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Mark: REESE'S CUPFUSION

REESE'S CUPFUSION

US Serial Number: 87959261

Application Filing Date: Jun. 12, 2018

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Service Mark

Status: New application will be assigned to an examining attorney approximately 3 months after filing date.

Status Date: Jun. 15, 2018

## Mark Information

Mark Literal Elements: REESE'S CUPFUSION

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

## Related Properties Information

Claimed Ownership of US Registrations: 3299952, 5487373

## Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*.\* identify additional (new) wording in the goods/services.

For: Entertainment in the nature of an amusement park ride

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(b)

## Basis Information (Case Level)

Filed Use: No

Currently Use: No

Amended Use: No

Filed ITU: Yes

Currently ITU: Yes

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

## Current Owner(s) Information

Owner Name: Hershey Chocolate & Confectionery Corporation

Owner Address: Suite 204  
4860 Robb Street  
Wheat Ridge, COLORADO 80033

UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Dinisa Hardley Folmar

Docket Number: 22350

Attorney Primary Email Address: [trademarks@hersheys.com](mailto:trademarks@hersheys.com)

Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: DINISA HARDLEY FOLMAR  
HERSHEY CHOCOLATE & CONFECTIONERY CORPORATION  
4860 ROBB STREET  
SUITE 204  
WHEAT RIDGE, COLORADO 80033  
UNITED STATES

Phone: 717-534-4502

Correspondent e-mail: [trademarks@hersheys.com](mailto:trademarks@hersheys.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jun. 18, 2018	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 15, 2018	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: NEW APPLICATION PROCESSING

Date in Location: Jun. 15, 2018

# REESE'S CUPFUSION

## Trademark/Service Mark Application, Principal Register

### TEAS Plus Application

Serial Number: 87959261

Filing Date: 06/12/2018

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

The table below presents the data as entered.

Input Field	Entered
<b>TEAS Plus</b>	<b>YES</b>
<b>MARK INFORMATION</b>	
*MARK	<a href="#">REESE'S CUPFUSION</a>
*STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	REESE'S CUPFUSION
*MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size, or color.
<b>REGISTER</b>	Principal
<b>APPLICANT INFORMATION</b>	
*OWNER OF MARK	Hershey Chocolate & Confectionery Corporation
INTERNAL ADDRESS	Suite 204
*STREET	4860 Robb Street
*CITY	Wheat Ridge
*STATE (Required for U.S. applicants)	Colorado
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. and certain international addresses)	80033
<b>LEGAL ENTITY INFORMATION</b>	
*TYPE	CORPORATION
* STATE/COUNTRY OF INCORPORATION	Delaware
<b>GOODS AND/OR SERVICES AND BASIS INFORMATION</b>	
*INTERNATIONAL CLASS	041
*IDENTIFICATION	Entertainment in the nature of an amusement park ride
*FILING BASIS	SECTION 1(b)
<b>ADDITIONAL STATEMENTS SECTION</b>	

<b>*TRANSLATION</b> (if applicable)	
<b>*TRANSLITERATION</b> (if applicable)	
<b>*CLAIMED PRIOR REGISTRATION</b> (if applicable)	The applicant claims ownership of active prior U.S. Registration Number(s) 5487373 and 3299952.
<b>*CONSENT (NAME/LIKENESS)</b> (if applicable)	
<b>*CONCURRENT USE CLAIM</b> (if applicable)	
<b>ATTORNEY INFORMATION</b>	
<b>NAME</b>	Dinisa Hardley Folmar
<b>ATTORNEY DOCKET NUMBER</b>	22350
<b>FIRM NAME</b>	Hershey Chocolate & Confectionery Corporation
<b>INTERNAL ADDRESS</b>	Suite 204
<b>STREET</b>	4860 Robb Street
<b>CITY</b>	Wheat Ridge
<b>STATE</b>	Colorado
<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	80033
<b>PHONE</b>	717-534-4502
<b>EMAIL ADDRESS</b>	trademarks@hersheys.com
<b>AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>CORRESPONDENCE INFORMATION</b>	
<b>*NAME</b>	Dinisa Hardley Folmar
<b>FIRM NAME</b>	Hershey Chocolate & Confectionery Corporation
<b>INTERNAL ADDRESS</b>	Suite 204
<b>*STREET</b>	4860 Robb Street
<b>*CITY</b>	Wheat Ridge
<b>*STATE</b> (Required for U.S. addresses)	Colorado
<b>*COUNTRY</b>	United States
<b>*ZIP/POSTAL CODE</b>	80033
<b>PHONE</b>	717-534-4502
<b>*EMAIL ADDRESS</b>	trademarks@hersheys.com
<b>*AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>FEE INFORMATION</b>	
<b>APPLICATION FILING OPTION</b>	TEAS Plus
<b>NUMBER OF CLASSES</b>	1
<b>FEE PER CLASS</b>	225
<b>*TOTAL FEE PAID</b>	225

<b>SIGNATURE INFORMATION</b>	
<b>* SIGNATURE</b>	/dhf/
<b>* SIGNATORY'S NAME</b>	Dinisa Hardley Folmar
<b>* SIGNATORY'S POSITION</b>	Vice President and Attorney of Record, GA Bar Member
<b>SIGNATORY'S PHONE NUMBER</b>	717-534-4502
<b>* DATE SIGNED</b>	06/08/2018

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## Trademark/Service Mark Application, Principal Register

### TEAS Plus Application

**Serial Number: 87959261**

**Filing Date: 06/12/2018**

#### To the Commissioner for Trademarks:

**MARK:** REESE'S CUPFUSION (Standard Characters, see [mark](#))

The mark in your application is REESE'S CUPFUSION.

The applicant, Hershey Chocolate & Confectionery Corporation, a corporation of Delaware, having an address of  
Suite 204  
4860 Robb Street  
Wheat Ridge, Colorado 80033  
United States

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

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

International Class 041: Entertainment in the nature of an amusement park ride

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services. (15 U.S.C. Section 1051(b)).

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

The applicant claims ownership of active prior U.S. Registration Number(s) 5487373 and 3299952.

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

Dinisa Hardley Folmar of Hershey Chocolate & Confectionery Corporation  
Suite 204  
4860 Robb Street  
Wheat Ridge, Colorado 80033  
United States  
717-534-4502(phone)  
trademarks@hersheys.com (authorized)

The attorney docket/reference number is 22350.

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

Dinisa Hardley Folmar  
Hershey Chocolate & Confectionery Corporation  
Suite 204  
4860 Robb Street  
Wheat Ridge, Colorado 80033  
717-534-4502(phone)  
trademarks@hersheys.com (authorized)

**E-mail Authorization:** I authorize the USPTO to send e-mail correspondence concerning the application to the applicant or 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 Plus 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 \$225 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: /dhf/ Date: 06/08/2018

Signatory's Name: Dinisa Hardley Folmar

Signatory's Position: Vice President and Attorney of Record, GA Bar Member

Signatory's Phone Number: 717-534-4502

Payment Sale Number: 87959261

Payment Accounting Date: 06/13/2018

Serial Number: 87959261

Internet Transmission Date: Tue Jun 12 18:09:26 EDT 2018

TEAS Stamp: USPTO/FTK-XX.XXX.XX.XX-20180612180926897

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# REESE'S CUPFUSION