

Int. Cl.: 29

Prior U.S. Cl.: 46

United States Patent and Trademark Office

Reg. No. 3,653,945

Registered July 14, 2009

**TRADEMARK
PRINCIPAL REGISTER**



RICH AND WHOLESOME FOODS, LLC (COLOR-
ADO LIMITED LIABILITY COMPANY)
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BOULDER, CO 80305

FOR: DAIRY AND SOY FREE YOGURT, IN
CLASS 29 (U.S. CL. 46).

FIRST USE 11-25-2008; IN COMMERCE 11-25-2008.

OWNER OF U.S. REG. NO. 3,570,575.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "YOGURT" OR THE REPRESENTA-
TION OF A BLUEBERRY, APART FROM THE
MARK AS SHOWN.

THE COLOR(S) BLUE, BROWN, PURPLE AND
WHITE IS/ARE CLAIMED AS A FEATURE OF THE
MARK.

THE MARK CONSISTS OF A DARK BROWN
OPEN CIRCLE WITH THE BOTTOM OF THE OPEN-
ING FLATTENED, A DARK BLUE BLUEBERRY
WITH A PURPLE STAR IN IT BELOW THE CIRCLE.
THE WORDING "NOGURT A NEW WAY TO
THINK ABOUT YOGURT!" IS IN WHITE ON THE
BOTTOM OF THE CIRCLE. THE CENTER OF THE
CIRCLE IS WHITE WITH A CHILD'S ROUND FACE
IN LIGHT BLUE, WITH WHITE AND BROWN EYES,
BLUE NOSE AND MOUTH AND BLUE HAIR WITH
A PURPLE STAR IN THE HAIR ON THE LEFT SIDE.
A WHITE SPEECH BUBBLE OUTLINED IN LIGHT
BLUE IS ON THE RIGHT SIDE OF THE FACE WITH
THE WORDING "MMM! YUMMY!" IN DARK
BROWN.

SER. NO. 77-622,996, FILED 11-27-2008.

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