firm, a large portion of our work comes from the referrals of happy clients. To that end we have decided to vastly improve our website and include comments from previous and existing clients about our quality of work and results. While we are not capable of staging a big media campaign (nor would we want to), we think that some straight forward testimonials about key case work will go a long way to telling our story not only to prospective clients but to existing ones who may not know all we do.

Be assured that we will share no specific details of our work for any client; we will only speak in the most general of terms and only use your exact words (no editing or quoting out of context). If you decide to say something on our behalf, you might include comments about:

- did we do what we said we would do
- was it on time
- were there any surprises along the way
- the quality of work
- the timeliness of the work
- did we achieve your goal(s)
- was the work cost effective
- how we are to work with

Feel free to email your comments directly to us at testimonials@invention-protection.com. If we do use your testimonial on our highly ranked website then we will link back to your website in an effort to help you out as well. Should you decide not to provide any comments, we will understand. Don't forget, you can always recommend Michael and David on LinkedIn. Thank so much for considering this request. Should you decide not to provide any comments, we will understand.

Sincerely,
Gallagher & Dawsey Co. LPA

United States of America

United States Patent and Trademark Office

CORE

Reg. No. 4,875,991

Registered Dec. 22, 2015

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

NATIONAL ASSOCIATION FOR COURT MANAGEMENT (VIRGINIA NON-PROFIT CORPORATION)

300 NEWPORT AVENUE
WILLIAMSBURG, VA 23185

FOR: ASSOCIATION SERVICES, NAMELY, PROMOTING THE INTERESTS OF COURT MANAGEMENT PROFESSIONALS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 5-29-2014; IN COMMERCE 10-6-2015.

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

SN 86-568,226, FILED 3-18-2015.

BRIAN CALLAGHAN, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office



Please note that U.S. Customs & Border Protection (CBP), a bureau of the Department of Homeland Security, maintains a trademark recordation system for marks registered at the United States Patent and Trademark Office. Parties who register their marks on the Principal Register may record these marks with CBP, to assist CBP in its efforts to prevent the importation of goods that infringe registered marks. The recordation database includes information regarding all recorded marks, including images of these marks. CBP officers monitor imports to prevent the importation of goods bearing infringing marks, and can access the recordation database at each of the 317 ports of entry.

CBP's Intellectual Property Rights e-Recordation (IPRR) system, located at <https://apps.cbp.gov/e-recordations/>, allows right holders to electronically file IPR recordation applications, thus significantly reducing the amount of time normally required to process paper applications. Some additional benefits of the system include:

- Elimination of paper applications and supporting documents.
- Copies of the certificate issued by the registering agency (U.S. Patent and Trademark Office or the Copyright Office) are retained by the right holder, not submitted to CBP.
- Payment by credit card (preferred), check or money order.
- Ability to upload images of the protected work or trademark, thus obviating the need to send samples to CBP.
- Reduced time from filing of the application to enforcement by field personnel.

Information about how to obtain a recordation, and about CBP's Intellectual Property Rights border enforcement program, is available at CBP's web site, www.cbp.gov.

**INFORMATION FROM THE USPTO CONCERNING COURTESY E-MAIL
REMINDERS OF TRADEMARK REGISTRATION MAINTENANCE DEADLINES
AND WARNING ABOUT UNOFFICIAL SOLICITATIONS**

E-mail Authorization and Current E-mail Address Required to Receive Courtesy E-mail Reminders of Registration Maintenance Deadlines

As a courtesy to registration owners who authorize e-mail communication and maintain a current e-mail address with the United States Patent and Trademark Office (USPTO), the USPTO will issue courtesy e-mail reminders when your deadline approaches to file the necessary maintenance filings to keep your registration active. No reminders will be sent by regular mail. If you have authorized receipt of correspondence by e-mail, please make sure that you have added the USPTO to your "approved senders list" and/or that your server will accept USPTO e-mail and not treat it as junk mail.

The Trademark Electronic Application System (TEAS) Change of Correspondence Address and Change of Owner Address Forms (available through USPTO.gov) should be used to update and add e-mail address information. If an attorney represented you prior to registration but the representation is not ongoing, please use the same form to remove the attorney e-mail address(es) and provide your own, so that the reminders come directly to you.

Beware of Unofficial Trademark Solicitations

The USPTO's e-mail reminders will direct you to make the necessary filings and pay the associated fees online through TEAS, and will not request any fees by mail. Please be aware that private companies not associated with the USPTO often use trademark application and registration information from the USPTO's databases to mail or e-mail trademark-related solicitations. These may include offers: (1) for legal services; (2) for trademark monitoring services; (3) to record trademarks with U.S. Customs and Border Protection; and (4) to "register" trademarks in a private registry.

These companies may use names that resemble the USPTO name, including, for example, one or more of the terms "United States," "U.S.," "Trademark," "Patent," "Registration," "Office," or "Agency." Some companies attempt to make their solicitations mimic the look of official government documents by using official government data that is publicly available from USPTO records. Many refer to other government agencies and sections of the U.S. Code. Most require "fees" to be paid. **All official correspondence will be from the "United States Patent and Trademark Office" in Alexandria, VA, and if by e-mail, specifically from the domain "@uspto.gov."**

If you receive a trademark-related solicitation that you believe is deceptive, you may file an on-line consumer complaint with the Federal Trade Commission ("FTC"), at www.FTC.gov. In addition, the USPTO encourages recipients of deceptive trademark-related solicitations to contact their states' consumer protection authorities.

For additional information, please visit the page on the USPTO.gov website entitled **"WARNING: Non-USPTO Solicitations That May Resemble Official USPTO Communications."**