

# United States of America

## United States Patent and Trademark Office



**Reg. No. 5,970,939**

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**Int. Cl.: 16, 17, 20**

**Trademark**

**Principal Register**

Celia Corporation (MICHIGAN CORPORATION), DBA General Formulations, Inc  
309 S. Union Avenue  
Sparta, MICHIGAN 49345

CLASS 16: Adhesive plastic film used for mounting images; adhesive labels; pressure-sensitive adhesive labels; print substrate, namely, printable adhesive plastic film for graphic digital media for use with printers; print substrate, namely, self-adhesive printable plastic in sheet or roll form for use with printers as a medium upon which information and graphics can be printed; print substrate, namely, self-adhesive printable plastic in sheet or roll form for signage, mural and large format graphics; adhesive-backed PVC film for wrapping commercial vehicles for advertising or other promotional purposes

FIRST USE 10-31-1995; IN COMMERCE 10-31-1995

CLASS 17: Pressure sensitive vinyl film used to apply or mount graphics and messages to surfaces; laminates, films and flexible plastic sheets for use in making signs; pressure-sensitive adhesive coated vinyl, polyester, and polypropylene films used for mounting and protecting graphics and images; flexible, adhesive, industrial and outdoor marking film of vinyl, polyester, and polypropylene used in making signs and graphics; plastic films for use in the manufacture of reflective labels, decals and decorative trim; printable adhesive-backed vinyl, polyester, and polypropylene films for use in the manufacture of labels, decals, signage, nameplates and large format graphics; opaque, translucent and clear vinyl, polyester, and polypropylene film for automotive exteriors; vinyl films for vehicle and automotive exteriors; vinyl films for making signs and large format graphics; plastic films for automotive exteriors; plastic films for making signs and large format graphics; cast and calendered vinyl films for making signs and retail graphics; adhesive coated printable plastic film for further manufacture for wall graphics

FIRST USE 10-31-1995; IN COMMERCE 10-31-1995

CLASS 20: Blank plastic adhesive labels

FIRST USE 10-31-1995; IN COMMERCE 10-31-1995

The mark consists of the stylized words "General Formulations" adjacent to a design consisting of two stacked square shapes, with the upper right corner of the top square partially rolled to the center of the square.

*Coke Moya-Snead*

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>.