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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 BANANA, APART FROM THE MARK
AS SHOWN.

THE COLOR(S) BROWN, YELLOW 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 BANANA IN YELLOW AND
WHITE WITH BROWN TIPS IS BELOW THE CIR-
CLE. 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 YELLOW, WITH WHITE AND BROWN
EYES, DARK YELLOW NOSE AND MOUTH AND
DARK AND LIGHT YELLOW BANANA FOR HAIR.
A WHITE SPEECH BUBBLE OUTLINED IN YEL-
LOW IS ON THE RIGHT SIDE OF THE FACE WITH
THE WORDING "MMM! YUMMY!" IN DARK
BROWN.

SER. NO. 77-622,999, FILED 11-27-2008.

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