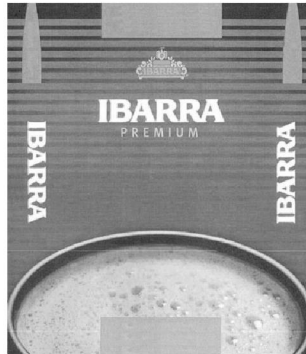


United States of America

United States Patent and Trademark Office



Reg. No. 3,726,051 CHOCOLATERA DE JALISCO, S.A. DE C.V. (MEXICO CORPORATION)
Registered Dec. 15, 2009 COLONIA VERDE VALLE

AVENIDA MARIANO OTERO 1420
GUADALAJARA, MEXICO 44510

Int. Cl.: 30

FOR: CHOCOLATE POWDER; CHOCOLATE; CHOCOLATE SYRUP, IN CLASS 30 (U.S. CL. 46).

TRADEMARK

PRINCIPAL REGISTER FIRST USE 2-14-2008; IN COMMERCE 2-14-2008.

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

THE MARK CONSISTS OF A RECTANGULAR DESIGN CONTAINING IN THE FOREGROUND A SMALL RECTANGULAR DESIGN AT THE TOP, A SHIELD DESIGN WITH THE WORD "IBARRA" IN IT AND THE WORDS "IBARRA PREMIUM" UNDERNEATH IT, ALL BETWEEN TWO CONE-LIKE DESIGNS. THE WORD "IBARRA" ALSO APPEARS IN THE FOREGROUND ON THE LEFT AND RIGHT SIDES OF THE DESIGN. ALSO IN THE FOREGROUND IS A DESIGN OF A CUP OF HOT CHOCOLATE THAT EXTENDS ALONG THE BOTTOM OF THE MARK WITH A SMALL RECTANGULAR DESIGN APPEARING AT THE BOTTOM OF THE CUP DESIGN. ALL ON A BACKGROUND CONSISTING OF HORIZONTAL LINES GOING DARKER TO LIGHTER FROM TOP TO BOTTOM.



SN 77-310,243, FILED 10-22-2007.

KATHERINE CONNOLLY, EXAMINING ATTORNEY

David J. Kyros

Director of the United States Patent and Trademark Office