

# United States of America

United States Patent and Trademark Office



**Reg. No. 5,574,302**

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**Int. Cl.: 32**

**Trademark**

**Principal Register**

SAND KEY ASSOICATES LIMITED PARTNERSHIP  
(PENNSYLVANIA LIMITED PARTNERSHIP), DBA SHERATON SAND  
KEY RESORT  
1160 Gulf Blvd.  
Clearwater, FLORIDA 33767

CLASS 32: Beer

FIRST USE 1-31-2014; IN COMMERCE 1-31-2014

The color(s) yellow, red, blue, gray and white is/are claimed as a feature of the mark.

The mark consists of a circle carrier with a yellow outer border and a blue inner border, with a yellow banner across the middle, with two white lines at the top and the bottom of the banner. On the banner is the wording "TURTLE ALE" in stylized white font with a gray shadow. Below "TURTLE ALE" is the wording "AMBER ALE" in stylized white font in front of a red rectangular banner. Above "TURTLE ALE" and the yellow banner is the stylized depiction of a blue and white turtle. Below "AMBER ALE" is a representation of the state of Florida in white with a yellow and blue dot on its middle left. In the inner blue border of the circle at the top, from left to right, is the wording "CRISP, CLEAN BODY", "CITRUS NOTES" "MILD HOPPY FINISH" in white font with white dots separating the first two clauses. In the inner blue circle at the bottom is the wording "BREWED LOCALLY" and "CLEARWATER, FL" in white font. In the center of the circle is a pattern of blue stylized shapes in front of a blue background.

No claim is made to the exclusive right to use the following apart from the mark as shown: "ALE" AND "AMBER ALE" AND "CRISP, CLEAN BODY" AND "CITRUS NOTES" AND "MILD HOPPY FINISH" AND "BREWED LOCALLY" AND "CLEARWATER, FL" AND THE REPRESENTATION OF THE STATE OF FLORIDA

SER. NO. 87-782,351, FILED 02-02-2018

*Coke Moye Sneed*

Acting 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>.**