

**Int. Cls.: 38 and 42**

**Prior U.S. Cls.: 100, 101 and 104**

**Reg. No. 2,179,878**

**United States Patent and Trademark Office**

**Registered Aug. 11, 1998**

**SERVICE MARK  
PRINCIPAL REGISTER**

**MORE THAN JUST A CONNECTION**

MARKETING & ADVERTISING SERVICES  
CENTER CORPORATION (NEW YORK COR-  
PORATION)  
10 CENTER ROAD  
WEST SENECA, NY 14224

FOR: ELECTRONIC MAIL SERVICES AND  
FACSIMILE TRANSMISSION SERVICES, IN  
CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 11-23-1994; IN COMMERCE  
11-23-1994.

FOR: COMPUTER SERVICES, NAMELY,  
CREATING, DESIGNING, IMPLEMENTING  
AND MAINTAINING GLOBAL COMPUTER  
NETWORK WEB SITES AND HOME PAGES  
FOR OTHERS; MAINTAINING AN INTERAC-

TIVE DATABASE OF WEB SITES AND HOME  
PAGES OF OTHERS ON A COMPUTER  
SERVER; PROVIDING ON-LINE FACILITIES  
FOR REAL TIME INTERACTION WITH COM-  
PUTER USERS CONCERNING TOPICS OF  
GENERAL INTEREST; AND PROVIDING DA-  
TABASES FEATURING GENERAL MARKET-  
ING INFORMATION AND INFORMATION ON  
THE GOODS AND SERVICES PROVIDED BY  
OTHERS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 11-23-1994; IN COMMERCE  
11-23-1994.

SER. NO. 75-128,142, FILED 7-1-1996.

RUSS HERMAN, EXAMINING ATTORNEY