

## Trademark/Service Mark Application, Principal Register

Serial Number: 87745012

Filing Date: 01/05/2018

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	87745012
<b>MARK INFORMATION</b>	
*MARK	<a href="#">ENHANCING YOUR IPR IQ</a>
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	ENHANCING YOUR IPR IQ
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size, or color.
REGISTER	Principal
<b>APPLICANT INFORMATION</b>	
*OWNER OF MARK	Shook, Hardy & Bacon L.L.P.
*STREET	2555 Grand Blvd.
*CITY	Kansas City
*STATE (Required for U.S. applicants)	Missouri
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. and certain international addresses)	64108
<b>LEGAL ENTITY INFORMATION</b>	
TYPE	limited liability partnership
STATE/COUNTRY WHERE LEGALLY ORGANIZED	Missouri
NAME OF ALL GENERAL PARTNERS, ACTIVE MEMBERS, INDIVIDUAL, TRUSTEES, OR EXECUTORS, AND CITIZENSHIP/ INCORPORATION	Madeleine M. McDonough, Robert T. Adams, Ann M. Songer, Walter L. Cofer, Michael J. Gross, Bruce R. Tepikian, William P. Geraghty, B. Trent Webb, Hildy Sastre, and Michael A. Zito, all U.S. citizens
<b>GOODS AND/OR SERVICES AND BASIS INFORMATION</b>	
INTERNATIONAL CLASS	041
*IDENTIFICATION	Providing online publications in the nature of newsletters in the field of intellectual property
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 10/20/2016
FIRST USE IN COMMERCE DATE	At least as early as 03/00/2017

<b>ORIGINAL PDF FILE</b>	<a href="#">SPE0-651644633-20171018170124280608 . IPRIQ - ENHANCING YOUR IPRIQ - App_Specimen.pdf</a>
<b>CONVERTED PDF FILE(S)</b> (5 pages)	<a href="#">\\TICRS\EXPORT17\IMAGEOUT17\877\450\87745012\xml1\RFA0003.JPG</a>
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<b>SPECIMEN DESCRIPTION</b>	screenshot of electronically distributed newsletter
<b>ADDITIONAL STATEMENTS SECTION</b>	
<b>ACTIVE PRIOR REGISTRATION(S)</b>	The applicant claims ownership of active prior U.S. Registration Number(s) 3942969.
<b>MISCELLANEOUS STATEMENT</b>	Applicant is also the owner of Applications Serial Nos. 87/624,592; 87/629,312; and 87/629,315
<b>ATTORNEY INFORMATION</b>	
<b>NAME</b>	Patrick J. Koncel
<b>ATTORNEY DOCKET NUMBER</b>	GENC.265297
<b>FIRM NAME</b>	Shook, Hardy & Bacon L.L.P.
<b>STREET</b>	2555 Grand Blvd.
<b>CITY</b>	Kansas City
<b>STATE</b>	Missouri
<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	64108
<b>PHONE</b>	816-474-6550
<b>FAX</b>	816-421-5547
<b>EMAIL ADDRESS</b>	pjktmdocket@shb.com
<b>AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>OTHER APPOINTED ATTORNEY</b>	Patrick A. Lujin; Michael J. Gross; B. Trent Webb; Scott B. Strohm; Clinton G. Newton; Tawni L. Wilhelm; Jean M. Dickman; Jesse J. Camacho; Lawrence E. Carter; Leonard Searcy; Robert H. Reckers; John S. Golian; Andrew D. O'Brien; Kelly T. Feimster; Elena K. McFarland; Cory W. Fisher; Anthony B. Wingrove; Aaron E. Hankel; Jason O. Howard; Ryan D. Dykal; Mary Jane Peal; Ashley N. Sturgeon; Angel A. Mitchell; Beth A. Larigan; Lynn C. Herndon; James B. Devaney; David J. Niegowski; Ryan J. Schletzbau; Anne R. Hannah; George L. Ngengwe; Fiona A. Bell; Jordan T. Bergsten; Lauren E. Douville; Craig M. Edgar; Angela D. Truesdale; Jennifer M. Schroeder; Robert D. Chisholm; D. Bartley Eppenauer; David W. Morehan; Jeffrey R. Schnayer; Keith J. Bae; Tanya L. Chaney; John D. Garretson; Mark D. Schafer; Ben L. Hubbard; Chris J. Strobel; Amy M. Foust; Michael W. Gray; Colman D. McCarthy; Bryan E. Meyer; Charlie Zhao; Melissa Marrero; Elizabeth A. Lucas; Palak J. Shah; Daniel M. Staren; Christine A. Guastello; Nicholas P. Stadnyk; Heather A. Hedeen; Ryan S. Lincoln; Nazish Z. Shabbir; Hugh A. Abrams; David B. McKinney; Jeff Patterson; Thomas M. Patton; Bradley W. Thomas; Paul M. Vogel; Reid L. Williams; Patrick J. Sullivan; Lydia C. Raw

<b>CORRESPONDENCE INFORMATION</b>	
NAME	Patrick J. Koncel
FIRM NAME	Shook, Hardy & Bacon L.L.P.
STREET	2555 Grand Blvd.
CITY	Kansas City
STATE	Missouri
COUNTRY	United States
ZIP/POSTAL CODE	64108
PHONE	816-474-6550
FAX	816-421-5547
*EMAIL ADDRESS	pjktmdocket@shb.com
*AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
<b>FEE INFORMATION</b>	
APPLICATION FILING OPTION	TEAS RF
NUMBER OF CLASSES	1
APPLICATION FOR REGISTRATION PER CLASS	275
*TOTAL FEE DUE	275
*TOTAL FEE PAID	275
<b>SIGNATURE INFORMATION</b>	
SIGNATURE	/CGN #42,930/
SIGNATORY'S NAME	Clinton G. Newton
SIGNATORY'S POSITION	Equity Partner and Co-owner
SIGNATORY'S PHONE NUMBER	(816) 474-6550
DATE SIGNED	01/05/2018

## Trademark/Service Mark Application, Principal Register

**Serial Number: 87745012**

**Filing Date: 01/05/2018**

### To the Commissioner for Trademarks:

**MARK:** ENHANCING YOUR IPR IQ (Standard Characters, see [mark](#))

The literal element of the mark consists of ENHANCING YOUR IPR IQ.

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

The applicant, Shook, Hardy & Bacon L.L.P., a limited liability partnership legally organized under the laws of Missouri, comprising of Madeleine M. McDonough, Robert T. Adams, Ann M. Songer, Walter L. Cofer, Michael J. Gross, Bruce R. Tepikian, William P. Geraghty, B. Trent Webb, Hildy Sastre, and Michael A. Zito, all U.S. citizens, having an address of  
2555 Grand Blvd.  
Kansas City, Missouri 64108  
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:

International Class 041: Providing online publications in the nature of newsletters in the field of intellectual property

In International Class 041, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 10/20/2016, and first used in commerce at least as early as 03/00/2017, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) screenshot of electronically distributed newsletter.

#### Original PDF file:

[SPE0-651644633-20171018170124280608 . IPRIQ - ENHANCING YOUR IPRIQ - App Specimen.pdf](#)

#### Converted PDF file(s) (5 pages)

[Specimen File1](#)

[Specimen File2](#)

[Specimen File3](#)

[Specimen File4](#)

[Specimen File5](#)

#### Claim of Active Prior Registration(s)

The applicant claims ownership of active prior U.S. Registration Number(s) 3942969.

#### Miscellaneous Statement

Applicant is also the owner of Applications Serial Nos. 87/624,592; 87/629,312; and 87/629,315

#### The applicant's current Attorney Information:

Patrick J. Koncel and Patrick A. Lujin; Michael J. Gross; B. Trent Webb; Scott B. Strohm; Clinton G. Newton; Tawni L. Wilhelm; Jean M. Dickman; Jesse J. Camacho; Lawrence E. Carter; Leonard Searcy; Robert H. Reckers; John S. Golian; Andrew D. O'Brien; Kelly T. Feimster; Elena K. McFarland; Cory W. Fisher; Anthony B. Wingrove; Aaron E. Hankel; Jason O. Howard; Ryan D. Dykal; Mary Jane Peal; Ashley N. Sturgeon; Angel A. Mitchell; Beth A. Larigan; Lynn C. Herndon; James B. Devaney; David J. Niegowski; Ryan J. Schletzbaum; Anne R. Hannah; George L. Ngengwe; Fiona A. Bell; Jordan T. Bergsten; Lauren E. Douville; Craig M. Edgar; Angela D. Truesdale; Jennifer M. Schroeder; Robert D. Chisholm; D. Bartley Eppenuer; David W. Morehan; Jeffrey R. Schnayer; Keith J. Bae; Tanya L. Chaney; John D. Garretson; Mark D. Schafer; Ben L. Hubbard; Chris J. Strobel; Amy M. Foust; Michael W. Gray; Colman D. McCarthy; Bryan E. Meyer; Charlie Zhao; Melissa Marrero; Elizabeth A. Lucas; Palak J. Shah; Daniel M. Staren; Christine A. Guastello; Nicholas P. Stadyk; Heather A. Hedeem; Ryan S. Lincoln; Nazish Z. Shabbir; Hugh A. Abrams; David B. McKinney; Jeff Patterson; Thomas M. Patton; Bradley W. Thomas; Paul M. Vogel; Reid L. Williams; Patrick J. Sullivan; Lydia C. Raw of Shook, Hardy & Bacon L.L.P. 2555 Grand Blvd.  
Kansas City, Missouri 64108

United States  
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pjktmdocket@shb.com (authorized)  
The attorney docket/reference number is GENC.265297.

The applicant's current Correspondence Information:

Patrick J. Koncel  
Shook, Hardy & Bacon L.L.P.  
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816-474-6550(phone)  
816-421-5547(fax)  
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**E-mail Authorization:** I authorize the USPTO to send e-mail correspondence concerning the application to the applicant, the applicant's attorney, or the applicant's domestic representative at the e-mail address provided in this application. I understand that a valid e-mail address must be maintained and that the applicant or the applicant's attorney must file the relevant subsequent application-related submissions via the Trademark Electronic Application System (TEAS). Failure to do so will result in the loss of TEAS Reduced Fee status and a requirement to submit an additional processing fee of \$125 per international class of goods/services.

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

#### Declaration

**Basis:**

**If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a):**

- The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;
- The mark is in use in commerce on or in connection with the goods/services in the application;
- The specimen(s) shows the mark as used on or in connection with the goods/services in the application; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

**And/Or**

**If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e):**

- The signatory believes that the applicant is entitled to use the mark in commerce;
  - The applicant has a bona fide intention to use the mark in commerce on or in connection with the goods/services in the application; and
  - To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.
- To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive.
- To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.
- The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

#### Declaration Signature

Signature: /CGN #42,930/ Date: 01/05/2018  
Signatory's Name: Clinton G. Newton  
Signatory's Position: Equity Partner and Co-owner  
Payment Sale Number: 87745012  
Payment Accounting Date: 01/08/2018

Serial Number: 87745012

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