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THE LACKENBACH ADVANTAGE Since 1923

Featured
PATENTS AND TRADEMARKS
recently issued to
Lackebach Siegel clients

United States Patent Number:

9,664,152

INDUCTION ASSEMBLY SYSTEM

An induction system for a supercharged internal V-type combustion engine includes a monolithic continuous unitary casting housing a supercharger with a rotor and gear assembly operative to discharge pressurized air to a common bounding receiving plenum, through a first slidably-removable intercooler providing a first cooling, and then to a pair of second side intercoolers providing a second cooling within the bounded plenum and in fluid communication therewith. First and second intercoolers are secured within the monolithic housing of light weight and allows an exterior air cooling as well.

Continued on page 4

Social Media... Unfriendly Result FTC Spoils the Hype!

The perfect ad

An advertising campaign where you control not only the content and timing of the ads, but where you don't have to pay high-priced celebrities (who consumers know are paid to say nice things about your product)...where you can leverage consumer confidence in the opinions of bloggers and others who are popular "influencers" to sell your product...without the consumers even knowing that the ads are, well – ads.

If this scenario sounds too good to be true, it is. Just ask Lord & Taylor, which signed a consent order with the Federal Trade Commission ("FTC"). According to the FTC's complaint against Lord & Taylor, the company paid 50 online fashion "influencers" to post pictures of themselves on social media wearing a dress from Lord & Taylor's new collection without disclosing that they had given each influencer the dress – and thousands of dollars – in exchange for the endorsement. In addition, the FTC alleged that Lord & Taylor deceived consumers by placing a seemingly objective "news" article in the online publication Nylon and creating a Nylon social media post, without disclosing that the articles actually were paid advertisements for the company's 2015 new clothing collection.



Design Lab Paisley Asymmetrical Dress that was the subject of the Nylon social media campaign

had misrepresented that "fashion influencers" (bloggers) were impartial and objective and had made independent judgments about a fashion line, many brand owners may have shuddered – knowing that an ax might fall on other companies.

Sure enough, earlier this year the FTC sent letters to 90 marketers and "influencers" – individuals or entities which had endorsed products or services – clarifying what the FTC Endorsement Guides require. In this "crackdown," the FTC directed letters to marketers and to endorsers/influencers themselves – many of them celebrities.

The FTC explained a few things:

- ▶ If there is a "material connection" between an endorser and the marketer of a product – that is, a connection that might affect the weight or credibility – that consumers give the endorsement – that connection should be clearly and conspicuously disclosed, unless the connection is already clear from the context of the communication containing the endorsement.
- ▶ Material connections can be a business or family relationship, monetary payment, or providing free products to the endorser.
- ▶ The Endorsement Guides apply to marketers and endorsers.

You have to say it's an ad

When the FTC filed its complaint against Lord & Taylor, alleging that the fashion retailer

Continued on Page 2

U.S. Patent and Trademark Office Statistics

The United States Trademark Office registered 227,407 trademarks in 2016, which represents a 9% increase from 2015. The average number of months before first examination was three months, while the average number of months to obtain a trademark was 12 months. The percentage of first office actions consistent with the quality standards established by the trademark organization was 95.5% and final office actions was 97%. The percentage of trademark applications processed electronically was 82%. Of the 50 states, California received the most registered trademarks (35,578) in fiscal year 2016. Of all foreign countries, China received the most registered trademarks (10,582) in fiscal year 2016. Also in 2016, total patent applications increased but to a lesser extent than trademarks.

Continued in sidebar on page 3

Lackebach Siegel *today* and Since 1923

Social Media... Unfriendly Result

Continued from Page 1 - **FTC Spoils The Hype!**

The FTC explained a few things: Continued

If there is a material connection between the endorser and the marketer, that connection should be clearly and conspicuously disclosed in the content of the endorsements themselves.

► In order to ensure that a disclosure is both “clear” and “conspicuous,” endorsers and marketers should use unambiguous language and make the disclosure stand out. Consumers should be able to notice the disclosure easily – they shouldn’t have to look for it. As an example, typically, consumers viewing posts in their social media streams on mobile devices see the first three lines – unless they click “more” – but many consumers may not click “more.” So marketers and endorsers must disclose any material connection above the “more” button. And where there are multiple links, hashtags or tags, particularly at the end of a long post, many readers may simply skip over them.

► Under the FTC consent order with Lord & Taylor, the company was prohibited from misrepresenting that paid ads are from an independent source, or that a paid endorser is acting as an independent or ordinary consumer. The company also was required to ensure that its endorsers clearly disclose when they have received compensation in exchange for their endorsements.

What happened in FTC v. Lord & Taylor

According to the FTC complaint, the following facts formed the basis for the agency’s complaint against Lord & Taylor:

During the Fall of 2014, Lord & Taylor undertook a promotion campaign for its new fashion collection. The social media aspect of the campaign – known as a “product bomb” – launched at the end of March 2015 and included Lord & Taylor-branded blog posts, photos, video uploads, native advertising editorials in online fashion magazines, and “use of a team of fashion influencers recruited for their fashion style and extensive base of followers on social media platforms. All of this was focused on a single article of clothing, the “Design Lab Paisley Asymmetrical Dress.” As the FTC alleged, 50 fashion influencers received the dress, along with payments ranging from \$1,000 to \$4,000. In turn, each fashion influencer was to post on a designated social media platform one photo of herself, wearing the paisley dress, during a specific time period over the weekend of March 27 and 28. The influencers’ contracts with Lord & Taylor stated that each influencer would mention the company as “@lordandtaylor,” would mention the campaign hashtag “#DesignLab” with the photo, and would tag their photos of the dress using the “@lordandtaylor” designation.

What the contracts did not require – or even mention – according to the FTC, was that the influencers should disclose, in the postings, that they had been compen-

Continued on Page 3

FTC's Frequently Asked Questions

Do the Endorsement Guides apply to social media?

Yes. Truth in advertising is important in all media, whether they have been around for decades (like, television and magazines) or are relatively new (like, blogs and social media).

Isn't it common knowledge that bloggers are paid to tout products or that if you click a link on a blogger's site to buy a product, the blogger will get a commission?

No. Some bloggers who mention products in their posts have no connection to the marketers of those products – they don’t receive anything for their reviews or get a commission. They simply recommend those products to their readers because they believe in them. Moreover, the financial arrangements between some bloggers and advertisers may be apparent to industry insiders, but not to everyone else who reads a particular blog. Under the law, an act or practice is deceptive if it misleads “a significant minority” of consumers. Even if some readers are aware of these deals, many readers aren’t. That’s why disclosure is important.

What is the legal basis for the Guides?

If an endorser is acting on behalf of an advertiser, what she or he is saying is usually going to be commercial speech – and commercial speech violates the FTC Act if it’s deceptive. The FTC conducts investigations and brings cases involving endorsements under Section 5 of the FTC Act, which generally prohibits deceptive advertising.

Is there special wording I have to use to make the disclosure?

No. The point is to give readers the essential information. A simple disclosure like “Company X gave me this product to try . . .” will usually be effective.

The Guides are intended to give insight into what the FTC thinks about various marketing activities involving endorsements and how Section 5 might apply to those activities. The Guides themselves don’t have the force of law. However, practices inconsistent with the Guides may result in law enforcement actions for violations of the FTC Act. Although there are no fines for violations of the FTC Act, law enforcement actions can result in orders requiring the defendants in the case to give up money they received from their violations.

What about a platform like Twitter? How can I make a disclosure when my message is limited to 140 characters?

The FTC isn’t mandating the specific wording of disclosures. However, the same general principle – that people get the information they need to evaluate sponsored statements – applies across the board, regardless of the advertising medium. The words “Sponsored” and “Promotion” use only 9 characters. “Paid ad” only uses 7 characters. Starting a tweet with “Ad:” or “#ad” – which takes only 3 characters – would likely be effective.

I work for a terrific company. Can I mention our products to people in my social networks? How about on a review site? My friends won't be misled since it's clear in my online profiles where I work.

First, we recommend that you check with your employer to make sure you’re complying with its policies before using any form of social media to talk about the company’s products. If your company allows employees to use social media to talk about its products, you should make sure that your relationship is disclosed to people who read your online postings about your company or its products. Put yourself in the reader’s shoes. Isn’t the employment relationship something you would want to know before relying on someone else’s endorsement? Listing your employer on your profile page isn’t enough. After all, people who just read what you post on a review site won’t get that information.

I am an avid social media user who often gets rewards for participating in online campaigns on behalf of brands. Is it OK for me to click a “like” button, pin a picture, or share a link to show that I'm a fan of a particular business, product, website or service as part of a paid campaign?

Using these features to endorse a company’s products or services as part of a sponsored brand campaign probably requires a disclosure. We realize that some platforms – like Facebook’s “like” buttons – don’t allow you to make a disclosure. Advertisers shouldn’t encourage endorsements using features that don’t allow for clear and conspicuous disclosures. However, we don’t know at this time how much stock social network users put into “likes” when deciding to patronize a business, so the failure to disclose that the people giving “likes” received an incentive might not be a problem.

Would a button that says DISCLOSURE, LEGAL, or something like that which links to a full disclosure be sufficient?

No. A hyperlink like that isn’t likely to be sufficient. It does not convey the importance, nature, and relevance of the information to which it leads and it is likely that many consumers will not click on it and therefore miss necessary disclosures. The disclosures we are talking about are brief and there is no reason to hide them behind a hyperlink.

The Upswing Continues

Social Media... Unfriendly Result

Continued from Page 2 - **FTC Spoils The Hypel!**

sated by Lord & Taylor. In addition, the FTC alleged that Lord & Taylor preapproved each of the influencers' posts, making sure that the requirements for references to Lord & Taylor and the Design Lab campaign were met, and also edited some of the influencers' draft posts.

The campaign resulted in more than 11 million individual social media users – more than 300,000 of whom “engaged” with the brand through “likes,” comments, or re-postings according to the FTC – and in a sell-out for the paisley dress. The FTC also stated that the campaign included placement of posts and an article – edited by Lord & Taylor – in online fashion magazines, including Nylon, which posted a photo of the paisley dress on its social media account, that post did not disclose that Lord & Taylor had paid for the posting.

The FTC charged that Lord & Taylor had represented to consumers that the posting, photos and captions were “the independent statements of impartial fashion influencers,” when in fact they were part of an advertising campaign, for which the posters had been compensated by the advertiser. This, the FTC stated, was false and misleading and a deceptive practice, as was the treatment of the Nylon article.

What is the FTC?

The Federal Trade Commission (“FTC”) is the federal government agency that, under the Federal Trade Commission Act of 1914 and subsequent amendments, is responsible for promoting consumer protection and eliminating and preventing anticompetitive business practices, including coercive monopoly. To carry out its mission, the FTC issues legally binding guidelines, one of which is “Guides Concerning the Use of Endorsements and Testimonials in Advertising,” last revised in 2009.

To enforce its guides, the FTC brings civil actions against marketers who deceive consumers. The FTC also sponsors educational activities, including workshops with other government agencies, businesses, consumer groups, and community-based organizations, and issues reports that analyze marketplace trends affecting consumers.

Consider the consumer

The impetus for the crackdown came at least partly from letters from consumer advocacy groups, including Public Citizen. In the letters, Public Citizen called out both the FTC and the advertisers/endorsers, for allowing social media to present celebrity and other “influencer” endorsements to mislead consumers:

Although FTC policy regarding disguised advertising is well established, and reiterated in recent enforcement guidelines, we are deeply concerned that the agency is failing to keep pace with developments in the social media space. The result is that consumers, especially young consumers, are being deceived on vast scale. Social media norms are evolving so that practices that contravene clear FTC policy are considered by many advertisers and influencers to be routine and non-objectionable. Advertisers often assert that “everyone knows” that paid endorsements are pervasive in social media, though there is no evidence to support this assertion, particularly among young consumers. An important part of an FTC enforcement initiative must be to shift the center-of-gravity on social media so that advertisers take affirmative steps to ensure they comply with FTC rules designed to protect consumers from trickery and deception.

Social networking sites step in

Without mentioning the FTC's guidelines and enforcement, social networking sites have introduced mechanisms such as “paid partnership” tags for posts. For example, Instagram's website now states, “In the coming weeks, you'll start to see a new ‘Paid partnership with’ tag on posts and stories. This feature will help creators more clearly communicate to their followers when they are working in partnership with a business.” As an example, Instagram presents screenshots of an “influencer” standing in front of a car. Above the photos are the words, “Paid partnership with volvocarusa.

Facebook likewise has an update entitled, “Branded Content on Facebook: Our Updated Policy and a New Tool”:

We will add a ‘Paid’ label in the metadata to the branded content ‘with’ tag that will allow people on our platform to understand that branded content posts represent an exchange of value between the creator/publisher and a business partner... Our Pages terms and Ads Policy now allow certain types of branded content on Facebook and require publishers and influencers to tag the marketer in the post to make it clear that the post is branded content. For example, a juice brand may work with a parenting blogger to have their brand or product mentioned in a post on Facebook, or a car manufacturer and a sports network may create a collaborative post aimed at sports fans about the car.

US and PCT Patent Statistics Upswing Continues

Continued from Page 1

For 2016, United States total patent applications continued upwardly again. The preliminary total of 650,411 is up 5.2% from the 618,062 applications in 2015, and again this represents an all-time high. Of the 650,411 patent applications that were filed, 607,753 were utility patent applications. Issued patents for 2016 numbered 303,051, which is an increase of 1.5% over 2015. Design patents and plant patents increased 11% and 15%, respectively. Reissue patents declined 16.8% as compared to 2015.

Of the utility patents issued in 2016, 2.16% (23,155) were micro entity, 19.24% (116,932) were small entity, and 78.6% (511,223) were large entity. Within the United States, California once again received the most issued patents (45,175) in 2016. Of all foreign countries, Japan received the most issued patents (53,046) in 2016. In 2016, the average number of months from filing until determination of patentability of an invention was 14.9 months and to obtain a patent was 25.4 months.

The average number of months to obtain a patent was 25.4 months. Biotechnology and organic chemistry applications had an average wait time of 12.9 months to first action, and an average total pendency of 24.9 months. Methods relating to transportation, construction, agriculture, and e-commerce (business methods) had an average wait time of 16.6 months to first action, and an average total pendency of 25.3 months. Mechanical Engineering Products had an average wait time of 19.2 months to first action, and an average total pendency of 30.0 months.

The range numbers for patents and patent applications for 2016 were as follows: The first utility patent number issued in 2016 was 9,226,437 and the last number was 9,532,495. The first design patent number was D746,541 and the last number was D775,449. The Post-Prosecution Pilot Program (P3) had the following results: Among the 995 decisions, 601 had the final rejection maintained (60.4%), 184 had prosecution reopened (18.5%), and 210 were allowed (21.1%).

Patent Cooperation Treaty (PCT) filings for 2016 saw an increase in the total filings of 7.3% to 233,000 patent applications. The US once again led the way with the number of applications with 24.3% which is 56,595 of the applications that were filed and is 0.9% less than the number the US filed in the prior year. Other top 10 countries in PCT filing count were: Japan with 19.4%; China with 18.5%; Germany with 7.9%; South Korea with 6.7%; France with 3.5%; the U.K. with 2.4%; and the Netherlands with 2.0%; China saw the largest increase in the number of PCT filings with a 44.7% increase. The top three PCT applicants included: ZTE Corporation with 4,123 PCT applications, which was a 91.3% increase from the prior year, followed by Huawei Technologies and Qualcomm.

Patents, Trademarks, Copyrights

PATENT CORNER

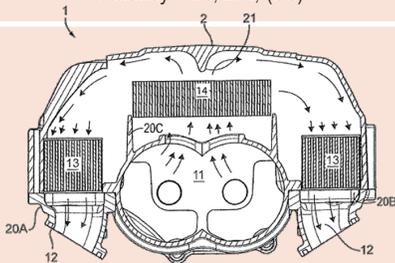
Continued from Page 1

INDUCTION ASSEMBLY AND SYSTEM FOR A SUPERCHARGED INTERNAL COMUSTION ENGINE, AND METHOD FOR ASSEMBLY FOR THE SAME

United States Patent Number:
9,664,152

Date of Patent
April 13, 2016

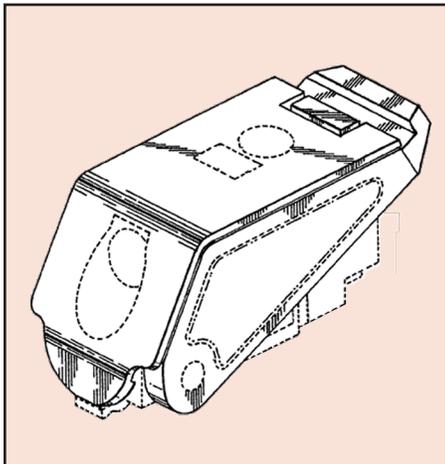
Assignee:
Callaway Cars, Inc., (US)



Notable, Recent LS Patents

CLAMPING CONNECTOR

Patent No.: D780,565
Assignee: MCQ TECH GMBH, Blumberg (DE)



JEWELRY DESIGN

Patent No.: D785,495
Assignee: Firestar Diamond, Inc. (US)

METHOD FOR IDENTIFYING AND EMPLOYING HIGH RICK GENOMIC MARKERS FOR THE PREDICTION OF SPECIFIC DISEASES

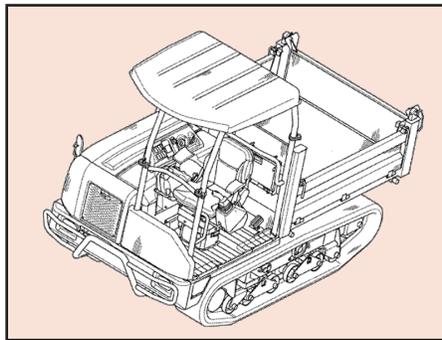
Patent No.: 9,672,271
Assignee: Lawrence Sirovich (US)

ATHLETIC SHOE SOLE COATING FOR TRACTION ENHANCEMENT

Patent No.: 9,578,923
Assignee: Mission Product Holdings, Inc. (US)

TRACKED CARRIER

Patent No.: D786,312
Assignee: Yanmar Co., Ltd., Osaka (JP)

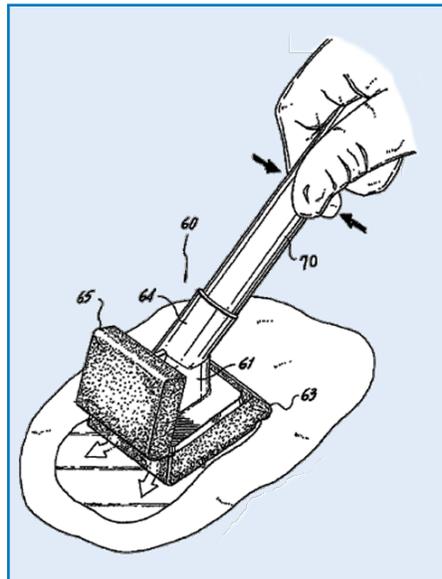


CHILDREN'S ACTIVITIES KIT FOR A MOLDABLE PUTTY

Patent No.: 9,617,403
Inventors: HORIZON GROUP (US)

DISPENSING APPLICATOR FOR FLUIDS

Patent No.: 9,636,489
Assignee: Biomed Packaging Systems, Inc., (US)

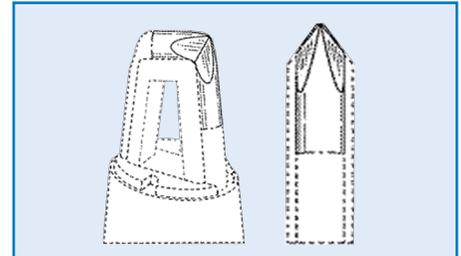


EXERCISE APPARATUS AND KIT

Patent No.: 9,675,836
Assignee: Thomas Babon (US)

COSMETIC APPLICATOR

Patent No.: D778,495
Assignee: Mitsubishi Pencil Company, Ltd., (JP)



UNIVERSAL HAND LOOM KIT FOR WEAVING AND CREATING EMBELLISHMENTS

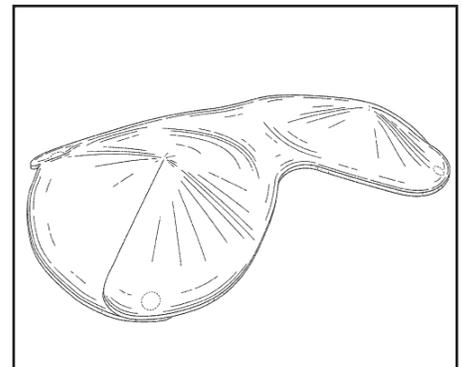
Patent No.: 9,695,527
Assignee: Orchard Yarn and Thread Company, Inc. (US)

COMPACT ELECTROMAGNETIC-RADIATION ANTENNA

Patent No.: 9,620,858
Assignee: Robert R. Alfano (US)

EYE COVER DEVICE

Patent No.: D783,854
Assignee: Seth A. Biser, (US)



ELECTRO-OPTICAL SINGLE CRYSTAL ELEMENT, METHOD FOR THE PREPARATION THEREOF, AND SYSTEMS EMPLOYING THE SAME

Patent No.: 9,709,832
Assignee: Pengdi Han (US)

GLUE BOTTLE WITH FLOW REGULATION

Patent No.: 9,713,937
Inventors: Hangzhou Great Star Industrial Co., Ltd. (CN)

SYNTHESIS OF $CsSnI_3$ BY A SOLUTION BASED METHOD

Patent No.: 9,334,443
Assignee: Sun Harmonics, Ltd. (CN)

PRE-FRONTAL CORTEX PROCESSING DISORDER GAIT AND LIMB IMPAIRMENTS TREATMENT

Patent No.: 9,682,073
Assignee: Gilrose Pharmaceuticals, LLC (US)

Continued on Page 6

Domain Names, Internet and Advertising

TRADEMARK CORNER

Notable, recent LS Trademarks

ULTRA

Registrant: Ultra Records, LLC (USA)

DAISO

Registrant: Daiso Industries Co., Ltd. (Japan)

CRUZ

Registrant: Compagnie Financiere Europeenne de Prises de Participation (France)

H HOCHIKI (and Design)

Registrant: Hochiki Corporation (Japan)



FORTIMO

Registrant: Mitsui Chemicals, Inc. (Japan)

COVAL

Registrant: Coval (France)

POKEMINI (Stylized)

Registrant: Cocone Corporation (Japan)

KUREPLUS

Registrant: Kureha Corporation (Japan)

TOM ROSS

Registrant: Parfums Jean-Jacques Vivier (France)

ABC ARBITRAGE

Registrant: ABC Arbitrage S.A. (Italy)

Double Diamond Design

Registrant: Errea' Sport S.p.A. (Italy)



DICI (Stylized)

Registrant: JVC Kenwood Corporation (Japan)



TEOSYAL RHAPSODY

Registrant: Teoxane SA (Switzerland)

JTB (and Design)

Registrant: JTB Corp. (Japan)

TRENTODOC

Registrant: Consorzio Vini del Trentino (Italy)

MIZUHO GLOBAL E-SETT

Registrant: Mizuho Financial Group, Inc. (Japan)

WHOLE YOU (and Design)

Registrant: Mitsui Chemicals, Inc. (Japan)

AGAMI

Registrant: Serac Group (France)

SYNCREX

Registrant: Towa Corporation (Japan)

SEMIKRON (and Design)

Registrant: Semikron International GmbH (Germany)



ECOSTILL

Registrant: TMW (France)

MANDARINA DUCK (and Design)

Registrant: Mandarina Duck S.p.A. (Italy)



VILLAGE ESERVE (Stylized)

Registrant: Village Roadshow Theme Parks Pty Ltd (Australia)

HYUNDAI MOTOR FINANCE

Registrant: Hyundai Capital America (USA)

HYUNDAI MOTOR FINANCE

Registrant: Hyundai Capital America (USA)

8 GOLDEN EIGHT (Stylized)

Registrant: Grandes Distilleries Peureux (France)



SEBER DESIGN GROUP

Registrant: Seber Design Group (USA)

WASH'N GO SINGLES

Registrant: Detergent 2.0 LLC (USA)

HIPPIEGANGSTER

Registrant: Adam Paskow (USA)

GTSX

Registrant: Global Trading Systems, LLC (USA)

ROSEMARY AND VINE

Registrant: Green Circle Management, LLC (USA)

DIRECT PRESSED DIE TECHNOLOGY (and Design)

Registrant: Semikron International GmbH (Germany)



SPRIGS

Registrant: Thompson-Weiler Enterprises LLC (USA)

PEARL (Stylized)

Registrant: Pearl Artist & Craft Supply Corp. (USA)

TELECON

Registrant: Telecon Inc. (Canada)

Continued on Page 7

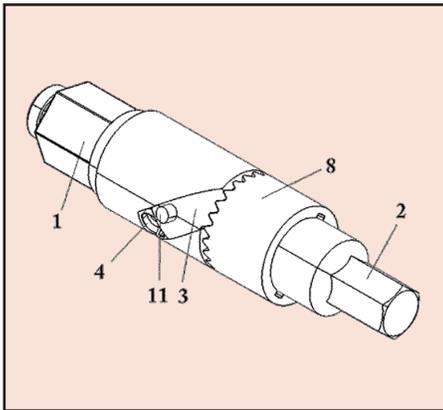
More Patents

PATENT CORNER

Continued from Page 4: Patent Corner

RATCHET DEVICE AND SCREWDRIVER

Patent No.: 9,643,299
Assignee: Shanghai Easy-Use Tools Enterprise Co., Ltd., Shanghai (CN)

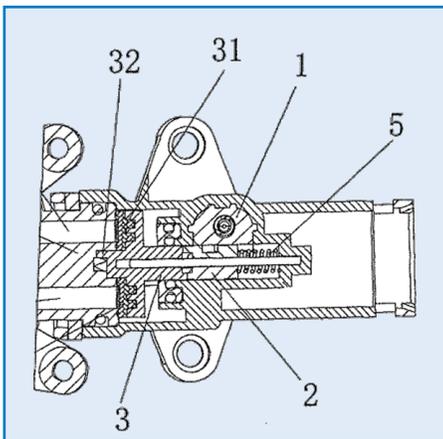


CLAMPING CONNECTOR

Patent No.: D780,565
Assignee: MCQ Tech GmbH (DE)

FLUID SWITCHING APPARATUS

Patent No.: 9,616,434
Assignee: Ningbo Jieyi Sanitary Ware Co., Ltd. (CN)



SPEED-SPECIFIC EXPRESSION VECTOR AND ITS CONSTRUCTION METHODS AND APPLICATIONS

Patent No.: 9,745,362
Assignees: Shengjun An, Hebei (CN)

FLOATING FOAM BEVERAGE HOLDER

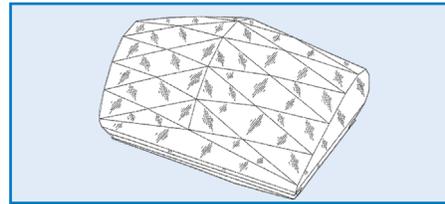
Patent No.: 9,572,445
Applicant: Matthew David Welst, Jerry Lynn Allmendinger (US)

COVER FOR A WHEEL RIM AND WHEEL HAVING SUCH A COVER

Patent No.: 9,586,438
Assignees: BBS GmbH (DE)

JEWELRY DESIGN

Patent No.: D779,370
Assignee: Nirav Modi, Mumbai (IN)

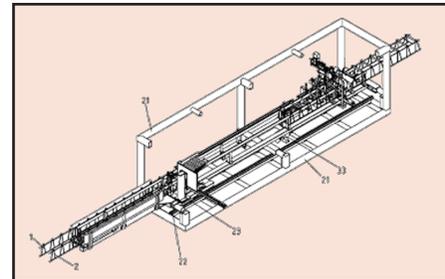


BUILT-IN-BLIND ASSEMBLY

Patent No.: 9,695,631
Assignee: Shanghai Kingshine Plastoc Manufacture Co., Ltd. (CN)

METHOD AND SYSTEM FOR THE PRODUCTION OF REINFORCING DOWEL BASKETS FOR CONTRACTING-EXPANDING JOINTS

Patent No.: 9,561,557
Assignee: Antonios Anagnostopoulos, Attikis (GR)

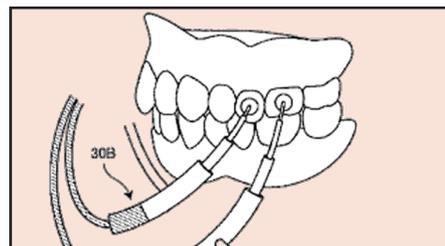


SURGICAL GRIPPING FORCEPS

Patent No.: 9,700,335
Assignee: Karl Storz GmbH & Co. KG. (DE)

DENTAL DIAGNOSIS DEVICE AND DENTAL DIAGNOSIS PROBE

Patent No.: 9,707,063
Assignee: National University Corporation Okayama University, Okayama (JP)



RADIOGRAPHIC APPARATUS

Patent No.: 9,655,582
Assignee: Shimadzu Corporation (JP)

LAMP

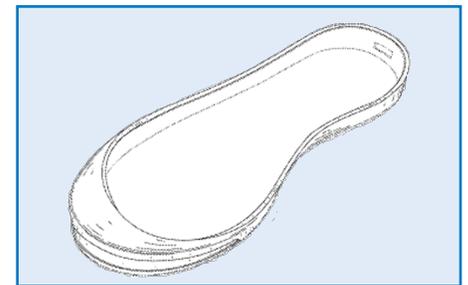
Patent No.: D781,490
Inventors: Herbert Waldmann GmbH & Co. KG. (DE)

TRACKED CARRIER

Patent No.: D786,313
Assignee: Yanmar Co., Ltd. (JP)

SHOE OUTSOLE

Patent No.: D782,791
Assignee: Scott Silverstein LLC, (US)



THREE-LEVEL CONVERTER ARRANGEMENT AND CONNECTING ARRANGEMENT FOR SAME

Patent No.: 9,735,524
Assignee: Semikron Elektronik GmbH (DE)

FISHING LURE SYSTEM AND KIT HAVING REPLACEABLE FEATURES AND CONSTRUCTION

Patent No.: 9,668,464
Assignee: Future of Fishing, Inc. (US)

FIBER COUPLING MODULE

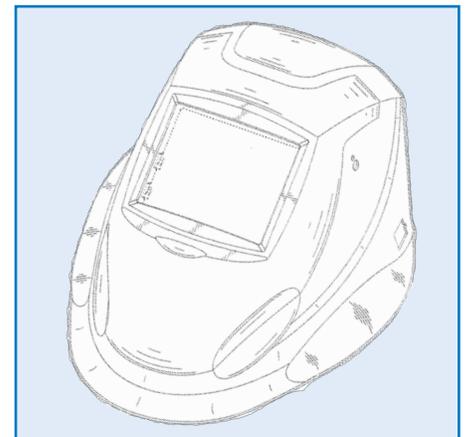
Patent No.: 9,696,501
Assignee: Shimadzu Corporation (JP)

AIR PURIFIER

Patent No.: D783,794
Inventor: Ningbo Taller Electrical Appliance Co., LTD. (CN)

WELDING HELMET

Patent No.: D788,989 S
Assignee: Ningbo Geostar Photoelectric Technology (CN)



More Trademarks

TRADEMARK CORNER

Continued from Page 5: Trademark Corner

HODGEPOD

Registrant: New York Public Radio (USA)

H HYUNDAI FINANCE (and Design)

Registrant: Hyundai Capital America (USA)



EVERLAST E (Stylized)

Registrant: Everlast World's Boxing Headquarters Corp. (USA)



JEWELS OF JAIPUR

Registrant: Ankit Lodha, DBA Gie Gold Creations Priv.Ltd (India)

KUREDUX

Registrant: Kureha Corporation (Japan)

NIRAV MODI EMBRACE

Registrant: Nirav Modi (India)

CAFÉ GRUMPY

Registrant: Café Grumpy Holdings LLC (USA)

BRAZILIAN GOLDEN BODY VEIL

Registrant: Sol de Janeiro Limited (British Virgin Islands)

RAPORTADO

Registrant: Fujitsu Limited (Japan)

USAlliance FINANCIAL (and Design)

Registrant: USAlliance Federal Credit Union (USA)



SNOW BRIGHT

Registrant: Wolo Manufacturing Corp. (USA)

HEAD-TO-TOE

Registrant: Orchard Yarn and Thread Company, Inc.
DBA Lion Brand Yarn Company (USA)

SHARED LOVE

Registrant: A. Jaffe, Inc. (USA)

ES PARANZA (and Design)

Registrant: Robert Anthony Plant (United Kingdom)

WILD ADVENTURE

Registrant: Blue Box Toy Factory Limited (Hong Kong)

KIDPIK

Registrant: Kidpik Corp. (USA)

SPONSORROAR

Registrant: Home Team Marketing, LLC (USA)

PASCUAL (and Design)

Registrant: Calidad Pascual S.A.U. (Spain)



IKLIPS (Stylized)

Registrant: Adam Elements International Co., Ltd. (Taiwan)

PAULINDA

Registrant: Ningbo MR Stationery Imp& Exp Co., Ltd. (China)

A2 (Stylized)

Registrant: Aerogroup International Holdings LLC (USA)



SUPER DOUGH (and Design)

Registrant: Paulinda Industries (1999) Ltd. (China)

TIMBERWALL

Registrant: Canadian Wood Products – Montréal Inc. (Canada)

DIAMONDS IN GLASS

Registrant: Natascha Schenk (Austria)

GB (and Design)

Registrant: Mitsubishi Chemical Corporation (Japan)

RYOGA (Stylized)

Registrant: Shimamura Music Co., Ltd. (Japan)

BCAA 2500 HEAVY BRANCHED CHAIN AMINO (and Design)

Registrant: GDS – Grow Dietary Supplements Labs, USA LLC (USA)



BEYBLADE BURST (and Design)

Registrant: Tomy Company, Ltd. (Japan)



J&G EXCOPESA (and Design)

Registrant: Nobel Sport España, S.A.U. (Spain)

H BY HALSTON

Registrant: H Licensing, LLC (USA)

J (and Design)

Registrant: J Club Inc. (USA)



ON THE SURFACE

Registrant: Horizon Group USA, Inc. (USA)

PRESSANA

Registrant: Toray Kabushiki Kaisha (Toray Industries, Inc.) (Japan)

CARUSO (Stylized)

Registrant: Raffaele Caruso S.p.A. (Italy)



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Howard N. Aronson

HAronson@Lackebach.com

Firm Management and Trademark Department

US and International Trademark Portfolio Management and Counseling; Litigation; Licensing; Intellectual Property Counseling

As Managing Partner of the firm for almost two decades, Mr. Aronson is responsible for significant transformations within the firm. Starting with Lackenbach Siegel over 35 years ago, in the patent department, he moved into the trademark and litigation departments as infringements and piracy of designer brands became prevalent. Mr. Aronson prides himself in being a contract author to LexisNexis, the largest publisher in the IP field, in connection with four publications, the legal columnist for The Toy Book for the last decade and being routinely ranked among the top ten trademark filers nationally.



Myron Greenspan

MGreenspan@Lackebach.com

Patent Department

US and International Patent Preparation, Filing and Prosecution; Litigation; Intellectual Property Counseling

As the head of the Patent Department, Mr. Greenspan has had primary responsibility for overseeing the department for over two decades – focusing on patent prosecution, strategy, IP portfolio management and litigation. He has counseled clients in connection with numerous areas of IP including licensing, patent validity and infringement issues, international patent prosecution, enforcement and licensing, litigation and appeals in the federal courts. He has lectured extensively on topics of Intellectual Property throughout Russia and litigated patent cases in the US, UK and France.



Rosemarie B. Tofano

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Trademark Department

International Trademark Filing, Prosecution, Maintenance and Enforcement; International Trademark Portfolio Management and Counseling

Rosemarie Tofano heads the firm's International Trademark Department. With over 25 years of experience in the Intellectual Property field, Ms. Tofano counsels clients through all aspects of developing and maintaining their international trademark portfolios. Ms. Tofano not only advises clients on the searching and availability of international trademarks, but also on strategies for growing and protecting their brands worldwide, enforcement of international trademark rights, as well as court actions in over 200 trademark jurisdictions.



Robert B. Golden

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Litigation and Licensing Departments

US Federal Court and Trademark Office Litigation; Licensing; Intellectual Property Counseling

Rob Golden heads the firm's Litigation and Licensing Departments. On the litigation front, Mr. Golden has handled trademark, trade dress, trade secret, patent, copyright, right of publicity, domain name and related cases, all across the country, for a diverse client base. His experience includes trying both jury and non-jury cases in Federal District Courts, arbitrations and mediations, and appeals to Federal Courts of Appeals. He has particular expertise in damage issues and trade dress protection.

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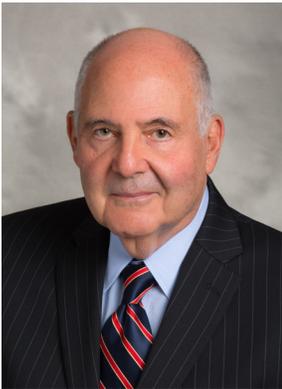
Geoffrey I. Landau

GLandau@Lackebach.com

Trademark Department

US Trademark Searching, Clearance and Opinions; Trademark and Branding Counseling

As head of the firm's U.S. Trademark Search Department, Mr. Landau is responsible for providing advice and counseling to clients seeking to adopt and protect new trademarks (brand names, sound marks, designs, logos, etc.) in the U.S. market. His department provides guidance and formal legal opinions that are the "first step" in securing trademark rights. Clients who wish to satisfy their legal "due diligence" requirements – and to avoid or minimize infringement risks – know Mr. Landau well. Under the tutelage of Mr. Landau, the Search Department also evaluates marks for connotative interpretation.



Marvin Feldman

MFeldman@Lackebach.com

Patent Department

US and International Patent Preparation, Filing and Prosecution; IP Counseling

Marvin Feldman provides his extensive knowledge and experience based upon decades of domestic and international intellectual property representation to clients in a broad range of businesses and technologies to secure and commercialize patents in areas as diverse as the biomedical, pharmacological, information technology and the mechanical arts. Based on such acknowledged legal prowess, he has lectured extensively on the subject of patents in various forums. Notably, after the Peoples' Republic of China enacted patent laws, the government of China invited Mr. Feldman to lecture on patent principles and practice throughout China.



Nancy D. Chapman

NChapman@Lackebach.com

Trademark Department

US Trademark Filing, Prosecution and Maintenance; US Trademark Portfolio Management and Counseling

As the senior U.S. Trademark attorney, Nancy Dwyer Chapman is responsible for application preparation and filing, application prosecution, and registration maintenance matters. Ms. Chapman has been a trademark attorney for more than 40 years. She previously was in-house trademark counsel at The Procter & Gamble Company, PepsiCo, Inc. and the Bristol-Myers Squibb Company. She is the author of numerous articles on trademark issues and has spoken at conferences in the United States and Europe on matters of interest to the trademark bar.



Jeffrey Rollings

JRollings@Lackebach.com

Copyright and Litigation Departments

Copyright Filing and Prosecution; US Federal Court and Trademark Office Litigation; Licensing; Intellectual Property Counseling

Jeffrey Rollings is the chair of the firm's Copyright Department, as well as a member of the Litigation and Licensing Departments. Mr. Rollings oversees all of the firm's copyright registration matters, and has handled several complex appeals of refusals to register by the Copyright Office. He has litigated copyright cases in many federal courts, and also litigates many of the firm's trademark, trade dress, trade secret, and patent cases, in both state and federal courts.

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Cathy E. Shore-Sirotin

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Advertising and Litigation Departments

Advertising, Labeling, and Sweepstakes Review and Counseling; U.S. Federal Court and Trademark Office Litigation; IP Acquisition/Diligence

As head of the Advertising Department, Ms. Cathy Shore-Sirotin is responsible for counseling clients and reviewing their advertising, catalogs and promotional materials, including sweepstakes, contests, coupons, and other promotions. Ms. Shore-Sirotin is also a member of the Litigation Department, and handles actions in federal courts throughout the country and before the Trademark Trial and Appeal Board of the U.S. Patent and Trademark Office. Additionally, she counsels clients on trademark and copyright transactional matters, and licensing.



Andrew F. Young

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Patent Department

Global Patent Preparation, Filing and Prosecution; Acquisition and Defense; IP Counseling; Clearance and Infringement

As the supervising patent counsel in the department, Mr. Young has primary responsibility for acquisition, exploitation, management and enforcement of patents internationally, as well as international risk and strategy assessment on behalf of firm clients. His experience includes intellectual property licensing, confidentiality management, patent opinions and clearance, international patent portfolio management and preservation of technology for a wide variety of clients. Mr. Young has counseled clients from initial incubation through all phases of funding and SME growth, to public offering.



Eileen C. DeVries

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Trademark and Litigation Departments

Trademark Counseling; US Federal Court and Trademark Office Litigation; US Trademark Searching and Clearance

As Counsel to the Trademark, Search and Litigation Departments, Ms. DeVries is involved in representing and counseling clients in connection with their intellectual property portfolios. In the Search Department, her background in litigation allows her to identify issues in trademark clearance that help clients avoid potential conflicts and also to promote their marks effectively. Ms. DeVries also works with the litigation team in federal district courts and before the United States Trademark Trial and Appeal Board.



Lindsey S. Leibowitz

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Trademark Department

U.S. Trademark Filing, Prosecution and Maintenance; U.S. Trademark Searching and Clearing; U.S. Trademark Portfolio Management

As a member of the Trademark Department with almost two decades of experience, Ms. Leibowitz is involved in advising and representing clients in connection with their Trademark matters. Her expertise covers all aspects of Trademark law, including the evaluation and clearance of trademarks, trademark prosecution before the United States Patent and Trademark Office, and trademark litigation matters. In addition, Ms. Leibowitz has extensive experience assisting entrepreneurs, start-ups and sole proprietors with their Intellectual Property needs.

We Work For You!



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Japan Desk

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US Trademark Post Registration Renewal; Proof of Use; Specimen Acquisition; Company Name and Corporate Status Diligence; and Docket and Status Reports



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International Trademark Filing, Renewal, Proof of Use, Prosecution, Maintenance, Opposition and Cancellation, Guidance and Direction, and Assignment/Merger Recordation



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Utility and Design Application Filing Internationally; Prosecution and Appeals; Enforcement; Client Counseling; Overseas Client Coordination; Maintenance; and Patent Filing Document Preparation



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US Trademark Application Filing, Extension Requests; Docket and Status Reports, New Application Research and Drafting, and Client Meeting Agenda Preparation



Eric Menist

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Litigation Department Paralegal

Pleading and Motion Preparation in Federal Courts; Legal Research; Client Correspondence; Legal Memoranda Preparation; Trademark and Copyright Searches; and Copyright Application Preparation



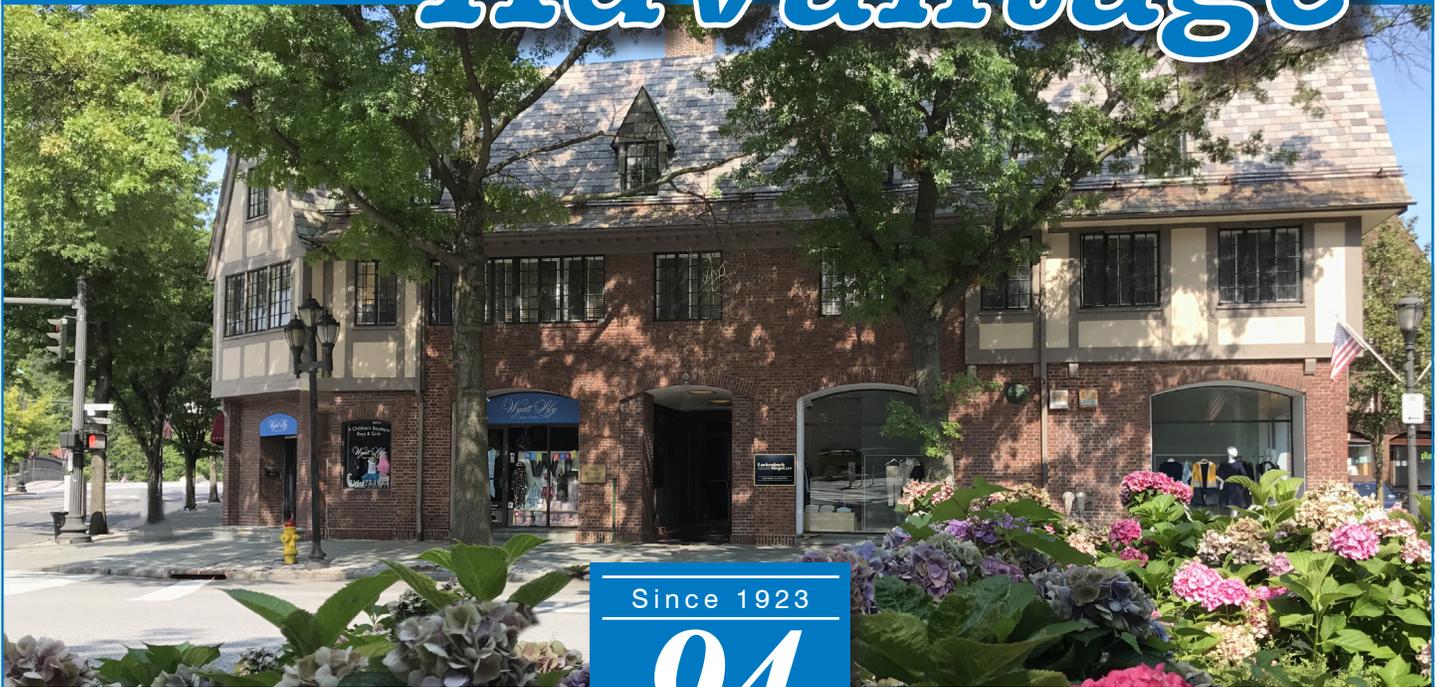
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Patent Department Paralegal

Prosecution and Filing of US and Foreign Patents; Status Reports; Client Coordination; Assignments; Maintenance; and Docket Reports

The LACKENBACH Advantage



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YEARS OF INTELLECTUAL
PROPERTY LAW

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Lackenbach Siegel LLP (“LSLLP”) is a venerable intellectual property (“IP”) boutique law firm. For 94 years our practice has been devoted exclusively to trademark, patent, copyright, advertising, trade secret and related IP matters. We provide our clients with a full range of intellectual property legal services, including general counseling, litigation, licensing, patent and trademark searching, risk assessment, prosecution, rights assignment and acquisition, and other agreement work, including the due diligence in connection with transactional, financial and venture capital matters.

Brand management companies and other trademark-dependent businesses regularly call upon us to negotiate, draft and conduct all necessary due diligence for asset purchase, assignment and other acquisition agreements, sometimes for deals worth hundreds of millions of dollars. We are asked to provide IP advice and opinions in connection with the financing of these acquisitions, including deals involving cutting edge “Bowie bonds.” We also help our clients to profit from the ownership and use of trademarks through licensing, both as licensors and licensees. As licensees’ counsel, we have been instrumental in obtaining the right to use valuable movie and character properties and designer marks for a variety of clothing and accessory products. Working on behalf of licensors, we have helped a number of designers grow from single product producers to household name “life style” brands.

Our Patent Department reflects our specialization model, with senior attorneys having backgrounds in mechanical, electrical, and chemical engineering, pharmaceuticals, material science, life sciences, and computer science technologies. The firm has a recognized specialty in strategic design protection including design patents and patent valuation. After Apple secured a \$1 Billion dollar verdict against Samsung, based in large measure on its design patents, such protection has become notable. The firms’ product design protection expertise is evidenced by its re-

nowned publication, Intellectual Property Counseling & Litigation: Protecting Designs by Trademark, Copyright and Design Patents.

In the current era of the “mega-firm,” when most other intellectual property boutiques have disappeared through merger or acquisition, LSLLP has survived - indeed, thrived - by adapting and evolving. While our overall size is modest, our actual numbers of attorneys and support staff rival those of many mega-firm IP departments. Through our unique hiring and staffing practices we can accomplish far more than our mere headcount might suggest. No LSLLP attorney has fewer than 18 years’ IP experience; the firm’s attorneys average 22 years of experience in IP law.

By virtue of our Westchester location and our enviable efficiency, we are able to operate at much lower overhead than most competitor law firms, resulting in substantially lower billing rates than those of our larger firm counterparts. Our lawyers’ experience and subspecializations permit LSLLP to staff matters with fewer attorneys than other firms would need to accomplish the same outcome. Fewer attorneys operating at lower hourly rates results in significant cost savings and communication efficiency for our clients over other firms that offer comparable services.

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