

**To:** Ellingson Drainage, Inc. ([mjelen@cadlaw.com](mailto:mjelen@cadlaw.com))

**Subject:** U.S. TRADEMARK APPLICATION NO. 86310867 - ELLINGSON COMPANIES - N/A

**Sent:** 9/25/2014 2:17:40 PM

**Sent As:** ECOM118@USPTO.GOV

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**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)  
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

<b>U.S. APPLICATION SERIAL NO.</b> 86310867  <b>MARK:</b> ELLINGSON COMPANIES	     <b>*86310867*</b>
<b>CORRESPONDENT ADDRESS:</b> MELISSA R. JELEN 200 E 10TH ST STE 200 SIOUX FALLS, SD 57104-6371	<b>CLICK HERE TO RESPOND TO THIS LETTER:</b> <a href="http://www.uspto.gov/trademarks/teas/response_forms.jsp">http://www.uspto.gov/trademarks/teas/response_forms.jsp</a>  <a href="#">VIEW YOUR APPLICATION FILE</a>
<b>APPLICANT:</b> Ellingson Drainage, Inc.	
<b>CORRESPONDENT'S REFERENCE/DOCKET NO :</b> N/A <b>CORRESPONDENT E-MAIL ADDRESS:</b> <a href="mailto:mjelen@cadlaw.com">mjelen@cadlaw.com</a>	

**OFFICE ACTION**

**STRICT DEADLINE TO RESPOND TO THIS LETTER**

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

**ISSUE/MAILING DATE: 9/25/2014**

**TEAS PLUS APPLICANTS – TO MAINTAIN REDUCED FEE, ADDITIONAL REQUIREMENTS MUST BE MET, INCLUDING SUBMITTING DOCUMENTS ONLINE:** Applicants who filed their application online using the lower-fee TEAS Plus application form must (1) continue to submit certain documents online using TEAS, including responses to Office actions (see TMEP §819.02(b) for a complete list of these documents); (2) accept correspondence from the USPTO via e-mail throughout the examination process; and (3) maintain a valid e-mail address. See 37 C.F.R. §2.23(a)(1), (a)(2); TMEP §§819, 819.02(a). TEAS Plus applicants who do not meet these three requirements must submit an additional fee of \$50 per international class of goods and/or services. 37 C.F.R. §2.6(a)(1)(iv); TMEP §819.04. However, in certain situations, authorizing an examiner's amendment by telephone will not incur this additional fee.

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

## SEARCH

The trademark examining attorney has searched the Office's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; see 15 U.S.C. §1052(d).

## SECTION 2(e)(4) REFUSAL – PRIMARILY MERELY A SURNAME

Registration is refused because the applied-for mark is primarily merely a surname. Trademark Act Section 2(e)(4), 15 U.S.C. §1052(e)(4); see TMEP §1211. The primary significance of the mark to the purchasing public determines whether a term is primarily merely a surname. *In re Kahan & Weisz Jewelry Mfg. Corp.*, 508 F.2d 831, 832, 184 USPQ 421, 422 (C.C.P.A. 1975); *In re Binion*, 93 USPQ2d 1531, 1537 (TTAB 2009); see TMEP §§1211, 1211.01.

Please see the attached evidence from [www.nexis.com](http://www.nexis.com), establishing the surname significance of the surname "ELLINGSON". This evidence shows the applied-for mark appearing at least 500 times as a surname in a nationwide telephone directory of names.

Evidence that a word has no meaning or significance other than as a surname is relevant to determining whether the word would be perceived as primarily merely a surname. See *In re Petrin Corp.*, 231 USPQ 902, 903 (TTAB 1986); TMEP §1211.02(b)(vi). The attached evidence from [www.merriam-webster.com](http://www.merriam-webster.com) and [www.columbiagazetteer.org](http://www.columbiagazetteer.org) shows that the word "ELLINGSON" does not appear in the dictionary or the gazetteer. Thus, this word appears to have no meaning or significance other than as a surname.

The fact that a term looks and sounds like a surname may contribute to a finding that the primary significance of the term is that of a surname. *In re Giger*, 78 USPQ2d 1405, 1409 (TTAB 2006); *In re Gregory*, 70 USPQ2d 1792, 1796 (TTAB 2004); *In re Industrie Pirelli Societa per Azioni*, 9 USPQ2d 1564, 1566 (TTAB 1988); *In re Petrin Corp.*, 231 USPQ 902, 904 (TTAB 1986); see TMEP §1211.01(a)(vi). The attached pages from <http://surhelp-bin.rootsweb.ancestry.com/sursrch.pl> show that "ELLINGSON" has the sound and structure of many other surnames, such as ELLINGSTON, ELLINGTON, EVINGSON, HEMINGSON, HENNINGSON, HUCHINGSON, JENINGSON, among others.

A term that is the surname of an individual applicant or that of an officer, owner, or principal of applicant's business is probative evidence of the term's surname significance. TMEP §1211.02(b)(iv); see, e.g., *In re Etablissements Darty et Fils*, 759 F.2d 15, 16, 225 USPQ 652, 653 (Fed. Cir. 1985) (holding DARTY primarily merely a surname where "Darty" was the surname of applicant's corporate president); *Mitchell Miller, P.C. v. Miller*, 105 USPQ2d 1615, 1620-21 (TTAB 2013) (holding MILLER LAW GROUP primarily merely a surname where "Miller" was the surname of the applicant and the term "law group" was found generic and disclaimed); *In re Cazes*, 21 USPQ2d 1796, 1796-97 (TTAB 1991) (holding BRASSERIE LIPP primarily merely a surname where "Lipp" was the surname of the restaurant's founder and the term "brasserie" (translated as "brewery") was found merely descriptive and disclaimed). The attached evidence from [www.manta.com](http://www.manta.com) and <http://mydigimag.rrd.com> shows that multiple people associated with applicant, including applicant's founder and president, have the surname "ELLINGSON".

The mark is in standard characters. Thus, there is no design or stylization to remove the primary significance of the mark from that of a surname.

The applied-for mark contains the wording "COMPANIES". However, the addition of an entity or structure designation, such as "Inc." or "Co.," or wording that identifies a family business, such as "Bros." or "& Sons," does not diminish the surname significance of a term that is otherwise primarily merely a surname. See *In re I. Lewis Cigar Mfg. Co.*, 205 F.2d 204, 206, 98 USPQ 265, 267 (C.C.P.A. 1953) (holding S. SEIDENBERG & CO'S. primarily merely a surname); *Mitchell Miller, P.C. v. Miller*, 105 USPQ2d 1615, 1622-23 (TTAB 2013) (holding MILLER LAW GROUP primarily merely a surname, noting that LAW GROUP is a common designation for an entity comprised of lawyers offering legal services); *In re P.J. Fitzpatrick, Inc.*, 95 USPQ2d 1412, 1412 (TTAB 2010) (holding P.J. FITZPATRICK, INC. not primarily merely a surname but noting that the mere addition of the entity designation "INC." to a surname does not transform the surname into a mark); see also attached definitions from [www.merriam-webster.com](http://www.merriam-webster.com).

Although applicant's mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration.

## OPTIONS

A mark deemed primarily merely a surname may be registered on the Principal Register under Trademark Act Section 2(f) by satisfying one of the following:

- (1) Submit a claim of ownership of one or more prior registrations on the Principal Register for a mark that is the same as the mark in the application and for the same or related goods and/or services. 37 C.F.R. §2.41(b); TMEP §§1212, 1212.04. The following wording is suggested: "The mark has become distinctive under Section 2(f) of the goods or services as evidenced by ownership of U.S. Registration No(s). {specify} on the Principal Register for the same mark for the same or related goods and/or services." TMEP §1212.04(e).;
- (2) Submit the following statement, verified with an affidavit or signed declaration under 37 C.F.R. §2.20: **"The mark has become distinctive of the goods and/or services through applicant's substantially exclusive and continuous use in commerce for at least the five years immediately before the date of this statement."** 37 C.F.R. §2.41(b); TMEP §1212.05(d); *see* 37 C.F.R. §2.193(e)(1).; or
- (3) Submit actual evidence of acquired distinctiveness. 37 C.F.R. §2.41(a); TMEP §1212.06. Such evidence may include the following: examples of advertising and promotional materials that specifically promote the applied-for mark as a trademark and/or service mark in the United States; dollar figures for advertising devoted to such promotion; dealer and consumer statements of recognition of the applied-for mark as a trademark and/or service mark; and any other evidence that establishes recognition of the applied-for mark as a source-identifier for the goods and/or services. *See In re Ideal Indus., Inc.*, 508 F.2d 1336, 184 USPQ 487 (C.C.P.A. 1975); *In re Instant Transactions Corp. of Am.*, 201 USPQ 957 (TTAB 1979); TMEP §§1212.06 *et seq.*

Trademark Act Section 2(f), 15 U.S.C. §1052(f); *see* 37 C.F.R. §2.41; TMEP §§1211, 1212.

If applicant cannot satisfy one of the above, applicant can amend the application to seek registration on the Supplemental Register. Trademark Act Section 23, 15 U.S.C. §1091; *see* 37 C.F.R. §§2.47, 2.75(a).

If applicant has questions regarding this Office action, please telephone or e-mail the assigned trademark examining attorney. All relevant e-mail communications will be placed in the official application record; however, an e-mail communication will not be accepted as a response to this Office action and will not extend the deadline for filing a proper response. *See* 37 C.F.R. §2.191; TMEP §§304.01-.02, 709.04-.05. Further, although the trademark examining attorney may provide additional explanation pertaining to the refusal(s) and/or requirement(s) in this Office action, the trademark examining attorney may not provide legal advice or statements about applicant's rights. *See* TMEP §§705.02, 709.06.

/Cynthia Tripi/  
Examining Attorney  
Law Office 118  
571-272-2413  
Cynthia.Tripi@USPTO.gov

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**All informal e-mail communications relevant to this application will be placed in the official application record.**

**WHO MUST SIGN THE RESPONSE:** It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

**PERIODICALLY CHECK THE STATUS OF THE APPLICATION:** To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at <http://tsdr.uspto.gov/>. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov) or call 1-800-786-9199. For more information on checking

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No.	Name	Address	Phone
1.	ELLINGSON, A	10250 NW 6TH PEMBROKE PINES, FL 33026-3984	954-798-2220
2.	ELLINGSON, A	10250 NW 6TH PEMBROKE PINES, FL 33082	954-798-2220
3.	ELLINGSON, A	4229 EBERSOLE SE DELANO, MN 55328-5218	763-439-5868
4.	ELLINGSON, A	4229 EBERSOLE SE DELANO, MN 55328-5218	763-439-5869
5.	ELLINGSON, A	5429 GOLDEN RIVERSIDE, CA 92505-2433	951-283-3200
6.	ELLINGSON, A	3278 HIGHWAY 65 MORA, MN 55051-6012	320-679-8289
7.	ELLINGSON, A	102 N MADISON BATTLE LAKE, MN 56515-4154	218-233-1888
8.	ELLINGSON, A	810 UNIVERSITY GRAND FORKS, ND 58203-3550	701-730-4763
9.	ELLINGSON, A	ALMELUND, MN 55002	612-212-0667
10.	ELLINGSON, A	ANOKA, MN 55303	763-218-5927
11.	ELLINGSON, A	BANNING, CA 92220	951-849-8182
12.	ELLINGSON, A	BURBANK, CA 90019	323-309-7805
13.	ELLINGSON, A	BURBANK, CA 91501	323-309-7805
14.	ELLINGSON, A	BURBANK, CA 91504	323-309-7804
15.	ELLINGSON, A	FORT LAUDERDALE, FL 33313	954-788-2219
16.	ELLINGSON, A	GREEN BAY, WI 54303	920-471-8134
17.	ELLINGSON, A	LAKEVILLE, MN 55044	952-997-6628
18.	ELLINGSON, A	LIVONIA, MI 48150	734-334-3544
19.	ELLINGSON, A	MADISON, WI 53703	608-556-2570
20.	ELLINGSON, A	MILLWOOD, WA 99212	509-760-1594
21.	ELLINGSON, A	MILWAUKEE, WI 53201	414-339-0298
22.	ELLINGSON, A	MINNEAPOLIS, MN 55434	763-772-5182
23.	ELLINGSON, A	OAKHURST, CA 93644	359-683-6963
24.	ELLINGSON, A	PHOENIX, AZ 85003	480-717-1022
25.	ELLINGSON, A	TUCSON, AZ 85712	520-400-0785

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26.	ELLINGSON, AARON	1803 CAMEO LOVELAND, CO 80538-3610	970-310-6309
27.	ELLINGSON, AARON	311 ELM COLORADO SPRINGS, CO 80906-3344	719-630-0623
28.	ELLINGSON, AARON	311 ELM COLORADO SPRINGS, CO 80906-3344	719-630-0623
29.	ELLINGSON, AARON	1400 PEDERSON TRACY, MN 56175	507-626-5585
30.	ELLINGSON, AARON	PLOVER, WI 54467	715-252-4448
31.	ELLINGSON, ABBY	201 6TH APT 1 CORALVILLE, IA 52241-2550	515-689-2432
32.	ELLINGSON, ABEL RAYMOND	6820 GOAT HILL MT BALDY, CA 91759	909-987-4126
33.	ELLINGSON, ABEL	6777 MT BALDY RD MT BALDY, CA 91759-9000	909-981-3901
34.	ELLINGSON, ABEL	4 SN ANTONIO FLS MT BALDY, CA 91759	909-920-4249
35.	ELLINGSON, ADAM	728 W BELMONT AVE LINCOLN, NE 68521-3400	402-474-6654
36.	ELLINGSON, ADAM C	600 CLEVELAND SW APT 2 SAINT PAUL, MN 55112-3542	761-690-2199
37.	ELLINGSON, ADAM J	823 WINDHILL ONALASKA, WI 54630-2082	608-783-8270
38.	ELLINGSON, ADAM	DAVENPORT, IA 52801	563-639-3557
39.	ELLINGSON, ADAM	IRVINE, CA 92602	949-439-2599
40.	ELLINGSON, ADEL A	205 S FRANKLIN NAPA, CA 94559-4524	707-226-1610
41.	ELLINGSON, ADEL	S FRANKLIN NAPA, CA 94558	
42.	ELLINGSON, ADRIANA F	10250 NW 6TH FERNBROKE PINES, FL 33026-3984	954-789-2219
43.	ELLINGSON, AIME M	1813 7TH NE JAMESTOWN, ND 58401-2505	218-631-9054
44.	ELLINGSON, AL	PRICHARD, ID 83873	208-682-3972
45.	ELLINGSON, ALAN	44 FIELDSTONE DAWSONVILLE, GA 30534-0762	724-312-8368
46.	ELLINGSON, ALAN	6346 UMBER ARVADA, CO 80001	724-312-8368
47.	ELLINGSON, ALAN	DAWSONVILLE, GA 30534	
48.	ELLINGSON, ALBERT JR.	6762 LOS VERDES DR RANCHO PALOS VERDES, CA 90275-5592	
49.	ELLINGSON, ALBERT K	5032 PIERRE RAPID CITY, SD 57702-1837	605-431-6587
50.	ELLINGSON, ALBERTA	LAKE HAVASU CITY, AZ 86406	928-453-3829

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51.		ELLINGSON, ALDEN	30538 BREEZEWOOD RD PAYNEVILLE, MN 56362-9606	320-276-8572
52.		ELLINGSON, ALEC	789 BRIARCLIFF NE ATLANTA, GA 30306-4031	404-429-9245
53.		ELLINGSON, ALEC	PITTSBURGH, PA 15228	412-563-3716
54.		ELLINGSON, ALEIDA	8213 CANOE RIDGE LN DENTON, TX 76210-0852	940-271-2110
55.		ELLINGSON, ALEX	2420 GARFIELD APT 2 MINNEAPOLIS, MN 55405-3691	952-381-4912
56.		ELLINGSON, ALFRED G	8170 S 20TH OAK CREEK, WI 53154-2704	414-587-9334
57.		ELLINGSON, ALICE	210 3RD ST S SAINT CLOUD, MN 56301-6401	320-253-0046
58.		ELLINGSON, ALICE	715 ASH ST OSAGE, IA 50461-1412	641-732-4933
59.		ELLINGSON, ALICE	2904 ELLIS ST BELLINGHAM, WA 98225-2627	360-734-6976
60.		ELLINGSON, ALICE	166 GEORGE ST GRACE CITY, MD 58445	701-674-3219
61.		ELLINGSON, ALICE M	8040 ORCHARD RANCHO CUCAMONGA, CA 91701-1812	909-815-5096
62.		ELLINGSON, ALICE	8040 ORCHARD RANCHO CUCAMONGA, CA 91701-1812	909-936-4429
63.		ELLINGSON, ALICE	ANCHORAGE, AK 99501	907-347-7392
64.		ELLINGSON, ALICE	ANCHORAGE, AK 99501	907-347-9809
65.		ELLINGSON, ALICIA M	91320 BARNES NORTH BEND, OR 97459-8772	541-759-4715
66.		ELLINGSON, ALICIA ANN	155 COLLEGE APT 19 RENO, NV 89503-3078	702-306-2120
67.		ELLINGSON, ALICIA	900 MAIN ST W APT 107B CANNON FALLS, MN 55009-1853	507-263-7253
68.		ELLINGSON, ALICIA B	N UNIVERSITY AVE N UNIVERSIT PROVO, UT 84604	801-224-2570
69.		ELLINGSON, ALISON	8170 MORGAN N STILLWATER, MN 55082-9002	651-214-3582
70.		ELLINGSON, ALISON	2186 SCUDDER APT 201 SAINT PAUL, MN 55108-1931	651-815-5407
71.		ELLINGSON, ALISSA R	PO BOX 349 NEENAH, WI 54957-0349	920-277-9516
72.		ELLINGSON, ALISSA	CORVALLIS, OR 97330	541-829-2327
73.		ELLINGSON, ALISSA	HOUSTON, TX 77010	832-788-5407
74.		ELLINGSON, ALLAN	4100 LAWNDALE N MINNEAPOLIS, MN 55446-1369	763-221-6512
75.		ELLINGSON, ALLEN	109 NORWAY DR	507-467-2340

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76.	ELLINGSON, ALLISON	1803 CAMEO LOVELAND, CO 80538-3610	970-214-8565
77.	ELLINGSON, ALTON CARL	2015 RESTON APT 2211 ORLANDO, FL 32837-8651	407-448-3149
78.	ELLINGSON, ALVIN J	4204 E 33RD STOUX FALLS, SD 57103-6518	605-370-9056
79.	ELLINGSON, ALYSE M	3233 WINDSOR GROVE CITY, OH 43123-3463	740-827-3167
80.	ELLINGSON, ALYSSA	938 10TH NE ROCHESTER, MN 55906-4419	507-271-1447
81.	ELLINGSON, ALYSSA	10240 W SANDS LOT 495 PEORIA, AZ 85383-4008	507-271-1447
82.	ELLINGSON, ALYSSA N	10240 W SANDS LOT 495 PEORIA, AZ 85383-4008	507-990-0080
83.	ELLINGSON, AMANDA S	1905 18TH S FARGO, ND 58103-4703	701-799-0812
84.	ELLINGSON, AMANDA J	4229 EBERSOLE SE DELANO, MN 55328-5218	763-439-5869
85.	ELLINGSON, AMANDA M	8786 N MAPLEBROOK MINNEAPOLIS, MN 55445-1934	612-306-8948
86.	ELLINGSON, AMANDA	DELANO, MN 55328	612-247-3419
87.	ELLINGSON, AMBER	1115 W 10TH STOUX FALLS, SD 57104-3407	605-999-8761
88.	ELLINGSON, AMBER H	11203 HARNESSE DRAIN SAINT PAUL, MN 55129	651-260-4403
89.	ELLINGSON, AMBER	1612 S MONTICELLO AVE STOUX FALLS, SD 57106-5121	605-271-3413
90.	ELLINGSON, AMBER R	875 SHERIDAN SAN BERNARDINO, CA 92407-4183	435-635-9244
91.	ELLINGSON, AMBER R	875 SHERIDAN SAN BERNARDINO, CA 92407-4183	435-635-9244
92.	ELLINGSON, AMBER J	PO BOX 14464 SPOKANE VALLEY, WA 99214-0464	509-927-3351
93.	ELLINGSON, AMRITT S	10081 INOIGO EDEN PRAIRIE, MN 55347-1205	612-703-1154
94.	ELLINGSON, AMY	700 NE 122ND APT 3701 OKLAHOMA CITY, OK 73114-8160	918-809-2867
95.	ELLINGSON, AMY G	629 E 10TH APT 332 MINNEAPOLIS, MN 55404-1972	612-741-0210
96.	ELLINGSON, AMY L	3502 ABBEYWOOD CARPENTERSVILLE, IL 60110-3404	224-856-7600
97.	ELLINGSON, AMY	18122 BRIGHTWOOD PARK RICHMOND, TX 77407-2293	713-397-6334
98.	ELLINGSON, AMY K	2309 W CHICAGO APT 2 CHICAGO, IL 60607-2052	402-910-0357

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101.	ELLINGSON, AMY	2700 LUTHER CHAMBERSBURG, PA 17202-8131	717-504-3662
102.	ELLINGSON, AMY S	PO BOX 1382 FORT SMITH, AR 72902-1582	405-213-9449
103.	ELLINGSON, AMY M	118 SCHUYLER ITHACA, NY 14850-4404	864-288-5375
104.	ELLINGSON, AMY	1515 N SUMMIT APPLETON, WI 54914-2785	920-570-0437
105.	ELLINGSON, AMY	4935 TYLER SACRAMENTO, CA 95841-3436	916-832-2184
106.	ELLINGSON, AMY N	2773 E VALENCIA GILBERT, AZ 85296-8672	480-203-4149
107.	ELLINGSON, AMY	21 WELLESLEY COLLEGE UNIT 3002 WELLESLEY HILLS, MA 02481-0230	617-741-0210
108.	ELLINGSON, AMY	CEDAR RAPIDS, IA 52404	319-471-1104
109.	ELLINGSON, AMY	DULUTH, MN 55811	218-393-2997
110.	ELLINGSON, AMY	HAGERSTOWN, MD 21740	240-527-7531
111.	ELLINGSON, AMY	HOUSTON, TX 77063	713-392-5314
112.	ELLINGSON, AMY	MINNEAPOLIS, MN 55406	952-288-6082
113.	ELLINGSON, AMY	SAN FRANCISCO, CA 94103	415-728-8219
114.	ELLINGSON, ANDRA B	6 SEVENDAYS IRVINE, CA 92603-3451	949-439-0090
115.	ELLINGSON, ANDRE	7267 BRIAN HUGO, MN 55038-9796	651-925-9147
116.	ELLINGSON, ANDRE	9818 TYLER NE MINNEAPOLIS, MN 55434-2569	651-354-4297
117.	ELLINGSON, ANDRE	9818 TYLER NE MINNEAPOLIS, MN 55434-2569	651-675-8281
118.	ELLINGSON, ANDRE	9818 TYLER NE MINNEAPOLIS, MN 55434-2569	651-775-6397
119.	ELLINGSON, ANDRE	CANOGA PARK, CA 91302	818-878-0012
120.	ELLINGSON, ANDRE	LAKE MARY, FL 32746	407-810-5231
121.	ELLINGSON, ANDRE	MINNEAPOLIS, MN 55406	612-325-3802
122.	ELLINGSON, ANDREA	816 6TH AVE NW DOODGE CENTER, MN 55927-9128	507-633-9155
123.	ELLINGSON, ANDREA	N5549 COUNTY ROAD Z ONALASKA, WI 54650-9632	608-769-3443
124.	ELLINGSON, ANDREA M	1284 DOTTA ELKO, NV 89801-2750	702-373-5288
125.	ELLINGSON, ANDREA	1102 HORIZON DR MARSHALL, MN 55258-2906	507-537-4976

Done



# Surname Helper

## Search Results Site List


### Using the following criteria:

- for surnames using wildcard pattern %LL%N%SON
- The following surnames were found: ALLENSON, ALLINSON, COLLINSON, ELLINGSON, MAXWELL AND SON, MCCALL AND THOMPSON, ROLLINSON, WILLIANSON
- in all geographic locations
- for all types of sites
- for all post types
- posted any time

**Surname Helper found entries on the following Web Sites:**

Click on the Web Site name to view the entries.

1. [Cemetery Records Online - Veterans and National Cemeteries](#)
2. [East of London FHS](#)
3. [Story Co., IA](#)
4. [Kankakee Co., Illinois](#)
5. [Becker County, Minnesota](#)
6. [Olmsted Co., Minnesota](#)
7. [Ray Co., MO](#)
8. [Grand Forks County NDGenWeb Project](#)
9. [Nelson Co., ND](#)
10. [Towner Co., North Dakota](#)
11. [Union County, Ohio - Surname Register](#)
12. [Waupaca Co., Wisconsin](#)

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# Surname Helper

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### Using the following criteria:

- for surnames using wildcard pattern ELLING\*ON
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
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5. [The Cassidy Cassidy Family Association](#)
6. [Harris Co., GA](#)
7. [Rockdale Co., Georgia](#)
8. [Taliaferro Co., Georgia](#)
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10. [Bond Co., Illinois](#)
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# Surname Helper

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- for all types of sites
- for all post types
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4. [East of London FHS](#)
5. [Perry Co., Arkansas](#)
6. [Story Co., IA](#)
7. [Kankakee Co., Illinois](#)
8. [Becker County, Minnesota](#)
9. [Olmsted Co. Minnesota](#)
10. [Cass County, North Dakota](#)
11. [Grand Forks County NDGenWeb Project](#)
12. [Nelson Co., ND](#)
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
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The Merriam-Webster  
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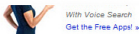


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**Ellingson Companies Road to Success**  
Deb Dickert

In 1973, after a year in college, Roger Ellingson decided, as he jokingly put it, "I was smart enough," and decided to return to his home in West Concord, Minnesota to work in the family business. Edson - Roger's father, had started Ellingson Drainage in 1970 as many small contractors do - farming a couple hundred acres and contracting on the side. And, like many second-generation business owners, Roger had grown up working weekends and summers, learning the business from the ground up.

By 1973 when Roger returned from college, Edson was no longer farming and Ellingson Drainage had purchased its first laser guided, high-speed trencher; was generating about \$150,000 in annual revenue, and had a couple full-time employees. Today, "Ellingson Drainage," now called Ellingson Companies, is projected to have an annual revenue of \$70 million and employs 165 people through its business complexes located in West Concord, MN and the Red River Valley in Harwood, ND - an amazing transformation!

How did it happen? Roger's description of his business' transformation is a perfect road map to success, ripe with sound business principles and lessons learned from his father.

**Be Honest**

According to Roger, "there's only one path to success - be honest. Do what you say you will do, when you say you will do it. Deliver on your promises." Although Roger admits this may sound a bit "corny," he firmly believes it is the truth. "You can't burn your bridges," Roger added.

In the 80's, the farm crisis hit the agricultural drainage market hard. In addition to a falling ag economy, there was an onslaught of new wetland regulations which were particularly harsh in a state known for its "10,000 lakes." Because of Ellingson Drainage's firm reputation of providing a quality service on time, it was able to withstand these crises which easily put over 50% of Minnesota's drainage contractors out of business. When the ag economy began to recover, there were fewer competitors and Ellingson Drainage's customer base began to grow.

In addition to picking up more drainage work, the Ellingson family returned to farming. They formed an informal farming partnership and began farming a couple thousand acres. By 1995, however, it became difficult to continue both the farming and drainage enterprises, so Edson and Larry, one of Roger's brothers, took over the farming operations, while Roger and Kevin, another brother, took charge of Ellingson Drainage.

**Know Your Market**

**Diversify and Specialize**

As Roger says, "diversification pays big dividends." The same can be said for developing a specialty within a market which results in "the pie" being divided amongst a smaller number of competitors, making it more possible for a company to withstand - and outlast - the turbulent, sometimes volatile, changes within any one industry.

By the late 80's, Ellingson Drainage began to develop its own specialty within the drainage industry. Purchasing its first computerized mapping system, AutoCad design system, and a Total Station allowed Ellingson Drainage to provide more efficient and accurate drainage designs for its customers, a win-win for the landowner and the company.

In the late 90's Ellingson Drainage purchased its first directional drilling machine and began installing commercial septic and pressurized sewer systems. What started out as a means to keep its crews busy during the spring and fall when agricultural work was slow, ended up being a significant catalyst for the company's extreme growth.

By the time the new millennium started, the name "Ellingson Drainage" no longer accurately defined the company's range of services and its current and potential customers didn't know it. Roger heard several customers say, "I didn't know you did that kind of work." As a result, the name was changed and Ellingson Companies was born.

In the early to mid-2000s, Ellingson Companies began to provide designbuild services for its customers, instead of the industry standard "design-bid-build" process. This innovation allowed Ellingson Companies to design and build projects in the most costeffective manner, while still providing the customer with a high quality product. It also reduced the turn-around time for projects by keeping all the elements in-house, a turnkey operation.

During this same time frame, Ellingson Companies continued to diversify by installing its first gas line utilizing the plowing method and installing GPS coordinated tie projects in the Red River Valley area of North Dakota.



In 2010, Ellingson Companies once again, began using innovative techniques to broaden its customer base by introducing the use of "cured-in-place pipe." The rehabilitation technique is jointless and seamless - a pipe-within-a-pipe. While the process was first developed in London in 1971 and issued a US patent in 1977, it only entered the public domain in the United States in 1994. It has its strongest applications in sewer, water, gas and chemical pipelines.

Ellingson Companies continued to grow ... into bigger pipe, bigger drills, larger markets, including oil and gas. Ultimately, in 2012, Ellingson bought two "big" drills - 500,000 pound drilling machines, capable of drilling a mile without stopping and drilling through solid rock. Once the oil rigs, mostly natural gas, are set, Ellingson Companies installs the pipe needed to move the product from well to well or to market, once again, a specialty within a market.

Research New and Existing Markets

Ellingson Companies knows that a successful company needs to be aware of trends in a market and "work in a market where people are successful," all the while continuing to develop a specialty within that market. While the housing market was booming in the late 90s and early 2000s, Ellingson began getting contracts to install sewers for small, 30-40 house developments and small communities. After researching this market, Roger recognized that these smaller developments and communities had an additional need. So,

Ellingson Companies began installing community wastewater treatment facilities for these same customers. Seeing the writing on the wall, they sold their large, open-cut sewer equipment before the housing bubble burst ... an added benefit of knowing their market. Ellingson's management team was not only keeping an eye on the housing market during the early 2000s. They were also conducting research in the Red River Valley of North Dakota. He realized there was little or no drainage tile being installed in this area. So, in 2000, Ellingson Companies rented office space, hired a salesman and manager and began sending tile crews to the area - opening an entirely new base of operations for the company. By 2005, this expansion was so successful that Ellingson Companies built an 18,400 square foot facility in the Red River Valley in Harwood, ND and staffs it with locally hired crews.

Promote Your Business

The principles of honesty, diversity, and market awareness have been invaluable tools to Ellingson Companies' success, but there is yet another one which Roger believes is often overlooked - sales. All contractors, whether they know it or not - or perform it proficiently or not - are salesmen. Repeat customers are a tremendous asset for a company, but as Roger says, "you can't wait for the phone to ring. You have to find the customer." He says this is one of the most important lessons he learned when he started working with his father. As he says, "although I don't remember much from 40 years ago, I remember that." He believes that while it's important to sell a company's services, it is even more vital to sell the merits of the company. To back up his belief in sales, he has six full-time salesmen in the agricultural division and another three fulltime salesmen in the oil & gas division.

Get Involved in Your Industry

The last, but certainly not least, principle which Roger believes should guide a successful business, particularly a new business, is involvement in an industry trade association. Roger believes that by being an active member, not just paying dues and reading the newsletters, you will build friendships and business connections which can last a lifetime. Roger's father, Edon, joined the Minnesota Chapter of the Land Improvement Contractors of America (LICA) in 1970. Roger took his father's participation a step further, serving as the Minnesota LICA Chapter's Vice President, President, and Chairman of the Board. In 2014, Derek Ellingson, Roger's son, has raised the bar yet another notch by serving as the first President of the newly formed North Dakota LICA Chapter.

Whether it's learning about new regulations in a classroom, a new technique at a field day, or just visiting in the hallway, being an active member of LICA provided Roger the opportunity for an easy, open and honest exchange of ideas with other contractors facing the same struggles. Even being able to commiserate about what might seem to be insurmountable obstacles to your business is a valuable membership benefit.

As Roger looks ahead for his own business, he says he can sleep at night, knowing that what his family started in 1970 will continue long into the future. His favorite part of his job today is seeing the younger employees who started out 15 or 20 years ago grow into their own. He has many long-term employees who Roger trusts and credits with aiding in his success.

While Roger and his wife, Denise, have six children, he tried hard to manage the business without nepotism. His sons have all come up through the ranks and learned the business as he did. They have "earned their stripes." Today, Roger's oldest son, Jeremy is Chief Operating Officer in charge of the directional drilling division; his son, Derek, is General Manager of the Harwood, ND facility; Chris manages the southern Minnesota drainage division and Cole works with Chris in southern Minnesota. They also have two daughters, Taylor and Brooke.

In 1973, when Roger made the decision to returned to West Concord, MN, a town of approximately 800 people, he never imagined that by today, his business would have expanded to the point where it has served customers in Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, New York, North Dakota, Ohio, Pennsylvania, and Texas; nor that he would have had such an impact on the livelihoods of 185 loyal employees and their families. He is firm in his dedication to the principles outlined above and his company's overwhelming growth and endurance, even during the most recent recession, is proof of their validity.

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Ellingson CO

Ellingson Company Inc. (Ellingson Companies)

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West Concord, MN 55985 - View Map

Phone: (507) 527-2294

Web: Ellingsoncompanies.com

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Ellingson CO

A privately held company in West Concord, MN. Is this your business? Claim This Profile

More Details for Ellingson CO

Categorized under Waterway Construction Our records show it was established in 1970 and incorporated in Minnesota. Current estimates show this company has an annual revenue of \$20 to 50 million and employs a staff of approximately 100 to 249.

Company Contacts

Is this your business? Claim This Profile

Roger Ellingson, President

Kevin Ellingson, Sales Executive

Sales Executive

Kari Blom, Marketing

Marketing

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Max Fioia, Chief Marketing Officer  
Chief Marketing Officer

Jeremy Gilliland, Marketing  
Marketing

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Business Information

Location Type	Unknown
State of Incorporation	Minnesota
Year Established	1970
Annual Revenue Estimate	\$20 to 50 million
Employees	100 to 249
SIC Code	1629, Heavy Construction, NEC
NAICS Code	23711016, Water & Sewer Line & Related Structures Constr
Business Categories	Waterway Construction in West Concord, MN Heavy Construction



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company officer

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com·pa·ny  *noun, often attributive* \kəm-pə-nē, -pə-nē\

: a business organization that makes, buys, or sells goods or provides services in exchange for money

: the state or condition of being with another person

: someone or something you spend time with or enjoy being with

plural **com·pa·nies** 

Full Definition of COMPANY

1 **a** : association with another : FELLOWSHIP <enjoy a person's *company*>

**b** : COMPANIONS, ASSOCIATES <know a person by the *company* she keeps>

**c** : VISITORS, GUESTS <having *company* for dinner>

2 **a** : a group of persons or things *a company of horsemen*

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 **Don't Call Me a Loblolly, You Blatherskite**  
Rare and Amusing Insults, Vol. 2



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- 2 a :** a group of persons or things <a *company* of horsemen>
- b :** a body of soldiers; especially : a unit (as of infantry) consisting usually of a headquarters and two or more platoons
- c :** an organization of performing artists
- d :** the officers and crew of a ship
- e :** a firefighting unit
- 3 a :** a chartered commercial organization or medieval trade guild
- b :** an association of persons for carrying on a commercial or industrial enterprise
- c :** those members of a partnership firm whose names do not appear in the firm name <John Doe and *Company*>
- [d](#) See *company* defined for English-language learners [»](#)
- See *company* defined for kids [»](#)

Examples of COMPANYY

- He runs his own trucking *company*.
- She joined the *company* last year.
- The *company* is based in Paris.
- Her dogs are her only *company* these days.
- You can tell a lot about people by the *company* they keep.

Origin of COMPANYY

Middle English *companie*, from *compaignie*, from *cumpaing* companion — more at [COMPANION](#)

First Known Use: 13th century

Related to COMPANYY

Synonyms  
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Other Business Terms

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company
verb

**companied** | **company-ing**

Definition of COMPANY

transitive verb

: ACCOMPANY <may ... fair winds *company* your safe return>  
— John Masefield>

intransitive verb

: ASSOCIATE

Examples of COMPANY

- <in her sermon the minister noted that Jesus had *companied* with the least privileged and most disadvantaged members of society>
- <may the Good Lord *company* you on your journey home>

First Known Use of COMPANY

14th century

Related to COMPANY

Synonyms

chum, associate, consociate, consort, fraternize, hang (around or out), hobnob, hook up, mess around, pal (around), run, sort, travel

[+] more

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


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
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**Alfonso Pancho Beatriz** · Works at American Eagle Outfitters  
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'company'. I want to know what FB means by that and am  
having a hard time finding it.  
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**Subject:** U.S. TRADEMARK APPLICATION NO. 86310867 - ELLINGSON COMPANIES - N/A  
**Sent:** 9/25/2014 2:17:42 PM  
**Sent As:** ECOM118@USPTO.GOV  
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