

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 85294088

Filing Date: 04/13/2011

*NOTE: Data fields with the * are mandatory under TEAS Plus. The wording "(if applicable)" appears where the field is only mandatory under the facts of the particular application.*

The table below presents the data as entered.

Input Field	Entered
TEAS Plus	YES
MARK INFORMATION	
*MARK	VIVA LA STOOL
*STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	VIVA LA STOOL
*MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	Portnoy, David
*STREET	75 Adams Street, Suite B
*CITY	Milton
*STATE (Required for U.S. applicants)	Massachusetts
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	02186
WEBSITE ADDRESS	www.barstoolsports.com
LEGAL ENTITY INFORMATION	
*TYPE	INDIVIDUAL
* COUNTRY OF CITIZENSHIP	United States
GOODS AND/OR SERVICES AND BASIS INFORMATION	
* INTERNATIONAL CLASS	041
IDENTIFICATION	On-line journals, namely, blogs featuring commentary on life
*FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 07/31/2009

FIRST USE IN COMMERCE DATE	At least as early as 07/31/2009
SPECIMEN FILE NAME(S)	
ORIGINAL PDF FILE	spec-96237109137-214637625_.Specimen.pdf
CONVERTED PDF FILE(S) (10 pages)	\\TICRS\EXPORT11\IMAGEOUT11\852\940\85294088\xml1\FTK0003.JPG
	\\TICRS\EXPORT11\IMAGEOUT11\852\940\85294088\xml1\FTK0004.JPG
	\\TICRS\EXPORT11\IMAGEOUT11\852\940\85294088\xml1\FTK0005.JPG
	\\TICRS\EXPORT11\IMAGEOUT11\852\940\85294088\xml1\FTK0006.JPG
	\\TICRS\EXPORT11\IMAGEOUT11\852\940\85294088\xml1\FTK0007.JPG
	\\TICRS\EXPORT11\IMAGEOUT11\852\940\85294088\xml1\FTK0008.JPG
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	\\TICRS\EXPORT11\IMAGEOUT11\852\940\85294088\xml1\FTK0010.JPG
	\\TICRS\EXPORT11\IMAGEOUT11\852\940\85294088\xml1\FTK0011.JPG
	\\TICRS\EXPORT11\IMAGEOUT11\852\940\85294088\xml1\FTK0012.JPG
SPECIMEN DESCRIPTION	four different blog entries using the mark
ADDITIONAL STATEMENTS INFORMATION	
*TRANSLATION (if applicable)	
*TRANSLITERATION (if applicable)	
*CLAIMED PRIOR REGISTRATION (if applicable)	
*CONSENT (NAME/LIKENESS) (if applicable)	
*CONCURRENT USE CLAIM (if applicable)	
ATTORNEY INFORMATION	
NAME	Steven K Martin
ATTORNEY DOCKET NUMBER	PORTD41181
FIRM NAME	Altman & Martin
STREET	6 Beacon Street, Suite 600
CITY	Boston
STATE	Massachusetts
COUNTRY	United States
ZIP/POSTAL CODE	02108
PHONE	617-523-3515
FAX	617-523-1872
EMAIL ADDRESS	smartin@altmartlaw.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
CORRESPONDENCE INFORMATION	
*NAME	Steven K Martin

FIRM NAME	Altman & Martin
*STREET	6 Beacon Street, Suite 600
*CITY	Boston
*STATE (Required for U.S. applicants)	Massachusetts
*COUNTRY	United States
*ZIP/POSTAL CODE	02108
PHONE	617-523-3515
FAX	617-523-1872
*EMAIL ADDRESS	smartin@altmartlaw.com
*AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
NUMBER OF CLASSES	1
FEE PER CLASS	275
*TOTAL FEE PAID	275
SIGNATURE INFORMATION	
* SIGNATURE	/David Portnoy/
* SIGNATORY'S NAME	David Portnoy
* SIGNATORY'S POSITION	Owner
* DATE SIGNED	04/13/2011

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To the Commissioner for Trademarks:

MARK: VIVA LA STOOL (Standard Characters, see [mark](#))

The literal element of the mark consists of VIVA LA STOOL.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, David Portnoy, a citizen of United States, having an address of

75 Adams Street, Suite B
Milton, Massachusetts 02186
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 041: On-line journals, namely, blogs featuring commentary on life

In International Class 041, the mark was first used at least as early as 07/31/2009, and first used in commerce at least as early as 07/31/2009, and is now in use in such commerce. The applicant is submitting one specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) four different blog entries using the mark.

Original PDF file:

[spec-96237109137-214637625_1_Specimen.pdf](#)

Converted PDF file(s) (10 pages)

[Specimen File1](#)
[Specimen File2](#)
[Specimen File3](#)
[Specimen File4](#)
[Specimen File5](#)
[Specimen File6](#)
[Specimen File7](#)
[Specimen File8](#)
[Specimen File9](#)
[Specimen File10](#)

For informational purposes only, applicant's website address is: www.barstoolsports.com

The applicant's current Attorney Information:

Steven K Martin of Altman & Martin
6 Beacon Street, Suite 600
Boston, Massachusetts 02108
United States

The attorney docket/reference number is PORTD41181.

The docket/reference number is PORTD41181.

The applicant's current Correspondence Information:

Steven K Martin
Altman & Martin

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Boston, Massachusetts 02108
617-523-3515(phone)
617-523-1872(fax)
smartin@altmartlaw.com (authorized)

A fee payment in the amount of \$275 has been submitted with the application, representing payment for 1 class(es).

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /David Portnoy/ Date Signed: 04/13/2011
Signatory's Name: David Portnoy
Signatory's Position: Owner

RAM Sale Number: 1019
RAM Accounting Date: 04/14/2011

Serial Number: 85294088
Internet Transmission Date: Wed Apr 13 14:45:22 EDT 2011
TEAS Stamp: USPTO/FTK-XX.XXX.XXX.XXX-201104131445220
92714-85294088-48050ebe3c3d10d46897131b4
73fb35b-CC-1019-20110412214637625526

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