

From: TMDesignCodeComments
Sent: Tuesday, July 12, 2011 00:22 AM
To: f miles@HersheyPa.com
Subject: Notice of Pseudo Mark for Serial Number: 85363316

**ATTORNEY REFERENCE
NUMBER:**

The USPTO may assign pseudo marks, as appropriate, to new applications to assist in searching the USPTO database for conflicting marks. They have no legal significance and will not appear on the registration certificate.

A PSEUDO MARK may be assigned to marks that include words, numbers, compound words, symbols, or acronyms that can have alternative spellings or meanings. For example, if the mark comprises the words 'YOU ARE' surrounded by a design of a box, the pseudo mark field in the USPTO database would display the mark as 'YOU ARE SQUARE'. A mark filed as 'URGR8' would receive a pseudo mark of 'YOU ARE GREAT'.

Response to this notice is not required; however, to suggest additions or changes to the pseudo mark assigned to your mark, please e-mail TMDesignCodeComments@USPTO.GOV. You **must** reference your application serial number within your request. The USPTO will review the proposal and update the record, if appropriate. For questions, please call 1-800-786-9199 to speak to a Customer Service representative.

The USPTO will not send any further response to your e-mail. Check TESS in approximately two weeks to see if the requested changes have been entered. Requests deemed unnecessary or inappropriate will not be entered.

Pseudo marks assigned to the referenced serial number are listed below.

PSEUDO MARK:

SKY RUSH

Trademark/Service Mark Application, Principal Register

Serial Number: 85363316

Filing Date: 07/05/2011

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	85363316
MARK INFORMATION	
*MARK	SKYRUSH
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	SKYRUSH
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	Hershey Entertainment & Resorts Company
*STREET	27 West Chocolate Avenue
*CITY	Hershey
*STATE (Required for U.S. applicants)	Pennsylvania
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	17033
PHONE	717-534-3392
FAX	717-534-3887
EMAIL ADDRESS	fmiles@HersheyPa.com
LEGAL ENTITY INFORMATION	
TYPE	corporation
STATE/COUNTRY OF INCORPORATION	Pennsylvania

GOODS AND/OR SERVICES AND BASIS INFORMATION	
INTERNATIONAL CLASS	041
*IDENTIFICATION	Entertainment services in the nature of an amusement park ride
FILING BASIS	SECTION 1(b)
INTERNATIONAL CLASS	025
*IDENTIFICATION	T-shirts, sweatshirts, caps
FILING BASIS	SECTION 1(b)
INTERNATIONAL CLASS	021
*IDENTIFICATION	Beverage glassware, mugs and cups
FILING BASIS	SECTION 1(b)
ATTORNEY INFORMATION	
NAME	Franklin A. Miles, Jr.
FIRM NAME	Hershey Entertainment & Resorts Company
STREET	27 West Chocolate Avenue
CITY	Hershey
STATE	Pennsylvania
COUNTRY	United States
ZIP/POSTAL CODE	17033
PHONE	717-534-3392
FAX	717-534-3887
EMAIL ADDRESS	fmiles@HersheyPa.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
CORRESPONDENCE INFORMATION	
NAME	Franklin A. Miles, Jr.
FIRM NAME	Hershey Entertainment & Resorts Company
STREET	27 West Chocolate Avenue
CITY	Hershey
STATE	Pennsylvania
COUNTRY	United States
ZIP/POSTAL CODE	

ZIP/POSTAL CODE	17033
PHONE	717-534-3392
FAX	717-534-3887
EMAIL ADDRESS	fmiles@HersheyPa.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
NUMBER OF CLASSES	3
FEE PER CLASS	325
*TOTAL FEE DUE	975
*TOTAL FEE PAID	975
SIGNATURE INFORMATION	
SIGNATURE	/Kim Schaller/
SIGNATORY'S NAME	Kim Schaller
SIGNATORY'S POSITION	Executive Vice President
DATE SIGNED	07/05/2011

Trademark/Service Mark Application, Principal Register

Serial Number: 85363316

Filing Date: 07/05/2011

To the Commissioner for Trademarks:

MARK: SKYRUSH (Standard Characters, see [mark](#))

The literal element of the mark consists of SKYRUSH.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, Hershey Entertainment & Resorts Company, a corporation of Pennsylvania, having an address of

27 West Chocolate Avenue
Hershey, Pennsylvania 17033
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 041: Entertainment services in the nature of an amusement park ride

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

International Class 025: T-shirts, sweatshirts, caps

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

International Class 021: Beverage glassware, mugs and cups

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

The applicant's current Attorney Information:

Franklin A. Miles, Jr. of Hershey Entertainment & Resorts Company
27 West Chocolate Avenue
Hershey, Pennsylvania 17033
United States

The applicant's current Correspondence Information:

Franklin A. Miles, Jr.
Hershey Entertainment & Resorts Company

27 West Chocolate Avenue
Hershey, Pennsylvania 17033
717-534-3392(phone)
717-534-3887(fax)
fmiles@HersheyPa.com (authorized)

A fee payment in the amount of \$975 has been submitted with the application, representing payment for 3 class(es).

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /Kim Schaller/ Date Signed: 07/05/2011
Signatory's Name: Kim Schaller
Signatory's Position: Executive Vice President

RAM Sale Number: 3206
RAM Accounting Date: 07/06/2011

Serial Number: 85363316
Internet Transmission Date: Tue Jul 05 16:27:58 EDT 2011
TEAS Stamp: USPTO/BAS-64.9.50.200-201107051627587330
94-85363316-480f23391a8254b24614e9121416
9e24c5-CC-3206-20110705160541963710

SKYRUSH

SKYRUSH