

United States of America

United States Patent and Trademark Office

Always the Right Choice

Reg. No. 5,553,111

Registered Sep. 04, 2018

Amended Jul. 02, 2024

Int. Cl.: 35, 41, 43, 44

Service Mark

Principal Register

RICH PRODUCTS CORPORATION (DELAWARE CORPORATION)
ONE ROBERT RICH WAY
BUFFALO, NEW YORK 14213

CLASS 35: Promoting food products of others; promoting the food products of others by means of online recipe portfolios via a website; providing consumer product information relating to food products; providing an online informational guide featuring the goods and services of other vendors via the internet regarding food products, food recipes, food presentation, food reviews, food events, and restaurants; business consultation regarding new food products ideas for others; providing market insight information for food products for others; providing consumer information to others regarding food products

FIRST USE 1-1-2017; IN COMMERCE 1-1-2017

CLASS 41: Education services, namely, providing non-downloadable webinars in the field of food products; providing training services and online videos in the field of food preparation, food presentation, food service marketing and food service operations; providing training in the field of culinary arts; on-line electronic newsletters delivered by email in the field of the bakery industry; on-line electronic newsletters delivered by email in the field of trends in the in-store bakery industry

FIRST USE 1-1-2017; IN COMMERCE 1-1-2017

CLASS 43: Providing information to others regarding recipes, tips on how to make or decorate food products, and information regarding culinary solutions in the nature of cooking and baking information; providing services for others regarding food recipes, menu items and food services, namely, providing an online database in the field of food recipes; providing a website featuring information in the field of recipes; consulting in the field of restaurant menu development, and providing a website featuring information in the field of food preparation and recipes

FIRST USE 1-1-2017; IN COMMERCE 1-1-2017

CLASS 44: Providing nutritional information to others regarding food products and recipes; providing a website featuring information in the field of food nutrition

FIRST USE 1-1-2017; IN COMMERCE 1-1-2017

The mark consists of the words "Always the Right Choice" wherein "Right" is in a different font with an enlarged leading "R".

SER. NO. 87-474,951, FILED 06-05-2017

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years*

What and When to File:

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.