

To: Til Valhalla Project, LLC (mitch@gibneylaw.com)
Subject: U.S. TRADEMARK APPLICATION NO. 88041017 - TIL VALHALLA PROJECT EST. 2017 - 18-153-TM-CL
Sent: 11/7/2018 5:51:38 PM
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**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

U.S. APPLICATION
SERIAL NO. 88041017

MARK: TIL
VALHALLA PROJECT
EST. 2017

88041017

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Valhalla Project, LLC

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**CORRESPONDENT'S
REFERENCE/DOCKET
NO:**
18-153-TM-CL
**CORRESPONDENT E-
MAIL ADDRESS:**

mitch@gibneylaw.com

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. A RESPONSE TRANSMITTED THROUGH THE TRADEMARK ELECTRONIC APPLICATION SYSTEM (TEAS) MUST BE RECEIVED BEFORE MIDNIGHT **EASTERN TIME** OF THE LAST DAY OF THE RESPONSE PERIOD.

ISSUE/MAILING DATE: 11/7/2018

INTRODUCTION

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

SEARCH OF OFFICE'S DATABASE OF MARKS

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).

However, applicant must address the following.

SUMMARY OF ISSUES:

- Refusal under Trademark Act Sections 1, 2 and 45 - Goods not in Trade
- Refusal Under Trademark Act Section 2(b) - Simulation of Flag
- Advisory regarding Response Option - Deletion of Refused Matter
- Requirement for a Disclaimer
- Requirement for an Amended Description of the Mark

REFUSAL UNDER TRADEMARK ACT SECTIONS 1, 2 AND 45 - GOODS NOT IN TRADE

Registration is refused because the following goods in International Class 020 in the application do not appear to be "goods in trade": memorial plaques made of wood. Trademark Act Sections 1, 2, and 45, 15 U.S.C. §§1051-1052, 1127; TMEP §1202.06(b).

"Goods in trade" are items that an applicant sells or transports in commerce for use by others. *See Lens.com, Inc. v. 1-800 Contacts, Inc.*, 686 F.3d 1376, 1379-80, 103 USPQ2d 1672, 1675 (Fed. Cir. 2012); TMEP §1202.06. Incidental items that an applicant uses to conduct its business,

such as letterhead, invoices, and business forms, are generally not “goods in trade,” because these items are only useful to the applicant and are not separately sold or distributed to consumers. TMEP §1202.06; *see, e.g., Lens.com, Inc. v. 1-800 Contacts, Inc.*, 686 F.3d at 1380, 1382, 103 USPQ2d at 1675-76 (holding computer software used for ordering contact lenses not goods in trade where applicant solely provided online retail stores for eyewear products, and software was not sold separately and had no independent value apart from applicant’s primary service); *In re S’holders Data Corp.*, 495 F.2d 1360, 1361, 181 USPQ 722, 723 (C.C.P.A. 1974) (holding reports on subscribers’ securities portfolios not goods in trade where applicant solely provided financial reporting services, and reports were not sold separately and had no independent value apart from applicant’s primary service); *In re MGA Entm’t, Inc.*, 84 USPQ2d 1743, 1747 (TTAB 2007) (holding packaging boxes for toys, games, and playthings not goods in trade where applicant provided toys, games, and playthings, and packaging boxes were not sold separately and had no independent value apart from applicant’s primary goods); *In re Compute-Her-Look, Inc.*, 176 USPQ 445, 446-47 (TTAB 1972) (holding individualized beauty reports not goods in trade where applicant provided a beauty analysis service, and reports were not sold separately from applicant’s primary service); *Ex parte Bank of Am. Nat’l Trust & Sav. Ass’n*, 118 USPQ 165, 165 (Comm’r Pats. 1958) (holding passbooks, checks, and other printed forms not goods in trade where applicant solely provided banking services, and forms were not sold separately and had no independent value apart from applicant’s primary service).

Although determining whether an applicant’s goods are independent goods in trade, or merely incidental to the applicant’s business, is made on a case-by-case basis, factors to consider include whether:

- (1) The goods are simply the conduit or necessary tool useful only to conduct applicant’s business;
- (2) The goods are so inextricably tied to and associated with applicant’s business as to have no viable existence apart from them; and
- (3) The goods are neither sold separately from nor have any independent value apart from applicant’s business.

In re Thomas White Int’l, Ltd., 106 USPQ2d 1158, 1161-62 (TTAB 2013) (citing *Lens.com, Inc. v. 1-800 Contacts, Inc.*, 686 F.3d at 1382, 103 USPQ2d at 1676); TMEP §1202.06. None of these factors is necessarily dispositive. *Lens.com, Inc. v. 1-800 Contacts, Inc.*, 686 F.3d at 1382, 103 USPQ2d at 1676; TMEP §1202.06.

In this case, applicant’s memorial plaques are not independent goods in trade because they are not sold to consumers. Rather, the memorial plaques are given by the applicant to families of fallen heroes as a donation or a gift. See attached excerpt from the applicant’s website. Therefore, registration of the applied-for mark is refused under Trademark Act Sections 1, 2, and 45 as “goods not in trade”.

Applicant cannot overcome this refusal by submitting a claim of acquired distinctiveness under Trademark Act Section 2(f) or amending the application to the Supplemental Register. TMEP §1202.06(b).

Applicant should note the following additional ground for refusal.

REFUSAL UNDER TRADEMARK ACT SECTION 2(b) - SIMULATION OF FLAG

Registration is also refused because the applied-for mark includes a simulation of a flag of the United States. Trademark Act Section 2(b), 15 U.S.C. §1052(b); *see* TMEP §1204. Trademark Act Section 2(b) bars registration of marks that include simulations of the flag, coat of arms, or other insignia of the United States, any state or municipality of the United States, or any foreign nation. TMEP §§1204, 1204.01(a).

A simulation refers to “something that gives the appearance or effect or has the characteristics of an original item.” *In re Family Emergency Room LLC*, 121 USPQ2d 1886, 1887 (TTAB 2017) (quoting *In re Advance Indus. Sec., Inc.*, 194 USPQ 344, 346 (TTAB 1977)); TMEP §1204. Whether the relevant matter in the mark is a simulation is determined by a visual comparison of the mark and the actual flag, coat of arms, or other insignia in question. *See In re Family Emergency Room LLC*, 121 USPQ2d at 1887 (citing *In re Advance Indus. Sec., Inc.*, 194 USPQ at 346); TMEP §1204.

When comparing the mark and the actual flag, coat of arms, or other insignia, the focus is on the relevant purchasers’ general recollection of the flag, coat of arms, or other insignia, “without a careful analysis and side-by-side comparison.” *In re Family Emergency Room LLC*, 121 USPQ2d at 1888 (quoting *In re Advance Indus. Sec., Inc.*, 194 USPQ at 346). The public should be considered to retain only a general or overall, rather than specific, recollection of the various elements or characteristics of design marks. *See In re Advance Indus. Sec., Inc.*, 194 USPQ at 346.

The following factors are considered when determining whether a design in a mark would be perceived as a flag, coat of arms, or other insignia of the United States, any state or municipality of the United States, or any foreign nation:

- (1) The colors, if any, that appear in the design;
- (2) The presentation of the mark, such as any stylization of the design and its relationship to other elements in the mark;

- (3) The presence of any words or other designs on the drawing; and
- (4) The use of the mark on the specimen(s), if one is provided, or in the record.

TMEP §1204.01(a) (citing *In re Family Emergency Room LLC*, 121 USPQ2d at 1888).

The attached encyclopedia evidence, consisting of an excerpt from Britannica, shows a picture of the actual flag of the United States. The applied-for mark includes the following matter: a drawing of a soldier saluting a flag flying over a field of graves.

The public would perceive the design in the mark as the flag of the United States because the location, number and shading of the stars and stripes in the flag, as well as the overall presentation of the mark, clearly depict the flag of the United States.

Therefore, registration is refused because the applied-for mark includes a simulation of a flag of the United States.

ADVISORY REGARDING RESPONSE OPTION - DELETION OF REFUSED MATTER

Applicant may respond to the simulation of a flag of the United States refusal under Trademark Act Section 2(b) by submitting a substitute drawing showing the flag deleted from the drawing. See TMEP §§807.14(a), 1204.04(b). Deleting this unregistrable matter will only overcome the refusal if it is wholly separable from the applied-for mark and its removal does not materially alter the mark. See TMEP §807.14(a). Applicant should not delete any other matter from the mark drawing unless required elsewhere in this Office action.

Although applicant's mark has been refused registration, applicant may respond to the refusals by submitting evidence and arguments in support of registration. However, if applicant responds to the refusals, applicant must also respond to the requirements set forth below.

REQUIREMENT FOR A DISCLAIMER

Applicant must provide a disclaimer of the unregistrable part(s) of the applied-for mark. See 15 U.S.C. §1056(a); TMEP §§1213, 1213.03(a). A disclaimer of an unregistrable part of a mark will not affect the mark's appearance. See *Schwarzkopf v. John H. Breck, Inc.*, 340 F.2d 978, 979-80, 144 USPQ 433, 433 (C.C.P.A. 1965).

In this case, applicant must disclaim the wording "PROJECT" and "EST. 2017" because it is not inherently distinctive. These unregistrable terms at best are merely descriptive of an ingredient, quality, characteristic, function, feature, purpose, or use of applicant's goods. See 15 U.S.C. §1052(e)(1); *DuoProSS Meditech Corp. v. Inviro Med. Devices, Ltd.*, 695 F.3d 1247, 1251, 103 USPQ2d 1753, 1755 (Fed. Cir. 2012); TMEP §§1213, 1213.03(a).

The attached dictionary evidence shows that "PROJECT" is defined as "an undertaking requiring concerted effort" or "a plan or proposal for accomplishing something." The attached Internet evidence, consisting of excerpts from www.fallenheroesproject.org, www.wbur.org, engageforgood.com and 59veterans.com, shows that this wording is commonly used by organizations with missions similar to that of the applicant to mean projects or undertakings to support or recognize veterans and heroes. Thus, the wording merely describes the applicant's memorial plaques.

The attached dictionary evidence shows that the term "EST." is an abbreviation for the word "established" and "established" is defined as "to come into existence or begin operating." Because consumers are accustomed to seeing this term with a date commonly used by many businesses to impart information to consumers, they will perceive this term or slogan only as informational matter rather than as a trademark or service mark that identifies the source of applicant's goods.

The examining attorney has attached several sample registrations from the Office's database of registered marks wherein "EST. 2017" was disclaimed for goods and services. See attached copies of U.S. Registration Nos. 5510989, 5591689, 5594130. This shows that others in business use similar wording to describe their goods and services.

Determining whether a term functions as a trademark or service mark depends on how such matter would be perceived by the relevant public. *In re Eagle Crest, Inc.*, 96 USPQ2d 1227, 1229 (TTAB 2010); *In re Aerospace Optics, Inc.*, 78 USPQ2d at 1862; TMEP §1202.04. "The more commonly a [term] is used, the less likely that the public will use it to identify only one source and the less likely that it will be recognized by purchasers as a trademark [or service mark]." *In re Hulting*, 107 USPQ2d 1175, 1177 (TTAB 2013) (quoting *In re Eagle Crest, Inc.*, 96 USPQ2d at 1229); TMEP §1202.04.

Applicant may respond to this issue by submitting a disclaimer in the following format:

No claim is made to the exclusive right to use “PROJECT” and “EST. 2017” apart from the mark as shown.

For an overview of disclaimers and instructions on how to satisfy this issue using the Trademark Electronic Application System (TEAS), see the [Disclaimer webpage](#).

REQUIREMENT FOR AN AMENDED DESCRIPTION OF THE MARK

Applicant must submit an amended description of the mark because the current one is incomplete and does not describe all the significant aspects of the mark. 37 C.F.R. §2.37; *see* TMEP §§808.01, 808.02. Descriptions must be accurate and identify all the literal and design elements in the mark. *See* 37 C.F.R. §2.37; TMEP §§808 *et seq.*

If applicant responds to the Trademark Act Section 2(b) refusal above by submitting a substitute drawing showing the flag deleted from the drawing, the following description is suggested, if accurate:

The mark consists of two concentric circles. Inside the inner circle is a stylized depiction of a soldier saluting a field of gravestones. Between the two circles are the following: the wording “TIL VALHALLA PROJECT” at the top, the wording “EST. 2017” at the bottom, a set of three stars in varying sizes at the bottom left and a set of three stars in varying sizes at the bottom right.

ASSISTANCE

Please call or email the assigned trademark examining attorney with questions about this Office action. Although the trademark examining attorney cannot provide legal advice or statements about applicant’s rights, the trademark examining attorney can provide applicant with additional explanation about the refusal(s) and/or requirement(s) in this Office action. *See* TMEP §§705.02, 709.06. Although the USPTO does not accept emails as responses to Office actions, emails can be used for informal communications and will be included in the application record. *See* 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05.

TEAS PLUS OR TEAS REDUCED FEE (TEAS RF) APPLICANTS – TO MAINTAIN LOWER FEE, ADDITIONAL REQUIREMENTS MUST BE MET, INCLUDING SUBMITTING DOCUMENTS ONLINE: Applicants who filed their application online using the lower-fee TEAS Plus or TEAS RF application form must (1) file certain documents online using TEAS, including responses to Office actions (see TMEP §§819.02(b), 820.02(b) for a complete list of these documents); (2) maintain a valid e-mail correspondence address; and (3) agree to receive correspondence from the USPTO by e-mail throughout the prosecution of the application. *See* 37 C.F.R. §§2.22(b), 2.23(b); TMEP §§819, 820. TEAS Plus or TEAS RF applicants who do not meet these requirements must submit an additional processing fee of \$125 per class of goods and/or services. 37 C.F.R. §§2.6(a)(1)(v), 2.22(c), 2.23(c); TMEP §§819.04, 820.04. However, in certain situations, TEAS Plus or TEAS RF applicants may respond to an Office action by authorizing an examiner’s amendment by telephone or e-mail without incurring this additional fee.

/Julie H. Choe/
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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

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SHOP BECOME A MEMBER WALL OF HEROES OUR MISSION

HOME - WHO AND WHAT IS TIL VALHALLA PROJECT?



Who and what is Til Valhalla Project?



This Fox News Interview captured all the key points on what Til Valhalla Project is all about. I founded TVP to recognize and honor the loss of my military brothers so their memory lives on, and their families know we understand and respect their loss.

Unfortunately, we cannot physically bring our fallen heroes back. However, we can make sure their memory lives forever through our community with word of mouth, social media, and especially our plaques and other memorial items.

We started out making free plaques, just giving back day in and day out. Soon it became apparent the families truly needed the peace of mind the plaques delivered - the knowledge that their fallen hero would never be

truly needed the peace of mind the plaques delivered – the knowledge that their fallen hero would never be forgotten.



Our plaques are durable so they can be passed down for generations to come... so that our fallen heroes will always have their face and service displayed. As long as someone, somewhere, somehow is talking about that hero's legacy, they will continue to live. After all, no one ever truly dies until the last time someone speaks their name.

After I saw the impact we were making in these families lives and these heroes legacy, it became my life's devotion.

Since we at TVP decided early on that we did not want to take donations, grants, handouts, or anything of the sort, it became important to make the company work with the people who believe in this mission, or not at all. The revenue from purchases at www.tivalhallaproject.com and the paid subscriptions are all that keeps this mission running strong.





For over a year now, TVP Members and I have been hand crafting and delivering plaques for the families of our fallen and, the mission is growing faster than ever. Thanks to the support of our TVP members and all of the patriots who continue to support us every day, we are going to be able to continue to grow and give back more every day.

[Join The Team!](#)

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flag of the United States of America

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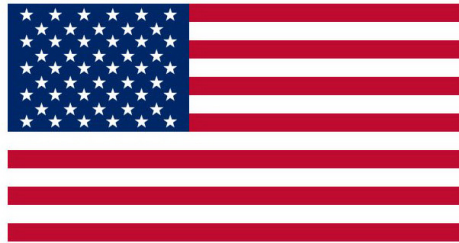
Did You Know?
An early U.S. flag with a ring of 13 stars is called the "Betsy Ross flag."

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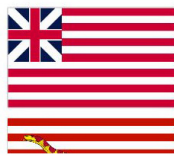
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flag of the United States of A

Alternate titles: Old Glory, Star-Spangled Banner, Stars and Stripes



national flag consisting of white stars (50 since July 4, 1960) on a blue canton with a field of 13 alternating stripes, 7 red and 6 white. The 50 stars stand for the 50 states of the union, and the 13 stripes stand for the original 13 states. The flag's width-to-length ratio is 10 to 19.



After the [American Revolution](#) began, the first, unofficial national flag—known as the Continental Colours (or, sometimes, as the Grand Union Flag, the Cambridge Flag, the Somerville Flag, or the Union Flag)—was hoisted on a towering 76-foot (23-metre) liberty pole at Prospect Hill in Charlestown (now in [Somerville](#)), Massachusetts, on January 1, 1776; it was raised at the behest of Gen. [George Washington](#), whose headquarters were nearby. The flag had 13 horizontal stripes (probably of red and white or of red, white, and blue) and, in the canton, the first version of the British Union Flag ([Union Jack](#)). As the flag of the Continental Army, it flew at forts and on naval vessels. Another popular early flag—that of the 1785 [Some](#)



flew at forts and on naval vessels. Another popular early flag, that of the 1765 Sons of Liberty, had only nine red and white stripes. Various versions of "Don't Tread on Me" coiled-rattlesnake flags appeared on many 18th-century American colonial banners, including several flown by military units during the Revolutionary War. The version carried by the [Minutemen](#) of Culpeper County, Virginia, for example, included not only the rattlesnake and the "Don't Tread on Me" motto but also Virginia patriot [Patrick Henry](#)'s famous words "Liberty or Death."



The first official national flag, formally approved by the [Continental Congress](#) on June 14, 1777, was the Stars and Stripes. That first Flag Resolution read, in toto, "Resolved, that the flag of the United States be thirteen stripes, alternate red and white; that the union be thirteen stars, white in a blue field representing a new constellation." The layout of the stars was left undefined, and many patterns were used by flag makers. The designer of the flag—most likely Congressman Francis Hopkinson, a signer of the [Declaration of Independence](#) from Philadelphia—may have had a ring of stars in mind to symbolize the new constellation. Today that pattern is popularly known as the "[Betsy Ross](#) flag," although the widely circulated story that she made the first Stars and Stripes and came up with the ring pattern is unsubstantiated. Rows of stars (4-5-4 or 3-2-3-2-3) were common, but many other variations also existed. The new Stars and Stripes formed part of the military colours carried on September 11, 1777, at the [Battle of the Brandywine](#), perhaps its first such use.



The Stars and Stripes changed on May 1, 1795, when Congress enacted the second Flag Resolution, which mandated that new stars and stripes be added to the flag when new states were admitted to the Union. The first two new states were [Vermont](#) (1791) and [Kentucky](#) (1792). (One such flag was the 1,260-square-foot [117-square-metre] "Star-Spangled Banner," made by Mary Pickersgill, that [Francis Scott Key](#) saw at [Fort McHenry](#) in September 1814, which inspired him to write the patriotic poem that later supplied the lyrics of the [national anthem](#).) In 1818, after five more states had been admitted, Congress enacted the third and last Flag Resolution, requiring that henceforth the number of stripes should remain 13, the number of stars should always match the number of states, and any new star should be added on the July 4 following a state's admission. This has been the system ever since. In all, from 1777 to 1960 (after the admission of [Hawaii](#) in 1959), there were 27 versions of the flag—25 involving changes in the stars only. An executive order signed by Pres. [William Howard Taft](#) on October 29, 1912, standardized for the first time the proportions and relative sizes of the elements of the flag; in 1934 the exact shades of colour were standardized.

There is no official assignment of meaning or symbolism to the colours of the flag.

However, Charles Thomson, secretary of the Continental Congress, in describing the proposed Great Seal of the United States, suggested the following symbolism: "White signifies purity and innocence, Red, hardness & valour, and Blue... signifies vigilance [sic], perseverance [sic] & justice." As with many other national flags, the Stars and Stripes has long been a focus of patriotic sentiment. Since 1892, millions of children have recited the [Pledge of Allegiance to the Flag](#) at the start of each school day, and the lyrics of the [national anthem](#) are also concerned with the flag. After the [U.S. Supreme Court](#) ruled in 1989 that all flag desecration laws were unconstitutional, some veterans' and patriotic groups pressured legislators to adopt laws or a constitutional amendment prohibiting flag desecration. Such legislation has been opposed on the grounds that it would infringe on the constitutionally guaranteed [First Amendment](#) freedom of expression.



Article Contributors

During the American Civil War, the [Confederate States of America](#) began to use its first flag, the Stars and Bars, on March 5, 1861. Soon after, the first Confederate Battle Flag was also flown. The design of the Stars and Bars varied over the following two years. On May 1, 1863, the Confederacy adopted its first official national flag, often called the Stainless Banner. A modification of that design was adopted on March 4, 1865, about a month before the end of the war. In the latter part of the 20th century, many groups in the South challenged the practice of flying the Confederate Battle Flag on public buildings, including some state capitols. Proponents of the tradition argued that the flag recalled Southern heritage and wartime sacrifice, whereas opponents saw it as a symbol of racism and slavery, inappropriate for official display.



The AMERICAN HERITAGE dictionary of the English Language

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[GUIDE TO THE DICTIONARY](#)

project [Ⓢ] (prɔj ɛkt', -ikt)

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- n.
1. An undertaking requiring concerted effort: a community cleanup project; a government-funded irrigation project.
 2. An extensive task undertaken by a student or group of students to apply, illustrate, or supplement classroom lessons.
 3. A plan or proposal for accomplishing something. See Synonyms at *plan*.
 4. also **projects** A housing project.
- v. **pro-ject** (prə-jɛkt) **pro-ject-ed**, **pro-ject-ing**, **pro-jects**
- v. tr.
1. To thrust outward or forward: project one's jaw in defiance.
 2. To throw forward; hurl: project an arrow.
 3. To send out into space; cast; project a light beam.
 4. To cause (an image) to appear on a surface by the controlled direction of light: projected the slide onto a screen.
 5. Mathematics To produce (a projection).
 6. To direct (one's voice) so as to be heard clearly at a distance.
 7. Psychology To attribute (one's own emotion or motive, for example) to someone else unconsciously in order to avoid anxiety or guilt.
 8. To convey an impression of to an audience or to others: a posture that projects defeat.
 9. To form a plan or intention for: project a new business enterprise.

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THE PANELISTS

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- 9. To form a plan or intention for: project a new business enterprise.
- 10. To calculate, estimate, or predict (something in the future), based on present data or trends: projecting next year's expenses.

v. intr.

- 1. To extend forward or out; jut out: beams that project beyond the eaves. See Synonyms at bulge.
- 2. To direct one's voice so as to be heard clearly at a distance.

[Middle English *projecte*, from Latin *proiectum*, projecting structure, from neuter past participle of *proicere*, to throw out; *pro-*, forth; see *pro-*¹ + *iacere*, to throw; see **yθ-** in the Appendix of Indo-European roots.]

pro·ject **a·ble** *adj.*

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- Semitic Roots**

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Fallen Heroes Project

It's all about Love and Respect; we will never forget!

Home About Request a Portrait U.S. Gallery Posters Letters from Families Contact



Michael G. Reagan Portrait Foundation

"Our mission is to honor the American Fallen Heroes for their ultimate sacrifice during the war against terrorism. The foundation will provide the resources to produce and distribute to each family a hand-drawn portrait of their Fallen Hero, created by artist Michael G. Reagan, free of charge. Each portrait is intended to show our Love and Respect for these Heroes and their families."

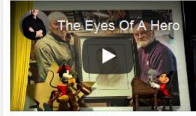
Michael G. Reagan

Donations

All donations, regardless of size, help support the Fallen Heroes Portrait Project.

[Learn more about donations »](#)

Michael Reagan and Fallen Heroes



[See more media coverage »](#)

Custom Portraits

Custom Portraits of Fallen Soldiers Drawn Free of Charge

What if all you had left of a loved one were photos and memories? For those having a family member killed as a soldier in the War Against Terrorism, that is all families have left. Using a family's favorite photo, a professional custom hand-drawn portrait is available free of charge to families of all service men and women killed in Iraq or Afghanistan from portrait artist Michael Reagan.



News & Events

- ★ Michael Reagan to be Awarded Citizens Before Self Honor Medal
- ★ Come Help Celebrate Michael's Birthday at Sully's in Aki - May 8th
- ★ Michael Reagan Grand Marshal of Seattle St. Patrick's Parade
- ★ Michael Reagan Grand Marshal of Tour de Terrace
- ★ VFW Thank You Letter
- ★ Fallen Heroes Project to be Recognized in

portrait artist Michael Reagan.

Michael Reagan is an internationally recognized artist who has assisted charities such as Seattle's Children's Hospital raise more than \$10 million through his drawn and donated autographed celebrity portraits. Over a span of three decades, he has drawn some 10,000 portraits including more than 1,500 portraits of celebrities, professional athletes, U.S. Presidents and other heads of state. He has to date created and sent to families more than 5,000 portraits of Fallen Heroes. The number swells with each passing day.

Total Portraits Created
5,000

Portrait requests of Fallen Heroes from Vietnam and other conflicts not associated with the war on terror can be provided on a case by case basis for a reduced fee from Michael's normal portrait fee. Please [click here](#) for more details.

[Request a Portrait »](#)

Partnership with the Honor and Remember Foundation



Remembering America's Fallen Military

The Honor and Remember organization is partnering with the Michael G. Reagan Portrait Foundation to provide a free custom portrait of Fallen Heroes from internationally acclaimed artist Michael Reagan to each qualifying family. The Michael G. Reagan Portrait Foundation provides one free portrait to those families who have lost a loved one due to the war on terror while Honor and Remember presents unique personalized tags. It is their goal to present these portraits and flags together at specific ceremonies.

[Read more»](#)

Washington State Senate

- Michael Reagan Chosen to Draw Medal of Honor Recipient Portraits
- Congressional Proclamation Recognizing the Fallen Heroes Project
- Real American Stories Segment on Fallen Heroes Project
- Fallen Heroes on Cover of VFW Magazine

Recent Comments

- Isabela on Karina S Lau
- Ron Hertz on Joshua T Lancaster
- Jeff Kulkowski on Travis K Hunsberger
- Susan Solano on Michael W Wiltz
- Tanner Walsh on Nicholas R Walsh
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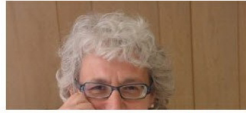
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Anna Fitzgerald, Psychiatrist With Endless Time For Her Patients

03:58 Apr 4, 2018



Joseph Ronald Panchamsingh, A Massachusetts Man Of Many Names

03:29 Mar 28, 2018



Frank Carlson, A New England Hiker Who Kept Climbing

03:55 Mar 21, 2018

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Darryl Powell Jr., A Boston Doctor With A Mission
▶ 04:07 Mar 14, 2018



Yoshiro Sanbonmatsu Used Painting As A Call For International Justice
▶ 06:03 Feb 28, 2018



Chip Fanelli, Needham Photographer Who Kept Strong Friendships With Ease
▶ 03:52 Feb 21, 2018



Claudia Yellin, R.I. Resident And Psychologist Whose Caretaking Began Early
▶ 03:52 Feb 14, 2018



Scituate's Michael Goulding, A Young Man With Community Heart
▶ 04:34 Feb 7, 2018



David Moses Bridges, Bar Harbor Resident Who Embraced Native American Traditions, And Nature, Fully
▶ 03:27 Jan 31, 2018



Manasha Bilsey, A Man Who Never Lost The Hunger To Read Or To Evolve
▶ 04:27 Jan 24, 2018



Sean Peters, The UMass Student Whose Early Diagnosis Guided A Life Direction
▶ 04:10 Jan 17, 2018

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Silvia Alvarez Labored To Transform Her Country Of Origin

04:21 Jan 10, 2018



David Ferris, Cambridge Library Curator Who Treasured Books

04:32 Jan 3, 2018



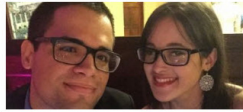
Gisella Oppedisano, Norwell Woman Who Cared For Family — And Kept Caring For Others

03:36 Dec 20, 2017



Douglas Stotz Lived A Large Life In A Small Town

03:56 Dec 13, 2017



Yanira Mendoza Came To Boston From Puerto Rico With Dreams Of A Cure

04:50 Dec 6, 2017



Joseph 'Jay' Marsden Sr., A Charlestown Boy Who Moved Boxcars All Over The Northeast

03:52 Nov 29, 2017



Fannie 'Fay' Glick Turned Early Survival Into Betterment For Herself And Her Family

06:07 Nov 22, 2017



Cecil Rice, Mass. Therapist, Whose Expertise In Trauma Was Both Intellectual And Personal

04:23 Nov 15, 2017



Dvanna Maria Caribe, A



John Kane, A Boston



Martha Manauran Lysik



Professor Richard Elia

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Dyanna Maria Caribe, A Young Woman Who Insisted On Happiness

▶ 03:29 Nov 1, 2017



Emily Darlington Howland, A Woman From Massachusetts With An International Spirit

▶ 04:47 Sep 27, 2017

John Kane, A Boston Activist Devoted To His Church

▶ 04:56 Oct 25, 2017



JoJo David, Natick Musician And Vocal Conductor Whose Soul Sang

▶ 07:28 Sep 20, 2017

Martha Magauran Lysik, Born Into Large Family, Was At Home In An Island Community

▶ 03:45 Oct 11, 2017

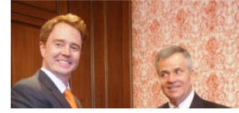


Sol Fineblum, A Soldier Who Found Opportunities In War For Altruism

▶ 04:44 Sep 6, 2017

Professor Richard Eila, Loved The Great Books And Earthier Pleasures

▶ 06:28 Oct 4, 2017



Jack Rourke, A Somerville Accountant Who Loved Numbers

▶ 05:20 Aug 30, 2017

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Crown Royal Heroes Project

[box]

CAMPAIGN: CROWN ROYAL HEROES PROJECT

COMPANY: CROWN ROYAL

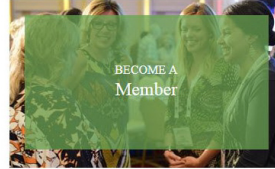
NONPROFIT PARTNER: OPERATION PATRIOT FOUNDATION, HONORING HEROES, PACKAGES FROM HOME, PURPLE HEART HOMES

LAUNCH DATE: NOVEMBER 10, 2011

[box]

CAMPAIGN DESCRIPTION:

To announce their new 'Heroes Project' (supporting first responders and military personnel) Crown Royal is hosting a series of events and encouraging adult consumers to pack commemorative versions of the Crown Royal purple bags with items to be sent to American troops overseas. For every bag packed, Crown Royal



will donate \$10 to partner organizations. In addition, a tab on the [Crown Royal Facebook page](#) will enable their community to send a personal message to accompany the stuffed bags.

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Thumbs up for Crown Royal's efforts to mobilize and engage consumers in meaningful, offline events as well as a way to participate online. We're of course curious to know donation minimums and maximums and whether the only donations being made are those directly tied to bag stuffing events.



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About the Project



Join The 59 Veterans Project on an epic journey of education and discovery that will be created by U.S. Veterans training for a new career in 4K ultra high definition and virtual reality videography. The result will be a series of 1-hour programs featuring each of America's 59 National Parks.

Utilizing state of the art 4K ultra high definition and virtual reality cameras, our team of videography professionals will teach the veterans field video production

techniques. During the course of the project, an onsite producer will provide assignments for these programs which will be viewable online, in various formats including mobile as well as over the air programs.

This ambitious and far reaching year-long project will kick off an ongoing educational program designed to train returning U.S. service men and women to become professional 4K ultra high definition and virtual reality videographers. The 59 Veterans Project is just the tip of the iceberg and is a jump starter project that will aid in our larger mission of creating a U.S. National Park Video enterprise that will educate and employ U.S. Veterans for years to come.

We are currently looking to fill positions on our team, both for core team members and veteran participants. If you are interested in applying for a core team position as a [chef](#), [assistant chef](#), [driver](#), or [associate producer](#), please click on their links and fill out our form. We are also looking for [veterans](#), plus a teammate of their choice, as well as [bloggers](#) to help tell their story. Preference will given to veterans with the skill to write the stories; it is their unique viewpoint that will add another dimension to the project.

The 59 Veterans Project is a unique and potentially life changing project for all that are involved. We are excited to give back to the veteran community, not only by providing an incredible experience in one of the 59 National Parks, but also educating them in the field of videography by way of a once-in-a-lifetime experience.

It's a big vision, one that we can accomplish with the help of Americans like you, just as President Teddy Roosevelt did when he turned a vision for creating America's National Parks into reality.

Thank you for helping us write the next great chapter in supporting our veterans and celebrating America's National Parks!

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es·tab·lish (i-stăb lish)

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tr.v. **es-tab-lished**, **es-tab-lish-ing**, **es-tab-lish-es**

1.
 - a. To cause (an institution, for example) to come into existence or begin operating; found; set up.
 - b. To bring about; generate or effect: establish goodwill in the neighborhood.
2.
 - a. To place or settle in a secure position or condition: They established me in my own business.
 - b. To cause to become regular or usual: established the habit of going to bed early.
 - c. To cause to be able to grow or thrive: The tree needs to be watered to help it become established.
3. To cause to be recognized and accepted: a discovery that established his reputation.
4. To introduce and put (a law, for example) into force.
5. To prove the validity or truth of: The defense attorneys established the innocence of the accused.
6. To make a state institution of (a church).

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es- to make a state institution of (a church).

[Middle English *establishen*, from Old French *establis*, *establis-*, from Latin *stabilis*, from *stabilis*, firm; see **st3-** in the Appendix of Indo-European roots.]

es-tab **lish-er** *n.*

Synonyms: **establish, create, found¹, institute, organize**

These verbs mean to bring something into existence and set it in operation: *establishing a business; created a trust fund; founded a colony; instituted an annual benefit concert; organizing a field trip.*

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Est.

abbr. Bible Esther

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est.

- abbr.
1. established
 2. estate
 3. estimate

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DESIGN MARK

Serial Number

87435354

Status

REGISTERED

Word Mark

DIAMOND CUTZ EST. 2017 BARBERSHOP

Standard Character Mark

No

Registration Number

5510989

Date Registered

2018/07/10

Type of Mark

TRADEMARK; SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

Owner

Ilan, Cidric INDIVIDUAL UNITED STATES 265 Bancroft Ave. San Leandro CALIFORNIA 94577

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Class Status -- ACTIVE. IC 025. US 022 039. G & S: Hats; Hoodies; T-shirts. First Use: 2016/04/26. First Use In Commerce: 2016/12/01.

Goods/Services

Class Status -- ACTIVE. IC 044. US 100 101. G & S: Barbershops. First Use: 2016/04/26. First Use In Commerce: 2016/12/01.

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Description of Mark

The mark consists of a large pair of open scissors in gold and white with a gold diamond and three white and gold stars on top in between the open blades, a banner outlines in gold in the middle containing the wording "DIAMOND CUTZ" in white and gold and the wording "EST.

Print: Nov 7, 2018

87435354

2017" in white and "BARBERSHOP" in white underneath in between the handles and finger holes of the scissors. The background is black.

Colors Claimed

The color(s) gold, black and white is/are claimed as a feature of the mark.

Filing Date

2017/05/03

Amended Register Date

2018/02/22

Examining Attorney

SUAREZ, MARIA-VICTORIA

Attorney of Record

Adam Schwartz Intellectual Property Law, PLLC Schwartz



DESIGN MARK

Serial Number

87659511

Status

REGISTERED

Word Mark

EST 2017 ALPAS LIBERTAS · HONORIS · FIDE

Standard Character Mark

No

Registration Number

5591689

Date Registered

2018/10/23

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

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Owner

Access Fashion Headwear Inc. DBA Access Headwear CORPORATION
CALIFORNIA 13758 Amarillo Avenue Chino CALIFORNIA 91710

Goods/Services

Class Status -- ACTIVE. IC 025. US 022 039. G & S: Headwear;
Sports caps and hats. First Use: 2018/08/10. First Use In Commerce:
2018/08/10.

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Description of Mark

The mark consists of "ALPAS" above a line and "LIBERTAS", "HONORIS"
and "FIDE" below the line. Above the words show a castle with one
gryphon on each side facing outward. "Est" appear on the left side of
the castle and "2017" is on the right side.

Colors Claimed

Color is not claimed as a feature of the mark.

Translation Statement

The English Translation of the Filipino word "ALPAS" in the mark is "UNCONFINED". The English translation of the Latin words "LIBERTAS" "HONORIS" and "FIDE" in the mark is "liberty", "honor" and "faith or belief".

Filing Date

2017/10/25

Examining Attorney

MICHELI, ANGELA M.

Attorney of Record

Jen-Feng Lee



A L P A S

LIBERTAS • HONORIS • FIDE

DESIGN MARK

Serial Number

87752439

Status

REGISTERED

Word Mark

ARMING PATRIOTS EST. 2017 U.S.A.

Standard Character Mark

No

Registration Number

5594130

Date Registered

2018/10/30

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

Owner

Arming Patriots, LLC LIMITED LIABILITY COMPANY WYOMING 60 E. Simpson Avenue #2869 Jackson WYOMING 83001

Goods/Services

Class Status -- ACTIVE. IC 041. US 100 101 107. G & S: Providing a membership website featuring blogs and non-downloadable publications, videos, webinars and training modules in the field of emergency and disaster preparedness, survival and self-defense. First Use: 2017/12/01. First Use In Commerce: 2017/12/01.

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Description of Mark

The mark consists of a stylized Spartan helmet with stars in the plum with the word "ARMING" above the helmet, the word "PATRIOTS" below the helmet, the phrase "EST. 2017" at the back side of the helmet and the abbreviation "U.S.A." on the front side of the helmet, with all of the above being inside a circular-shaped border.

Print: Nov 7, 2018

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Colors Claimed

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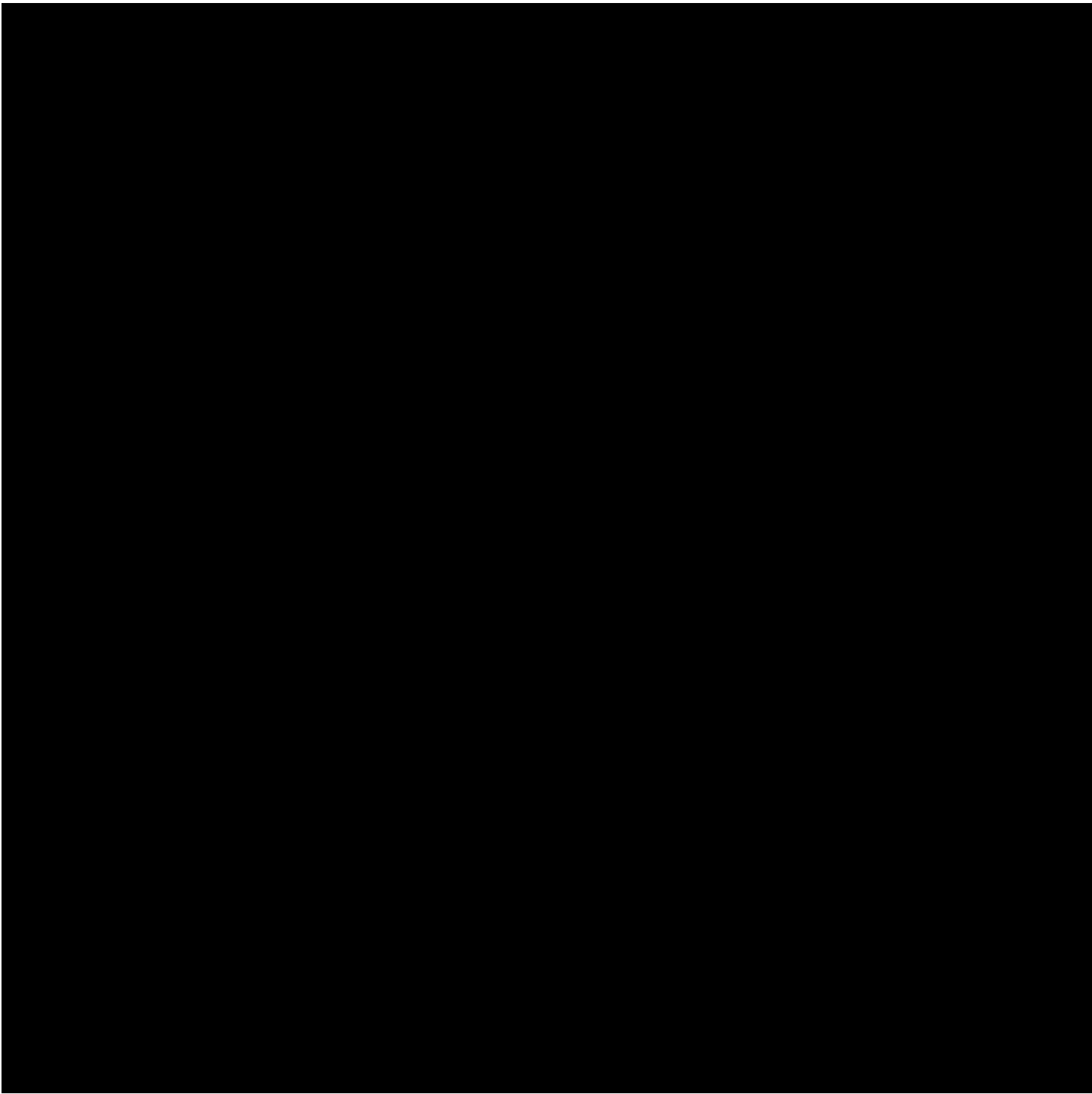
2018/01/11

Examining Attorney

PEISECKI, MARK A

Attorney of Record

Richard A. Ryan



To: Til Valhalla Project, LLC (mitch@gibneylaw.com)
Subject: U.S. TRADEMARK APPLICATION NO. 88041017 - TIL VALHALLA PROJECT EST. 2017 - 18-153-TM-CL
Sent: 11/7/2018 5:51:40 PM
Sent As: ECOM126@USPTO.GOV
Attachments:

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**IMPORTANT NOTICE REGARDING YOUR
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USPTO OFFICE ACTION (OFFICIAL LETTER) HAS ISSUED
ON **11/7/2018** FOR U.S. APPLICATION SERIAL NO. 88041017

Please follow the instructions below:

(1) TO READ THE LETTER: Click on this [link](#) or go to <http://tsdr.uspto.gov>, enter the U.S. application serial number, and click on “Documents.”

The Office action may not be immediately viewable, to allow for necessary system updates of the application, but will be available within 24 hours of this e-mail notification.

(2) TIMELY RESPONSE IS REQUIRED: Please carefully review the Office action to determine (1) how to respond, and (2) the applicable response time period. Your response deadline will be calculated from **11/7/2018** (*or sooner if specified in the Office action*). A response transmitted through the Trademark Electronic Application System (TEAS) must be received before midnight **Eastern Time** of the last day of the response period. For information regarding response time periods, see <http://www.uspto.gov/trademarks/process/status/responsetime.jsp>.

Do NOT hit “Reply” to this e-mail notification, or otherwise e-mail your response because the USPTO does NOT accept e-mails as responses to Office actions. Instead, the USPTO recommends that you respond online using the TEAS response form located at http://www.uspto.gov/trademarks/teas/response_forms.jsp.

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