

United States of America

United States Patent and Trademark Office

MORMON.ORG

Reg. No. 3,715,744 INTELLECTUAL RESERVE, INC. (UTAH CORPORATION)
Registered Nov. 24, 2009 50 E. NORTH TEMPLE STREET
SALT LAKE CITY, UT 84150

Int. Cl.: 41 FOR: PROVIDING INFORMATION AND INSTRUCTION IN THE FIELDS OF RELIGION, ETHICS, AND MORAL AND RELIGIOUS VALUES; PROVIDING ON-LINE RELIGIOUS INSTRUCTION PROMOTING FAMILY VALUES; PROVIDING INFORMATION IN THE FIELD OF PARENTING CONCERNING EDUCATION AND ENTERTAINMENT OF CHILDREN; AND PROVIDING COURSES OF INSTRUCTION IN THE FIELD OF MARITAL RELATIONS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

**SERVICE MARK
PRINCIPAL REGISTER**

FIRST USE 10-31-2001; IN COMMERCE 10-31-2001.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SEC. 2(F).

OWNER OF U.S. REG. NO. 3,239,919.

SN 77-179,068, FILED 5-11-2007.

DOMINIC J. FERRAIUOLO, EXAMINING ATTORNEY



David J. Kybas

Director of the United States Patent and Trademark Office

Int. Cls.: 41 and 42

Prior U.S. Cls.: 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 3,239,919

Registered May 8, 2007

**SERVICE MARK
PRINCIPAL REGISTER**

MORMON

INTELLECTUAL RESERVE, INC. (UTAH NOT-
FOR-PROFIT CORPORATION)
50 EAST NORTH TEMPLE
SALT LAKE CITY, UT 84150

FOR: EDUCATIONAL SERVICES, NAMELY,
PROVIDING CLASSES, CONFERENCES, AND IN-
STITUTES IN THE FIELDS OF HISTORY AND
RELIGION, IN CLASS 41 (U.S. CLS. 100, 101 AND
107).

FIRST USE 0-0-1920; IN COMMERCE 0-0-1920.

FOR: GENEALOGY SERVICES, IN CLASS 42 (U.S.
CLS. 100 AND 101).

FIRST USE 6-1-1833; IN COMMERCE 6-1-1833.

SEC. 2(F).

SER. NO. 78-977,858, FILED 9-5-2002.

JILL C. ALT, EXAMINING ATTORNEY

Int. Cls.: 9 and 16

Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38 and 50

Reg. No. 2,883,572

United States Patent and Trademark Office

Registered Sep. 14, 2004

**TRADEMARK
PRINCIPAL REGISTER**

BOOK OF MORMON

INTELLECTUAL RESERVE, INC. (UTAH NOT-
FOR-PROFIT CORPORATION)
50 EAST NORTH TEMPLE
SALT LAKE CITY, UT 84150

FOR: PRE-RECORDED AUDIO AND VIDEO CAS-
SETTE TAPES AND COMPACT DISCS FEATURING
RELIGIOUS CONTENT , IN CLASS 9 (U.S. CLS. 21,
23, 26, 36 AND 38).

FIRST USE 0-0-1977; IN COMMERCE 0-0-1977.

FOR: PRINTED MATTER; NAMELY RELIGIOUS
BOOKS, RELIGIOUS INSTRUCTIONAL PAMPH-

LETS, AND BROCHURES; PHOTOGRAPHS, AR-
TIST MATERIALS, INSTRUCTIONAL AND
TEACHING MATERIAL, POSTERS, ENGRAVINGS,
PRINTS OF PAINTINGS, BOOKS, IN CLASS 16 (U.S.
CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 0-0-1830; IN COMMERCE 0-0-1830.

SEC. 2(F).

SER. NO. 76-405,608, FILED 5-10-2002.

LESLEY LAMOTHE, EXAMINING ATTORNEY

Int. Cl.: 24

Prior U.S. Cl.: 42

United States Patent and Trademark Office **Reg. No. 1,524,555**
Registered Feb. 14, 1989

**TRADEMARK
PRINCIPAL REGISTER**

MORMON HANDICRAFT

CHURCH OF JESUS CHRIST OF LATTER-DAY
SAINTS (UTAH CORPORATION)
47 EAST SOUTH TEMPLE
SALT LAKE CITY, UT 84111 , ASSIGNEE OF
DESERET BOOK COMPANY, INC. (UTAH
CORPORATION) SALT LAKE CITY, UT 84130

FOR: FABRICS, LINENS, BATS, TOWELS,
DISH CLOTHS, PILLOWCASES, AFGHANS,
LAP ROBES, QUILTS, QUILT KITS, AND
WALL HANGINGS, TABLE COVERS, SOFT

GIFTS, AND HEM-STITCHED ITEMS OF TEX-
TILE MATERIAL, IN CLASS 24 (U.S. CL. 42).
FIRST USE 5-0-1974; IN COMMERCE
5-0-1974.
SEC. 2(F).

SER. NO. 592,324, FILED 4-7-1986.

ROBERT PEVERADA, EXAMINING ATTOR-
NEY

Int. Cl.: 42

Prior U.S. Cl.: 101

United States Patent and Trademark Office

Reg. No. 1,527,447

Registered Feb. 28, 1989

**SERVICE MARK
PRINCIPAL REGISTER**

MORMON HANDICRAFT

CHURCH OF JESUS CHRIST OF LATTER-DAY
SAINTS (UTAH CORPORATION)
47 EAST SOUTH TEMPLE
SALT LAKE CITY, UT 84111 , ASSIGNEE OF
DESERET BOOK COMPANY, INC. (UTAH
CORPORATION) SALT LAKE CITY, UT 84130

FOR: RETAIL CATALOG MAIL ORDER
AND TELEPHONE ORDER SERVICES FOR
CRAFT ITEMS AND MATERIALS, DOLLS,
BABY CLOTHES, TOYS, YOUNG GIRLS'
CLOTHING, QUILTS, PERSONAL GIFTS, NEE-

DLEWORK, PORCELAIN STATUES AND THE
LIKE, IN CLASS 42 (U.S. CL. 101).

FIRST USE 10-0-1937; IN COMMERCE
10-0-1937.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "HANDICRAFT", APART
FROM THE MARK AS SHOWN.

SEC. 2(F).

SER. NO. 592,323, FILED 4-7-1986.

ROBERT PEVERADA, EXAMINING ATTOR-
NEY

Int. Cls.: 9 and 41

Prior U.S. Cls.: 21, 23, 26, 36, 38, 100, 101 and 107

Reg. No. 2,766,231

United States Patent and Trademark Office

Registered Sep. 23, 2003

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**

MORMON TABERNACLE CHOIR

INTELLECTUAL RESERVE, INC. (UTAH CORPORATION)
50 EAST NORTH TEMPLE
SALT LAKE CITY, UT 84150

FOR: ENTERTAINMENT SERVICES, NAMELY, LIVE PERFORMANCES BY A MUSICAL PERFORMANCE GROUP, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FOR: PRE-RECORDED AUDIO AND AUDIO-VIDEO CASSETTE TAPES AND COMPACT DISCS FEATURING MUSICAL ENTERTAINMENT INCORPORATING RELIGIOUS, FAMILY, AND EDUCATIONAL THEMES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 8-0-1893; IN COMMERCE 8-0-1893.

SEC. 2(F).

SER. NO. 76-340,212, FILED 11-20-2001.

FIRST USE 11-0-1973; IN COMMERCE 11-0-1973.

LESLEY LAMOTHE, EXAMINING ATTORNEY

Int. Cls.: 9, 16, and 41

**Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38, 50,
100, 101, and 107**

Reg. No. 2,913,694

Registered Dec. 21, 2004

United States Patent and Trademark Office

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**



**MORMON
TABERNACLE
CHOIR**

INTELLECTUAL RESERVE, INC. (UTAH NON-
PROFIT CORPORATION)
50 EAST NORTH TEMPLE
SALT LAKE CITY, UT 84150

FOR: PRERECORDED AUDIOTAPES, VIDEO-
TAPES, COMPACT DISCS, AND DIGITAL VIDEO
DISCS FEATURING MUSICAL ENTERTAINMENT
INCORPORATING RELIGIOUS, FAMILY, AND
EDUCATIONAL THEMES, IN CLASS 9 (U.S. CLS.
21, 23, 26, 36 AND 38).

FIRST USE 3-0-2003; IN COMMERCE 3-0-2003.

FOR: PUBLICATIONS, NAMELY, BOOKS FEATURING MUSICAL PERFORMANCES AND FEATURING RELIGIOUS, FAMILY, AND EDUCATIONAL THEMES, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 6-0-2003; IN COMMERCE 6-0-2003.

FOR: ENTERTAINMENT SERVICES, NAMELY,
LIVE PERFORMANCES BY A MUSICAL PERFORM-
ANCE GROUP, IN CLASS 41 (U.S. CLS. 100, 101
AND 107).

FIRST USE 3-0-2003; IN COMMERCE 3-0-2003.

OWNER OF U.S. REG. NO. 2,766,231.

SEC. 2(F) AS TO "MORMON TABERNACLE
CHOIR".

SN 76-505,493, FILED 4-10-2003.

MARGERY A. TIERNEY, EXAMINING ATTORNEY

Int. Cls.: 9, 16 and 42

**Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38, 50,
100 and 101**

United States Patent and Trademark Office

Reg. No. 2,552,030

Registered Mar. 26, 2002

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**



**INTELLECTUAL RESERVE, INC. (UTAH COR-
PORATION)
50 EAST NORTH TEMPLE STREET
SALT LAKE CITY, UT 84150**

**FOR: PRE-RECORDED VIDEO CASSETTES FEAT-
URING RELIGIOUS SUBJECT MATTER, IN
CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).**

FIRST USE 0-0-1995; IN COMMERCE 0-0-1995.

**FOR: PRINTED INSTRUCTIONAL MANUALS
FEATURING RELIGIOUS SUBJECT MATTER, IN
CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).**

FIRST USE 0-0-1995; IN COMMERCE 0-0-1995.

**FOR: RELIGIOUS AND MINISTERIAL SERVICES
ON TEMPLE SQUARE, IN CLASS 42 (U.S. CLS. 100
AND 101).**

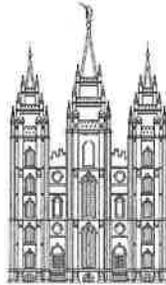
FIRST USE 0-0-1997; IN COMMERCE 0-0-1997.

SER. NO. 76-095,888, FILED 7-11-2000.

KELLY CHOE, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office



Reg. No. 4,323,142

Registered Apr. 23, 2013

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

INTELLECTUAL RESERVE, INC. (UTAH CORPORATION)
50 E. NORTH TEMPLE ST. RM. 1880
SALT LAKE CITY, UT 841500018

FOR: VIDEO RECORDINGS FEATURING RELIGIOUS SUBJECT MATTER, IN CLASS 9
(U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 0-0-1995; IN COMMERCE 0-0-1995.

OWNER OF U.S. REG. NO. 2,552,030.

THE MARK CONSISTS OF SALT LAKE TEMPLE LINE DRAWING.

SER. NO. 85-578,654, FILED 3-23-2012.

COLLEEN MULCRONE, EXAMINING ATTORNEY



Lea Staret Kea

Acting Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.



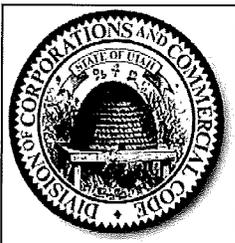
Francine Giani
Executive Director
Department of Commerce

Gary Herbert
Governor
State of Utah

Kathy Berg
Director
Division of Corporations
& Commercial Code

INTELLECTUAL RESERVE, INC.
50 EAST NORTH TEMPLE ROOM 1880
SALT LAKE CITY UT 84150-0018

Mark Title:
MORMON CHURCH, THE
Access ID: 3632020



State of Utah
Department of Commerce
Division of Corporations & Commercial Code

CERTIFICATE OF TRADEMARK
MORMON CHURCH, THE

Registration Number: 5160149-0190
Registration Date: 07/18/2002
Expiration Date: 07/18/2017 (unless timely renewed)
Applicant/Owner: INTELLECTUAL RESERVE, INC.
Applicant/Owner Address: 50 East North Temple Room 1880 Salt Lake City Ut 84150-0018
Description: THE WORDS "THE MORMON CHURCH".
Goods/services: Education; providing of training
Date first used in Utah: 01/01/1847
Date of first use: 01/01/1830
Federal Application Filed?: No

The design mark image is available at the Division

This certifies that the above has been filed and approved in the office of the Division, which hereby issues this Certification thereof.

Handwritten signature of Kathy Berg in cursive.

KATHY BERG
Division Director