10-27-2005 Form PTO-1594 (Rev. 07/05) 3. DEPARTMENT OF COMMERCE OMB Collection 0651-0027 (exp. 6/30/2008) Itates Patent and Trademark Office 103108959 **NKS ON**LY RECOF To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below. 1. Name of conveying party(ies): 2. Name and address of receiving party(ies) ✓ Yes U.S. Bank National Association Additional names, addresses, or citizenship attached? ☐ No Name: Build-A-Bear Workshop, Inc. Internal Individual(s) Association Address: General Partnership Limited Partnership Street Address: 1954 Innerbelt Business Center Drive City: St. Louis Other State: Missouri Citizenship (see guidelines) U.S. Country: U.S.A. Zip: 63114 Additional names of conveying parties attached? Yes Vo Association Citizenship General Partnership Citizenship 3. Nature of conveyance)/Execution Date(s): Limited Partnership Citizenship _ Execution Date(s) September 30, 2005 ✓ Corporation Citizenship Delaware Assignment Merger Other Citizenship _ Security Agreement Change of Name If assignee is not domiciled in the United States, a domestic ✓ No ✓ Other Release of Security Interest (Designations must be a separate document from assignment) 4. Application number(s) or registration number(s) and identification or description of the Trademark. B. Trademark Registration No.(s) A. Trademark Application No.(s) See Attached See Attached C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown): See Attached 5. Name & address of party to whom correspondence 6. Total number of applications and concerning document should be mailed: 92 registrations involved: Name: Andrew Ulmer Internal Address: 2200 PNC Center 7. Total fee (37 CFR 2.6(b)(6) & 3.41) Authorized to be charged by credit card Authorized to be charged to deposit account Street Address: 201 E. Fifth Street ✓ Enclosed City: Cincinnati 8. Payment Information:

a. Credit Card

b. Deposit Account Number

Authorized User Name

Last 4 Numbers _ Expiration Date

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

State: Ohio

02 FC:852

Phone Number: <u>(513) 651-4811</u>

Email Address: <u>aulmer@fbtlaw.com</u>

Fax Number: <u>(513) 651-6981</u>

Zip:<u>45202</u>

Continuation of Recordation Form Cover Sheet

Continuation of 4.A. "Trademark Application No.(s)"

U.S. Trademark Application Nos.

				
75/711,771	75/335,759	75/434,465	75/801,850	75/255,283
75/438,439	75/884,783	75/674,299	75/555,669	75/379,668
75/438,039	75/862,178	75/444,741	75/434,464	75/255,284
75/763,895	75/809,839	75/657,901	75/351,922	75/379,554
75/434,463	75/835,823	75/505,792	75/866,045	75/379,653
75/899,146	75/245,812	75/659,467	75/656,978	75/609,551
75/899,148	75/301,709	75/657,902	75/587,559	75/434,462
75/497,034	75/883,075	75/497,033	75/664,633	75/611,263
75/438,040	75/438,038	75/566,040	75/247,417	75/255,285
75/764,120	75/557,108	75/744,567	75/831,936	75/388,006
75/835,815	75/272,137	75/623,042	75/801,852	
75/430,593	75/443,984	75/876,452	75/708,751	
75/723,826	75/782,915	75/874,494	75/708,754	
75/776,418	75/426,819	75/874,227	75/480,177	
75/782,914	75/576,840	75/801,851	75/379,674	
75/591,251	75/438,438	75/835,819	75/245,814	
75/829,777	75/434,466	75/873,244	75/255,282	

Continuation of 4.B. "Trademark Registration No.(s)"

U.S. Trademark Registration Nos.

2,050,734	2,071,525			
2,001,349	1,998,311			
2,217,419	1,999,863			
2,242,862	1,824,701		····	
2,285,982	1,266,680			
2,286,392	2,798,109			
2,279,762				
2,298,153				

CinLibrary 8254858.0474682 1564749v.1

Continuation of Recordation Form Cover Sheet

Continuation of "2. Names and address of receiving party(ies)":

Build-A-Bear Workshop LLC 1954 Innerbelt Business Center Drive St. Louis, Missouri 63114 U.S.A.

Shirts Illustrated, LLC 1954 Innerbelt Business Center Drive St. Louis, Missouri 63114 U.S.A.

Build-A-Bear Workshop Franchise Holdings, Inc. 1954 Innerbelt Business Center Drive St. Louis, Missouri 63114 U.S.A.

Build-A-Bear Entertainment, LLC 1954 Innerbelt Business Center Drive St. Louis, Missouri 63114 U.S.A.

Build-A-Bear Retail Management, Inc. 1954 Innerbelt Business Center Drive St. Louis, Missouri 63114 U.S.A.

CinLibrary 8254858.0474682 1567988v.1

RELEASE OF SECURITY INTEREST

THIS RELEASE, dated as of September 30, 2005, is by U.S. BANK NATIONAL ASSOCIATION, formerly known as FIRSTAR BANK, NATIONAL ASSOCIATION, a national banking association (the "BANK") for the benefit of BUILD-A-BEAR WORKSHOP, INC. ("BABWI"), successor by merger to BUILD-A-BEAR WORKSHOP, LLC, SHIRTS ILLUSTRATED, LLC ("SHIRTS"), BUILD-A-BEAR WORKSHOP FRANCHISE HOLDINGS, INC. ("BABWF"), BUILD-A-BEAR ENTERTAINMENT, LLC ("BABWE"), BUILD-A-BEAR RETAIL MANAGEMENT, INC. ("BABRM"), (individually and collectively, the "BORROWER");

WHEREAS, BORROWER and BANK entered into an agreement entitled PATENTS, TRADEMARKS AND COPYRIGHTS SECURITY AGREEMENT (as amended, "Pledge Agreement") dated as of March 1, 2000;

WHEREAS, in such Pledge Agreement, in order to secure certain indebtedness and liabilities then existing or thereafter arising, BORROWER granted to BANK a security interest in certain intellectual property (the "Collateral"), as described Exhibit A attached hereto, and

WHEREAS, BORROWER and BANK wish to terminate the Pledge Agreement and release the security interest created therein;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, BANK represents and warrants as follows:

- 1. The Pledge Agreement is terminated and the security interest is released.
- 2. BORROWER presently and hereafter holds title to the Collateral in the same manner as would have been the case if the Pledge Agreement had never been entered into.
- 3. Whenever possible, each provision of this Release shall be interpreted in such manner as to be effective and valid under applicable law, but, if any provision of this Release shall be prohibited by or invalid under applicable law, such provision shall be ineffective to the extent of such prohibition or invalidity, without invalidating the remainder of such provision or the remaining provisions of this Release.
- 4. This Release shall be binding upon BANK and its successors and assigns, and shall inure to the benefit of BORROWER and its successors and assigns.

- 5. This Release shall be deemed to be made under and shall, except to the extent governed by Federal law, be governed by the laws of the State of Ohio in all respects, including matters of construction, validity, and performance.
- 6. All agreements between BORROWER and BANK other than the Pledge Agreement are and remain in full force and effect. Nothing contained herein will be construed as waiving any default under any such agreements or will affect or impair any right, power or remedy of BANK under or with respect to such agreements, or any agreement or instrument guaranteeing, securing or otherwise relating to any of loan made to BORROWER by BANK.

U.S. BANK NATIONAL ASSOCIATION

By: that the Print Name: Charles & Thomas Title: Vice President

CinLibrary 8254858.0474682 1517472v.2

EXHIBIT A

SCHEDULE A

BUILD-A-BEAR WORKSHOP

TRADEMARKS - REGISTERED

Trademark Report by REFERENCE#	y Country MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
AUSTRALIA							
MAX0028	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE	09/03/1997	743021	09/03/1997	743021	REGISTERED	35
	services in connection with the sale c cards; novelties; books; compact disc					s; clothing; stationery	
MAX0161	MATE CRATE	03/18/1999	788694	03/18/1999	788694	REGISTERED	28
28 - toy playhou	ises and toy carrying cases for stuffer	d and plush to	oy animais				
EUROPEAN UN	ION (CTM)						
MAX0021	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE	09/03/1997	621,334	01/05/1999	621334	REGISTERED	16,28,35 42
 16 - books, publications, newletters, periodicals, stationery products, greeting cards, stickers and paper goods 28 - stuffed and ; lush toy animals, dolls and accessories, toys and games 35 - Business management consultancy, including assistance and advising in the establishment of retail store services in the field of stuffed and plush toy animals, dolls, and related accessories, toys and games, clothing, stationery items, greeting cards, novelties, ornamental pins, books, publications, newsletters, periodicals, stickers, paper goods, compact discs, cassette recordings, video cassettes, mugs and candies 42 - technical consultancy and advising in the establishment of retail stores in the field of stuffed and plush toy animals, dolls, and related accessories, toys and games, clothing, stationery items, greeting cards, novelties, ornamental pins, books, newsletters, publications, periodicals, stickers, paper goods, compact discs, cassette recordings, video cassettes, mugs and candies 							
MEXICO							
MAX0047	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE	02/24/1998	323,493	05/29/1998	578,165	REGISTERED	28
28 - stuffed anir	mals, dolls and accessories therefor						
NEW ZEALAND							
MAX0037	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE	09/03/1997	281,889	11/13/1998	281889	REGISTERED	35
35 - retail store services in connection with the sale of stuffed animals, dolls and related accessories; toys and games; clothing; stationery items; greeting cards; novelties; books; compact discs; cassette recordings, video cassettes, mugs and candies							
MAX0025	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE	09/03/1997	281,890	11/13/1998	281890	REGISTERED	28

28 - stuffed animals, dolls and accessories therefor, toys and games

demark Report b EFERENCE#	y Country MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
TAIWAN							
MAX0024	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE	09/05/1997	86045962	05/01/1999	109165	REGISTERED	35
	services in connection with the sale o cards; novelties; books; compact disc					; clothing; stationery	
UNITED STATI	ES						
MAX0122	BEARTH CERTIFICATE	04/10/1996	75/086,226	04/08/1997	2,050,734	REGISTERED	29
29 - stuffed toy	animals						
MAX0125	BEARTH CERTIFICATE and Design	09/28/1995	74/735,149	09/17/1996	2,001,349	REGISTERED	28
28 - stuffed toy MAX0058	animals BUY STUFF CLUB	02/09/1998	75/430,595	01/12/1999	2,217,419	REGISTERED	35
35 - retail store	services featuring a frequent shopper	program					
MAX0079	CHUBBY CUBBY		75/478,410	05/04/1999	2,242,862	REGISTERED	28
28 - stuffed toy	animals and plush toy animals and ac	cessories the	erefor				
MAX0013	COLLECTIBEAN		75/253,366	10/12/1999	2,285,982	REGISTERED	28,6
	animals and stuffed toy animals and ac ns, namely metal key rings	cessories the	erefor				
MAX0036	CUB CONDO	11/12/1997	75/389,038	10/12/1999	2,286,392	REGISTERED	28
28 - toy playhor	uses and carrying cases for stuffed toy	animals and	l plush toy animals	and accesso	ries therefor		
X0014	FIND-A-BEAR	03/31/1997	75/266,154	09/21/1999	2,279,762	REGISTERED	42
42 - security printing, namely, encoding and tagging identifying information on toys, stuffed and plush toy animals, and tracking services for the retrieval of such encoded products							
MAX0093	LIL CUB	10/30/1998	75/580,289	12/07/1999	2,298,153	REGISTERED	28
28 - Plush toy animals and stuffed toy animals							
MAX0121	THE BEARRIFIC BEAR FACTORY	04/30/1996	75/096,492	06/17/1997	2,071,525	REGISTERED	42
42 - stuffed animal retail store services							
MAX0123	THE BEARRIFIC BEAR FACTORY	09/28/1995	74/735,152	09/03/1996	1,998,311	REGISTERED	28
28 - stuffed toy animals							
MAX0124	THE BEARRIFIC BEAR FACTORY and Design	09/28/1995	74/735,150	09/10/1996	1,999,863	REGISTERED	28
28 - stuffed toy animals							

BUILD-A-BEAR WORKSHOP

TRADEMARKS - PENDING

Build-A-Bear Workshop Trademark Report by Country

REFERENCE#

MARK

FILED

APPL#

REGDT

REG#

STATUS

CLASSES

AUSTRALIA

MAX0153

BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS . . . AND 05/10/1999 793776

PENDING

35

DES. II

35 - retail store services in connection with the sale of stuffed animals, dolls and related accessories; retail store services in connection with the sale of toys, games, clothing, stationery items, greeting cards, novelties, books, compact discs, cassette records, video cassettes, mugs and candies

MAX0195

CUB CONDO TRADE DRESS

MAILED

28.35

28 - toy playhouses and carrying cases for stuffed toy animals and plush toy animals and accessories therefor

35 - retail store services, mail order services and mail order catalog services all in the fields of stuffed toy animals and plush toy animals and accessories therefor, compact disks, audio cassettes, jewelry, newsletters, pamphlets, and brochures for children, newsletters and brochures relating to stuffed and plush toy animals and dolls, carrying cases for plush toy animals, stuffed toy animals and accessories therefor, non-metal keychains and toys

MAX0185

HEART IN A BEAR TRADE DRESS

09/10/1999 806796

PENDING

28.35

28 - toys and playthings, including plush animals and stuffed toy animals and dolls

35 - retail store services in connection with the sale of plush toy animals, stuffed toy animals, dolls and related accessories; retail store services in connection with the sale of toys, games, clothing, stationery items, greeting cards, novelties, books, compact discs, cassette records, video cassettes, mugs and candies

MAX0151

TEDDY BEAR CENTENNIAL

03/12/1999 788113

PENDING

28,35

28 - toys, including rubber action balls; action figures and accessories therefor; action skill games; mechanical action toys, electric action toys; action-type target games; toy airplanes; toy armor; balloons; toy banks; bath toys; toy clothing; bingo cards; toy building blocks; toy construction blocks; board games; toy boxes; toy cap pistols; card games; party favors in the nature of crackers or noise-makers; craft sets for decorating balloons; electronic dart games; dolls, doll clothing, doll costumes, accessories for dolls; electronic game equipment with a watch function; role playing game equipment in the nature of game book manual; equipment sold as a unit for playing card games; hand-held unit for playing electronic games and/or video games; parlor games; pinball-type games; role playing games; toy gliders; doll house furnishings; jigsaw puzzles; manipulative games and puzzles; crib mobiles, toy mobiles; scale model airplanes; model toy train sets; plush toy animals and figures and accessories therefor; toy model vehicles and related accessories sold as a unit; electronically-operated toy motor vehicles; musical toys; toy noisemakers; puppets; ride-on toys; soft sculptured toys; spinning toys; stuffed toy animals and figures and accessories therefor, toy swords; toy vehicles; baby multiple activity toys; infant action crib toys; non-riding transportation toys; party favors in the nature of small toys; plush toys; squeezable squeaking toys; water squirting toys; wind-up toys; ventriloquist's dummies; yo-yo's; toy zip guns; sporting goods, including golf bags; golf ball markers; golf balls; golf clubs; head covers for golf clubs; baseballs; basketballs; footballs; net balls; table tennis balls; tennis balls; volley balls; baseball bats, baseball gloves; softball bats; stationary exercise bicycles; road bicycles; gaming equipment, namely, chips and game wheels; poker chips; dart boards; softball gloves; hockey pucks; hockey gloves and pads; ice skates; roller skates and accessories therefor; skate boards; tennis racket presses; tennis racket covers; racquet balls and racquet ball racquets; quoits; sport balls; amusement park rides; tractors and sleds for use in down-hill amusement rides; Christmas tree ornaments; artificial Christmas trees and Christmas wreaths; Christmas tree skirts, stands and stand covers; costume masks; promotional game materials; lottery cards and tickets; teaching materials in the form of board and card games and stand alone video game machines; carrying cases for stuffed and plush toy animals and figures, dolls and other toys; toy furniture, toy clothing

35 - retail services; distributorship services; retail services via a global communications network; mail order catalog services; advertising agency services; copying of documents for others; automobile dealerships; direct mail advertising; directory information; distributorship services; providing home shopping services in a wide variety of fields by means of television; promoting and conducting trade shows in a wide variety of fields; slogan cartoon and character licensing; theatrical ticket agencies

ີ iild-A-Bear Workshop idemark Report by Country

FILED APPL# REGDT REG# **STATUS CLASSES** REFERENCE# MARK

BRAZIL

MAX0154

MAX0026 BUILD-A-BEAR WORKSHOP 10/30/1997 820362565 PENDING 35

WHERE BEST FRIENDS ARE

MADE

35 - 40.15 Retail store services in connection with the sale of stuffed animals, dolls and related accessories, toys and games, clothing,

stationery items, greeting cards, novelties, books, compact discs, cassette recordings, video cassettes, mugs and candies 06/01/1999 821686895

BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS... AND

DES. II

35 - LC 40.15; retail store services in connection with the sale of stuffed animals, dolls and related accessories, toys and games, clothing, stationery items, greeting cards, novelties, books, compact discs, cassette recordings, video cassettes, mugs and candies

CANADA

PENDING CA **BEAR BUCKS** 04/23/1999 1012907 MAX0106

CA - gift certificates, scrip and cash equivalents used in connection with the sale of stuffed toy animals and plush toy animals, dolls and accessories therefor; CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candles

MAX0107 **BEAREMY** 04/22/1999 1012822 PENDING CA₁

CA1 - retail store services in connection with the sale of plush and stuffed toy animals and accessories therefor; charitable fundraising services; entertainment services, namely performances by an individual in a bear costume, and the providing of stuffed and plush toy animals to charitable and nonprofit institutions and children therefor

MAX0108 **BEARISM** 04/22/1999 1012894 PENDING CA.CA1

CA - CD Roms, audio cassettes, video cassettes, laser discs, and computer game cartridges; books, publications, newsletters, periodicals, stationery products, greeting cards, stickers and paper goods; handbags, tote bags, backpacks, carrying cases, wallets and purses; figurines, novelties and buttons; mugs, glasses and kitchenware; housewares, sheets, linens, towels, blankets and comforters; clothing and accessories therefor and aprons; toys, games, sporting goods, toys, figures, plush animals and stuffed animals and accessories therefor

CA1 - retail store services; entertainment and educational services and mail order services, mail order catalog services, retail services via a global computer network, providing information relating to various subjects via a global computer network, providing access through a global computer to an interactive computer database in regard to various subjects, restaurant services, wholesale and distributorship services

BEARY NEWSWORTHY 04/23/1999 1012893 PENDING MAX0109 CA

CA - books, newsletters, magazines, pamphlets, and brochures relating to general information, games, puzzles, artwork and stories for children, and relating to animals and stuffed and plush toy animals; greeting cards; stickers; stationery products, namely writing paper and envelopes

BUILD-A-BEAR WORKSHOP MAX0022 09/04/1997 855,203 **ALLOWED** CA.CA1

WHERE BEST FRIENDS ARE

MADE

CA - CD Roms, namely pre-recorded materials regarding teddy bears and other stuffed toy animals, plush toy animals, and dolls; audio cassettes, namely pre-recorded materials regarding teddy bears and other stuffed toy animals, plush toy animals, and dolls; video cassettes, namely pre-recorded materials regarding teddy bears and other stuffed toy animals, plush toy animals, and dolls; laser discs, computer games and electronic games; books, publications, namely books, newsletters, magazines, posters, calendars, and brochures for children and books, newsletters, magazines, posters, calendars and brochures relating to stuffed toy animals, plush toy animals, and dolls; periodicals, stationery products, namely writing paper, envelopes, stickers and invitations; greeting cards, stickers and paper goods, namely paper plates, paper cups, and paper napkins; handbags, tote bags, backpacks, carrying cases, wallets and purses; figurines, novelties and buttons; mugs, glasses and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers; ; housewares, namely bed sheets, linens, towels, bed blankets and comforters, place mats and oven mitts, clothing and accessories therefor, namely shirts, t-shirts, sweatshirts, caps, socks, underwear, sleepwear, pants, jackets, footwear, shorts, swimwear, and aprons; toys, namely teddy bears and other stuffed toy animals, plush toy animals,

> TRADEMARK REEL: 003240 FRAME: 0767

PENDING

35

'ld-A-Bear Workshop demark Report by Country

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STATUS

CLASSES

CANADA continued . . .

dolls and bath toys, pull toys, musical toys, miniature figurines, soft body infant toys, and positionable toy figures; games, namely board games and hand held units for playing electronic games; figures, namely ceramic figures; plush toy animals and stuffed toy animals and dolls and accessories therefor, namely toy clothing, toy jewelry, toy furniture, toy houses and toy housewares

CA1 - retail store services in the field of stuffed toy animals and plush toy animals and dolls, and accessories therefore, namely toy clothing, toy jewelry, toy furniture, toy houses and toy housewares; entertainment services in the nature of parties for creating stuffed toy animals, plush toy animals, and dolls, and providing of party facilities therefore, and video and motion picture production and distribution, and radio and television programming and production and distribution thereof; mail order services in the field of stuffed toy animals and plush toy animals, and dolls, and accessories therefore, namely toy clothing, toy jewelry, toy furniture, toy houses and toy housewares, and associated merchandise; mail order catalogue services in the field of stuffed toy animals, plush toy animals, and dolls, and accessories therefore, namely toy clothing, toy jewelry, toy furniture, toy houses and toy housewares, and associated merchandise; retail services via a global computer network in the field of stuffed toy animals, plush toy animals and dolls, and accessories therefore, namely toy clothing, toy jewelry, toy furniture, toy houses and toy housewares, and information relating to stuffed toy animals, plush toy animals and dolls and accessories therefore, namely toy clothing, toy jewelry, toy furniture, toy houses and toy housewares; wholesale and distributorship services in Canada in the field of stuffed toy animals, plush toy animals and dolls, and accessories therefore, namely toy clothing, plush toy animals and dolls, and accessories therefore, namely toy clothing, toy jewelry, toy furniture, toy houses and toy housewares; wholesale and distributorship services in Canada in the field of stuffed toy animals, plush toy animals and dolls, and accessories therefore, namely toy clothing, toy jewelry, toy furniture, toy housewares, and associated merchandise

MAX0146

BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE AND DESIGN MAILED

CA,CA1

CA - CD Roms, namely pre-recorded materials regarding teddy bears and other stuffed toy animals, plush toy animals, and dolls; audio cassettes, namely pre-recorded materials regarding teddy bears and other stuffed toy animals, plush toy animals, and dolls; video cassettes, namely pre-recorded materials regarding teddy bears and other stuffed toy animals, plush toy animals, and dolls; laser discs, computer games and electronic games; books, publications, namely books, newsletters, magazines, posters, calendars and brochures relating to stuffed toy animals, plush toy animals, and dolls; periodicals, stationery products, namely writing paper, envelopes, stickers and invitations; greeting cards, stickers and paper goods, namely paper plates, paper cups, and paper napkins; handbags, tote bags, backpacks, carrying cases, wallets and purses; figurines, novelties and buttons; mugs, glasses and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers; housewares, namely bed sheets, linens, towels, bed blankets and comforters, place mats and oven mitts, clothing and accessories therefor, namely shirts, t-shirts, sweatshirts, caps, socks, underwear, sleepwear, pants, jackets, footwear, shorts, swimwear, and aprons; toys, namely teddy bears and other stuffed toy animals, plush toy animals, dolls and bath toys, pull toys, musical toys, miniature figurines, soft body infant toys, and positionable toy figures; games, namely board games and hand held units for playing electronic games; figures, namely ceramic figures; plush toy animals and stuffed toy animals and dolls and accessories therefor, namely toy clothing, toy jewelry, toy furniture, toy houses and toy housewares

CA1 - retail store services in the field of stuffed toy animals and plush toy animals and dolls, and accessories therefore, namely toy clothing, toy jewelry, toy furniture, toy houses and toy housewares; entertainment services in the nature of parties for creating stuffed toy animals, plush toy animals, and dolls, and providing of party facilities therefore, and video and motion picture production and distribution, and radio and television programming and production and distribution thereof; mail order services in the field of stuffed toy animals and plush toy animals, and dolls, and accessories therefore, namely toy clothing, toy jewelry, toy furniture, toy houses and toy housewares, and associated merchandise; mail order catalogue services in the field of stuffed toy animals, plush toy animals, and dolls, and accessories therefore, namely toy clothing, toy jewelry, toy furniture, toy housewares, and information relating to stuffed toy animals and dolls, and accessories therefore, namely toy clothing, toy jewelry, toy furniture, toy houses and toy housewares, and information relating to various subjects via a global communications network, namely stuffed toy animals, plush toy animals and dolls, and accessories therefore, namely toy clothing, toy jewelry, toy furniture, toy housewares; wholesale and distributorship services in Canada in the field of stuffed toy animals, plush toy animals and dolls, and accessories therefore, namely toy clothing, toy jewelry, toy furniture, toy housewares, and associated merchandise

MAX0110

BUILD-A-DOLL WORKSHOP

04/23/1999 1012892

PENDING

CA,CA1

CA - novelties, namely keychains made of metal; CD-ROMs, audio cassettes, video cassettes, and laser discs relating to or regarding dolls and children, computer game cartridges, jewelry, namely earrings, necklaces, rings, bracelets and pendants; books, newsletters, magazines,

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CLASSES

CANADA continued

pamphlets, and brochures for children; and books, newsletters, magazines and brochures relating to dolls; greeting cards, stickers and paper goods, namely paper plates, books, publications, newsletters, periodicals, stationery products, greeting cards, stickers and paper goods namely, paper plates, paper napkins; and publications, namely posters, and calendars; handbags, tote bags, backpacks, wallets and purses, and carrying cases for dolls and accessories therefor; ceramic figurines, novelties, namely non-metal keychains, and novelty buttons; mugs, glasses and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers and pepper shakers; clothing, namely shirts, t-shirts, sweatshirts, caps, socks, underwear, sleepwear, pants, jackets, footwear, shorts, swimwear, and aprons; dolls and accessories therefor; handheld units for playing electronic games; toys, namely bath toys, pull toys, musical toys, miniature figures soft body infant toys, positionable toy figures; board games

CA1 - mail order, retail store, mail order catalog services, wholesale and distributorship services in the field of dolls and accessories therefor; CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to dolls; greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for dolls and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookle jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies

MAX0127	BUILD-A-PARTY	04/26/1999	1013050	PENDING	CA1		
CA1 - creating stuffed toy animals and plush toy animals and providing of party facilities therefor							
MAX0111	BUY STUFF CLUB	04/26/1999	1013057	PENDING	CA		
CA - retail store	e services featuring a frequent shoppe	er program					
MAX0112	COLLECTIBEAR	04/26/1999	1013051	PENDING	CA,CA1		
•	animals and stuffed toy animals and a ment services, namely a collectors' c						
MAX0113	COLLECTIBUNNY	04/26/1999	1013052	PENDING	CA		
CA - plush toy	animals and stuffed toy animals and a	accessories th	nerefor				
MAX0114	CUB CONDO	04/26/1999	1013053	PENDING	CA		
CA - toy playho	buses and carrying cases for stuffed to	oy animals an	d plush toy animals and accessories therefor				
MAX0115	FIND-A-BEAR	04/26/1999	1013054	PENDING	CA1		
CA1 - security printing, namely, encoding and tagging identifying information on toys, stuffed and plush toy animals, and tracking services for the retrieval of such encoded products							
MAX0181	HEART IN A BEAR TRADE DRESS	09/24/1999	1029874	PENDING	28,35		
28 - plush animals and stuffed toy animals 35 - retail store services featuring plush toy animals, stuffed toy animals and accessories							
MAX0126	LIL CUB	04/22/1999	1012823	PENDING	CA		
CA - Plush toy animals and stuffed toy animals							
MAX0116	LOVE STUFF HEADQUARTERS	05/10/1999	1012824	PENDING	CA		
CA - mail order, retail store, mail order catalog services, wholesale and distributorship services and retail services via a global							

CA - mail order, retail store, mail order catalog services, wholesale and distributorship services and retail services via a global communications network in the field of stuffed toy animals and plush toy animals, dolls and accessories therefor; CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges, jewelry, books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers, stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars, handbags, tote bags, backpacks, wallets, purses, and carrying cases for plush toy animals, stuffed toy animals and accessories therefor, ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers, housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts, clothing, toys and board games, and candies

X0117

ROLY POLY PANDA

04/23/1999 1012895

PENDING

CA

CA - Stuffed toy animals and plush toy animals

ild-A-Bear Workshop Trademark Report by Country

REFERENCE# MARK FILED APPL# REGDT REG# STATUS CLASSES

CANADA continued

MAX0118 STITCHED WITH LOVE 04/26/1999 1013055 PENDING CA,CA1

CA - CD Roms; audio cassettes, video cassettes, laser discs relating to or regarding dolls and children, computer game cartridges; jewelry, namely earrings, necklaces, rings, bracelets and pendants; books, magazines, pamphlets, and brochures for children and books, newsletters, magazines, and brochures relating to dolls; greeting cards, stickers and paper goods, namely paper plates, paper cups, and paper napkins, and publications, namely posters and calendars; handbags, tote bags, backpacks, wallets and purses, and carrying cases for dolls and accessories therefor; ceramic figurines, novelties, namely non-metal keychains and novelty buttons; mugs, glasses and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers and pepper shakers; clothing, namely shirts, t-shirts, sweatshirts, caps, socks, underwear, sleepwear, pants, jackets, footwear, shorts, swimwear, and aprons; dolls and accessories therefor; hand held units for playing electronic games; toys, namely bath toys, pull toys, musical toys, miniature figures, soft body infant toys, positionable toy figures; board games

CA1 - retail store services; entertainment and educational services and mail order services; mail order catalog services, retail services via a global computer network, providing information relating to various subjects via a global computer network, providing access through a global computer to an interactive computer database in regard to various subjects, restaurant services, wholesale and distributorship services

MAX0119 TEDDY BEAR CENTENNIAL 04/22/1999 1012825 PENDING CA,CA1

CA - unexposed camera film, unexposed cinematographic film, sensitized photographic film, unexposed photographic film, photosensitive paper; peat; plant food; potting soil; artificial sweeteners.

house paint, paint for artists paint for model airplanes, model cars, model toys and the like; paints for arts and crafts, photocopier toner, and watercolor paints.

cosmetics and personal care and cleaning products, including skin soaps, perfume, cologne, essential oils for personal use; blushers, eye pencils, eye shadows, eyebrow pencils, eyeliners, foundation makeup, lipsticks, lip glosses, mascara and rouge; hair products, including shampoos, conditioners and lotions; dentifrice; skin lotions and creams; nail polish; potpourri; incense; sachets; bath products; sun tanning and blocking preparations; bubble baths, body lotions, body oils, toothpaste, dental floss, deodorants, cleaning preparations, cotton balls and cotton for cosmetic purposes, detergent soap, automatic dishwashing detergents, dishwashing detergents, disposable wipes for personal use, floor polish, furniture polish, glass cleaners, laundry detergent, laundry bleach; petroleum jelly for cosmetic and personal care purposes; baby powder; face powder; talcum powder; room fragrances; soaps for hand, body and face.

candles; fuel for motor vehicles, namely gasoline; automobile lubricants; motor oil.

baby food and formula; adhesive bandages; dietary and food supplements; vitamins; pharmaceutical preparations and over-the-counter medical preparations; air deodorants; air fresheners; analgesics; antacids; antibiotic creams and ointments; anti-histamines; aspirin; carpet deodorizes; contact lens cleaning solutions; contact lens solutions; contact lens wetting solutions; cough drops; cough expectorants; cough lozenges; cough syrups.

Aluminum foil, metal piggy banks, metal bells, safety deposit boxes, metal oil cans sold empty, metal cans sold empty, metal caps for bottles, metal chains, metal money clips not of precious metal, metal decorative boxes, fixed towel dispensers of metal, aluminum foil paper, metal key holders, metal holders for signboards, metal horseshoes, metal identification bracelets, metal key blanks, metal key fobs, metal key rings; door hardware, namely, keys and key cylinders, metal keys for locks; key chains made of metal; metal license plates, metal lock boxes, metal name badges; metal name plates, metal time capsules.

eyeglasses, sunglasses; eyeglass frames; pre-recorded video tapes, pre-recorded audio tapes, compact discs and video discs, all featuring music, dance, comedy, dramatic or non-dramatic productions, poetry, art, sports, physical fitness, stories for children and/or adults, history, culture, lifestyle and/or technology; batteries, battery packs, battery chargers, compact discs, computer buffers, computer disc drives, blank floppy computer discs, blank hard computer discs, computer furniture, computer hardware, computer interface boards, computer keyboards, computer memories, computer monitors, computer mouse, computer peripheral mouse pads, computer operating programs, computer printers, computer printer cartridges; blank magnetic computer tapes, computers and instructional manuals sold as a unit, electric converters, document scanners, modems; holders for compact discs, jackets for compact discs; cd-rom drives; computer software; personal electronic organizers; pre-paid magnetically encoded telephone calling cards; magnetically encoded credit and debit cards; neon, electric and luminous signs; video game interactive control floor pads or mats; video game cartridges; computer game cassettes; computer games cartridges; computer game equipment containing memory devices, namely, discs; computer game joysticks, programs and tapes; video game machines for use with televisions; computer game programs; video game joysticks virtual reality game software; cameras; radios; telephones; photographic equipment and accessories.

flash lights.

fireworks.

REFERENCE# MARK FILED APPL# REGDT REG# STATUS CLASSES

CANADA continued

Jewelry, namely watches, pins, earrings, chains, necklaces, bracelets, rings, cuff links, shoe ornaments; piggy banks of precious metal; clocks; candle holders of precious metal.

address books, address labels, address plates; addressing machines; automatic adhesive dispensers for office use, adhesive tape dispensers for household or stationery use, adhesive tape and adhesives for stationery or household purposes; coin albums, photograph albums, scrapbook albums, stamp albums; storage albums for typewriter printwheels and typeballs; almanacs; announcement cards; printed survey answer sheets; appliques in the form of decals; archival storage pages; art etchings, art mounts, art paper, art pictures, art prints, graphic art reproductions, printed art reproductions; artists' brushes, arts and craft kits; paint kits; atlases; autograph books; pressure sensitive graphics for application to automobiles; printed awards; baby books; paper name badges; garbage bags of plastic or paper, general purpose plastic bags, grocery bags, merchandise bags, party paper bags, paper refuse bags, plastic trash bags, sandwich bags of paper or plastic, graphic art reproductions, printed art reproductions; artists' brushes, arts and craft kits; paint kits; atlases; autograph books; pressure sensitive graphics for application to automobiles; printed awards; baby books; paper name badges; garbage bags of plastic or paper, general purpose plastic bags, grocery bags, merchandise bags, party paper bags, paper refuse bags, plastic trash bags, sandwich bags of paper or plastic, trash bags, plastic food storage bags for household use; plastic or paper bags, envelopes and pouches for merchandise packaging; ball-point pens; paper banners; desk basket for desk accessories; paper bath mats, bathroom tissue; facial tissue; bibles; paper bibs; mechanical binder sets comprised of rings, dividers or folders, binders, loose leaf binders and paper; book bindings; black boards; packaging, namely, blister cards; blotters; blue prints; poster boards, art sketching boards, bristol boards, directory boards, drawing boards, illustration boards, magnetic boards, memorandum boards, mounting boards, paper illustration boards, paper boards, lap boards for reading and writing, slate boards for writing; bond paper; book covers, book holders, book plates, book rests, cloth for bookbinding, bookends; bookkeeping books and forms; bookmarks; account books, anniversary books, appointment books, business record books, cash receipt books, children's activity

books, children's books, coloring books, composition books, cook books, copy books, coupon books, data books, date books, dictation books, engagement books, exercise books, expense books, guest books, index books, ledger books, log books, memorandum books, note books, picture books, printed music books, receipt books, recipe books, score books; fiction books, non-fiction books; sketch books, song books, stenographers' note books, telephone number books, travel books, voucher books, wallcovering sample books; wedding books, wirebound books; cardboard boxes, corrugated record storage boxes, paper boxes; pencil and pen boxes and cases; stationery boxes, file boxes for storage of business or personal records; bumper stickers; business cards; paper cake decorations, calendar desk pads and stands, calendar stands, calendars; blank cards, Christmas cards, credit cards, debit cards without magnetic encoding, file cards, filing cards, flash cards, gift cards, greeting cards, note cards, occasion cards, playing cards and playing card cases, score cards, trading cards, trivia cards, cards bearing universal greetings; caricatures; cartoon prints, newspaper cartoons and comic strips; comic books; mail order catalogs; decorative paper centerpieces; bank checks, check books, check book and passbook wallets, checkbook covers and holders; clip boards; paper clips; patterns for making clothes, paper table cloths; coasters made of paper; computer game instruction manuals, computer paper; confetti; copy paper; corrugated containers; crayons; crepe paper; crossword puzzles; daily planners, date computer manuals; date indicators; decalcomanias, decals; desk pads, desk sets, desk file trays, desk stands and holders for pens, pencils and ink, desk top organizers and planners; disposable diapers; diaries, dictionaries, classified directories, hotel directories, telephone directories, rubber document stamps; paper doilies; drafting rulers, drafting triangles; drawing pencils; duplicating machines; easels; electric pencil sharpeners; paper emblems, printed emblems; embroidery design patterns; encyclopedias; envelopes; chalk erasers, erasers; etchings; paper expanding files, document file trays; paper flags; printing fonts; metallic gift wrap; grocery paper; paper handkerchiefs; coin holders; correspondence holders, document holders, paper sign holders, pen or pencil holders; paper hole punches; writing ink; label printing machine ribbons; luminous paper; paper mail pouches, cardboard mailing tubes; computer program manuals for games; markers, markers, marking tabs; masking paper; modeling clay; newsletters; note pads, note paper; note books; numbering guides; opaque paper, personal organizers, organizers for stationery use; decorative pencil-top ornaments; inking pads; prescription reminder pads; score pads, scratch pads, sketch pads, stamp pads, writing pads; paint brushes, water color sets; painting sets for children, painting sets for artists, paintings, palettes for painting; adding machine paper, carbon paper, cleaning and polishing paper, construction paper, corrugated paper, craft paper, electrocardiograph paper, electrostatic paper, fiber paper, filler paper, filter paper, fluorescent paper, gummed paper, illustration paper, laminated paper, lining paper, luminous paper, magnetic paper, manifold paper, mimeograph paper, newsprint paper, onion skin paper, packing paper, parchment paper, plastic coated copying paper, printing paper, proofing paper, recycled paper, reproduction paper, safety paper, shelf paper, synthetic paper, tissue paper, toilet seat cover paper, tracing paper, typewriter paper, wax paper, wrapping paper, writing paper; paper blinds; paper closures for sealing containers; paper containers; paper cutters; gift wrapping paper, paper gift wrap bows, boxes and ribbons; paper maché figurines; paper party decorations, paper party hats; paper pennants; paper pillowcases; paper ribbons; paper shredders for office use; paper staplers; paper napkins, paper table cloths, paper table linens, paper towels, paper tray covers, paper trays, paper washcloths; paperweights; pencil sharpeners; pencils, artists' pencils, charcoal pencils, drawing pencils, pennants; pens, artists' pens, electric wood burning artists' pens, fountain pens, lnk pens; photographic prints; photograph mounts and photographic croppers; picture postcards; plastic and paper place mats; personal planners; printed plans; stationery-type portfolios; postcards; printed labels not of textile; protective covers for sheets or paper and pages of books and the like; posters; publication paper; rubber bands; scrap-books, sheet music, sheet music stands; stationery, stationery boxes; stickers; T-squares; writing tablets; non-permanent tattoos; printed tickets; printing type; reference books.

Attaché cases; backpacks; bookbags; diaper bags; duffel bags; handbags; sports bags; billfolds; business card cases; credit card cases; key cases; cosmetic cases sold empty; chain purses; coin purses; fanny packs; animal leashes and collars; luggage; waist packs; pocketbooks; umbrellas, golf umbrellas and wallets; baby backpacks; trunks.

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STATUS

CLASSES

CANADA continued

Furniture; mirrors; picture frames; plastic cake decorations; plastic flags; figurines; sculptures; carvings; statues; non-metal key chains; plastic bibs; corks for bottles, sleeping bags.

kitchenware, beverage glassware; dinnerware; fitted vanity cases; champagne and wine buckets; ice buckets; chocolate, cake, pastry and cookery molds; decorative crystal prisms; paper plates and cups; plastic plates and cups; drinking flasks; decorative stained glass; stamped glass; glass bowls; hair brushes and combs; napkin holders; toothpick holders; lunch boxes; pepper and salt mills; mugs; bottle openers; decorative ornaments of china, crystal, glass porcelain and/or terra cotta; pails; boxes for dispensing paper towels; perfume atomizers sold empty, decorative plates; statues and statuettes of china, crystal, earthenware, glass, porcelain and/or terra cotta; beverage stirrers; pre-moistened towelettes; drinking vessels; wastepaper baskets; non-woven fabric cosmetic wipes not made of paper; jars for jams and jellies made of earthenware, glass, porcelain, plastic and/or terra cotta; beer jugs; bakeware; non-metal piggy banks; flower baskets; portable beverage coolers and dispensers; bottles, sold empty; cake stands and servers; non-electric candelabras and candlesticks not of precious metal; canister sets; porcelain and earthenware, including plates, platters, dishes, bowls, cups, saucers, serving dishes and serving plates, paint buckets; butter dishes; pitchers; soap dispensers, toothpaste dispensers; paper cups, paper plates; plasticware.

oven mitts, towels, linens, comforters, blankets, wash clothes, sheets, bed linens, bath linens, household linens, textile napkins, textile wall hangings, bed spreads, table mats not of paper, pillows, pillow cases, pillow shams, pennants not of paper, pot holders, quilts, bed sheets, table cloths not made of paper, crib bumpers and crib canopies, cloth banners, fabrics.

men's, women's, and children's clothing, including pants, jeans, blouses, skirts, shorts, dresses, jackets, vests, coats, warm-up suits, ties, suits, t-shirts, sweatshirts, shirts, sweaters; footwear; hats, caps, berets, scarves, clothing belts, gloves, mittens; pajamas; bathrobes; nightgowns; aprons; cloth diapers.

Rugs, carpets, mats, floor coverings and wall hangings.

toys, including rubber action balls; action figures and accessories therefor; action skill games; mechanical action toys, electric action toys; action-type target games; toy airplanes; toy armor; balloons; toy banks; bath toys; toy clothing; bingo cards; toy building blocks; toy construction blocks; board games; toy boxes; toy cap pistols; card games; party favors in the nature of crackers or noise-makers; craft sets for decorating balloons; electronic dart games; dolls, doll clothing, doll costumes, accessories for dolls; electronic game equipment with a watch function; role playing game equipment in the nature of game book manual; equipment sold as a unit for playing card games; hand-held unit for playing electronic games and/or video games; parlor games; pinball-type games; role playing games; toy gliders; doll house furnishings; jigsaw puzzles; manipulative games and puzzles; crib mobiles, toy mobiles; scale model airplanes; model toy train sets; plush toy animals and figures and accessories therefor; toy model vehicles and related accessories sold as a unit; electronically-operated toy motor vehicles; musical toys; toy noisemakers; puppets; ride-on toys; soft sculptured toys; spinning toys; stuffed toy animals and figures and accessories therefor; toy swords; toy vehicles; baby multiple activity toys; infant action crib toys; non-riding transportation toys; party favors in the nature of small toys; plush toys; squeezable squeaking toys; water squirting toys; wind-up toys; ventriloquist's dummies; yo-yo's; toy zip guns; sporting goods, including golf bags; golf ball markers; golf balls; golf clubs; head covers for golf clubs; baseballs; footballs; net balls; table tennis balls; tennis balls; volley balls; baseball bats, baseball gloves; softball bats; stationary exercise bicycles; road bicycles; gaming equipment, namely, chips and game wheels; poker chips; dart boards; softball gloves; hockey pucks; hockey gloves and pads; ice skates; roller skates and accessories therefor; skate boards; tennis racket presses; tennis racket covers; racquet balls and racquet ball racquets; quoits; sport balls; amusement park rides; tractors and sleds for use in down-hill amusement rides; Christmas tree ornaments; artificial Christmas trees and Christmas wreaths; Christmas tree skirts, stands and stand covers; costume masks; promotional game materials; lottery cards and tickets; teaching materials in the form of board and card games and stand alone video game machines; carrying cases for stuffed and plush toy animals and figures, dolls and other toys; toy furniture, toy clothing.

Butters; dairy-based food beverages, cheese; vegetable-based food beverages; milk; cooking oil; non-dairy creamer; ice cream, ice milk and frozen yogurt; dips and sauces; fish; canned fruits, dried fruits, frozen fruits, sliced fruits, preserved fruits; food game; jellies; jams; unflavored and unsweetened gelatins; frozen, prepared or packaged meals consisting primarily of meat, fish, poultry or vegetables; meat; processed nuts; poultry, seafood, shellfish; soup mixes, soups; cheese spreads, fruit-based spreads, meat-based spreads, vegetable-based spreads; tofu; eggs; peanut butter; processed foods.

flavoring additives for non-nutritional purposes; food additives for non-nutritional purposes for use as flavoring, ingredient or filler; bagels, bakery goods, bakery products, barbecue sauce; herbal food beverages; breakfast cereals; bubble gum; edible cake decorations, cakes, chocolate-based or custard-based fillings for cakes and pies; candied fruit, candied fruit snacks, candied nuts, candy; catsup; cereal based snack food, ready to eat cereal derived food bars, processed cereals; chewing gum; chocolate chips; corn chips, confectionery, chips for baking; chocolate, chocolate syrup, chocolate topping, cocoa, cocoa mixes; coffee, grain or chicory based coffee substitutes; cones for ice cream. cookies; corn flakes, corn syrup, cracker combinations with cheese, crackers; custards; dough, doughnuts, frozen, prepared or packaged entrees consisting primarily of pasta or rice; extracts used as flavoring, (not including essential oils); farina, flavoring syrup, flour, frosting mixes, frostings; frozen confections, frozen custards, frozen yogurt; fruit ice, fruit pies, flavored and sweetened gelatin; gluten, granola, granola-based snack bars; herb teas for food purposes, herbal food beverages; honey; hot sauce; ice cream, ice cream substitute, ice milk, flavored ices; icing; licorice; non-medicated lozenges; macaroni, macaroni and cheese; pastas; rice; maple syrup; marinades; marshmallow topping, marshmallows, marzipan; matzo; mayonnaise; milkshakes, bases for making milkshakes; mustard; natural sweetener; noodles, catmeal, processed oats, rolled oats, food package combinations consisting primarily of bread, crackers and/or cookies, pancake mixes, pancake syrup, pancakes; pasta; peanut butter confectionery chips; ples; plzza crust, pizza dough, pizza sauce, candy coated popcorn,

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CLASSES

CANADA continued

caramel popcom, glazed popcorn, popped popcorn, processed popcorn, pretzels; puddings; ravioli; relish; rice; rice-based snack foods; salad dressings; salsa; salt; sauces; seasonings; processed semolina; sherbet, snack mix consisting primarily of crackers, pretzels, candied nuts, and/or popped popcom; sorbet; spaghetti, spaghetti sauce; spices; stuffing mixes containing bread; sugar, natural sweeteners; tapioca; tea, tea-based beverages with fruit flavoring, vanilla; vinegar; waffles; processed wheat, wheat germ other than a dietary supplement; yeast; ziti; snack items and processed foods.

animal foodstuffs; dog biscuits; cat treats; fresh fruits; fresh herbs; malt for brewing and distilling; raw nuts; pet food; fresh vegetables; flower bulbs and seeds; oats; plants.

ale, brunswick ale, beer, malt beer and non-alcoholic beer, beer substitute containing less than point five percent alcohol; sweet cider, bottled water, non-carbonated soft drinks; carbonated soft drinks; carbonated water; fruit juice concentrates; concentrates, syrups or powders used in the preparation of soft drinks; essences for use in making soft drinks; extracts of hops for making beer; fruit drinks, fruit flavored soft drinks, fruit juices, fruit nectars, fruit punch, fruit-based soft drinks flavored with tea; ginger ale; tomato juice and vegetable juices used as beverages; lager; lemonade; essences for use in the manufacturing of liqueurs not in the nature of essential oils; malt liquor, malt beer; malt ale; mineral water; mum; extracts of unfermented must; unfermented grape must, unfermented preserved must; seltzer water, soda water, sports drinks, spring water; stout, malt syrup for beverages; de-alcoholized or non-alcoholized wines.

CA1 - retail services; distributorship services; retail services via a global communications network; mail order catalog services; advertising agency services; copying of documents for others; automobile dealerships; direct mail advertising; directory information; distributorship services; providing home shopping services in a wide variety of fields by means of television; promoting and conducting trade shows in a wide variety of fields; slogan cartoon and character licensing; theatrical ticket agencies.

Insurance, financial, monetary, banking and real estate services, including, credit card services; credit unions; financial pianning services; financial investment in the field of securities and real estate; insurance agencies and insurance underwriting services in the fields of home, accident, business, life, accident, health, and casualty; administration of and organizing pre-paid health care plans; real estate agency services; telephone calling card services; stock brokerage services; traveler's check issuance services; automated teller machine services.

Telecommunications services, including radio and television broadcasting; broadcasting via a global communications network; electronic mail services; paging services; pay per view television transmission services; telephone communication services; video broadcasting. Laundry services and diaper cleaning services.

Transport, packaging and storage of goods, travel arrangement services, including air transportation; automobile rental and leasing services; boat cruises; travel clubs; food delivery services; parcel delivery services; delivery of goods by means of truck and air; emergency auto towing; tour guide services; travel information services; moving van services; public utility services; railway transport services; travel booking agencies; travel clubs; arranging of travel tours.

Treatment of materials, including photographic film finishing and development services.

entertainment and educational services, including video and motion picture production and distribution, radio and television production and distribution thereof; entertainment in the nature of sporting events; book publishing services; conducting exhibitions in a wide variety of fields; entertainment in the nature of television and radio programs, amusement park rides; on-line computer games, musical concerts, live performances by a musical band; amusement parks; nursery schools; conducting parties for others; health club services; museums; movie theaters; recording studio services; arranging for ticket reservations for shows and other events; zoos

child care centers; medical clinics and hospital services; motor clubs; news and features distribution; health resorts and spas, health maintenance organizations; retirement home services; lawn care services; portrait photography services; printing services; hair salons; monitoring of burglar security alarms; travel agency services; hotel services; restaurant services providing multiple-user access to a global computer information network for the transfer and dissemination of a wide range of information; leasing or providing access time to computer data basses/web sites/home pages of others in a wide variety of field(s) by means of a global computer network; providing information in a wide variety of fields by means of a global computer information network; computer services, namely providing on-line publications in a wide variety of fields.

MAX0120

TEDDYOLOGY

04/26/1999 1013056

PENDING

CA1

CA1 - educational services, namely providing training and instruction in regard to staffing and operating retail stores in connection with the manufacture and sale of stuffed toy animals and plush toy animals and accessories therefor

!d-A-Bear Workshop demark Report by Country

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STATUS

CLASSES

CANADA continued

CHINA

MAX0027 **BUILD-A-BEAR WORKSHOP**

02/17/1998 9800012693

PENDING

28

MADE

28 - stuffed toy animals, plush toy animals, dolls, and accessories therefor, namely toy clothing and toy jewelry; toys and games

MAX0072

BUILD-A-BEAR WORKSHOP

02/17/1998 9800012694

PENDING

35

WHERE BEST FRIENDS ARE

WHERE BEST FRIENDS ARE

MADE

35 - Commercial management assistance; commercial organization consultation; business investigations; commercial information agencies; commercial marketing research; TV commercial advertising; organizing commercial or advertising exhibition; promoting sales; importing and exporting agencies; supplying the statistic information

MAX0149

BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS...AND

06/24/1999 0099971724

PENDING

28

DES.II

28 - Stuffed toy animals, plush toy animals, dolls and accessories therefore, namely toy jewelry, toy clothing and toy playhouses, accessories therefore, toys and games, namely computer games, board games and parlor games

WHERE BEST FRIENDS... AND

DES.II

Design

35 - commercial management assistance; commercial organization consultation; business investigations; commercial information agencies; commercial marketing research; TV commercial advertising; organizing commercial or advertising exhibitions; promotion sales; importing and exporting agencies; supplying the statistic information

EUROPEAN UNION (CTM)

MAX0094

BUILD-A-BEAR WORKSHOP and 12/01/1998 1010834

PENDING

14,16,18 20,21,24

25,28,35 41.42.6 9,26,39

- 14 Jewelry, namely earrings, necklaces, rings, bracelets and pendants
- 16 Books, newsletters, magazines, pamphlets, and brochures for children; and books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls; greeting cards; stickers; stationery products, namely writing paper, envelopes, and invitations; paper goods, namely paper napkins; and publications, namely posters, and calendars
- 18 - handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor
- 20 ceramic figurines; novelties, namely non-metal keychains
- 21 mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookle jars, paper plates, paper cups, salt shakers, and pepper
- 24 housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts
- 25 clothing, namely shirts, t-shirts, sweatshirts, caps, socks, underwear, sleepwear, pants, jackets, footwear, shorts, swimwear; and aprons
- 28 plush toy animals and stuffed toy animals and dolls and accessories therefor; handheld unit for playing electronic games; toys namely bath toys, pull toys, musical toys, miniature figures, soft body infant toys, positionable toy figures; board games
- 35 mail order, retail store, mail order catalog services, wholesale and distributorship services in the field of stuffed toy animals and plush toy animals, dolls and accessories therefor; CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies; assistance and advising in the establishment of retail services via a global computer network

REFERENCE# MARK FILED APPL# REGDT REG# STATUS CLASSES

EUROPEAN UNION (CTM) continued

41 - entertainment services in the nature of parties for creating stuffed toy animals and plush toy animals and providing of party facilities therefor; video and motion picture production and distribution; radio and television programming and the production and distribution thereof;

42 - Administrative processing of orders in connection with services featuring stuffed toy animals and ;lush toy animals, dolls and accessories therefor and rendered by mail order company; and technical consultancy and advising in the establishment of retail store, wholesale and distributorship services in the field of stuffed toy animals and plush toy animals, dolls and accessories therefor; CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books newsletters, magazines, pamphlets, and brochures for children; books animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses and kit5chenware, namely plates, dinnerware, bowls, cookie jars, salt shakers; housewares, namely bed sheets, bed lines, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies; technical consultancy and advising in the establishment of retail services via a global computer network, providing information relating to various subjects via a global computer network, providing access through a global computer to an interactive computer database in regard to various subjects

- 6 Novelties, namely key chains made of metal
- 9 CD Roms, audio cassettes, video cassettes, and laser discs relating to or regarding teddy bears and other stuffed toy animals and plush toy animals; and computer game cartridges
- 26 novelty buttons
- 39 delivery of goods by mail order

MAX0190 CUB CONDO TRADE DRESS 10/07/1999 1337831 PENDING 28.41

28 - toy playhouses and carrying cases for plush and stuffed toy animals and accessories therefor

41 - entertainment services featuring the creation of plush and stuffed toy animals

mAX0180 FLUFF AND STUFF 09/01/1999 1296615 PENDING 35.41.42

35 - business management consultancy, including assistance and advising in the establishment of retail store services featuring photographic prints, electronic musical devices, sound recordings, compact disks, jewelry, stationery items, stickers, greeting cards, paper goods, books, publications, clothing, stuffed toy animals and accessories therefor, dolls and accessories therefor, mugs, housewares, backpacks, tote bags, carrying cases, wallets, purses, toys and games and novelty buttons and pins

- 41 entertainment services featuring the creation of plush toy animals
- 42 technical consultancy and advising in the establishment of retail store services featuring photographic prints, electronic musical devices, sound recordings, compact disks, jewelry, stationery items, stickers, greeting cards, paper goods, books, publications, clothing, stuffed toy animals and accessories therefor, dolls and accessories therefore, mugs, housewares, backpacks, tote bags, carrying cases, wallets, purses, toys and games and novelty buttons and pins

MAX0182 HEART IN A BEAR TRADE MAILED 28,35,41
DRESS 42

- 28 stuffed and plush toy animals
- 35 Business management consultancy, including assistance and advising in the establishment of retail store services featuring photographic prints, electronic musical devices, sound recordings, compact disks, jewelry, stationery items, stickers, greeting cards, paper goods, books, publications, clothing, stuffed toy animals and accessories therefor, dolls and accessories therefor, mugs, housewares, backpacks, tote bags, carrying cases, wallets, purses, toys and games and novelty buttons and pins
- 41 entertainment services featuring the creation of plush and stuffed toy animals
- 42 technical consultancy and advising in the establishment of retail store services featuring photographic prints, electronic musical devices, sound recordings, compact disks, jewelry, stationery items, stickers, greeting cards, paper goods, books, publications, clothing, stuffed toy animals and accessories therefor, dolls and accessories therefor, mugs, housewares, backpacks, tote bags, carrying cases, wallets, purses, toys and games and novelty buttons and pins

MAX0214 HEART STUFF and Design MAILED 28,35,41

- 28 stuffed and plush toy animals
- 35 business management consultancy, including assistance and advising in the establishment of retail store services featuring stuffed toy animals and accessories therefor, dolls and accessories therefor, photographic prints, electronic musical devices, sound recordings, compact disks, jewelry, stationery items, stickers, greeting cards, paper goods, books, publications, clothing, mugs, housewares, backpacks, tote bags, carrying cases, wallets, purses, toys and games and novelty buttons and pins

'd-A-Bear Workshop demark Report by Country

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FILED

APPL#

REGDT REG# **STATUS**

CLASSES

EUROPEAN UNION (CTM) continued

41 - entertainment services featuring the creation of plush and stuffed toy animals

MAX0099

STORE FRONT DESIGN

11/27/1998 1001817

PENDING

35,42

- 35 Business management consultancy, including assistance and advising in the establishment of retail store services featuring photographic prints, electronic musical devices, sound recordings, CD roms, jewelry, stationery items, stickers, greeting cards, paper goods, books, publications, clothing, stuffed toy animals and accessories therefor, dolls and accessories therefor, mugs, housewares, backpacks, tote bags, carrying cases, wallets, purses, toys and games and novelty buttons and pins
- 42 Technical consultancy and advising in the establishment of retail store services featuring photographic prints, electronic musical devices, sound recordings, CD roms, jewelry, stationery items, stickers, greeting cards, paper goods, books, publications, clothing, stuffed toy animals and accessories therefor, dolls and accessories therefor, mugs, housewares, backpacks, tote bags, carrying cases, wallets, purses, toys and games and novelty buttons and pins

MAX0168

TEDDY BEAR CENTENNIAL

08/05/1999 1268812

PENDING

25,28

25 - men's, women's, and children's clothing, including pants, jeans, blouses, skirts, shorts, dresses, jackets, vests, coats, warm-up suits, ties, suits, t-shirts, sweatshirts, shirts, sweaters; footwear, hats, caps, berets, scarves, clothing belts, gloves, mittens; pajamas; bathrobes; nightgowns; aprons; cloth diapers

28 - toys, including rubber action balls; action figures and accessories therefor; action skill games; mechanical action toys, electric action toys; action-type target games; toy airplanes; toy armor; balloons; toy banks; bath toys; toy clothing; bingo cards; toy building blocks; toy construction blocks; board games; toy boxes; toy cap pistols; card games; party favors in the nature of crackers or noise-makers; craft sets for decorating balloons; electronic dart games; dolls, doll clothing, doll costumes, accessories for dolls; electronic game equipment with a watch function; role playing game equipment in the nature of game book manual; equipment sold as a unit for playing card games; hand-held unit for playing electronic games and/or video games; parlor games; pinball-type games; role playing games; toy gliders; doll house furnishings; jigsaw puzzles; manipulative games and puzzles; crib mobiles, toy mobiles; scale model airplanes; model toy train sets; plush toy animals and figures and accessories therefor; toy model vehicles and related accessories sold as a unit; electronically-operated toy motor vehicles; musical toys; toy noisemakers; puppets; ride-on toys; soft sculptured toys; spinning toys; stuffed toy animals and figures and accessories therefor; toy swords; toy vehicles; baby multiple activity toys; infant action crib toys; non-riding transportation toys; party favors in the nature of small toys; plush toys; squeezable squeaking toys; water squirting toys; wind-up toys; ventriloquist's dummies; yo-yo's; toy zip guns; sporting goods, including golf bags; golf ball markers; golf balls; golf clubs; head covers for golf clubs; baseballs; basketballs; footballs; net balls; table tennis balls; tennis balls; volley balls; baseball bats, baseball gloves; softball bats; stationary exercise bicycles; road bicycles; gaming equipment, namely, chips and game wheels; poker chips; dart boards; softball gloves; hockey pucks; hockey gloves and pads; ice skates; roller skates and accessories therefor; skate boards; tennis racket presses; tennis racket covers; racquet balls and racquet ball racquets; quoits; sport balls; amusement park rides; tractors and sleds for use in down-hill amusement rides; Christmas tree ornaments; artificial Christmas trees and Christmas wreaths; Christmas tree skirts, stands and stand covers; costume masks; promotional game materials; lottery cards and tickets; teaching materials in the form of board and card games and stand alone video game machines; carrying cases for stuffed and plush toy animals and figures, dolls and other toys; toy furniture, toy clothing

MAX0197

TOY ARMOIRE DESIGN

11/18/1999 1387828

PENDING

28,35,41

28 - toy furniture and carrying cases for toy clothing

35 - business management consultancy, including assistance and advising in the establishment of retail store services featuring stuffed and plush toy animals and dolls and related accessories, photographic prints, electronic musical devices, sound recordings, video cassettes, compact discs, jewelry, stationery items, stickers, greeting cards, paper goods, books, publications, clothing, mugs, housewares, backpacks, tote bags, carrying cases, wallets, purses, toys and games and novelty buttons and ornamental pins

41 - entertainment services in the nature of creating stuffed and plush toy animals and dolls

MAX0186

TRAVELING TEDDY

09/30/1999 1328699

PENDING

28

28 - stuffed toy animals and plush toy animals and accessories therefor

HONG KONG

REFERENCE#

MARK

FILED

APPL#

REGDT

REG#

STATUS

CLASSES

X0134

BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE 04/01/1999 04037/1999

PENDING

35

MADE

Id-A-Bear Workshop ademark Report by Country

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STATUS

CLASSES

HONG KONG continued

35 - Mail order, retail store, mail order catalog services, wholesale and distributorship services and retail services via a global computer network, all in the fields of stuffed toy animals and plush toy animals, dolls and accessories therefor; compact disks, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphiets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookle jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies

MAX0132

BUILD-A-BEAR WORKSHOP

04/01/1999 04036/1999

PENDING

28

WHERE BEST FRIENDS ARE

MADE

28 - Plush toy animals and stuffed toy animals and dolls and accessories therefor; games; toys, namely, bath toys, pull toys, musical toys, miniature figures, soft body infant toys, positionable toy figures; board games

ISRAEL

MAX0163

BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS...AND 08/05/1999 129768

PENDING

28

DES. II

28 - plush toy animals and stuffed toy animals and dolls and accessories therefor; handheld unit for playing electronic games; toys, namely bath toys, pull toys, musical toys, miniature figures, soft body infant toys, positionable toy figures; board games; sporting goods

MAX0179

BUILD-A-BEAR WORKSHOP

08/05/1999 129769

PENDING 35

WHERE BEST FRIENDS... AND

DES. II

35 - mail order, retail store, mail order catalog services, wholesale and distributorship services and retail services via a global communication network

JAPAN

MAX0145

BEAR BUCKS

07/19/1999 11-64022

PENDING

16

16 - gift certificates, scrip and cash equivalents used in connection with the scale of stuffed toy animals and plush toy animals, dolls and accessories therefor; compact disks, audio cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationary products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies

MAX0136

BEAREMY

07/19/1999 11-64023

PENDING

35,36,41

35 - Retail store services in connection with the sale of plush and stuffed toy animals and accessories therefor

36 - Charitable fundraising services

41 - Entertainment services, namely performances by an individual in a bear costume, and the providing of stuffed and plush toy animals to charitable and nonprofit institutions and children therefor

MAX0137

BEARISM

07/19/1999 11-64024

PENDING

16

16 - books, publications, newsletters, periodicals, stationery products, greeting cards, stickers and paper goods

MAX0029

BUILD-A-BEAR WORKSHOP

12/08/1997 9-183122

PENDING

16,28

WHERE BEST FRIENDS ARE

MADE

16 - All goods; novelties, namely keychains and novelty buttons

28 - game machines; billiard equipment; Go game equipment (Japanese board game); Shogi game equipment (Japanese chess); dice; Sugoroku games (Japanese parcheesi); dice cups; diamond games; chess games; checkers; conjuring apparatus; dominoes; mahjong equipment; toys & dolls

ษะเส้-A-Bear Workshop Trademark Report by Country

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JAPAN continued

MAX0138 BUILD-A-BEAR WORKSHOP

07/19/1999 11-64021

PENDING

16,28

WHERE BEST FRIENDS... AND DES. II

16 - all goods; novelties, namely keychains and novelty buttons

28 - game machines; billiard equipment; go game equipment (Japanese board game); Shogi game equipment(Japanese chess); dice; Sugoroku games (Japanese parcheesi); dice cups; diamond games; chess games; checkers; conjuring apparatus; dominoes; mahjong equipment; toys & dolls

MAX0139

COLLECTIBEAR

07/19/1999 11-64025

PENDING

28.41

28 - plush toy animals and stuffed toy animals and accessories therefor

41 - entertainment services, namely, a collectors' club for toy animals and stuffed toy animals

MAX0140

CUB CONDO

DRESS)

07/19/1999 11-64026

PENDING

28

28 - toy playhouse and carrying cases for toy stuffed toy animals and plush toy animals and accessories therefor

MAX0199

CUB CONDO DESIGN (TRADE

12/03/1999 0000

PENDING

28.41

28 - toys and dolls

41 - educational and instructional services for making stuffed toys; demonstration for making stuffed toys; planning/management/promotion of workshops for making stuffed toys

X0141

FIND A BEAR

07/19/1999 11-64027

PENDING

42

42 - security printing, namely, encoding and tagging identifying information on toys, stuffed toys, and tracking services for the retrieval of encoded stuffed toys

MAX0212

HEART IN A BEAR TRADE DRESS

MAILED

28.41

28 - game machines, billiard equipment; go game equipment (Japanese board game); Shogi game equipment (Japanese chess); dice; Sugoroku games (Japanese parcheesi); dice cups; diamond games; chess games; checkers, conjuring apparatus; dominoes; mahjong equipment; toys and dolls

41 - educational or instructional services for making stuffed toys; demonstration for making stuffed toys; planning/management/promotion for workshops for making stuffed toys

MAX0142

LIL CUB

07/19/1999 11-64028

PENDING

28

28 - plush toy animals and stuffed toy animals

MAX0143

ROLY POLY PANDA

07/19/1999 11-64029

PENDING

MAILED

28

40.41

28 - stuffed toy animals and plush toy animals

MAX0221 STORE FRONT DESIGN 40 - making stuffed toys

41 - educational or instructional services for making stuffed toys; demonstration for making stuffed toys; planning/management/promotion for workshops for making stuffed toys

MAX0144

TEDDY BEAR CENTENNIAL

07/19/1999 11-64030

PENDING

28

28 - toys, including rubber action balls; action figures and accessories therefor; action skill games; mechanical action toys, electric action toys; action-type target games; toy airplane; toy armor; balloons; toys banks; bath toys; toy clothing; bingo cards; toy building blocks; toy construction blocks; board games; toy boxes; toy cap pistols; card games; party favors in the nature of crackers or noise-makers; craft sets for decorating balloons; electronic dart games; dolls, doll clothing, doll costumes, accessories for dolls; electronic game equipment with a watch function; role playing game equipment in the game book manual; equipment sold as a unit for playing card games; hand-held unit for playing electronic games and/ or video games; parlor games; pinball-type games; role playing games; toy gilders; doll house furnishings; jigsaw puzzles; manipulative games and puzzles; crib mobiles; scale model airplane; model toy train sets; plush toy animals and figures and accessories therefor; toy model vehicles and related accessories sold as a unit; electronically-operated toy motor vehicles; musical toys; toy noisemakers; puppets; ride-on toys; soft sculptured toys; spinning toys; stuffed toy animals and figures and accessories therefor; toy swords; toy vehicles; baby multiple activity toys; infant action crib toys; non-riding transportation toys; party favors in the nature of small toys; plush toys;

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JAPAN continued

squeezable squeaking toys; water squirting toys; wind-up toys; ventriloquist's dummies; yo-yo's; toys zip guns; sporting goods, including golf bags; golf ball markers; golf balls; golf clubs; head covers for golf clubs; baseballs; basketballs; footballs; net balls; table tennis balls; volley balls; baseball bats; baseball gloves; softball bats; stationary exercise bicycles; road bicycles; gaming equipment, namely, chips and game wheels; poker chips; dart boards; softball gloves; hockey pucks, hockey gloves and pads; ice skates; roller skates and accessories therefor; skate boards; tennis racket covers; racquet balls and racquet ball racquets; quoits; sport ball; amusement park rides; tractors and sleds for use in down-hill amusement rides; christmas tree ornaments; artificial Christmas trees and Christmas wreaths; Christmas tree skirts, stands and stand covers; costume masks, promotional game materials; lottery cards and tickets, teaching materials in the form of board and card games stand alone video game machines; carrying cases for stuffed and plush toy animals and figures, dolls and other toys; toy furniture, toy clothing.

JORDAN

MAX0130

BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE 04/11/1999 55548

PENDING

16

MADE

16 - printed matter, books, magazines, brochures, and newsletters for children, and printed matter, books, magazines, brochures, newsletters in the fields of stuffed toy animals and plush toy animals and accessories therefor; stationery, stickers, greeting cards, posters, and calendars.

MAX0131

BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE

04/11/1999 55549

PENDING

28

MADE

28 - plush toy animals and stuffed toy animals and dolls and accessories therefor; handheld unit for playing electronic games; toys, namely bath toys, pull toys, musical toys, miniature figures, soft body infant toys, positionable toy figures; board games

MEXICO

MAX0076

BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE 02/24/1998 323,494

PENDING

42

MADE

42 - retail store services in connection with the sale of stuffed animals, dolls and related accessories; toys and games; clothing; stationery items; greeting cards; novelties; books; compact discs; cassette recordings, video cassettes, mugs and candies

MAX0147

BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS...AND 06/03/1999 377.646

PENDING

28

DES. II

28 - stuffed animals, dolls and accessories therefor, toys and games

MAX0148

BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS...AND 06/03/1999 337,647

PENDING

42

DES.II

42 - retail store services in connection with the sale of stuffed animals, dolls and related accessories; toys and games; clothing; stationery items; greeting cards; novelties, books, compact discs; cassette recordings, video recordings video cassettes, mugs and candles

POLAND

MAX0048

BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE 11/14/1997 Z-180148

PENDING

28,35

MADE

35 - Advertising services in connection with retail store services; the bringing together, for the benefit of others of a variety of goods (excluding the transport thereof), enabling consumers to conveniently view and purchase those goods

4X0157

BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS...AND

28 - stuffed animals, dolls and accessories therefor, toys and games

06/02/1999 Z-202832

PENDING

28,35

DES.II

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CLASSES

POLAND continued

28 - stuffed animals, dolls, and accessories therefor, toys and games

35 - advertising services, in connection with retail store services; the bringing together, for the benefit of others, of a variety of goods (excluding the transport thereof), enabling consumers to conveniently view and purchase those goods

SAUDI ARABIA

MAX0170

BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS...AND 10/13/1999 60455

PENDING

28

DES. II

28 - games and playthings; gymnastic and sporting articles not included in other classes; decorations for Christmas trees

MAX0171

BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS...AND 10/13/1999 60456

PENDING

35

DES. II

35 - advertising; business management; business administration; office functions; and the bringing together, for the benefit of others, of a variety of goods (excluding the transport thereof), enabling customers to conveniently view and purchase those goods

SINGAPORE

MAX0162

BUILD-A-BEAR WORKSHOP

07/03/1999 T/9906863/F

PENDING

28

WHERE BEST FRIENDS... AND

DES. II

28 - plush toy animals and stuffed toy animals and dolls and accessories therefor; handheld unit for playing electronic games; toys, namely bath toys, pull toys, musical toys, miniature figures, soft body infant toys, positionable toy figures; board games; sporting goods

MAX0169

BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS...AND 07/03/1999 T99/06863D

PENDING

35

DES. II

35 - Mail order, retail store, mail order catalog services, wholesale and distributorship services and retail services via a global computer network, featuring stuffed toy animals and plush toy animals, dolls and accessories therefor; compact disks, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies

SOUTH AFRICA

MAX0083

BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE

MAILED

28,35

MADE

28 - stuffed animals, dolls and accessories therefor, toys and games

35 - retail store services in connection with the sale of stuffed animals, dolls and related accessories; toys and games; clothing; stationery items; greeting cards; novelties; books; compact discs; cassette recordings, video cassettes, mugs and candies

SOUTH KOREA

MAX0133

BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE 04/13/1999 814/1999

PENDING

28,35

MADI

28 - Plush toy animals and stuffed toy animals and dolls and accessories therefor; games; toys, namely, bath toys, pull toys, musical toys, miniature figures, soft body infant toys, positionable toy figures; board games

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STATUS

CLASSES

SOUTH KOREA continued

35 - Mail order, retail store, mail order catalog services, wholesale and distributorship services and retail services via a global computer network, all in the fields of stuffed toy animals and plush toy animals, dolls and accessories therefor; compact disks, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies

TAIWAN

MAX0023

BUILD-A-BEAR WORKSHOP

09/05/1997 86045961

PENDING

28

WHERE BEST FRIENDS ARE MADE

28 - accessories for stuffed animals and dolls, namely, toy clothing, toy jewelry, toy housewares, toy houses, toy carrying cases, toy kitchenware, and toy furniture

MAX0155

BUILD-A-BEAR WORKSHOP

05/20/1999 88024111

PENDING

28

WHERE BEST FRIENDS...AND

DES.II

28 - stuffed animals, dolls and accessories for stuffed animals and dolls, namely toy clothing, toy jewelry, toy housewares, toy houses, toy carrying cases, toy kitchenware, and toy furniture, toys, games, namely board games

MAX0156

BUILD-A-BEAR WORKSHOP

05/20/1999 88024112

PENDING

35

WHERE BEST FRIENDS. . . AND

DES.II

35 - retail store services in connection with the sale of stuffed animals, dolls and related accessories, toys and games, clothing, stationery items, greeting cards, novelties, books, compact discs, cassette recordings, video cassettes, mugs and candies

UNITED ARAB EMR

MAX0196

BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS...AND

MAILED

28

DES. II

28 - plush toy animals and stuffed toy animals and dolls and accessories therefor

UNITED STATES

MAX0152

A PAWSITIVELY FUN FAMILY EXPERIENCE

05/21/1999 75/711.771

PENDING

35

35 - Mail order, retail store, mail order catalog services, wholesale and distributorship services and retail services via a global computer network, all in the fields of stuffed toy animals and plush toy animals, dolls and accessories therefor; compact disks, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies

MAX0060

AIR BATH DESIGN

02/23/1998 75/438,439

PENDING

35

35 - Retail store services in the fields of stuffed toy animals and plush toy animals and accessories therefor, CD Roms and audio cassettes relating to or regarding teddy bears and other stuffed toy animals and plush toy animals, jewelry, newsletters and brochures for children and newsletters and brochures relating to stuffed toy animals and plush toy animals, handbags, tote bags, backpacks, purses, carrying cases for stuffed and plush toy animals and accessories therefor, non-metal key chains and candies

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UNITED STATES continued

MAX0065

ALL THE NEWS THAT'S BROUGHT TO BEAR

02/20/1998 75/438,039

PENDING

16,42

16 - books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls; greeting cards; stickers; stationery products, namely writing paper, envelopes, and invitations; paper goods, namely paper napkins; posters, and calendars

42 - providing information via a global computer network relating to a wide variety of fields

MAX0166

AMAZING BEARLIN

07/26/1999 75/763.895

PENDING

28

28 - toys and play things, namely folded pieces of plastic or paper that fit on a child's hand and guides the child through various activities as the child repositions the piece

MAX0070

AUDIO SHELF SOUND STATION 02/13/1998 75/434,463

PENDING

35

35 - retail store services in the fields of stuffed toy animals and plush toy animals and accessories therefor, CD Roms and audio cassettes relating to or regarding teddy bears and other stuffed toy animals and plush toy animals, jewelry, newsletters and brochures for children and newsletters and brochures relating to stuffed toy animals and plush toy animals and plush toy animals, stickers, stationery products, namely invitations, handbags, tote bags, backpacks, purses, carrying cases for stuffed and plush toy animals and accessories therefor, non-metal key chains and candies

MAX0216

BABW

01/20/2000 75/899,146

PENDING

28.35

28 - stuffed and plush toy animals

35 - retail store services, mail order catalog services, and retail services via a global computer network all featuring stuffed and plush toy animals and accessories therefor, dolls and accessories therefor, electronic musical devices, sound recordings, CD roms, jewelry, stationery items, stickers, books, publications, clothing, backpacks, tote bags, carrying cases, purses, toys and novelty buttons and pins

MAX0217

BABW and Design (Paw Print)

01/20/2000 75/899,148

PENDING

28

28 - stuffed and plush toy animals and accessories therefor

MAX0081

BEAR BUCKS

06/05/1998 75/497,034

PENDING

16

16 - gift certificates, scrip and cash equivalents, namely retail credit vouchers used in connection with the sale of stuffed toy animals and plush toy animals, dolls and accessories therefor; compact discs, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, namely paper party hats, paper party decorations, and party favors in the nature of small toys, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies

MAX0064

BEAR CENTENNIAL

02/20/1998 75/438,040

PENDING

16,28,35

- 16 books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls; greeting cards; stickers; stationery products, namely writing paper, envelopes, and invitations; paper goods, namely paper napkins; posters, and calendars
- 28 plush toy animals and stuffed toy animals and dolls and accessories therefor, namely, toy umbrellas and parasols, toy pom-pons, toy neckties, toy hair barrettes, toy eyeglasses, toy purses, toy handbags, toy back packs, toy briefcases, toy carrying cases, toy earrings, toy necklaces, toy rings, toy bracelets, toy pendants; and toy clothing, namely shirts, T-shirts, sweatshirts, caps, shoes, hats, bonnets, veils, socks, sleepwear, underwear, pants, jackets, coats, raincoats, footwear, shorts, skirts, dresses, swimwear, aprons; handheld unit for playing electronic games; toys, namely, bath toys, pull toys, musical toys, toy miniature figures, soft body infant toys, positionable toy figures; and board games
- 35 retail store services and retail store services via a global computer network featuring stuffed toy animals and plush toy animals and accessories therefor, CD Roms and audio cassettes relating to teddy bears and other stuffed toy animals, handbags, tote bags, backpacks, purses, carrying cases for stuffed and plush toy animals and accessories therefor, non metal key chains and candy

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CLASSES

UNITED STATES continued

42 - providing information via a global computer network relating to a wide variety of fields; Providing multiple-user access to a global computer information network for the transfer and dissemination of a wide range of information

MAX0165

BEAR REPAIR HOSPITAL

07/22/1999 75/764,120

PENDING

35

35 - retail store services in connection with fixing and refurbishing of plush and stuffed toy animals and accessories therefor

MAX0192

BEAR STUFF

10/28/1999 75/835,815

35

35 - retail store services, mail order catalog services, and retail store services via a global computer network, all featuring stuffed and plush toy animals and accessories therefor, dolls, and accessories therefor, electronic musical devices, sound recordings, CD roms, jewelry, stationery items, stickers, books, publications, clothing, backpacks, tote bags, carrying cases, purses, toys and novelty buttons and pins

MAX0057

BEAR UNIVERSITY

02/09/1998 75/430,593

PENDING

25,28

25 - clothing, namely shirts, t-shirts, sweatshirts, caps, socks, underwear, sleepwear, pants, jackets, shoes, footwear, shorts and swimwear

28 - plush toy animals and stuffed toy animals and accessories therefor

MAX0160

BEAR-A-LOG

06/07/1999 75/723,826

PENDING

35

35 - mail order, mail order and telephone catalog services, and retail services via a global communication network, all in the field of stuffed toy animals and plush toy animals, dolls, and accessories therefor; compact disks, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor, ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candles

MAX0172

BEARARMOIRE

08/16/1999 75/776,418

PENDING

28

28 - toy furniture and carrying cases for toy clothing

MAX0174

BEARARMOIRE DESIGN

08/17/1999 75/782,914

PENDING

28,35

28 - toy furniture and carrying cases for toy clothing

35 - mail order, retail store, mail order catalog services, wholesale and distributorship services, retail services via a global computer network all in the field of plush toy animals and stuffed toy animals and accessories therefor; compact disks, audio cassettes, jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals, greeting cards; stickers; invitations, carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; clothing; toys and board games; candies

MAX0091

BEAREMY

11/18/1998 75/591,251

PENDING

35,36,41

35 - Retail store services in connection with the sate of plush and stuffed toy animals and accessories therefor

36 - Charitable fundraising services

41 - Entertainment services, namely performances by an individual in a bear costume, and the providing of stuffed and plush toy animals to charitable and nonprofit institutions and children therefor

MAX0189

BEAREMY

10/18/1999 75/829,777

PENDING

28

28 - stuffed and plush toy animals

MAX0220

MAILED

16

16 - publications, newsletters, books, stationery, stickers, pens, pencils, writing paper, note cards, greeting cards

MAX0019

BEARISM

08/04/1997 75/335,759

PENDING

6.9.16 20,21,25

28,35,41

42

16 - books, newsletters, magazines, pamphlets, and brochures for children; and books, newsletters, magazines and brochures relating to

^{6 -} novelties, namely key chains made of metal

^{9 -} CD Roms, audio cassettes, video cassettes, and laser discs relating to or regarding teddy bears and other stuffed toy animals and plush toy animals; and computer game cartridges

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CLASSES

UNITED STATES continued

stuffed and plush toy animals and dolls; greeting cards; stickers; stationery products, namely writing paper, envelopes, and printed invitations; paper goods, namely paper napkins; and publications, namely posters, and calendars

- 20 ceramic figurines; novelties, namely non-metal keychains and novelty buttons
- 21 mugs, drinking glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, pepper shakers, paper plates, and paper cups;
- 25 clothing, namely shirts, t-shirts, sweatshirts, caps, socks, underwear, sleepwear, pants, jackets, footwear, shorts, swimwear; and aprons 28 plush toy animals and stuffed toy animals and dolls and accessories therefor; hand-held unit for playing electronic games; toys, namely bath toys, pull toys, musical toys, miniature figures, soft body infant toys, positionable toy figures; board games
- 35 retail services via a global computer network in the fields of stuffed toy animals and plush toy animals, dolls and accessories therefor, CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges, jewelry; books, newsletters, magazines, pamphlets, and

brochures for children, books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards, stickers, stationery products namely, writing paper, envelopes and printed invitations, party supplies, posters and calendars, handbags, tote bags, backpacks, wallets, purses, and carrying cases for plush toy animals, stuffed toy animals and accessories therefor, ceramic figurines, metal and non-metal keychains and novelty buttons, mugs, drinking glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers, housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts, clothing, toys and board games and candies

41 - entertainment services in the nature of parties for creating stuffed toy animals and plush toy animals and providing of party facilities therefor; video and motion picture production and distribution; radio and television programming and the production and distribution thereof

42 - providing information in a wide variety of fields by means of a global computer information network

MAX0215

BEARITAGE

12/30/1999 75/884,783

PENDING

28,35

28 - stuffed and plush toy animals

35 - retail store services, mail order catalog services, and retail services via a global computer network all featuring stuffed and plush toy animals and accessories therefor, dolls and accessories therefor, electronic musical devices, sound recordings, CD roms, jewelry, stationery items, stickers, books, publications, clothing, backpacks, tote bags, carrying cases, purses, toys and novelty buttons and pins

MAX0203

BEARRIFIC

12/01/1999 75/862,178

PENDING

35

35 - retail store services, mail order catalog services, and retail services via a global computer network all featuring stuffed and plush toy animals and accessories therefor, dolls and accessories therefor, electronic musical devices, sound recordings, CD roms, jewelry, stationery items, stickers, books, publications, clothing, backpacks, tote bags, carrying cases, purses, toys and novelty buttons and pins; and employee award programs to promote quality and productivity

MAX0187

BEARY LUCKY CASINO

09/28/1999 75/809,839

PENDING

28

28 - stuffed and plush toy animals and accessories therefor

MAX0006

BEARY NEWSWORTHY

02/18/1997 75/245,814

ALLOWED

16.42

- 16 books, newstetters, magazines, pamphlets, and brochures relating to general information, games, puzzles, artwork and stories for children, and relating to animals and stuffed and plush toy animals; greeting cards; stickers; stationery products, namely writing paper and envelopes
- 42 providing information relating to various subjects via a global computer network, providing access through a global computer network to an interactive computer database in regard to various subjects

MAX0191

BROWSE-A-BEAR

10/28/1999 75/835.823

PENDING

35

35 - mail order catalog services, and retail services via a global computer network, all featuring stuffed and plush toy animals and accessories therefor, dolls and accessories therefor, electronic musical devices, sound recordings, compact disks, jewelry, stationery items, stickers, books, publications, clothing, backpacks, tote bags, carrying cases, purses, toys and novelty buttons and pins

MAX0005

BUILD-A-BEAR WORKSHOP

02/18/1997 75/245,812

PENDING

20,21,24 25,26,28 35,41,42

14,16,18

5,41,42 6,9

^{14 -} jewelry, namely earrings, necklaces, rings, bracelets and pendants;

^{16 -} books, newsletters, magazines, pamphlets, and brochures for children; and books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls; greeting cards; stickers; stationery products, namely writing paper, envelopes, and invitations; paper goods, namely paper plates, paper cups, paper napkins; and publications, namely posters, and calendars

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UNITED STATES continued

18 - handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor

20 - - ceramic figurines

21 - mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers

24 - housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts

25 - clothing, namely shirts, t-shirts, sweatshirts, caps, socks, underwear, sleepwear, pants, jackets, footwear, shorts, swimwear; and aprons

26 - novelties, namely non-metal keychains and novelty buttons

28 - plush toy animals and stuffed toy animals and dolls and accessories therefor; handheld unit for playing electronic games; toys namely bath toys, pull toys, musical toys, miniature figures, soft body infant toys, positionable toy figures; board games

- 35 mail order, retail store, mail order catalog services, wholesale and distributorship services in the field of stuffed toy animals and plush toy animals, dolls and accessories therefor; CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookle jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies
- 41 entertainment services in the nature of parties for creating stuffed toy animals and plush toy animals and providing of party facilities therefor; video and motion picture production and distribution; radio and television programming and the production and distribution thereof
- 42 retail services via a global computer network, providing information relating to various subjects via a global computer network, providing access through a global computer to an interactive computer database in regard to various subjects
- 6 novelties, namely key chains made of metal

DESIGN

9 - CD Roms, audio cassettes, video cassettes, and laser discs relating to or regarding teddy bears and other stuffed toy animals and plush toy animals; and computer game cartridges

X0031 BUIL

BUILD-A-BEAR WORKSHOP & DESIGN

11/27/1997 75/379,674

ALLOWED

35

35 - retail store services for the sale of photographic prints, electronic musical devices, sound recordings, CD-roms, jewelry, stationery items, stickers, greeting cards, paper goods, books, publications, clothing, stuffed toy animals and accessories therefor, dolls and accessories therefor, mugs, housewares, backpacks, tote bags, carrying cases, wallets, purses, toys and games and novelty buttons and pins

MAX0017

BUILD-A-BEAR WORKSHOP &

06/02/1997 75/301,709

PENDING

14,16,18 20,21,24 25,28,35

41,42,6

- 14 jewelry, namely earrings, necklaces, rings, bracelets and pendants
- 16 books, newsletters, magazines, pamphlets, and brochures for children; and books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls; greeting cards; stickers; stationery products, namely writing paper, envelopes, and invitations; paper goods, namely paper plates, paper cups, paper napkins; and publications, namely posters, and calendars
- 18 handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor
- 20 ceramic figurines; novelties, namely non-metal keychains and novelty buttons
- 21 mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers
- 24 housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts
- 25 clothing, namely shirts, t-shirts, sweatshirts, caps, socks, underwear, sleepwear, pants, jackets, footwear, shorts, swimwear; and aprons

28 - plush toy animals and stuffed toy animals and dolls and accessories therefor; handheld unit for playing electronic games; toys namely bath toys, pull toys, musical toys, miniature figures, soft body infant toys, positionable toy figures; board games

35 - mail order, retail store, mail order catalog services, wholesale and distributorship services in the field of stuffed toy animals and plush toy animals, dolls and accessories therefor; CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candles

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UNITED STATES continued

41 - entertainment services in the nature of parties for creating stuffed toy animals and plush toy animals and providing of party facilities therefor; video and motion picture production and distribution; radio and television programming and the production and distribution thereof

42 - retail services via a global computer network, providing information relating to various subjects via a global computer network, providing access through a global computer to an interactive computer database in regard to various subjects

6 - novelties, namely key chains made of metal

9 - CD Roms, audio cassettes, video cassettes, and laser discs relating to or regarding teddy bears and other stuffed toy animals and plush toy animals; and computer game cartridges

MAX0208

BUILD-A-BEAR WORKSHOP

12/29/1999 75/883,075

PENDING

35

WHERE BEST FRIENDS . . . &

MEDALLION DES.

35 - retail store services, mail order catalog services, and retail services via a global computer network all featuring stuffed and plush toy animals and accessories therefor, dolls and accessories therefor, electronic musical devices, sound recordings, CD roms, jewelry, stationery items, stickers, books, publications, clothing, backpacks, tote bags, carrying cases, purses, toys and novelty buttons and pins

MAX0066

BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE 02/20/1998 75/438,038

PENDING

35

MADE

35 - retail store services in the fields of stuffed toy animals and plush toy animals and accessories therefor, CD Roms and audio cassettes relating to or regarding teddy bears and other stuffed toy animals and plush toy animals, jewelry, newsletters and brochures for children and newsletters and brochures relating to stuffed toy animals and plush toy animals and plush toy animals, stickers, stationery products, namely invitations, handbags, tote bags, backpacks, purses, carrying cases for stuffed and plush toy animals and accessories therefor, non-metal key chains and candies

8800XAw

BUILD-A-BUG

09/21/1998 75/557,108

PENDING

28,35

28 - stuffed toy animals and plush toy animals

35 - mail order services, retail store services, mail order catalog services, retail services via a global computer network in the fields of stuffed toy animals and plush toy animals, dolls and accessories therefor, CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges, jewelry; books, newsletters, magazines, pamphlets, and brochures for children, books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards, stickers, stationery products namely, writing paper, envelopes and printed invitations, party supplies, posters and calendars, handbags, tote bags, backpacks, wallets, purses, and carrying cases for plush toy animals, stuffed toy animals and accessories therefor, ceramic figurines, metal and non-metal keychains and novelty buttons, mugs, drinking glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers, housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts, clothing, toys and board games and candies

MAX0015

BUILD-A-DOLL WORKSHOP

05/10/1997 75/272,137

PENDING

6,9,14 16,18,20

21,25,28 35,41,42

6 - novelties, namely key chains made of metal

9 - CD Roms, audio cassettes, video cassettes, and laser discs relating to or regarding dolls and children; and computer game cartridges

14 - jewelry, namely earrings, necklaces, rings, bracelets and pendants

16 - books, newsletters, magazines, pamphlets, and brochures for children; and books, newsletters, magazines and brochures relating to dolls; greeting cards; stickers; stationery products, namely writing paper, envelopes, and invitations; paper goods, namely, paper napkins; and publications, namely posters, and calendars

- 18 handbags, tote bags, backpacks, wallets, and purses
- 20 ceramic figurines; novelties, namely non-metal key chains
- 21 mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; and paper goods, namely paper plates and paper cups
- 25 clothing, namely shirts, T-shirts, sweatshirts, caps, socks, underwear, sleepwear, pants, jackets, footwear, shorts, swimwear; and aprons
- 28 dolls and accessories therefor; handheld unit for playing electronic games; toys, namely bath toys, pull toys, musical toys, miniature figures, soft body infant toys, positionable toy figures; board games; and carrying cases for dolls and accessories therefor
- 35 mail order, retail store, mail order catalog services, wholesale and distributorship services and retail services via a global computer network in the field of dolls and accessories therefor; CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to dolls;

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UNITED STATES continued

greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; carrying cases for dolls and accessories therefor; ceramic figurines, metal and non-metal key chains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; house wares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies

41 - entertainment services in the nature of parties for creating dolls and providing of party facilities therefor; video and motion picture production and distribution; radio and television programming and the production and distribution thereof

42 - providing information relating to various subjects by means of a global computer network

MAX0074 BUILD-A-GRAM 03/03/1998 75/443,984 ALLOWED 35,39

35 - mail order services, telephone order services, and electronic and computerized on-line retail services, all featuring stuffed and plush toy animals and dolls and accessories therefor

39 - for message delivery services accompanied by a stuffed or plush toy animal and accessories therefor

MAX0173 BUILD-A-MONSTER 08/17/1999 75/729,915 PENDING 35

35 - retail store services, mail order services, mail order catalog services, and retail services via a global computer network, all in the field of plush toy animals and stuffed toy animals and accessories therefor; compact disks, audio cassettes, jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals, greeting cards; stickers; invitations, carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; clothing; toys and board games; candies.

MAX0059 BUILD-A-PARTY 02/02/1998 75/426,819 PENDING 41

41 - creating stuffed toy animals and plush toy animals and providing of party facilities therefor

3X0092 BUILD-A-SMILE 10/23/1998 75/576,840 PENDING 35,40

35 - retail store services in the field of stuffed and plush animals

40 - providing facilities to others, namely workspace, equipment and supplies, within retail stores, for creating stuffed and plush toy animals for donation to hospitals and charitable institutions

MAX0218 BUILD-A-SOUND MAILED 35

35 - retail store services, mail order catalog services, all featuring stuffed and plush toy animals and accessories therefor, electronic musical devices, sound recordings, CD roms, jewelry, stationery items, stickers, books, publications, clothing, backpacks, tote bags, carrying cases, purses, toys and novelty buttons and pins (USE)

and retail services via a global computer network (ITU)

MAX0078 BUILD-A-SPIRIT 05/06/1998 75/480,177 ALLOWED 40,42

40 - the custom manufacture of stuffed toy animals and dolls and accessories therefor bearing designs, logos, slogans, marks of others 42 - the custom imprinting of designs, logos, slogans, marks and/or information on or in connection with stuffed toy animals and dolls, and

42 - the custom imprinting of designs, logos, slogans, marks and/or information on or in connection with stuffed toy animals and dolls, an clothing and other accessories therefor

MAX0061 BUTTON DESIGN 02/23/1998 75/438,438 PENDING 28,35

28 - plush toy animals and stuffed toy animals and accessories therefor

35 - retail store services in the fields of stuffed toy animals and plush toy animals and accessories therefor, CD Roms and audio cassettes relating to or regarding teddy bears and other stuffed toy animals and plush toy animals and candies

MAX0067 BUTTON WALL WITH SPOOLS 02/13/1998 75/434,466 PENDING 35

DESIGN

35 - retail store services in the fields of stuffed toy animals and plush toy animals and accessories therefor, CD Roms and audio cassettes relating to or regarding teddy bears and other stuffed toy animals and plush toy animals, jewelry, newsletters and brochures for children and newsletters and brochures relating to stuffed toy animals and plush toy animals and plush toy animals, stickers, stationery products, namely invitations, handbags, tote bags, backpacks, purses, carrying cases for stuffed and plush toy animals and accessories therefor, non-metal key chains and candies

X0069 CHOOSE ME, STUFF ME, STITCH 02/13/1998 75/434,465 PENDING 35

ME. FLUFF ME ... DESIGN

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UNITED STATES continued

35 - retail store services in the fields of stuffed toy animals and plush toy animals and accessories therefor, CD Roms and audio cassettes relating to or regarding teddy bears and other stuffed toy animals and plush toy animals, jewelry, newsletters and brochures for children and newsletters and brochures relating to stuffed toy animals and plush toy animals and plush toy animals, stickers, stationery products, namely invitations, handbags, tote bags, backpacks, purses, carrying cases for stuffed and plush toy animals and accessories therefor, non-metal key chains and candies

MAX0129

CHOOSE ME, STUFF ME, STITCH 03/20/1999 75/674,299

PENDING

35

ME, FLUFF ME, DRESS ME, HEAR ME, NAME ME, TAKE M

35 - retail store services, mail order services, mail order and telephone catalog services, and retail services via a global computer network all in the fields of stuffed toy animals and plush toy animals and accessories therefor, compact disks and audio cassettes relating to or regarding teddy bears and other stuffed toy animals and plush toy animals, jewelry, newsletters and brochures for children and newsletters, pamphlets

and brochures relating to stuffed toy animals, carrying cases for stuffed and plush toy animals and accessories therefor, non-metal key chains and toys

MAX0011 COLLECTIBEAR 03/11/1997 75/255,282 **ALLOWED** 28,41 28 - plush toy animals and stuffed toy animals and accessories therefor 41 - entertainment services, namely, a collectors' club for plush toy animals and stuffed toy animals 03/11/1997 75/255,283 COLLECTIBUNNY ALLOWED 28 28 - plush toy animals and stuffed toy animals and accessories therefor X0073 **CUB CONDO DESIGN** 03/04/1998 75/444,741 PENDING 28 28 - toy playhouses and carrying cases for stuffed toy animals and plush toy animals and accessories therefor

MAX0105 CUB CONDO II (DESIGN) 03/10/1999 75/657,901 PENDING

35 - retail store services, mail order services and mail order catalog services all in the fields of stuffed toy animals and plush toy animals and accessories therefor, compact disks, audio cassettes, jewelry, newsletters, pamphlets, and brochures for children, newsletters and brochures

non-metal keychains and toys

MAX0082

DESIGN (BEAR HEAD)

06/17/1998 75/505,792

relating to stuffed and plush toy animals and dolls, carrying cases for plush toy animals, stuffed toy animals and accessories therefor,

PENDING

16.35.42

35

- 16 newsletters and brochures on the subject of stuffed toy animals, plush toy animals, and accessories therefor, games and puzzles, artwork, crafts, stories, essays, jokes, riddles, anecdotes, trivia, contests, horoscopes, book reviews, community and charitable activities, retail store news and events and product information for children; newsletters and brochures relating to stuffed and plush toy animals and accessories therefor
- 35 retail store services and retail store services via a global computer network featuring stuffed toy animals and plush toy animals and accessories therefor, CD Roms and audio cassettes relating to teddy bears and other stuffed toy animals, and plush toy animals, jewelry, newsletters and brochures for children and newsletters and brochures relating to stuffed toy animals and plush toy animals, handbags, tote bags, backpacks, purses, carrying cases for stuffed and plush toy animals and accessories therefor, non-metal key chains and candy
- 42 providing information via a global computer network relating to stuffed toy animals and plush toy animals and accessories therefor, games and puzzles, artwork, stories, essays, jokes, riddles, anecdotes, trivia, contests, retail store news and events and product information

MAX0104

FLUFF AND STUFF

03/12/1999 75/659,467

PENDING

MAX0103

FRIENDS TO BE MADE

03/10/1999 75/657,902

PENDING

28,35

- 28 carrying cases for plush toy animals, stuffed toy animals, and accessories therefor; plush toy animals and stuffed toy animals and dolls and accessories therefore; handheld unit for playing electronic games, toys, namely, bath toys, pull toys, musical toys, miniature figures, soft body infant toys, positionable toy figures; board games
- 35 retail store, mail order, mail order catalog services, wholesale and distributorship services, retail services via a global communications network, all in the field of stuffed toy animals and plush toy animals, dolls and accessories therefor; CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty

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UNITED STATES continued

buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies

MAX0080

HEART IN A BEAR LOGO

06/05/1998 75/497,033

PENDING

14,16,18 20,21,24 25,28,35

41,42,9

14 - jewelry, namely earrings, necklaces, rings, bracelets and pendants

- 16 books, newsletters, magazines, pamphlets, and brochures for children; and books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls; greeting cards; stickers; stationery products, namely writing paper, envelopes, and invitations; paper goods, namely paper napkins and paper place mats; posters and calendars
- 18 handbags, tote bags, backpacks, wallets, and purses
- 20 novelties, namely non-metal keychains
- 21 ceramic figurines; mugs, drinking glasses, paper cups and paper plates; and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers
- 24 housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, textile place mats and oven mitts
- 25 clothing, namely shirts, t-shirts, sweatshirts, caps, socks, underwear, sleepwear, pants, jackets, footwear, shorts, swimwear; and aprons 28 plush toy animals and stuffed toy animals and dolls and accessories therefor; carrying cases for plush toy animals and stuffed toy animals and accessories therefor; handheld unit for playing electronic games; toys namely bath toys, pull toys, musical toys, miniature figures, soft body infant toys, positionable toy figures; board games
- 35 mail order services, retail store services, mail order catalog services, retail store services via a global computer network and wholesale distributorship services all in the field of stuffed toy animals and plush toy animals, dolls and accessories therefor; CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, drinking glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candy
- 41 entertainment services in the nature of conducting parties for creating stuffed toy animals and plush toy animals and providing of facilities therefor; video and motion picture production and distribution; production and distribution of radio and television programming
- 42 retail services via a global computer network, providing information relating to various subjects via a global computer network, providing access through a

global computer to an interactive computer database in regard to various subjects

9 - CD Roms, pre-recorded audio cassettes, video cassettes, and laser discs relating to or regarding teddy bears and other stuffed toy animals

MAX0089

HEART IN A BEAR STORE FIXTURE

10/07/1998 75/566,040

PENDING

35

35 - mail order services, retail store services, mail order catalog services, retail services via a global computer network in the fields of: stuffed toy animals and plush toy animals, dolls and accessories therefor, CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges, jewelry, books, newsletters, magazines, pamphlets, and brochures for children, books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards, stickers, stationery products namely, writing paper, envelopes and printed invitations, party supplies, posters and calendars, handbags, tote bags, backpacks, wallets, purses, and carrying cases for plush toy animals, stuffed toy animals and accessories therefor, ceramic figurines, metal and non-metal keychains and novelty buttons, mugs, drinking glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers, housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts, clothing, toys and board games and candies

MAX0071

HEART IN A BEAR

02/13/1998 75/434,462

ALLOWED

28,35

28 - plush animals and stuffed toy animals

35 - retail store services featuring plush toy animals, stuffed toy animals, and accessories

MAX0164

HEART STUFF

07/07/1999 75/744,567

PENDING

35

35 - Mail order, retail store, mail order catalog services, wholesale and distributorship services in the field of stuffed toy animals and plush toy animals, dolls and accessories therefor; compact disks, audio cassettes; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers;

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UNITED STATES continued

invitations; carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; clothing; toys and board games; candies

MAX0035

HIBERNITIES

01/11/1997 75/388,006

ALLOWED

25

25 - clothing, namely sleepwear, pajamas, night shirts and other clothing and toy clothing and accessories for stuffed animals and dolls

MAX0100

HUGDAY

01/15/1999 75/623,042

PENDING

35

35 - mail order services, retail store services, mail order catalog services, wholesale distributorship services, and electronic retailing services via computer, all featuring stuffed toy animals and plush toy animals, dolls and doll accessories; CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges, jewelry, children's books, children's newsletters, children's magazines, children's pamphlets, and children's brochures; books about stuffed and plush toy animals and dolls, newsletters about stuffed and plush toy animals and dolls, magazines about stuffed and plush toy animals and dolls, and brochures about stuffed and plush toy animals and dolls, greeting cards; stickers, stationery products, namely, writing paper, envelopes and invitations, party supplies, posters and calendars, handbags, tote bags, backpacks, wallets, purses, and carrying cases for plush toy animals, stuffed toy animals and stuffed toy animal accessories, ceramic figurines, metal keychains and non-metal keychains, novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers, housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts, clothing, toys, board games, and candies

MAX0211

JELLI BEARS

12/20/1999 75/876,452

PENDING

28

28 - stuffed animals and doll accessories

MAX0207

KUDDLY KOALA

12/17/1999 75/874,494

PENDING

28

28 - stuffed and plush toy animals

IVIÁX0012 LIBEARY

03/11/1997 75/255,285

ALLOWED

16,35,42

16 - books, newsletters, magazines, pamphlets, and brochures for children; and books, newsletters, magazines and brochures relating to stuffed toy animals and plush toy animals; and publications, namely, posters and calendars

35 - retail store services via a global computer network in the field of stuffed toy animals and plush toy animals and accessories therefor, CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges, jewelry, books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor, ceramic figurines, metal and non-metal keychains and novelty buttons, mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers, housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts, clothing, toys and board games, and candies

42 - providing multiple-user access to a global computer information network in regard to various subjects

MAX0210

LIL O'CUB

12/17/1999 75/874,227

PENDING

28

28 - stuffed and plush toy animals

MAX0095

LOVE STUFF HEADQUARTERS

12/23/1998 75/611.263

ALLOWED

35

35 - mail order, retail store, mail order catalog services, wholesale and distributorship services and retail services via a global communications network in the field of stuffed toy animals and plush toy animals, dolls and accessories therefor; CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges, jewelry, books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers, stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars, handbags, tote bags, backpacks, wallets, purses, and carrying cases for plush toy animals, stuffed toy animals and accessories therefor, ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers, housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts, clothing, toys and board games, and candies

MAX0184

LUCKY KITTY

09/09/1999 75/801,851

PENDING

28

28 - stuffed and plush toys

X0193

MADAME DU BEAR

10/28/1999 75/835.819

PENDING

28

d-A-Bear Workshop demark Report by Country

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UNITED STATES continued

28 - toys and playthings, namely folded pieces of plastic or paper that fit on a child's hand and guides the child through various activities as the child repositions the piece

MAX0096

MEMBEAR

12/21/1998 75/609,551

ALLOWED

41

41 - Entertainment services in the nature of a fan club relating to plush toy animals and stuffed toy animals and accessories therefor

MAX0209

NUMBEAR

12/17/1999 75/873,244

PENDING

28,35

28 - stuffed and plush toy animals and accessories therefor

35 - retail store services, mail order catalog services, and retail services via a global computer network all featuring stuffed and plush toy animals and accessories therefor, dolls and accessories therefor, electronic musical devices, sound recordings, CD roms, jewelry, stationery items, stickers, books, publications, clothing, backpacks, tote bags, carrying cases, purses, toys and novelty buttons and pins

MAX0183

PERKY PENGUIN

09/09/1999 75/801,850

PENDING

28

28 - stuffed and plush toys

MAX0087

ROLY POLY PANDA

09/18/1998 75/555,669

PENDING

28

28 - Stuffed toy animals and plush toy animals

MAX0030

SEWING COLUMN DESIGN

10/27/1997 75/379,653

ALLOWED

35

35 - retail store services for the sale of photographic prints, electronic musical devices, sound recordings, CD-roms, jewelry, stationery items, stickers, greeting cards, paper goods, books, publications, clothing, stuffed toy animals and accessories therefor, dolls and accessories therefor, mugs, housewares, backpacks, tote bags, carrying cases, wallets, purses, toys and games and novelty buttons and pins

"1X0063

SPOOL DESIGN

02/13/1998 75/434,464

PENDING

35

35 - retail store services in the fields of stuffed toy animals and plush toy animals and accessories therefor, CD Roms and audio cassettes relating to or regarding teddy bears and other stuffed toy animals and plush toy animals, jewelry, newsletters and brochures for children and newsletters and brochures relating to stuffed toy animals and plush toy animals and plush toy animals, stickers, stationery products, namely invitations, handbags, tote bags, backpacks, purses, carrying cases for stuffed and plush toy animals and accessories therefor, non-metal key chains and candies

MAX0020

STITCHED WITH LOVE

09/04/1997 75/351,922

PENDING

25,28,41

42,9

25 - clothing and accessories therefor and aprons

GOOD WISHES

28 - plush toy animals and stuffed toy animals and accessories therefor, namely toy clothing for plush toy animals and stuffed toy animals

41 - entertainment and educational services

- 42 mail order services, retail store services, mail order catalog services, retail services via a global computer network, providing information relating to various subjects via a global computer network, providing access through a global computer to an interactive computer database in regard to various subjects, restaurant services, wholesale and distributorship services
- 9 CD-roms, audio cassettes, video cassettes, laser discs, computer games and electronic games

MAX0201

STUFFED WITH HUGS AND

12/06/1999 75/866,045

PENDING

28

28 - stuffed and plush toy animals

MAX0032

STUFFING COLUMN DESIGN

10/27/1997 75/379,554

ALLOWED

35

35 - retail store services featuring photographic prints, electronic musical devices, sound recordings, CD-rom, jewelry, stationery items, stickers, greeting cards, paper goods, books, publications, clothing, stuffed toy animals and accessories therefor, dolls, and accessories therefor, mugs, housewares, backpacks, tote bags, carrying cases, wallets, purses, toys and games and novelty buttons and pins

MAX0101

STUFFIT AND FLUFFIT

03/01/1999 75/656,978

PENDING

35,42

35 - mail order, retail store, mail order catalog services, retail services via a global communications network, wholesale and distributorship services, in the field of stuffed toy animals and plush toy animals, dolls and accessories therefor; CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphiets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons;

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UNITED STATES continued

mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies

42 - cleaning, repair and restoration of stuffed and plush toy animals

MAX0097 TEDDY BEAR CENTENNIAL

11/12/1998 75/587,559

PENDING

1,14,16 18,20,21 24,25,27 28,3,35 38,4,40 41,42,6

- 1 unexposed camera film, unexposed cinematographic film, sensitized photographic film, unexposed photographic film, photosensitive paper; peat fertilizer; plant food; potting soil; artificial sweeteners
- 14 Jewelry, namely watches, pins, earrings, chains, necklaces, bracelets, rings, cuff links, shoe ornaments; piggy banks of precious metal; clocks; candle holders of precious metal
- 16 address books, address labels, address plates; addressing machines; automatic adhesive dispensers for office use, adhesive tape dispensers for household or stationery use, adhesive tape and adhesives for stationery or household purposes; coin albums, photograph albums, scrapbook albums, stamp albums; storage albums for typewriter printwheels and typeballs; almanacs; announcement cards; printed survey answer sheets; appliques in the form of decals; archival storage pages; art etchings, art mounts, art paper, art pictures, art prints, graphic art reproductions, printed art reproductions; artists' brushes, arts and craft kits; paint kits; atlases; autograph books; pressure sensitive graphics for application to automobiles; printed awards; baby books; paper name badges; garbage bags of plastic or paper, general purpose plastic bags, grocery bags, merchandise bags, party paper bags, paper refuse bags, plastic trash bags, sandwich bags of paper or plastic, trash bags, plastic food storage bags for household use; plastic or paper bags, envelopes and pouches for merchandise packaging; ball-point pens; paper banners; desk basket for desk accessories; paper bath mats, bathroom tissue; facial tissue; bibles; paper bibs; mechanical binder sets comprised of rings, dividers or folders, binders, loose leaf binders and paper; book bindings; black boards; packaging, namely, blister cards; blotters; blue prints; poster boards, art sketching boards, bristol boards, directory boards, drawing boards, illustration boards, magnetic boards, memorandum boards, mounting boards, paper illustration boards, paper boards, lap boards for reading and writing, state boards for writing; bond paper; book covers, book holders, book plates, book rests, cloth for bookbinding, bookends; bookkeeping books and forms; bookmarks; account books, anniversary books, appointment books, business record books, cash receipt books, children's activity books, children's books, coloring books, composition books, cook books, copy books, coupon books, data books, date books, dictation books, engagement books, exercise books, expense books, guest books, index books, ledger books, log books, memorandum books, note books, picture books, printed music books, receipt books, recipe books, score books; fiction books, non-fiction books; sketch books, song books, stenographers' note books, telephone number books, travel books, voucher books, wallcovering sample books; wedding books, wirebound books; cardboard boxes, corrugated record storage boxes, paper boxes; pencil and pen boxes and cases; stationery boxes, file boxes for storage of business or personal records; bumper stickers; business cards; paper cake decorations, calendar desk pads and stands, calendar stands, calendars; blank cards, Christmas cards, credit cards, debit cards without magnetic encoding, file cards, filing cards, flash cards, gift cards, greeting cards, note cards, occasion cards, playing cards and playing card cases, score cards, trading cards, trivia cards, cards bearing universal greetings; caricatures; cartoon prints, newspaper cartoons and comic strips; comic books; mail order catalogs; decorative paper centerpieces; bank checks, check books, check book and passbook wallets, checkbook covers and holders; clip boards; paper clips; patterns for making clothes, paper table cloths; coasters made of paper; computer game instruction manuals, computer paper; confetti; copy paper; corrugated containers; crayons; crepe paper; crossword puzzles; daily planners, date computer manuals; date indicators; decalcomanias, decals; desk pads, desk sets, desk file trays, desk stands and holders for pens, pencils and ink, desk top organizers and planners; disposable diapers; diaries, dictionaries, classified directories, hotel directories, telephone directories, rubber document stamps; paper doilies; drafting rulers, drafting triangles; drawing pencils; duplicating machines; easels; electric pencil sharpeners; paper emblems, printed emblems; embroidery design patterns; encyclopedias; envelopes; chalk erasers, erasers; etchings; paper expanding files, document file trays; paper flags; printing fonts; metallic gift wrap; grocery paper; paper handkerchiefs; coin holders; correspondence holders, document holders, paper sign holders, pen or pencil holders; paper hole punches; writing ink; label printing machine ribbons; luminous paper; paper mail pouches, cardboard mailing tubes; computer program manuals for games; maps; markers, stick markers, marking tabs; masking paper; modeling clay; newsletters; note pads, note paper; note books; numbering guides; opaque paper, personal organizers, organizers for stationery use; decorative pencil-top ornaments; inking pads; prescription reminder pads; score pads, scratch pads, sketch pads, stamp pads, writing pads; paint brushes, water color sets; painting sets for children, painting sets for artists, paintings, palettes for painting; adding machine paper, carbon paper, cleaning and polishing paper, construction paper, corrugated paper, craft paper, electrocardiograph paper, electrostatic paper, fiber paper, filler paper, filter paper, fluorescent paper, gummed paper, illustration paper, laminated paper, lining paper, luminous paper, magnetic paper, manifold paper, mimeograph paper, newsprint paper, onion skin paper, packing paper, parchment paper, plastic coated copying paper, printing paper, proofing paper, recycled paper, reproduction paper, safety paper, shelf paper, synthetic paper, tissue paper, toilet seat cover paper, tracing paper, typewriter paper, wax paper, wrapping paper, writing paper; paper blinds; paper closures for sealing containers; paper containers; paper cutters; gift wrapping paper, paper gift wrap bows, boxes and ribbons; paper maché figurines; paper party

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UNITED STATES continued

decorations, paper party hats; paper pennants; paper pillowcases; paper ribbons; paper shredders for office use; paper staplers; paper napkins, paper table cloths, paper table linens, paper towels, paper tray covers, paper trays, paper washcloths; paperweights; pencil sharpeners; pencils, artists' pencils, charcoal pencils, drawing pencils, pennants; pens, artists' pens, electric wood burning artists' pens, fountain pens, ink pens; photographic prints; photograph mounts and photographic croppers; picture postcards; plastic and paper place mats; personal planners; printed plans; stationery-type portfolios; postcards; printed labels not of textile; protective covers for sheets or paper and pages of books and the like; posters; publication paper; rubber bands; scrap-books, sheet music, sheet music stands; stationery, stationery boxes; stickers; T-squares; writing tablets; non-permanent tattoos; printed tickets; printing type; reference books

- 18 Attaché cases; backpacks; bookbags; diaper bags; duffel bags; handbags; sports bags; billfolds; business card cases; credit card cases; key cases; cosmetic cases sold empty; chain purses; coin purses; fanny packs; animal leashes and collars; luggage; waist packs; pocketbooks; umbrellas, golf umbrellas and wallets; baby backpacks; trunks
- 20 Furniture; mirrors; picture frames; plastic cake decorations; plastic flags; figurines; sculptures; carvings; statues; non-metal key chains; plastic bibs; corks for bottles, sleeping bags
- 21 kitchenware, beverage glassware; dinnerware; fitted vanity cases; champagne and wine buckets; ice buckets; chocolate, cake, pastry and cookery molds; decorative crystal prisms; paper plates and cups; plastic plates and cups; drinking flasks; decorative stained glass; stamped glass; glass bowls; hair brushes and combs; napkin holders; toothpick holders; lunch boxes; pepper and salt mills; mugs; bottle openers; decorative ornaments of china, crystal, glass porcelain and/or terra cotta; pails; boxes for dispensing paper towels; perfume atomizers sold empty; decorative plates; statues and statuettes of china, crystal, earthenware, glass, porcelain and/or terra cotta; beverage stirrers; pre-moistened towelettes; drinking vessels; wastepaper baskets; non-woven fabric cosmetic wipes not made of paper; jars for jams and jellies made of earthenware, glass, porcelain, plastic and/or terra cotta; beer jugs; bakeware; non-metal piggy banks; flower baskets; portable beverage coolers and dispensers; bottles, sold empty; cake stands and servers; non-electric candelabras and candlesticks not of precious metal; canister sets; porcelain and earthenware, including plates, platters, dishes, bowls, cups, saucers, serving dishes and serving plates, paint buckets; butter dishes; pitchers; soap dispensers, toothpaste dispensers; paper cups, paper plates; plasticware
- 24 oven mitts, towels, linens, comforters, blankets, wash clothes, sheets, bed linens, bath linens, household linens, textile napkins, textile walt hangings, bed spreads, table mats not of paper, pillows, pillow cases, pillow shams, pennants not of paper, pot holders, quilts, bed sheets, table cloths not made of paper, crib bumpers and crib canopies, cloth banners, fabrics
- 25 men's, women's, and children's clothing, including pants, jeans, blouses, skirts, shorts, dresses, jackets, vests, coats, warm-up suits,
- 27 rugs, carpets, mats, floor coverings and wall hangings
- 28 toys, including rubber action balls; action figures and accessories therefor; action skill games; mechanical action toys, electric action toys; action-type target games; toy airplanes; toy armor; balloons; toy banks; bath toys; toy clothing; bingo cards; toy building blocks: toy construction blocks; board games; toy boxes; toy cap pistols; card games; party favors in the nature of crackers or noise-makers; craft sets for decorating balloons; electronic dart games; dolls, doll clothing, doll costumes, accessories for dolls; electronic game equipment with a watch function; role playing game equipment in the nature of game book manual; equipment sold as a unit for playing card games; hand-held unit for playing electronic games and/or video games; parlor games; pinball-type games; role playing games; toy gliders; doll house furnishings; jigsaw puzzles; manipulative games and puzzles; crib mobiles, toy mobiles, scale model airplanes; model toy train sets; plush toy animals and figures and accessories therefor; toy model vehicles and related accessories sold as a unit; electronically-operated toy motor vehicles; musical toys; toy noisemakers; puppets; ride-on toys; soft sculptured toys; spinning toys; stuffed toy animals and figures and accessories therefor; toy swords; toy vehicles; baby multiple activity toys; infant action crib toys; non-riding transportation toys; party favors in the nature of small toys; plush toys; squeezable squeaking toys; water squirting toys; wind-up toys; ventriloquist's dummies; yo-yo's; toy zip guns; sporting goods, including golf bags; golf ball markers; golf balls; golf clubs; head covers for golf clubs; baseballs; basketballs; footballs; net balls; table tennis balls; tennis balls; volley balls; baseball bats, baseball gloves; softball bats; stationary exercise bicycles; road bicycles; gaming equipment, namely, chips and game wheels; poker chips; dart boards; softball gloves; hockey pucks; hockey gloves and pads; ice skates; roller skates and accessories therefor; skate boards; tennis racket presses; tennis racket covers; racquet balls and racquet ball racquets; quoits; sport balls; amusement park rides; tractors and sleds for use in down-hill amusement rides; Christmas tree ornaments; artificial Christmas trees and Christmas wreaths; Christmas tree skirts, stands and stand covers; costume masks; promotional game materials; lottery cards and tickets; teaching materials in the form of board and card games and stand alone video game machines; carrying cases for stuffed and plush toy animals and figures, dolls and other toys; toy furniture, toy clothing
- 3 cosmetics, personal care and bath products, namely skin soaps, perfume, cologne, essential oils for personal use; blushers, eye pencils, eye shadows, eyebrow pencils, eyeliners, foundation makeup, lipsticks, lip glosses, mascara and rouge; dentifrice; petroleum jelly for cosmetic and personal care purposes; baby powder; face powder; talcum powder, skin lotions and creams; soaps for hand, body and face, nail polish; sun tanning and blocking preparations; bubble baths, body lotions, body oils, toothpaste, dental floss, deodorants, cotton balls and cotton for cosmetic purposes; detergent soap, automatic dishwashing detergents, dishwashing detergents, disposable wipes for personal use,

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CLASSES

UNITED STATES continued

floor polish, furniture polish, glass cleaners, laundry detergent, laundry bleach; hair care products, namely, shampoos, hair spray, hair lotions, hair gel and hair conditioners; sachets, potpourri, incense and room fragrance

- 35 retail services; distributorship services; retail services via a global communications network; mail order catalog services; advertising agency services; copying of documents for others; automobile dealerships; direct mail advertising; directory information; distributorship services; providing home shopping services in a wide variety of fields by means of television; promoting and conducting trade shows in a wide variety of fields; slogan cartoon and character licensing; theatrical ticket agencies
- 38 Telecommunications services, including radio and television broadcasting; broadcasting via a global communications network; electronic mail services; paging services; pay per view television transmission services; telephone communication services; video broadcasting.
- 4 candles; fuel for motor vehicles, namely gasoline; automobile lubricants; motor oil
- 40 treatment of materials, including photographic film finishing and development services
- 41 entertainment and educational services, including video and motion picture production and distribution, radio and television production and distribution thereof; entertainment in the nature of sporting events; book publishing services; conducting exhibitions in a wide variety of fields; entertainment in the nature of television and radio programs, amusement park rides; on-line computer games, musical concerts, live performances by a musical band; amusement parks; nursery schools; conducting parties for others; health club services; museums; movie theaters; recording studio services; arranging for ticket reservations for shows and other events; zoos
- 42 child care centers; medical clinics and hospital services; motor clubs; news and features distribution; health resorts and spas, health maintenance organizations; retirement home services; lawn care services; portrait photography services; printing services; hair salons; monitoring of burglar security alarms; travel agency services; hotel services; restaurant services providing multiple-user access to a global computer information network for the transfer and dissemination of a wide range of information; leasing or providing access time to computer data basses/web sites/home pages of others in a wide variety of field(s) by means of a global computer network; providing information in a wide variety of fields by means of a global computer information network; computer services, namely providing on-line publications in a wide variety of fields
- 6 Aluminum foil, metal piggy banks, metal bells, safety deposit boxes, metal oil cans sold empty, metal cans sold empty, metal caps for bottles, metal chains, metal money clips not of precious metal, metal decorative boxes, fixed towel dispensers of metal, aluminum foil paper, metal key holders, metal holders for signboards, metal horseshoes, metal identification bracelets, metal key blanks, metal key fobs, metal key rings; door hardware, namely, keys and key cylinders, metal keys for locks; key chains made of metal; metal license plates, metal lock boxes, metal name badges; metal name plates, metal time capsules
- 9 eyeglasses, sunglasses; eyeglass frames; pre-recorded video tapes, pre-recorded audio tapes, compact discs and video discs, all featuring music, dance, comedy, dramatic or non-dramatic productions, poetry, art, sports, physical fitness, stories for children and/or adults, history, culture, lifestyle and/or technology; batteries, battery packs, battery chargers, compact discs, computer buffers, computer disc drives, blank floppy computer discs, blank hard computer discs, computer furniture, computer hardware, computer interface boards, computer keyboards, computer memories, computer monitors, computer mouse, computer peripheral mouse pads, computer operating programs, computer printers, computer printer cartridges; blank magnetic computer tapes, computers and instructional manuals sold as a unit, electric converters, document scanners, modems; holders for compact discs, jackets for compact discs; cd-rom drives; computer software; personal electronic organizers; pre-paid magnetically encoded telephone calling cards; magnetically encoded credit and debit cards; neon, electric and luminous signs; video game interactive control floor pads or mats; video game cartridges; computer game cassettes; computer games cartridges; computer game equipment containing memory devices, namely, discs; computer game joysticks, programs and tapes; video game machines for use with televisions; computer game programs; video game joysticks, virtual reality game software; radios; telephones; photographic equipment and accessories, namely cameras, video game joysticks, virtual reality game software; radios; telephones; photographic equipment and accessories, namely cameras, video recorders, flashes, screens, projectors, and lenses ties, suits, t-shirts, shirts, sweaters; footwear; hats, caps, berets, scarves, clothing belts, gloves, mittens; pajamas; bathrobes; nightgowns; aprons; cloth diapers

MAX0010 TEDDYOLOGY 03/11/1997 75/255,284 ALLOWED 41,42

- 41 educational services, namely providing training and instruction in regard to staffing and operating retail stores in connection with the manufacture and sale of stuffed toy animals and plush toy animals and accessories therefor
- 42 providing information relating to various subjects via a global computer network

M4X0128 TRAVELING TEDDY 03/17/1999 75/664,633 PENDING 28

28 - stuffed toy animals and plush toy animals and accessories therefor

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UNITED STATES continued

MAX0008 WHERE BEST FRIENDS ARE MADE

02/25/1997 75/247,417

TE DEST INTERIOS AND 02/23/1991 /3/24/,4

PENDING

14,16,18 20,21,24 25,28,35 41,42,6

14 - - jewelry, namely earrings, necklaces, rings, bracelets and pendants

16 - books, newsletters, magazines, pamphlets, and brochures for children; and books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls; greeting cards; stickers; stationery products, namely writing paper, envelopes, and invitations; paper goods, namely paper plates, paper cups, paper napkins; and publications, namely posters, and calendars

- 18 handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor
- 20 ceramic figurines; novelties, namely non-metal keychains and novelty buttons
- 21 mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers
- 24 housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitt
- 25 clothing, namely shirts, t-shirts, sweatshirts, caps, socks, underwear, sleepwear, pants, jackets, footwear, shorts, swimwear; and aprons
- 28 plush toy animals and stuffed toy animals and dolls and accessories therefor; handheld unit for playing electronic games; toys namely bath toys, pull toys, musical toys, miniature figures, soft body infant toys, positionable toy figures; board games
- 35 mail order, retail store, mall order catalog services, wholesale and distributorship services in the field of stuffed toy animals and plush toy animals, dolls and accessories therefor; CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies
- 41 entertainment services in the nature of parties for creating stuffed toy animals and plush toy animals and providing of party facilities therefor; video and motion picture production and distribution; radio and television programming and the production and distribution thereof
- 42 retail services via a global computer network, providing information relating to various subjects via a global computer network, providing access through a global computer to an interactive computer database in regard to various subjects
- 6 novelties, namely key chains made of metal
- 9 CD Roms, audio cassettes, video cassettes, and laser discs relating to or regarding teddy bears and other stuffed toy animals and plush toy animals; and computer game cartridges

MAX0194

WHERE SPECIAL MEMORIES

10/27/1999 75/831,936

PENDING

28,35,42

ARE MADE

- 28 stuffed and plush toy animals and dolls and accessories therefor
- 35 retail store services, mail order catalog services, and retail services via a global computer network, all featuring stuffed and plush toy animals and accessories therefor, dolls and accessories therefor, electronic musical devices, sound recordings, compact disks, jewelry, stationery items, stickers, books, publications, clothing, backpacks, tote bags, carrying cases, purses, toys and novelty buttons and pins
- 42 providing information relating to various subjects via a global computer network

MAX0033

ZIPPER COLUMN DESIGN

10/27/1997 75/379,668

ALLOWED

35

35 - retail store services for the sale of photographic prints, electronic musical devices, sound recordings, CD-rom, jewelry, stationery items, stickers, greeting cards, paper goods, books, publications, clothing, stuffed toy animals and accessories therefor, dolls, and accessories therefor, mugs, housewares, backpacks, tote bags, carrying cases, wallets, purses, toys and games and novelty buttons and pins

SHIRTS ILLUSTRATED, L.L.C.

TRADEMARKS - REGISTERED

Trademark Report by Mark

COUNTRY REFERENCE# FILED APPL# REGDT REG# STATUS CLASSES

DIGIPRINT

UNITED STATES SHI0004 06/18/1991 74/177,795 03/01/1994 1,824,701 REGISTERED 42

42 - providing printing services using a system which generates and prints graphic images on fabric and clothing

TINY TEES

UNITED STATES SHI0003 09/12/1980 73/277,663 02/07/1984 1,266,680 REGISTERED 20

20 - novelty items, namely miniature shirts, miniature t-shirts, screen printed miniature t-shirts, and custom printed miniature t-shirts not sold as items of wearing apparel

SHIRTS ILLUSTRATED, L.L.C.

TRADEMARKS - PENDING

Trademark Report by Mark

COUNTRY **REFERENCE#** FILED APPL# REGDT REG# **STATUS CLASSES**

SHIRTS ILLUSTRATED

PENDING UNITED STATES SHI0005 09/08/1999 75/801,852 35,42

35 - wholesale mail order and catalog order services featuring miniature clothing, custom printed miniature clothing and plush and stuffed toy

animals

42 - custom printing of miniature clothing, for use with plush and stuffed toy animals

TINY TEDDY TEES

EUROPEAN UNION SHI0007 11/08/1999 1380286 **PENDING** 28

28 - novelty items, namely miniature shirts, miniature t-shirts, screen printed miniature t-shirts, and custom printed miniature t-shirts not sold as

items of wearing apparel but as accessories for stuffed and plush toy animals and toy figures

UNITED STATES SHI0001 05/18/1999 75/708.751 **PENDING** 28

28 - novelty items, namely, miniature shirts, miniature t-shirts, screen printed miniature t-shirts, and custom printed miniature t-shirts not sold

as items of wearing apparel but as accessories for stuffed and plush toy animals and toy figures

TINY TEES

'UNITED STATES SHI0002 05/18/1999 75/708,754 **PENDING** 28

28 - novelty items, namely, miniature shirts, miniature t-shirts, screen printed miniature t-shirts, and custom printed miniature t-shirts not sold as items of wearing apparel but as accessories for stuffed and plush toy animals and toy figures

SCHEDULE B

BUILD-A-BEAR WORKSHOP PATENTS - ISSUED

Patent Report by Country Status: ISSUED

TITLE

REFERENCE# FILED

ILED SERIAL#

ISSUED PATENT#

STATUS

AUSTRALIA

(Clark et al) STORE FIXTURE

BUI006 10/22/1998 3361/1998 07/28/199 137895 ISSUED

(Clark et al) IN-STORE WALL

BUI003 10/14/1998 3274/1998 01/04/200 139508 ISSUED

(Collida et al) STUFFING MACHINE

BUI007 10/22/1998 3364/1998 07/28/199 137898 ISSUED

(Weiss et al) DISPLAY FAÇADE (Zipper Columns)

BUI002 10/22/1998 3363/1998 07/28/199 137897 ISSUED

(Weiss et al) A SET OF STORAGE BARRELS

BUI005 10/14/1998 3275/1998 07/20/199 137785 ISSUED

(Weiss et al) NOVELTY BATH TUB

BUI004 10/23/1998 3402/1998 07/20/199 137789 ISSUED

A SET OF DISPLAY COLUMNS (Stuffing Columns)

BUI001 10/22/1998 3362/1998 07/28/199 137896 ISSUED

CANADA

(Clark et al) DISPLAY WALL (Button Wall)

BUI010 10/23/1998 1998-2615 11/30/199 88239 ISSUED

(Clark et al) STORE FIXTURE

BUI013 11/06/1998 1998-2764 10/15/199 87783 ISSUED

(Collida et al) STUFFING MACHINE

BUI014 11/06/1998 1998-2763 06/30/199 87022 ISSUED

(Weiss et al) DISPLAY FAÇADE (Stuffing Columns)

BUI008 10/23/1998 1998-2613 11/30/199 D88206 ISSUED

(Weiss et al) DISPLAY FAÇADE (Zipper Columns)

BUI009 10/23/1998 1998-2614 10/22/199 87849 ISSUED

(Weiss et al) NOVELTY BATH TUB

BUI011 10/23/1998 1998-2617 10/29/199 87921 ISSUED

(Weiss et al) SPOOL CONFIGURED STORAGE BARREL

BUI012 10/23/1998 1998-2616 11/26/199 D 88174 ISSUED

Patent Report by Country

Status: ISSUED

Patent Report by Country Status: ISSUED

TITLE

REFERENCE# FILED SERIAL# ISSUED PATENT# STATUS

FRANCE

(Weiss et al) TOY ARMOIRE

MAX011 10/28/1999 996641

02/04/200 570523-'29

ISSUED Patent Report by Country

Status: ISSUED

TITLE

REFERENCE# FILED

) SERIAL#

ISSUED PATENT#

STATUS

GERMANY

(Weiss et al) TOY ARMOIRE

MAX002 10/19/1999 499 09 754.8

11/17/199 49909754.8

ISSUED

HONG KONG

(Collida et al) STUFFING MACHINE

BUI015

03/31/1999 9910372.7

03/31/199 9910372.7

ISSUED

(Weiss et al) TOY ARMOIRE

MAX003 10/06/1999 9911313.4

10/06/199 9911313.4

ISSUED

JAPAN

(Collida et al) STUFFING MACHINE

BUI017 02/24/1999 11-004480

01/14/200 1066841

ISSUED

NEW ZEALAND

(Clark et al) DISPLAY WALL (Button Wall)

BUI020

11/12/1998 29792

02/24/199 29792

ISSUED

(Clark et al) STORE FIXTURE (HEART'N BEAR)

BUI023

11/12/1998 29791

02/24/199 29791

ISSUED

(Collida et al) STUFFING MACHINE

BU1024

11/12/1998 29793

02/24/199 29793

ISSUED

(Weiss et al) DISPLAY FAÇADE (Zipper Columns)

BUI019

11/12/1998 29795

02/24/199 29795

ISSUED

(Weiss et al) DISPLAY FAÇADE SET (Stuffing Columns)

BUI018

11/12/1998 29790

02/24/199 29790

ISSUED

(Weiss et al) NOVELTY BATH TUB

BUI021

11/12/1998 29794

02/24/199 29794

ISSUED

(Weiss et al) SET OF DISPLAY BINS (SPOOL CONFIGURED STORAGE BARRELS)

BUI022

11/12/1998 29789

02/24/199 29789

ISSUED

UNITED KINGDOM

Patent Report by Country

(Clark et al) STORE FIXTURE

BU1030

12/01/1998 2079543

08/24/199 2079543

ISSUED

TRADEMARK

REEL: 003240 FRAME: 0799

Patent Report by Country Status: ISSUED

TITLE

REFERENCE# FILED SERIAL# ISSUED PATENT# STATUS

UNITED KINGDOM continued

(Clark et al) SHOP FITTINGS (DISPLAY WALL - IN-STORE WALL)

BUI027 12/01/1998 2079540 12/01/199 2079540 ISSUED

(Weiss et al) DISPLAY FAÇADE (Stuffing Columns)

BUI025 12/01/1998 2079545 10/20/199 2079545 ISSUED

(Weiss et al) DISPLAY FAÇADE (Zipper Columns)

BUI026 12/01/1998 2079544 10/20/199 2079544 ISSUED

(Weiss et al) NOVELTY BATH TUB

BUI028 12/01/1998 2079542 10/23/199 2079542 ISSUED

(Weiss et al) SPOOL CONFIGURED STORAGE BARRELS

BUI029 12/01/1998 2079539 08/21/199 2079539 ISSUED

UNITED STATES

(Clark et al) IN-STORE WALL

CLA001 08/23/1998 29/092,544 09/28/199 D414,353 ISSUED

(Weiss et al) DISPLAY FAÇADE (Stuffing Columns)

WEI001 10/20/1998 29/095,283 10/05/199 D414,814 IS\$UED

(Weiss et al) NOVELTY BATH TUB

WEI003 10/23/1998 29/095,486 08/31/199D413,280 ISSUED

BUILD-A-BEAR WORKSHOP

PATENTS - PENDING

Patent Report by Country

TITLE REFERENCE#

E# FILED SERIAL#

ISSUED PATENT#

STATUS

AUSTRALIA

(Weiss et al) TOY ARMOIRE

MAX001

09/29/1999 3143/99

PENDING

BRAZIL

(Welss et al) TOY ARMOIRE

MAX009

11/09/1999 DI 5902462-3

PENDING

CANADA

(Weiss et al) TOY ARMOIRE

MAX007 10/07/1999 1999-2439

PENDING

CHINA

(Weiss et al) TOY ARMOIRE

MAX008 10/20/1999 99314599.X

PENDING

JAPAN

(Clark et al) STORE FIXTURE

BUI016

02/15/1999 11-3365

PENDING

(Weiss et ai) TOY ARMOIRE

MAX004 1

10/04/1999 11-26912

PENDING

MEXICO

(Weiss et al) TOY ARMOIRE

MAX005

N/A

PENDING

NEW ZEALAND

(Weiss et al) TOY ARMOIRE

MAX006

10/06/1999 400005

PENDING

UNITED KINGDOM

(Collida et al) STUFFING MACHINE

BUI031

12/02/1998 2079541

PENDING

(Weiss et al) TOY ARMOIRE

MAX010

10/01/1999 2087073

PENDING

Patent Report by Country

TITLE

REFERENCE# FILED SERIAL# ISSUED PATENT# STATUS

UNITED STATES

(Clark et al) STORE FIXTURE

CLA002 08/24/1998 29/092,639 PENDING

(Collida et al) STUFFING MACHINE

COL001 10/09/1998 29/094,802 PENDING

(Weiss et al) DISPLAY FAÇADE (Zipper Columns)

WEI002 10/20/1998 29/095,270 PENDING

(Weiss et al) TOY ARMOIRE

WEI005 08/09/1999 29/109,055 PENDING

(Weiss et al) SPOOL CONFIGURED STORAGE BARREL

WEI004 08/28/1998 29/092,565 PENDING

SCHEDULE C

BUILD-A-BEAR WORKSHOP, LLC COPYRIGHTS

TITLE		STATUS	REG. NO./DATE	
AIR BATH				
13940.543		56	ISSUED	1/26/98: VA 906-636
AUDIO SHELF SOUND STA	ATION			
13940.543		54	ISSUED	1/28/98: VA 906-639
BEAR HANGER				
13940.543		59	ISSUED	1/23/98: VA 850-955
BEAR HEAD				
13940.543		51	ISSUED	7/2/98: VA 935-010
BEAR PROMISE				
13940.543		57	ISSUED	1/20/98: VA 896-239
BEARAMOIRE				
713940.23 0		PENDING		
BEAREMY				
713940.19 5		PENDING		
BUILD-A-BEAR STORE DE	SIGN			
13940.538		29	ISSUED	10/24/97: VA 903-962
BUILD-A-BEAR WORKSHOP & DESIG	EN .			
13940.506	80	ISSUED	6/11/97: VAU405-662	

ILD-A-BEAR WORKSHOP, LLC **COPYRIGHTS**

BUILD-A-BEAR WORKSHOP THEME SONG

13940.532 86 ISSUED 1/26/98: SRu 380-338

BUTTON DESIGN

13940.543 **ABANDONED**

45

CENTENNIAL BEAR II

713940.25 **PENDING**

CHOCOLATE BUNNY 2000

713940.25 **PENDING**

OOSE ME MURAL DESIGN

13940.543 62 ISSUED 1/23/98: VA 850-951

CHOOSE ME STUFF ME STITCH ME FLUFF ME

13940.543 48 ISSUED 1/26/98: VA 906-636

CUB CONDO DESIGN

13940.574 52 ISSUED 11/23/98: Vau 312-333

CUB CONDO DESIGN #1

13940.41 **PENDING**

CUB CONDO VALENTINE DESIGN

713940.42 **PENDING**

BUILD-A-BEAR WORKSHOP, LLC COPYRIGHTS

DRESS ME MURAL DESIGN

13940.544 81 ISSUED 1/23/98: VA 850-952

DRESS ME TABLE

13940.543 55 ISSUED 1/28/98: VA 906-638

FLOPPY BEAR

713940.68 ISSUED 8/23/99: VA 966-834

FLOPPY LAMB

713940.23 PENDING 6

UFF ME MURAL DESIGN

13940.544 80 ISSUED 1/23/98: VA 850-953

FLUFFY BUNNY

713940.1 ISSUED 8/19/99: VA 966-751

HALLOWEEN CUB CONDO

713940.26

4

PENDING

HEART IN A BEAR

13940.567 74 ISSUED 7/2/98: VA935-009

MY STORY

13940.543 58 ISSUED 1/20/98: VA 897-897

PERKY PENQUIN

713940.192 PENDING

LD-A-BEAR WORKSHOP, LLC COPYRIGHTS

SPOOL DESIGN

13940.552 59 ISSUED 3/2/98: VA 930 684

STITCH ME MURAL DESIGN

13940.544 82 ISSUED 1/23/98: VA 850-954

STITCH ME TABLE

13940.543 50 ISSUED 1/28/98: VA 906-634

STORE FRONT DESIGN

713940.57 PENDING 473

STUFF ME MURAL DESIGN

13940.544 83 ISSUED 1/23/98: VA 850-950

STUFFING COLUMNS

13940.548 20 ISSUED 1/29/98: VA 905-637

VALENTINE BEAR 2000

713940.25 PENDING 2

ZIPPER COLUMNS

13940.548 21 ISSUED 1/28/98: VA 906-635

SCHEDULE D

PENDING OR POTENTIAL CLAIMS

- 1. <u>Basic Brown Bears, Inc. v. Build-A-Bear Workshop, L.L.C.</u>, Case No. C99-1290 DLJ ENE, United States District Court, Northern District of California includes claims against FLOPPY BUNNY design, STUFFED WITH LOVE, GRIN& BEAR IT, bear painter design, trade secrets and confidentiality agreement claims (including against "Cub Condo design") and related claims.
- 2. The New York Times Company v. Build-A-Bear Workshop, L.L.C., Opposition No. 115,902. Pending action before U.S. Trademark Trial and Appeal Board regarding registerability of ALL THE NEWS THAT'S BROUGHT TO BEAR based upon alleged conflict with The New York Times' mark ALL THE NEWS THAT'S FIT TO PRINT.
- 3. Best Friends Foundation. Extension of Time to File Opposition filed against Build-A-Bear Workshop, L.L.C.'s mark WHERE BEST FRIENDS ARE MADE, Application Serial No. 75/247,417, based upon Best Friends Foundation's mark BEST FRIENDS.
- 4. Extension of Time to File Opposition against the mark BEARISM, Application Serial No. 75/335,759 filed by Bear U.S.A. Inc.
 - Extension of Time to File Opposition against the mark BUILD-A-BUG, Application Serial No. 75/335,759 filed by Trendmasters, Inc.
- 6. First Hand Learning, Inc. has filed a Notice of Opposition against the mark BUILD-A-BUG, Application Serial No. 75/557,108, based upon alleged common law rights in the mark BUILD-A-BUG.
- 7. The Vermont Teddy Bear Factory, Inc. v. Build-A-Bear Workshop L.L.C., Opposition No. 115,198. Notice of Opposition filed against HEART IN A BEAR trade dress, Application Serial No. 75/434,462.
- 8. <u>Basic Brown Bears, Inc. v. Build-A-Bear Workshop, L.L.C.</u> Notice of Opposition No. 116,951 filed against "Cub Condo design" trademark application, Application Serial No. 75/657,901.

745347.01

RECORDED: 10/24/2005