

United States of America

United States Patent and Trademark Office



Reg. No. 3,865,527

Registered Oct. 19, 2010

Int. Cl.: 30

TRADEMARK

PRINCIPAL REGISTER

RICH PRODUCTS CORPORATION (DELAWARE CORPORATION)
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FOR: READY TO EAT CEREAL DERIVED BREAKFAST BARS, IN CLASS 30 (U.S. CL. 46).

FIRST USE 12-31-2009; IN COMMERCE 12-31-2009.

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

THE MARK CONSISTS OF A CEREAL ROUND HAVING A BITE OUT OF IT IN THE LOWER RIGHT PORTION WITH CRUMBS APPEARING WHERE THE PIECE IS MISSING AND HAVING THE LETTERS "U", "B" AND "R" WITH A PAIR OF EYES OVER THE "U" AND A CURVED LINE REPRESENTING A SMILE ON TOP OF THE "U" AND HAVING THE WORDS "ULTIMATE BREAKFAST ROUND" APPEARING ON THE CEREAL ROUND BELOW "U", "B" AND "R".

SN 77-788,721, FILED 7-24-2009.

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Director of the United States Patent and Trademark Office