

Trademark/Service Mark Application, Principal Register, with Declaration

Serial Number: 78252773
Filing Date: 05/21/2003

The table below presents the data as entered.

Input Field	Entered
MARK	PEPSI (stylized or with design)
OWNER	
NAME	PEPSICO, INC.
STREET	700 ANDERSON HILL ROAD
CITY	PURCHASE
STATE	NY
ZIP/POSTAL CODE	10577
COUNTRY	USA
PHONE	914-253-3443
FAX	914-253-3123
EMAIL	Lori.Barnett@pepsi.com
AUTHORIZED EMAIL COMMUNICATION	Yes
LEGAL ENTITY	
TYPE	CORPORATION
STATE/COUNTRY OF INCORPORATION	NORTH CAROLINA
ATTORNEY	
NAME	ELIZABETH N. BILUS
FIRM NAME	PEPSICO, INC.
STREET	700 ANDERSON HILL ROAD

CITY	PURCHASE
STATE	NY
ZIP/POSTAL CODE	10577
COUNTRY	USA
PHONE	914-253-3443
FAX	914-253-3123
EMAIL	LORI.BARNETT@PEPSI.COM
AUTHORIZED EMAIL COMMUNICATION	Yes
CORRESPONDENCE	
NAME	ELIZABETH N. BILUS
FIRM NAME	PEPSICO, INC.
STREET	700 ANDERSON HILL ROAD
CITY	PURCHASE
STATE	NY
ZIP/POSTAL CODE	10577
COUNTRY	USA
PHONE	914-253-3443
FAX	914-253-3123
EMAIL	LORI.BARNETT@PEPSI.COM
AUTHORIZED EMAIL COMMUNICATION	Yes
GOODS AND/OR SERVICES	
INTERNATIONAL CLASS	032
DESCRIPTION TEXT	SOFT DRINKS, AND SYRUPS AND CONCENTRATES FOR MAKING THE SAME
FILING BASIS	Section 1(a)
FIRST USE ANYWHERE DATE	03/00/2003
FIRST USE IN COMMERCE DATE	03/00/2003

SPECIMEN FILE NAME(S)	\\tinars\EXPORT5\IMAGEOUT5\782\527\78252773\xml1\APP0003.JPG
SPECIMEN DESCRIPTION	PRODUCT LABEL
ADDITIONAL STATEMENTS	
PRIOR REGISTRATION(S)	Applicant claims ownership of U.S. Registration Number(s) 0957017 1454395 2052908 0960516 1746553 2054943 2052907 0824153 2052912 1414438 2052909 2051022 2054942 2042062 1832264 2042061 0956179 1454394 2365319 2326886.
DESCRIPTION OF THE MARK	The mark consists of THE WORD "PEPSI," A THREE-FIELD DEVICE AND AN ICE SHARD DESIGN.
SIGNATURE INFORMATION	
SIGNATURE	/elizabeth n bilus/
SIGNATURE DATE	05/21/2003
SIGNATORY NAME	ELIZABETH N. BILUS
SIGNATORY POSITION	ASSISTANT SECRETARY
PAYMENT	
NUMBER OF CLASSES	1
NUMBER OF CLASSES PAID	1
SUBTOTAL AMOUNT	335
TOTAL AMOUNT	335
RAM SALE NUMBER	337
RAM ACCOUNTING DATE	05/22/2003
FILING INFORMATION	
SUBMIT DATE	Wed May 21 17:42:20 EDT 2003
TEAS STAMP	USPTO/BAS-198231241- 20030521174220809371 -78252773-200d510b30 f8bd45b7dda9d28ef98c 78b4-DA-337-20030521 171813179431

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To the Commissioner for Trademarks:

MARK: (Stylized or Design Format, see [drawing page](#))

The applicant, PEPSICO, INC., a corporation of NORTH CAROLINA, residing at 700 ANDERSON HILL ROAD, PURCHASE, NY USA 10577, requests registration of the trademark/service mark shown on the drawing page 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.

The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, or the applicant's predecessor in interest used the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended.

International Class 032: SOFT DRINKS, AND SYRUPS AND CONCENTRATES FOR MAKING THE SAME

In International Class 032: the mark was first used at least as early as 03/00/2003, and first used in commerce at least as early as 03/00/2003, and is now in use in such commerce. The applicant is submitting or will submit 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, consisting of a(n) PRODUCT LABEL.

[Specimen - 1](#)

"Applicant claims ownership of U.S. Registration Number(s) 0957017 1454395 2052908 0960516 1746553 2054943 2052907 0824153 2052912 1414438 2052909 2051022 2054942 2042062 1832264 2042061 0956179 1454394 2365319 2326886."

"The mark consists of THE WORD "PEPSI," A THREE-FIELD DEVICE AND AN ICE SHARD DESIGN."

The applicant, hereby appoints ELIZABETH N. BILUS of PEPSICO, INC., 700 ANDERSON HILL ROAD, PURCHASE, NY USA 10577 to submit this application on behalf of the applicant.

A fee payment in the amount of \$335 will be submitted with the application, representing payment for 1

class(es).

Declaration

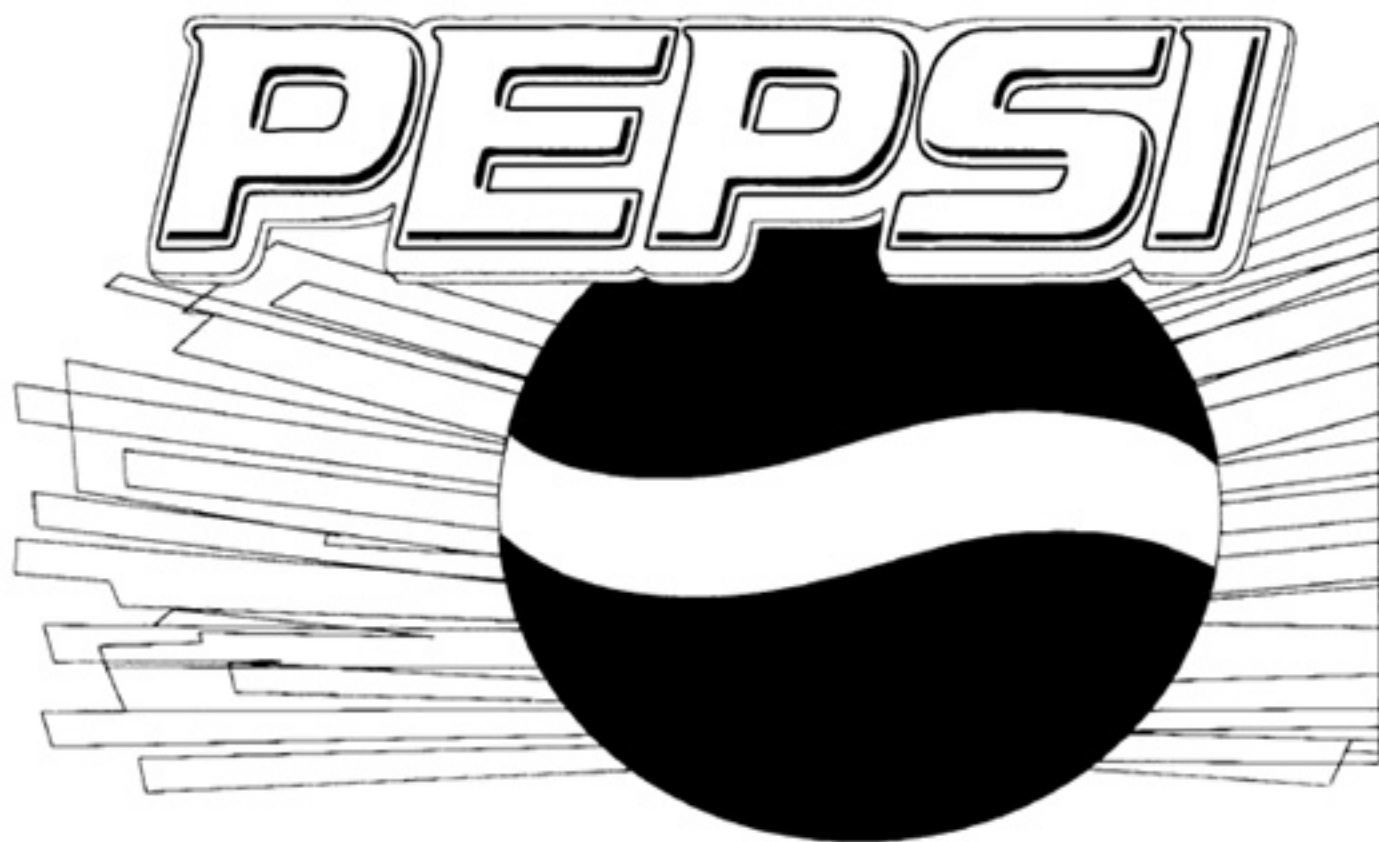
The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares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

Signature: /elizabeth n bilus/ Date: 05/21/2003
Signatory's Name: ELIZABETH N. BILUS
Signatory's Position: ASSISTANT SECRETARY

Mailing Address:
ELIZABETH N. BILUS
700 ANDERSON HILL ROAD
PURCHASE, NY 10577

RAM Sale Number: 337
RAM Accounting Date: 05/22/2003

Serial Number: 78252773
Internet Transmission Date: Wed May 21 17:42:20 EDT 2003
TEAS Stamp: USPTO/BAS-198231241-20030521174220809371-78252773-
200d510b30f8bd45b7dda9d28ef98c78b4-DA-337-20030521171813179431





ENTER FOR CHANCE TO PLAY FOR
1 BILLION DOLLARS

PEPSI



www.pepsi.com

20 FL. OZ.
(1.25 PT) 591ml

FILING DATE:

2003/05/21

SERIAL NUMBER:

78/252773



TRADEMARK APPLICATION

FEE RECORD SHEET

RAM SALE NUMBER: 337

RAM ACCOUNTING DATE: 20030522

Description	Fee Code	Fee Amount	Number Of Classes	Total Fees Paid
New App	7001	335	1	335