

Searching the Trademark Database (TESS) at <http://www.uspto.gov>

jc 1/12

The Trademark Electronic Search System (TESS) Database contains hyperlinks to all pending and registered United States Trademarks. TESS also includes information about dead trademarks since January 1, 1984. The fact that a Trademark cannot be found by searching the TESS database does not mean that the mark is not being used as a trademark. TESS does not include common law, state, or foreign trademarks.

- ◆ From the USPTO Home Page, <http://www.uspto.gov>, click on the link for Trademarks (in the left sidebar).
- ◆ From the Trademark information page, click on the link for TESS.

Structured Form Search

- ◆ From the TESS search page, click on the link for **Word and/or Design Mark Search (Structured)**
- ◆ If you wish to retrieve more than 100 records, click on the drop down menu box next to the **Records Returned** box, and select **200, 300, 400** or **500**.
- ◆ Make sure Plurals is listed as Yes.
- ◆ Type a term or terms in the first search box. (put quotes around phrases).
- ◆ From the drop down *Field* menu, select **Basic Index (combined MP+PM+FM)**
- ◆ From the drop down menu beside Operator, choose **OR**.
- ◆ Repeat your search term(s) in the second search box.
- ◆ From the drop down *Field* menu, select **Translation**. This will search word marks (including those that contain any punctuation marks, or any blank spaces that have been converted to hyphens), and english equivalents to any foreign words or characters.
- ◆ Click on the **Submit Query** button.

The screenshot shows the USPTO TESS search page. The browser address bar displays the URL: tess2.uspto.gov/bin/gate.exe?f=searchstr&state=40021.cvdfo.1.1. The page header includes the United States Patent and Trademark Office logo and navigation links. The main content area shows the search interface with the following details:

- Records Returned:** 100 (dropdown menu)
- Search Term:** "blue cheese" (input field)
- Search Term:** "blue cheese" (input field)
- Plurals:** Yes (dropdown menu)
- Field:** Basic Index (combined MP+PM+MN) (dropdown menu)
- Operator:** OR (dropdown menu)
- Field:** Translation (dropdown menu)

Buttons for "Submit Query", "Clear Query", and "Logout" are visible. A warning message states: "WARNING: AFTER SEARCHING THE USPTO DATABASE, EVEN IF YOU THINK THE RESULTS ARE 'O.K.,' DO NOT ASSUME THAT YOUR MARK CAN BE REGISTERED AT THE USPTO. AFTER YOU FILE AN APPLICATION, THE USPTO MUST DO ITS OWN SEARCH AND OTHER REVIEW, AND MIGHT REFUSE TO REGISTER YOUR MARK."

After submitting your query, a list of trademarks matching your search parameters will display.

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Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Wed Jan 4 04:35:47 EST 2012

TESS HOME NEW USER STRUCTURED FREE FORM BROWSE DICT SEARCH OQ PREV LIST NEXT LIST IMAGE LIST BOTTOM HELP

Logout Please logout when you are done to release system resources allocated for you.

Start List At: OR to record: **26 Records(s) found (This page: 1 ~ 26)**

Refine Search ("blue cheese")[B] or ("blue cheese")[TL]

Current Search: S1: ("blue cheese")[B] or ("blue cheese")[TL] docs: 26 occ: 41

Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1 85063454		WEINLESE BLUE CHEESE	TARR	DEAD
2 78543851	3175650	AMERICAN BLUE CHEESE	TARR	LIVE
3 78957119	3324639	NORTHERN LIGHTS AMERICAN CLASSIC BLUE CHEESE INGREDIENTS: MILK, SALT CHEESE CULTURE, RENNET, PENICILLIUM, ROQUEFORTI	TARR	LIVE
4 78661955		THE BLUE CHEESE CHICKABOOM	TARR	DEAD
5 78629670		BLAZING BLUE CHEESE	TARR	DEAD
6 78328781	2982944	NAUVOO BLUE CHEESE	TARR	LIVE
7 77632254	3966736	START HERE START YOUR CHEESE PLATE WITH YOUNG MILD GOATS, DOUBLE OR TRIPLE CRÉMES OR BLOOMY RIND CHEESES. SUGGESTED BEVERAGE PAIRINGS: LIGHT WHITE WINE CHAMPAGNE 9 THE NEXT TYPE OF CHEESE SHOULD BE SOFT TO SEMI-FIRM, LIKE A MILD COW, AN AGED GOAT OR A SHEEP MILK CHEESE. BE SURE TO ALTERNATE MILKS AND TEXTURES TO CREATE A CONTRAST BETWEEN CHEESES AROUND YOUR PLATE. SUGGESTED BEVERAGE PAIRINGS: LIGHT RED WINE, ROSÉ, LAGER, PILSNER BEERS 12 YOUR NEXT CHEESE CAN BECOME STRONGER, BOLDER AND NUTTIER LIKE HARD MOUNTAIN, LONG-AGED CHEDDARS AND MILD WASHED RIND ("STINKY") CHEESES. SUGGESTED BEVERAGE PAIRINGS: RED WINE, ALES, LAMBIC BEERS 3 TO FINISH, CHOOSE CHEESES WITH A BIGGER PRESENCE, SUCH AS MORE ASSERTIVE WASHED RIND CHEESES OR A CLASSIC BLUE CHEESE LIKE ROQUEFORT. SUGGESTED BEVERAGE PAIRINGS: DESSERT WINES, PORT, STOUT BEER 6	TARR	LIVE
8 77619871		12 3 6 9 START HERE START YOUR CHEESE PLATE WITH YOUNG MILD GOATS, DOUBLE OR TRIPLE CRÉMES OR BLOOMY RIND CHEESES. SUGGESTED BEVERAGE PAIRINGS: LIGHT WHITE WINE CHAMPAGNE THE NEXT TYPE OF CHEESE SHOULD BE SOFT TO SEMI-FIRM, LIKE A MILD COW, AN AGED GOAT OR A SHEEP MILK CHEESE. BE SURE TO ALTERNATE MILKS AND TEXTURES TO CREATE A CONTRAST BETWEEN CHEESES AROUND YOUR PLATE. SUGGESTED BEVERAGE PAIRINGS: LIGHT RED WINE, ROSÉ, LAGER, PILSNER BEERS YOUR NEXT CHEESE CAN BECOME STRONGER, BOLDER AND NUTTIER LIKE HARD MOUNTAIN, LONG-AGED CHEDDARS AND MILD WASHED RIND ("STINKY") CHEESES. SUGGESTED BEVERAGE PAIRINGS: RED WINE, ALES, LAMBIC BEERS TO FINISH, CHOOSE CHEESES WITH A BIGGER PRESENCE, SUCH AS MORE ASSERTIVE WASHED RIND CHEESES OR A CLASSIC BLUE CHEESE LIKE ROQUEFORT. SUGGESTED BEVERAGE PAIRINGS: DESSERT WINES, PORT, STOUT BEER	TARR	DEAD
9 76419968	2916589	QUESO AZUL	TARR	DEAD
10 76128336	2632802	TREASURE CAVE AMERICA'S #1 BLUE CHEESE	TARR	LIVE
11 76019432		DELFT BLUE CHEESE	TARR	DEAD
12 75065939	2108310	NAUVOO BLUE CHEESE	TARR	LIVE
13 74448416	1861088	JESSE'S ST. LOUIS BLUES CHUNKY BLUE CHEESE DRESSING	TARR	DEAD
14 74064834	1647546	BLEU CHEESE DRESSING	TARR	DEAD
15 73835483		LUMPY BLUE CHEESE DRESSING	TARR	DEAD
16 73637571		BLU CHEESE	TARR	DEAD
17 73565180	1428630	BETTER BLUE CHEESE	TARR	DEAD
18 73494986		SLO EDDIE'S EXPENSIVE DRESSING .OILS .SPICES .BLUE CHEESE SEAL OF APPROVAL NO PRESERVATIVES SHAKE VIGOROUSLY & REFRIGERATE 12.7 FL. OZ. -375 ML	TARR	DEAD

Click on the Word Mark of the trademark of interest to view detailed information.

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Logout Please logout when you are done to release system resources allocated for you.

Start List At: OR to record: **Record 10 out of 26**

TARR Status ASSIGN Status TDR TTAB Status (Use the "Back" button of the Internet Browser to return to TESS)



Word Mark TREASURE CAVE AMERICA'S #1 BLUE CHEESE
Goods and Services IC 029. US 046. G & S. Cheese. FIRST USE: 20020311. FIRST USE IN COMMERCE: 20020311
Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code 26.01.04 - Circles with two breaks or divided in the middle
 26.01.18 - Circles, three or more concentric; Concentric circles, three or more; Three or more concentric circles
 26.01.21 - Circles that are totally or partially shaded.
 26.11.02 - Plain single line rectangles; Rectangles (single line)
 26.11.20 - Rectangles inside one another
 26.11.21 - Rectangles that are completely or partially shaded

Serial Number 76128336
Filing Date September 15, 2000
Current Filing Basis 1A
Original Filing Basis 1B
Published for Opposition November 20, 2001
Change In Registration CHANGE IN REGISTRATION HAS OCCURRED
Registration Number 2632802
Registration Date October 8, 2002
Owner (REGISTRANT) ConAgra Brands, Inc CORPORATION NEBRASKA One ConAgra Drive Omaha NEBRASKA 68102
 (LAST LISTED OWNER) SAPUTO CHEESE USA, INC. CORPORATION DELAWARE 25 Tri-State International Office Center Suite 250 Lincolnshire ILLINOIS 60069

Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record MARK J DILIBERTI
Prior Registrations 0524307,2152522,AND OTHERS
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE " AMERICA'S #1 BLUE CHEESE" APART FROM THE MARK AS SHOWN

- ◆ Click on the **TARR Status** button to link to the latest information about the trademark. Any changes made after the registration date do not appear in the main record, but will be recorded here. This can include changes in ownership, address changes, prosecution history, and the attorney of record.

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2012-01-04 11:24:30 ET

Serial Number: [76128336 Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: [2632802](#)

Mark



(words only): [TREASURE CAVE AMERICA'S #1 BLUE CHEESE](#)

Standard Character claim: [No](#)

Current Status: [A Sections 8 and 15 combined declaration has been accepted and acknowledged.](#)

Date of Status: [2008-03-19](#)

Filing Date: [2000-09-15](#)

Transformed into a National Application: [No](#)

Registration Date: [2002-10-08](#)

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 101](#)

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

Current Location: [830 -Post Registration](#)

Date In Location: [2008-05-28](#)

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

- ◆ To return to the list of trademarks from the detailed view, click on your browser's **back** button. Or you can hold down the **alt** key and press the left arrow.
- ◆ To return to the TESS search screen to do additional searching, click on the **Free Form** button.
- ◆ You can view all of the searches you have performed in a session by clicking on the **view search history** link from either the structured search screen, or the free form search screen. This will show all searches, regardless of which searching strategy was used.

Navigating the Database

The following buttons are available on the search screens to help you navigate between search screens, lists, and documents. Click on the **Help** button at any time to access a menu of help topics.



Search tips:

- ◆ It is possible to automatically search plurals. If the plurals option is turned on (from the initial TESS Search screen), TESS will automatically search for singular, plural, and possessive forms of a word whether you enter the singular or plural. A search for **dog** will retrieve dog, dogs or dog's. So will the search **dogs**. Truncation and/or pattern matching (see below) are not recommended with the plurals feature.
- ◆ The standard truncation symbol is \$ (matches 0 or more continuous characters.) It can be used for right, left, or internal truncation.
- ◆ Including a number after the \$ limits truncation to that number of characters (i.e. polymer\$2)
- ◆ The right truncation symbol for a single, non-blank character is ?
- ◆ The truncation symbol for searching the Basic Index and the Translation Index only is the *. Right and left truncation is possible, and this search strategy should be faster and more efficient than standard truncation searching. For example, ***dog*** should retrieve all marks containing those three consecutive characters.
- ◆ Enclose exact phrases in “ ” i.e. “blue cheese” - You cannot truncate words in “ ”
- ◆ Boolean operators:

and – to narrow retrieval	red and dog
or – to increase retrieval	heart or cardiac
xor – contains either the first or the second, but not both	cat xor dog
not – contains one term and eliminates another	fabric not clothing
same – finds terms in the same paragraph	wine same spirits
with – finds terms in the same sentence	diet with drink
adj – finds terms within a specified number	red adj 6 dog
- ◆ Operator precedence:
 - adj, near
 - with
 - same
 - and, not, not same, not with, not near, not adj
 - xor
 - or (lowest precedence)
- ◆ **Nesting** allows you to put parentheses around terms in your search statement to specifically indicate the order that your search terms will be processed.
golf and (ball? or club?)
- ◆ The database is not case sensitive; therefore, searching Needle or needle will retrieve the same results.

Free Form Search

- ◆ From the TESS Search screen, click on the **Free Form Search** link. If you wish to retrieve more than 50 records, click on the drop down menu box next to the **Records Returned** box, and select either **100** or **200**.
- ◆ If you want TESS to automatically find plurals, click in the **Plurals** drop down menu and select **yes**.
- ◆ Type a term or terms in the search box.
- ◆ From the drop down menus below Title Field, select **Basic Index (combined MP+PM+FM)** and Translation. This will search word marks (including those that contain any punctuation marks, or any blank spaces that have been converted to hyphens), and english equivalents to any foreign words or characters.
- ◆ From the drop down menu below Operator, choose **OR**.
- ◆ Click on the **Submit Query** button.

Search Fields

[AD] Abandonment Date	[OW] Owner Name and Address
[AF] Affidavits	[PD] Priority Date
[AR] Assignment Recorded	[PF] Physical Filing Date
[BI] Basic Index	[PM] Pseudo Mark
[CC] Coordinated Class	[PO] Published for Opposition
[CD] Cancellation Date	[PR] Prior Registrations
[CR] Change in Registration	[RD] Registration Date
[DC] Design Search Code	[RE] Renewals
[DE] Description of Mark	[RG] Register
[DS] Disclaimer	[RN] Registration Number
[FD] Filing Date	[S4] Section 44 Indicator
[FM] Full Mark	[SD] Single Design Code
[GS] Goods and Services	[SN] Serial Number
[IC] International Class	[SR] Supplemental Register Date
[IU] Filed ITU	[TF] Distinctiveness Limitation Statement
[LD] Live/Dead	[TI] Translation Index
[MD] Mark Drawing Code	[TL] Translation
[MP] Mark Non-Punctuated	[TM] Type of Mark
[MP] Mark Punctuated [Word Mark]	[UD] Update/Load Date
[OD] Other Data	[US] US Class
[ON] Owner Name	

CAUTION:

Trademark searches performed on TESS are preliminary, and the strategies outlined in this handout should not be considered comprehensive. It is strongly suggested that you read all TESS help screens to learn about limitations of the database and different search techniques. Although some marks may be listed as DEAD, that does not necessarily mean that they are not still being used in commerce. It may be wise to contact the owner, since common law rights to a trademark could come into play. If you have questions that are not answered here, it is recommended that you contact an attorney.