

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

Reg. No. 2,212,100

United States Patent and Trademark Office

Registered Dec. 22, 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: TELEMARKETING SERVICES; MAIL-
ING LIST PREPARATION; PROMOTING THE
SALE OF GOODS AND SERVICES OF OTHERS
BY PREPARING AND PLACING ADVERTISE-
MENTS IN AN ELECTRONIC MAGAZINE AC-
CESSED THROUGH A GLOBAL COMPUTER
NETWORK OR THROUGH THE DISTRIBU-
TION OF PRINTED MATERIAL; PROVIDING
A WEBSITE CONTAINING INFORMATION**

**ABOUT MARKETING STRATEGIES AND
BUSINESS DECISIONS; DIRECT MAIL AD-
VERTISING; ACCOUNTING SERVICES,
INCOME TAX PREPARATION; BOOKKEEP-
ING SERVICES; PAYROLL TAX PREPARA-
TION; PAYROLL PROCESSING SERVICES;
BUSINESS CONSULTING SERVICES, IN
CLASS 35 (U.S. CLS. 100, 101 AND 102).**

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

SER. NO. 75-128,145, FILED 7-1-1996.

RUSS HERMAN, EXAMINING ATTORNEY