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Serial Number: 78121846 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 2775487

Mark (words only): PEOPLE & STORIES - GENTE Y CUENTOS

Standard Character claim: No

Current Status: [Registered](#).

Date of Status: 2003-10-21

Filing Date: 2002-04-15

Transformed into a National Application: No

Registration Date: 2003-10-21

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 102](#)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: 900 -File Repository (Franconia)

Date In Location: 2003-10-27

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**LAST APPLICANT(S)/OWNER(S) OF RECORD**

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1. [People & Stories - Gente y Cuentos](#)

**Address:**

[People & Stories - Gente y Cuentos](#)

[140 E. Hanover Street](#)

[Trenton, NJ 08608](#)

[United States](#)

**Legal Entity Type:** [NON-PROFIT CORPORATION](#)

**State or Country Where Organized:** [New Jersey](#)

**Phone Number:** (609) 393- 3230

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### GOODS AND/OR SERVICES

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**International Class:** 041

**Class Status:** Active

educational services namely classes, seminars and forums that focus on literature and reading skills to create an open forum to discuss assigned literature, which gives participants the self-confidence to explore issues at a greater literary depth than is typical among new readers while encouraging participants to express their opinions without requiring that they reach a consensus, conducted at senior citizen centers, prisons, libraries, homeless shelters and community centers with the goal of helping participants develop a better sense of self-worth, critical thinking skills and social awareness

**Basis:** 1(a)

**First Use Date:** 1977-12-31

**First Use in Commerce Date:** 1987-07-05

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### ADDITIONAL INFORMATION

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**Translation:** The English translation of "GENTE Y CUENTOS" is "PEOPLE AND STORIES".

**Section 2(f)**

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

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**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2003-10-21 - Registered - Principal Register

2003-07-29 - Published for opposition

2003-07-09 - Notice of publication

2003-05-22 - Approved for Pub - Principal Register (Initial exam)

2003-02-28 - Communication received from applicant

2003-02-19 - Communication received from applicant

2002-08-29 - Non-final action mailed

2002-07-31 - Assigned To Examiner

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**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Christine Haight Farley

**Correspondent**

Christine Haight Farley

Washington College of Law Glushko-Samuel

4801 Massachusetts Avenue, N.W.

Suite 390

Washington DC 20016

Phone Number: (202) 274-4148

Fax Number: (202) 274-0659

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### Typed Drawing

**Word Mark** PEOPLE & STORIES - GENTE Y CUENTOS

**Translations** The English translation of "GENTE Y CUENTOS" is "PEOPLE AND STORIES".

**Goods and Services** IC 041. US 100 101 107. G & S: educational services namely classes, seminars and forums that focus on literature and reading skills to create an open forum to discuss assigned literature, which gives participants the self-confidence to explore issues at a greater literary depth than is typical among new readers while encouraging participants to express their opinions without requiring that they reach a consensus, conducted at senior citizen centers, prisons, libraries, homeless shelters and community centers with the goal of helping participants develop a better sense of self-worth, critical thinking skills and social awareness.  
FIRST USE: 19771231. FIRST USE IN COMMERCE: 19870705

**Mark Drawing Code** (1) TYPED DRAWING

**Serial Number** 78121846

**Filing Date** April 15, 2002

**Current Filing Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** July 29, 2003

**Registration Number** 2775487

**Registration Date** October 21, 2003

**Owner** (REGISTRANT) People & Stories - Gente y Cuentos NON-PROFIT CORPORATION NEW JERSEY 140 E. Hanover Street Trenton NEW JERSEY 08608

**Attorney of**

**Attorney of Record** Christine Haight Farley  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL-2(F)  
**Live/Dead Indicator** LIVE

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**Drawing Page****Serial Number:**

78121846

**Applicant:**

People & Stories - Gente y Cuentos  
140 E. Hanover Street  
Trenton NJ USA 08608

**Date of First Use:**

12/31/1977

**Date of First Use in Commerce:**

07/05/1987

**Goods and Services:**

An educational service that focuses on literature and reading skills. This program creates an open forum to discuss assigned literature, which gives participants the self-confidence to explore deeper, more controversial issues. The program is conducted at senior citizen centers, prisons, libraries, homeless shelters and community centers. The goal of the program is to help participants develop a better sense of self-worth, critical thinking skills and social awareness.

**Mark:**

PEOPLE &amp; STORIES - GENTE Y CUENTOS



NO OCR



04-15-2002

**Internet Transmission Date:**

2002/04/15

**Serial Number:**

78121846

**Filing Date:**

2002/04/15



TRADEMARK APPLICATION

U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE  
FEE RECORD SHEET

TOTAL FEES PAID: \$325

RAM SALE NUMBER: 165  
RAM ACCOUNTING DATE: 20020416



NO OCR



04-15-2002

&lt;SERIAL NUMBER&gt; 78121846

&lt;FILING DATE&gt; 04/15/2002

## &lt;DOCUMENT INFORMATION&gt;

&lt;TRADEMARK/SERVICEMARK APPLICATION&gt;

&lt;VERSION 1.24&gt;

## &lt;APPLICANT INFORMATION&gt;

<NAME> People & Stories - Gente y Cuentos  
<STREET> 140 E. Hanover Street  
<CITY> Trenton  
<STATE> NJ  
<COUNTRY> USA  
<ZIP/POSTAL CODE> 08608  
<TELEPHONE NUMBER> (609) 393- 3230

## &lt;APPLICANT ENTITY INFORMATION&gt;

&lt;OTHER ENTITY TYPE: SPECIFIC NATURE OF ENTITY&gt; 501(c)(3)

&lt;STATE/COUNTRY UNDER WHICH ORGANIZED&gt; New Jersey

## &lt;TRADEMARK/SERVICEMARK INFORMATION&gt;

&lt;MARK&gt; PEOPLE &amp; STORIES - GENTE Y CUENTOS

&lt;TYPED FORM&gt; Yes

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

## &lt;BASIS FOR FILING AND GOODS/SERVICES INFORMATION&gt;

&lt;USE IN COMMERCE: SECTION 1(a)&gt; Yes

\* Applicant is using or is using through a related company the mark in commerce on or in connection with the below-identified goods/services. (15 U.S.C. Section 1051(a), as amended.). Applicant attaches one SPECIMEN for each class showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services. \*

&lt;SPECIMEN&gt; Yes

<SPECIMEN DESCRIPTION> This specimen is the first page of a grant proposal to the New Jersey Council for the Humanities. The second to last line in the specimen states the program has been in existence since 1987. The development of this outreach program has been ongoing for for twenty years, with each new finding each documented in a 300 page manuscript.

&lt;INTERNATIONAL CLASS NUMBER&gt; 041

<LISTING OF GOODS AND/OR SERVICES> An educational service that focuses on literaure and reading skills. This program creates an open forum to discuss assigned literature, which gives participants the self-confidence to explore deeper, more controversial issues. The program is

conducted at senior citizen centers, prisons, libraries, homeless shelters and community centers. The goal of the program is to help participants develop a better sense of self-worth, critical thinking skills and social awareness.

<FIRST USE ANYWHERE DATE> 12/31/1977

<FIRST USE IN COMMERCE DATE> 07/05/1987

**<OPTIONAL INFORMATION>**

<TRANSLATION> "The foreign wording in the mark translates into English as People and Stories."

<SECTION 2(f)> "The mark has become distinctive of the goods/services through the applicant's substantially exclusive and continuous use in commerce for at least the five years immediately before the date of this statement."

**<ATTORNEY INFORMATION>**

<NAME> Christine Haight Farley  
<STREET> 4801 Massachusetts Avenue, N.W. Suite 390  
<CITY> Washington  
<STATE> DC  
<COUNTRY> USA  
<ZIP/POSTAL CODE> 20016  
<FIRM NAME> Washington College of Law Glushko-Samuels Intellectual P  
Clinic  
<TELEPHONE NUMBER> (202) 274-4148  
<FAX NUMBER> (202) 274-0659

**<FEE INFORMATION>**

<TOTAL FEES PAID> 325  
<NUMBER OF CLASSES PAID> 1  
<NUMBER OF CLASSES> 1

**<LAW OFFICE INFORMATION>**

<E-MAIL ADDRESS FOR CORRESPONDENCE> N/A

**<SIGNATURE AND OTHER INFORMATION>**

\* PTO-Application Declaration: The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the

mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

\*

<SIGNATURE> /christine haight farley/  
<DATE> 04/15/2002  
<NAME> Christine Haight Farley  
<TITLE> Attorney

**<MAILING ADDRESS>**

<LINE> Christine Haight Farley  
<LINE> Washington College of Law Glushko-Samuelson Intellectual Property Law Clinic  
<LINE> 4801 Massachusetts Avenue, N.W.  
<LINE> Suite 390  
<LINE> Washington DC 20016

**<RAM INFORMATION>**

<RAM SALE NUMBER> 165  
<RAM ACCOUNTING DATE> 20020416

**<SERIAL NUMBER INFORMATION>**

<SERIAL NUMBER> 78/121846  
<INTERNET TRANSMISSION DATE> Monday, 04-15-2002 18:54:43 EDT  
<TEAS STAMP>  
USPTO-1479141110-20020415185421749-78/121846-1246264aa3fef7142b2c2eae15bbf51f907-  
RAM-165-20020415183821749  
E-MAIL ADDRESS FOR ACKNOWLEDGMENT> timothy\_tyre@hotmail.com



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**No assignment has been recorded at the USPTO**

**For Serial Number: 78121846**

If you have any comments or questions concerning the data displayed, contact PRD / Assignments at 571-272-3350. v.2.0.1  
Web interface last modified: April 20, 2007 v.2.0.1

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# ORIGINAL SPECIMEN

## Internet Transmission Date:

2002/04/15

## Serial Number:

78121846

## Filing Date:

2002/04/15

### PROPOSAL TO THE NEW JERSEY COUNCIL FOR THE HUMANITIES

June, 2001

People and Stories -- Gente y Cuentos

Narrative

#### Introduction:

*People & Stories -- Gente y Cuentos* is a non-profit short stories discussion program in English and in Spanish designed to create an enjoyable and enriching experience with literature for community groups of people who are not presently reading it independently. In our program short stories of literary merit are read aloud and discussed using our well-developed method that draws upon the life experiences of basic readers to understand literature. Participants, often recruited among the less educated members of society, are introduced to difficult texts in a reading and discussion that brings forth their inherent abilities to tackle topics usually reserved for the college classroom. The structured dialogues that develop encourage participants to move beyond stereotypes and to communicate better across racial, cultural, class, and educational differences. Further, participation in the discussions refine critical and analytical thinking skills, leading to a sense of mastery and accomplishment as challenging issues and texts are examined in rigorous ways. Because the chosen stories are complex in the way life is complex, coming to know and appreciate these texts can lead to the perception of wider and therefore more liberating choices. Participants, who are often at challenging crossroads in their lives, are thus encouraged to take tangible steps toward greater empowerment such as pursuing previously intimidating educational or vocational venues.

The live programs will be conducted by trained *People and Stories -- Gente y Cuentos* coordinators who have completed the twenty-hour workshop in the program method. In addition, all coordinators are experienced in working with community groups and are scholars of literature. The project director, Patricia Andres, Ph.D. who has been a *People and Stories* coordinator since 1987 and an administrator of the project since 1993, will monitor the programs with site visits and reports to coordinators.

The applicant has submitted required color specimen. The USPTO has printed only one copy of the specimen, and extra copies can be produced in-house as needed.

**PROPOSAL TO THE NEW JERSEY COUNCIL FOR THE HUMANITIES**

**June, 2001**

**People and Stories – Gente y Cuentos**

**Narrative**

**Introduction:**

*People & Stories – Gente y Cuentos* is a non-profit short stories discussion program in English and in Spanish designed to create an enjoyable and enriching experience with literature for community groups of people who are not presently reading it independently. In our program short stories of literary merit are read aloud and discussed using our well-developed method that draws upon the life experiences of basic readers to understand literature. Participants, often recruited among the less educated members of society, are introduced to difficult texts in a reading and discussion that brings forth their inherent abilities to tackle topics usually reserved for the college classroom. The structured dialogues that develop encourage participants to move beyond stereotypes and to communicate better across racial, cultural, class, and educational differences. Further, participation in the discussions refine critical and analytical thinking skills, leading to a sense of mastery and accomplishment as challenging issues and texts are examined in rigorous ways. Because the chosen stories are complex in the way life is complex, coming to know and appreciate these texts can lead to the perception of wider and therefore more liberating choices. Participants, who are often at challenging crossroads in their lives, are thus encouraged to take tangible steps toward greater empowerment such as pursuing previously intimidating educational or vocational venues.

The five programs will be conducted by trained *People and Stories – Gente y Cuentos* coordinators who have completed the twenty-hour workshop in the program method. In addition, all coordinators are experienced in working with community groups and are scholars of literature. The project director, Patricia Andres, Ph.D. who has been a *People and Stories* coordinator since 1987 and an administrator of the project since 1993, will monitor the programs with site visits and reports to coordinators.



Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, VA 22202-3513  
www.uspto.gov

Jul 9, 2003

**NOTICE OF PUBLICATION UNDER 12(a)**

- |                                      |   |
|--------------------------------------|---|
| 1. Serial No.:<br>78/121,846         | 2. Mark:<br>PEOPLE & STORIES - GENTE Y CUENTOS      |
| 3. International Class(es):<br>41    |   |
| 4. Publication Date:<br>Jul 29, 2003 | 5. Applicant:<br>People & Stories - Gente y Cuentos |

The mark of the application identified appears to be entitled to registration. The mark will, in accordance with Section 12(a) of the Trademark Act of 1946, as amended, be published in the Official Gazette on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark. If no opposition is filed within the time specified by Section 13(a) of the Statute or by rules 2.101 or 2.102 of the Trademark Rules, the Commissioner of Patents and Trademarks may issue a certificate of registration.

Copies of the trademark portion of the Official Gazette containing the publication of the mark may be obtained from:

The Superintendent of Documents  
U.S. Government Printing Office  
PO Box 371954  
Pittsburgh, PA 15250-7954  
Phone: (202) 512-1800

By direction of the Commissioner.

Correspondence Address:

Christine Haight Farley  
Washington College of Law Glushko-Samuel  
4801 Massachusetts Avenue, N.W.  
Suite 390  
Washington DC 20016

TMP&I

**Int. Cl.: 41**

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

**United States Patent and Trademark Office**

**Reg. No. 2,775,487**

**Registered Oct. 21, 2003**

**SERVICE MARK  
PRINCIPAL REGISTER**

**PEOPLE & STORIES - GENTE Y CUENTOS**

PEOPLE & STORIES - GENTE Y CUENTOS (NEW  
JERSEY NON-PROFIT CORPORATION)  
140 E. HANOVER STREET  
TRENTON, NJ 08608

FOR: EDUCATIONAL SERVICES NAMELY  
CLASSES, SEMINARS AND FORUMS THAT FOCUS  
ON LITERATURE AND READING SKILLS TO  
CREATE AN OPEN FORUM TO DISCUSS AS-  
SIGNED LITERATURE, WHICH GIVES PARTICI-  
PANTS THE SELF-CONFIDENCE TO EXPLORE  
ISSUES AT A GREATER LITERARY DEPTH THAN  
IS TYPICAL AMONG NEW READERS WHILE EN-  
COURAGING PARTICIPANTS TO EXPRESS THEIR  
OPINIONS WITHOUT REQUIRING THAT THEY  
REACH A CONSENSUS, CONDUCTED AT SENIOR  
CITIZEN CENTERS, PRISONS, LIBRARIES, HOME-  
LESS SHELTERS AND COMMUNITY CENTERS

WITH THE GOAL OF HELPING PARTICIPANTS  
DEVELOP A BETTER SENSE OF SELF-WORTH,  
CRITICAL THINKING SKILLS AND SOCIAL  
AWARENESS , IN CLASS 41 (U.S. CLS. 100, 101  
AND 107).

FIRST USE 12-31-1977; IN COMMERCE 7-5-1987.

THE ENGLISH TRANSLATION OF "GENTE Y  
CUENTOS" IS "PEOPLE AND STORIES".

SEC. 2(F).

SER. NO. 78-121,846, FILED 4-15-2002.

DOMINIC J. FERRAIUOLO, EXAMINING ATTOR-  
NEY