NORTH / STAR

+ New Jersey Highlands

Final BrandPrint Report
May 2025

Introduction

About North Star Place Branding + Marketing

North Star Place Branding + Marketing comprises over a dozen talented individuals dedicated to growing community brand through integrated marketing solutions. North Star offers communities a combination of research, strategy, creativity, and action. This process—called Community BrandPrint—provides direction for the community's brand development, like a blueprint guides the construction of a home. And just like a blueprint, the priorities and targets of each Community BrandPrint are stated in clear and unambiguous language. The resulting brand personality is as revealing as an individual's fingerprint and just as unique.

About the BrandPrint Process

Through the Community BrandPrint process, North Star determines the most relevant and distinct promise for the New Jersey Highlands. From that promise, we create a strategic platform intended to generate a brand position in the minds of residents and those who spend their days in the destination. We then develop a compelling creative identity to support the strategy, a range of deliverables showing that creativity in use, and an integrated action plan for bringing the brand to life. Each of these tools reinforces strategic positioning and ensures brand equity and growth.

About the Branding Partner

The New Jersey Highlands Water Protection and Planning Council contracted with North Star to determine the destination's true, unique, and relevant brand position and help the community reflect its distinction.

<u>Introduction</u>	2
Executive Summary	9
Key Research Findings	9
Strategic DNA	12
Creative Tools	13
Research	15
Materials Audit	17
Internal Qualitative Data	25
Community Survey	31

Research	cont'd.
Brand Barometer	59
Consumer Awareness & Perception Study	82
External Qualitative Data	143
Competitive Positioning Review	146
Strategy	158
SWOT Analysis	159
Target Audience Analysis	164
Attraction Database	186

Strategy	cont'd.
Key Insights	189
Brand DNA	201
Organizational Strategy Recommendations	209
Creativity	219
Logo + Line	222
Color Palette	224
Look	225
Brand Narrative	226

Creativity	cont'd
Brand Standards Guide	230
Creative Deliverables	231
Marketing Strategy	277
Objectives + Plan Foundation	278
Three-Year Tactical Plan	283
Full Plan Breakdown	310
Example Traveler Itineraries	312

<u>Action</u>		317
	Activating Your New Brand During Its Infancy	318
	Appoint and Empower a Brand Coordinator	319
	Rollout Guidance and Brand Action Database	320
	Launch the Hidden Highlands Passport	321
	Install "Seven County Snapshot" Photo Opportunities	322
	Host "You Never Knew" Secret Suppers	323
	Create a Highlands Heritage Trail	324
	Start a "You Never Knew" Geocaching Adventure	325

Action	cont'd.
Commission Public Art	326
Host a Seven–County Summer Film Series	327
Produce "Postcards from the Unknown"	328
Encourage Businesses to Display Their Highlands Pride	329
<u>Evaluation</u>	330

5

North Star conducted research to identify what differentiates the New Jersey Highlands from competitors. We set out to learn the perceptions and beliefs of stakeholders and influencers as well as understand the competitive situation. North Star then worked collaboratively with New Jersey Highlands stakeholders to determine a strategy to guide the branding of the destination.

Strengths:

The New Jersey Highlands Region is a landscape of extraordinary natural beauty, home to rolling hills, preserved farmland, forested trails, and pristine waterways that provide drinking water for 70% of the state's population. This environmental value is matched by its cultural richness: charming Main Streets, centuries of Revolutionary War history, and a strong tradition of agriculture and artisanal craft. The region is beloved by residents for its peacefulness, authenticity, and the surprising variety of experiences it offers. With a protected status and a proximity to both New York City and Philadelphia, the Highlands offers an unexpected and refreshing contrast to the fast–paced urban environments just beyond its borders. Survey respondents and stakeholders alike described the area as "the prettiest part of a very densely populated state" and praised its emotional and personal significance. The Highlands also benefits from a passionate, engaged community that deeply values conservation and quality of life.

Challenges:

Despite its assets, the Highlands faces notable challenges in building a cohesive tourism identity. Awareness of the region is low among prospective visitors, and even many residents do not consider it a unified destination. The region's vastness, spanning seven counties and 88 municipalities, makes collaboration complex and communication inconsistent. Many communities struggle with limited infrastructure, especially for tourism (e.g., lodging, public transit, signage), and economic development remains uneven across the region. Internally, there is tension around tourism growth, with concerns about overtourism, environmental degradation, and preserving the Highlands' quiet character. Externally, the region must contend with outdated perceptions of New Jersey and the dominance of better-known destinations like the Shore, Hudson Valley, and Catskills. A lack of a clear, shared identity has made it difficult for the Highlands to stand out—until now.



Opportunities:

The launch of the new brand—"You Never Knew Jersey"—marks a turning point for the Highlands. It invites discovery, challenges assumptions, and positions the region as a natural retreat hiding in plain sight. As outdoor recreation and heritage tourism continue to grow in popularity, the Highlands is well-positioned to become a preferred destination for travelers seeking authenticity, sustainability, and meaningful experiences. Regional coordination, led by a newly established tourism alliance and coordinator, offers a promising structure for implementing shared strategies, marketing campaigns, and events. Targeted outreach to nearby metro areas can capture interest from weekend travelers looking to escape the city. There is also a strong opportunity to align with national moments (such as America's 250th anniversary and the 2026 World Cup) to draw new attention to the region's history, beauty, and hidden gems. With the right mix of storytelling, local pride, and collaborative momentum, the Highlands can begin to shift perceptions and claim its place on the tourism map.

Summary:

The New Jersey Highlands Region is a rare combination of natural beauty, historical depth, and emotional resonance, wrapped in a brand that finally gives it voice. While challenges remain around cohesion, visibility, and infrastructure, the new brand provides a unifying rallying cry for communities, counties, and conservationists alike. With focused coordination and authentic storytelling, the Highlands can share its hidden treasures with the world, inviting more people to discover the New Jersey they never knew.

NEW JERSEY HIGHLANDS STRATEGIC DNA

Research data was analyzed for trending insights that hone the New Jersey Highlands story. These insights were funneled into a strategic brand platform, also known as your strategic DNA. Just as an individual's DNA influences everything from how that person looks to how that person acts (as well as their health and vibrancy), the strategic DNA for the New Jersey Highlands should be the foundational touchstone for all positive planned action in your community, from marketing to events to product development.

Target Audience: For urbanites open to explorations off the beaten path,

Frame of Reference: the New Jersey Highlands Region, a vast, peaceful, and protected watershed 40 miles west of Manhattan,

Point-of-Difference: defies preconceived notions of New Jersey, granting new discoveries and a natural retreat from the most densely populated areas in the nation

Benefit: so you can pick a getaway from "leisure as usual."

CREATIVE TOOLS

The final package of foundational creative tools strategically supports the New Jersey Highlands brand platform. These tools layer personality on top of the strategy in order to make an emotional connection with the consumer. They include a narrative, tagline, logo, color palette, and creative executions. Together they begin to tell the New Jersey Highlands story in a compelling and memorable way.





CREATIVE TOOLS

The New Jersey Highlands brand action plan contains hundreds of ideas—large and small—for integrating the brand into destination marketing and promotions. Ideas touch on infrastructure, new products to support the strategy, vehicles, merchandise, and more. Many deliverables were designed using the visual brand identity and brand language to serve as a guide for putting the brand to work. The collage below is a sampling.













RESEARCH Understanding

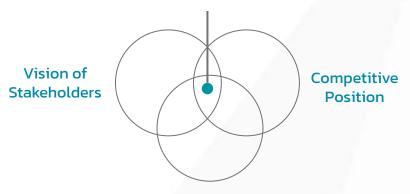


Research

This research stage addresses the current brand positioning of the New Jersey Highlands. We assess the environment, your consumers, current communications, and the competition. Most importantly, we gather firsthand information about the New Jersey Highlands from our site visit experience.

We are looking for current attitudes regarding the New Jersey Highlands. We are also trying to spot behavioral trends that exist around the current New Jersey Highlands brand. This stage is critical because it uncovers the relationship between three factors: the vision of the stakeholders, the perception of consumers, and the competitive position in the marketplace.

Strategic Brand Platform (DNA) for the New Jersey Highlands



Perception of Consumers



Materials Audit overview

Purpose

The Materials Audit provides an overview of past research, marketing, promotions, and education done on behalf of the New Jersey Highlands and its partners. Before we can determine where the new identity should go, we must understand where you have been.

Methodology + Results

A library of materials was provided by the New Jersey Highlands Council representing economic development, tourism, resident recruitment and education, special programming, past research, studies and planning, etc. All materials were catalogued and reviewed to identify areas of recurring themes as well as areas of conflicting or divergent messaging.



Materials Audit **DOCUMENTS**

Agriculture in the New Jersey Highlands, Flyer

- General Information Map and Photos, Handout
- Grant Funding Opportunities, Handout
- Highlands Conservation Act Fact Sheet, U.S. Fish & Wildlife Service
- Highlands Council Monthly Report
 - February 2024
 - March 2024
 - April 2024
 - May 2024
- Highlands Region Quick Guide: Navigating the 2023 MS4 Permit Changes
- Locator Map
- New Jersey Highlands Water Protection and Planning Council: Annual Report 2023
- The New Jersey Visitor Economy 2023, Tourism Economics

- Allamuchy Mountain State Park
 - Deer Park Pond
- Alstede Farm Produce, Plants, and Flowers
- Annadale
 - Jones Tavern
 - Train Station
- Bedminster
 - Lamington River
 - Farm
- Bethlehem Township
 - Asbury to Bloomsbury Road
 - Corn Field
 - Jugtown Mountain Preserve
- Boonton
 - Darress Theater
 - Train Station
- Butler
 - Stone House Brook

Byram

- Cranberry Lake
- Lubber's Run
- Sussex Branch Trail
- Califon
 - Columbia Trail
 - Train Station
- Chester
 - Borough Park
 - Brick Tavern
 - Chester Country Furnishings
 - Highlands Ridge Park, Pileated Woodpecker
 - Main Street
- Clinton
 - Brays Hill
 - Main Street
 - Red Mill

- Clinton Township
 - Farm
 - Raritan River, South Branch
- Dover
- Franklin Borough
 - Franklin Furnace Historic Marker
- Franklin Township
 - Farm
 - Pohatcong Creek
- Frenches Pond
- Hackettstown
 - Mars North America
 - Musconetcong River, Stephens State Park
- Hampton
 - Hampton Borough Park
 - Musconetcong River
- Harmony
 - Farm
 - Merrill Creek

- High Bridge
- Holland Township
 - Delaware River
 - Musconetcong Gorge
- Jenny Jump State Forest
- Jefferson
 - Rockaway River
 - Saffin Pond
 - Weldon Brook
- Johnsonburg Swamp Preserve
- Ken Lockwood Gorge
- Kinnelon Borough
 - Silas Condict Park
- Lake Hopatcong
- Lebanon Borough
 - Hoppock Pond
 - Round Valley United Methodist Church
 - Train Station

PHOTOGRAPHY

- Lebanon Township
 - Point Mountain
 - Ken Lockwood Gorge, South Branch
- Loantaka Brook Reservation Recreation Area
- Mahwah
 - Camp Glen Gray
 - Campgaw Mountain Reservation
 - Darlington County Park
- Mansfield
 - Penwell Road
- Montville Township
 - Montville School
- Morris Plains
 - Convent Train Station
 - Community Park
 - Fosterfields Living Historical Farm
 - Patriots Path
 - Train Station
 - Veterans Memorial Park

- Morristown
 - Green
 - Lewis Morris Park
 - Train Station
- Mount Olive
 - Budd Lake
- International Trade Center
- Mount Arlington
 - Memorial Park
 - Train Station
- Musconetcong Point
- Norvin Green State Forest
 - Wanaque Reservoir
- Oakland
 - Camp Tamarack
 - Hoppers Lake
 - Ramapo River

- Ogdensburg Borough
 - Backwards Tunnel
 - Memorial Park
 - Sterling Hill Mine
- Oxford
 - Furnace Lake Recreation Area
- Oxford Lake
- Oxford Township
 - Shippen Manor
- Parsippany–Troy Hills
 - Boonton Reservoir
 - Craftsman Farms Stickley Museum
 - Rainbow Lakes
 - Rockaway River
- Pequest River
- Phillipsburg
 - Delaware River
 - South Main
- Pohatcong

PHOTOGRAPHY

- Preserved Farmland Sign
- Pyramid Mountain Natural Historic Area
- Randolph
 - Brundage Park
 - Randolph Trails
 - o Shongum Lake
- Ramapo Mountain State Forest
- Ringwood
 - Apshawa Preserve, Butler Reservoir
 - Botanical Gardens at Ringwood State Park
 - Monksville Reservoir Spillway and Release
 - Ringwood Manor
 - Ringwood State Park
 - Skyland Manor
- Rockaway Township
 - Ford-Faesch Ironmaster's House
 - Splitrock Reservoir
- Round Valley State Park

PHOTOGRAPHY

- Materials Audit
 - Roxbury Township
 - Veterans Park Trail
 - Spruce Run Reservoir
 - Tewksbury Township
 - Farm
 - Raritan River, South Branch
 - Union Township
 - Spruce Run
 - Vernon Township
 - Pinwheel Vista
 - Pochuk Boardwalk
 - Wanaque Reservoir
 - Warren County
 - Farmers' Fairgrounds
 - Warren Township
 - Evergreen Valley Farm
 - Roaring Rock Park
 - Washington Borough
 - Buttzville Brewing Co.

- Washington Township
 - Morris
 - Morris Farm
 - Obadiah Latourette Grist Mill
- West Milford
 - Abram Hewitt State Forest
- Wharton
 - Rockaway River Pedestrian Bridge



26

Purpose

The purpose of the Site Visit is to gain an understanding of the perceptions and attitudes of New Jersey Highlands residents and stakeholders towards their community and to experience first-hand what makes it a unique destination for visitors, residents, or business prospects.

Methodology + Results

The following summary reflects observations and input received during the Site Visit, which took place from July 8–11, 2024. The information is not meant to be all-inclusive but rather highlights the most common themes experienced, uncovered, and voiced on the trip and following it. Input is listed in order of frequency. The site visit included an area familiarization (FAM) tour, stakeholder focus groups, stakeholder one-on-one interviews, undercover interviews, and local community one-on-one perception interviews.



THEMES

Best Descriptors

Lush

Farmland Forest

Growing

Green Everything

Water Interesting

Beautiful

Charm

Historical significance

Natural

Rolling hills

Best kept secret

Scenic, natural beauty

Fun

Recreation

Geology

Transformative

Safe

Quiet

Unexpecting

Overlooked

Active outdoors

Greatest Assets

History

Rail Trail

Individual Town Identities

Mountains

Wineries/breweries

Agriculture

Location

Mayo PAC

Proximity to metros

Small town charm

Waterways

Great Swamp

THEMES

Opportunities

A true getaway

Massive market to appeal to

B&B experiences

Agritourism

2026 (World Cup & USA's 250th)

Bachelor/bachelorette parties

Curated itineraries for experiences

Tourism plans

Remote workers

Quality of life

Small town revitalization

Lower cost of living

Educating on land conservation

Challenges

Lack of awareness

Cohesion from counties/cities

Breaking through the noise

Geographically segmented from each other

Protecting region's resources

Educating locals and visitors

Rising costs

Job growth

Economic development

Communicating with locals

Weather dependent

Overtourism

THEMES

Missing

Marketing / promotion

Identity

Diversity

Walkability

Bike paths

Infrastructure

Awareness of green spaces

Planned development

Shopping / dining

Lodging

Public transit

Most Important to Identity

Green spaces

Vast offering of experiences

Agriculture

Natural setting

HIstorical elements

Arts and culture

Working farms

Sense of community

QUOTES

- "There used to be a sense of apathy around here. We're currently seeing a resurgence."
- "People here are very passionate about this place. It's emotional."
- "Everyone knows the Adirondacks and Catskills and more, but nobody knows the Highlands."
- "We have an amorphous identity."
- "We're so much more than just the Shore."
- "This is such a unique area that people have no idea about."
- "How do we encapsulate how we have something for everyone?"
- "Part of the branding has to be embracing what we have in our main streets and backyards."
- "People don't refer to the region as the Highlands Region destination."
- "There's a harmony to the Highlands that needs to be appreciated."
- "The reason you can have a cute little Main Street is because the farms bring those visitors in."
- "Not the New Jersey you imagine."
- "A sentiment of anti-development and anti-growth."
- "Traditional tourism isn't what we're after. Those who value history are great for the Highlands."
- "Gateway to the Garden State."

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32

Community Survey

OVERVIEW

Purpose

The purpose of the Online Community Survey is to gain a quantitative measure of the community's perceptions of the New Jersey Highlands.

Methodology + Results

North Star developed an online survey informed by the results of the qualitative Site Visit conversations. Most questions were multiple choice, allowing for a quantitative measure of resident perceptions. Community members were encouraged to participate after the survey was posted on the brand website and publicized in local media.

252 survey responses were collected for this survey, allowing for a Margin of Error of ±6.17% at the 95% confidence level.

Please refer to Appendix A on the Google Drive for the complete Online Community Survey results.



2,243

463

253

Viewed

Started

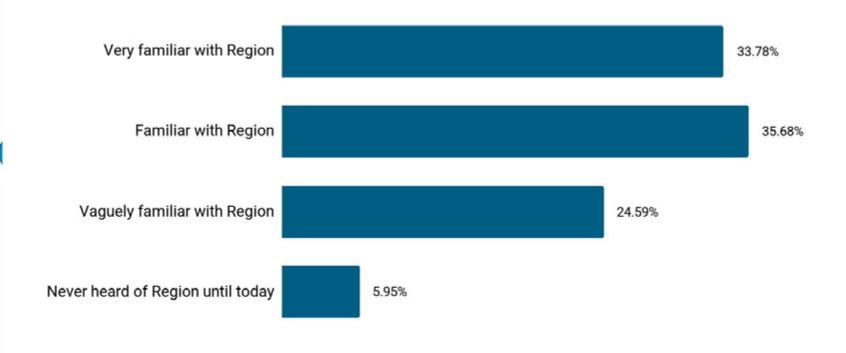
Completed

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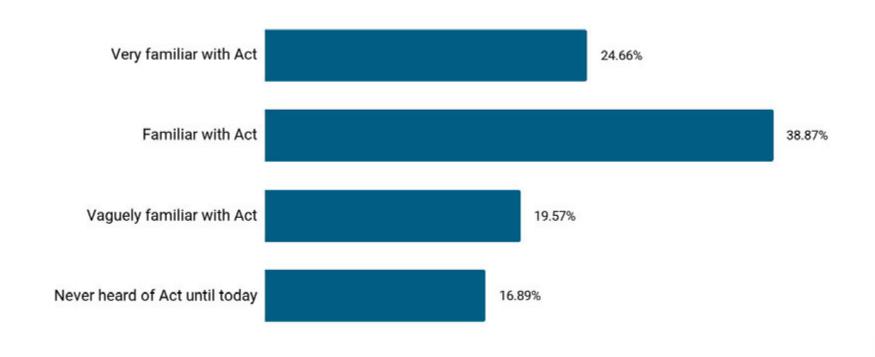


Prior to starting the survey, respondents received background information about the **geographic extent** of the New Jersey Highlands Region and the **purpose** of the the New Jersey Highlands Water Protection and Planning Act.

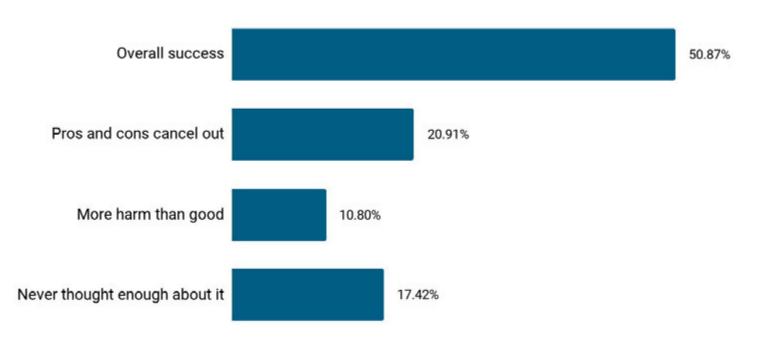
Prior to starting this survey, how familiar were you with the geographic extent of the Highlands Region?



Prior to starting this survey, how familiar were you with the statutes of the Highlands Act?



Which of the following statements most closely matches your opinion of the Highlands Act as it has been implemented over the past 20 years?



Which of the following statements most closely matches your opinion of the Highlands Act as it has been implemented over the past 20 years? Explain your answer.

Overall Success

- "I feel it has slowed harmful development and is helping extend sustainability of water resources and protecting open space."
- "Raising awareness and protections for key and crucial area for protecting our drinking water is a win-win for the state overall and certainly 70% of its residents."
- "Where there was concern among large lot property owners, I believe that most have seen the value of their land retained."
- "The Act has encouraged a regional viewpoint. No longer 88 municipalities acting while blind to development proposals in nearby communities."
- "My only concern is that there should be far more strict implementation to thwart development and logging in critical watershed areas."
- "The impact would be far greater, of course, if there were more funding directly tied to preservation in the preservation area via NJHC."

Pros and Cons Cancel Out

- "I am tired of seeing developers take advantage of towns whose citizens do not know to stand up and speak out. We need much more help from the HC."
- "Clearly landowners in the Highlands were hurt by the way the Act was ultimately implemented but preserving our water and forests is extremely important."
- "We live in an area that is serving other communities, and we don't benefit from use of that land or from the water that is being protected."

More Harm than Good

- "To my understanding, the Act does not help the small communities financially."
- "The Act's implementation hasn't gone far enough to fully protect waters in the Planning area."
- "Financial burden on 'protected' communities. Loss of local control."

How would you describe each of the following to someone who is unfamiliar with this part of New Jersey?

Local Communities

- "One of New Jersey's best kept secrets."
- "Mostly quaint, cooperative, and historically beautiful."
- "Beautiful, but lacking options."
- "Lots of preserved land and recreation opportunities."
- "Has great potential but is currently floundering."
- "Highest taxes in the county to support other towns in the county."

The Counties

- "It's a miracle that so much rural feeling survives so close to New York City."
- "Too focused on development."
- "Healthy, wealthy, well-educated, still fairly rural."
- "Complete opposites: half city, half country."
- "Safe with so much to do."

The Region

- "Beautiful area with farms, outdoor activities, and lots of great small towns."
- "Incredibly important to our state's water."
- "Great trout fishing, great views and hikes, not what you would expect New Jersey to look like."
- "The prettiest part of a very densely populated state."
- "An area protected from overdevelopment."
- "Where the Garden in the Garden State really is."
- "Seriously under appreciated for its broad and beautiful assets and recreational opportunities."
- "More resources needed for protection of high quality landscapes."
- "Nature, and doesn't allow many businesses to thrive."
- "Wouldn't want it to change."

What do the many communities located in the Highlands Region have in common?

Natural Wealth

- "Small Main Street towns surrounded by rolling hills and farmland."
- "A water feature, be it a lake, river, stream, marsh, wetlands."
- "Good soil, bodies of water in several forms (lakes, rivers, wetlands), residents who want to be good stewards of natural resources, and it's a great target for developers."
- "A relationship with nature and appreciation of its value to humans and wildlife."
- "They don't feel like they are in the highest density state of the union—feels more like 'The Garden State."
- "Because there is open space for passive recreation and great natural beauty all around us, people seem to be much more relaxed."
- "Goal of preserving what's left of New Jersey's natural environment."

Several Vulnerabilities

- "Need to balance resource protection with community development (housing, recreation, job opportunities)."
- "Rural. Agriculture. Industrial economy mostly gone now."
- "All worried about pollution and over developing."
- "High taxes for residents, no reimbursement for the struggling small towns."

Few Commonalities

- "Other than they're all in the Highlands, there's a lot of diversity. The main area of commonality is the water."
- "Too diverse to answer. Other than geographic proximity and the presence of important resources, the towns range from very urban to very rural."
- "Impossible to say given the diversity between Hunterdon and Passaic."

How is the Highlands Region as a whole different from other places in New Jersey, New York, or Pennsylvania?

Protects Life and Lifestyles

- "Different way of life, different culture even from those individuals who have transplanted to the Highlands."
- "The lower population density provides for a much calmer way of life and refreshing break from more built up areas of the state."
- "The effort to protect this huge area of land and natural resources seems pretty unique, similar only to the Pinelands Preservation area."
- "It has legislation created that recognizes it's value in a way that is not developer focused. It also has a community of people who appreciate it and fiercely aim to protect it with community engagement and time invested to do so."
- "We are the only ones left in Northern NJ with forest. When our forest is gone, that is the end of clean water in Northern NJ."

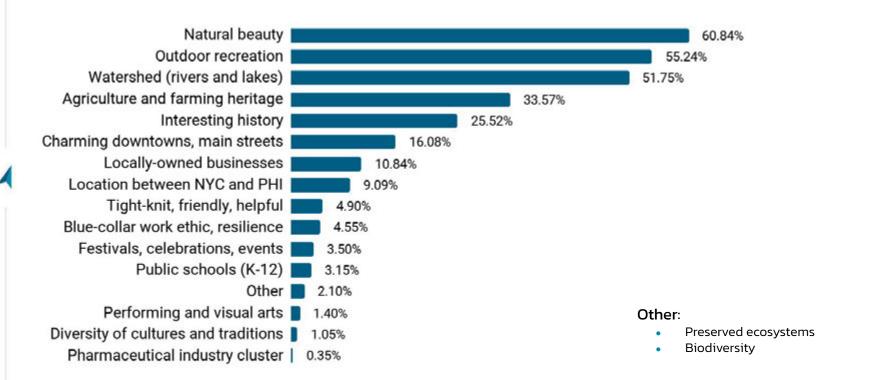
In the Middle of It All

- "I see us as the buffer zone to more rural Pennsylvania and without the high density of our counties that are closer to NYC. But all three states face the same expansion, building, commuting, and preservation issues."
- "Development pressure injected housing and commerce where it is otherwise infeasible to do in rural areas too far from NYC. This is unique to the region as a whole: you're never more than like 90 minutes from NYC."
- "In an hour you can be at the top of a mountain, down the shore, in a mall, in the woods, or in Midtown Manhattan."

Overlooked Because of Where It Is

- "In NJ, it is often a forgotten area or just lumped in with what is considered Northern New Jersey. NJ as a whole is very divided into smaller regions, and the regions really don't interact or understand one another well."
- "Less cool because it's in New Jersey."

In your opinion, what are the most important assets of the Highlands Region? *Choose up to three answers.*



Where do you prefer to spend your leisure time?

	Location	Ranked 1st	Ranked Top 3	in the Highlands Region?	
1	Outdoors	58%	88%	Always 12.17%	
2.	Beaches	18%	77%	Most of the time	49.81%
3.	Small Towns	12%	86%	Half the time 21.67%	
4.	Large Cities	7%	32%	Rarely 13.69%	
5.	Mid-Sized Cities	5%	16%	Never 2.66%	

How often do you spend your leisure time

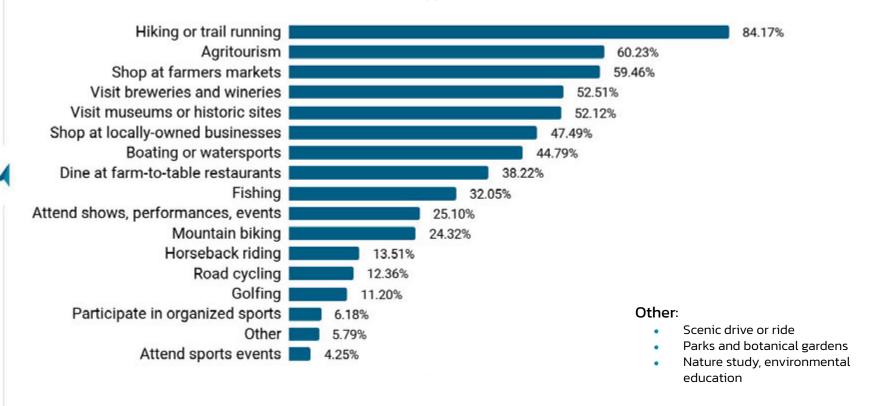
What are your favorite things to do in the Highlands Region? What hidden gems or underappreciated places do you love?

- 1. Hiking, Walking
- 2. Fishing
- 3. Boating, Kayaking

Other top answers include (in order of frequency):
Visit Farms and Farmers Markets | Biking and Cycling | Driving Through
Shopping at Local Businesses | Swimming | Visit Historic Sites

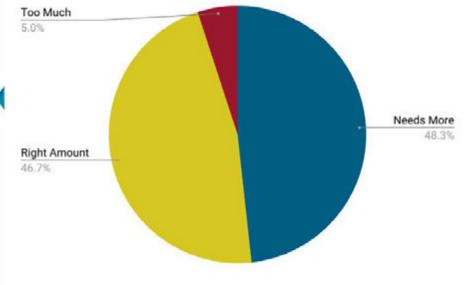
Based on personal experience or your knowledge of the area, which of the following activities would you most highly recommend to friends or family visiting the Highlands Region for the first time?

Choose all that apply.



Community Survey Opinion of Tourism

Which of the following statements most closely matches your opinion of tourism in the Highlands Region?



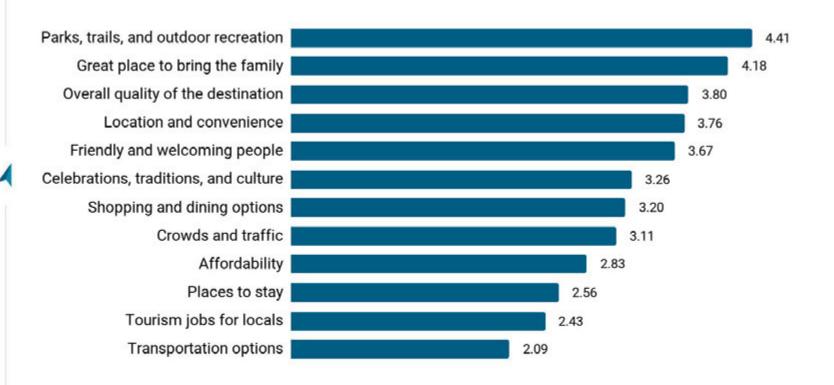
Why Does It Need More Tourism?

- "The Highlands needs an identity, and tourism is a way to do that and to create a population that cares about protecting the region."
- "The region's environmental and historical assets are underdeveloped and underappreciated."
- "Healthy tourism dollars would offset the need for development to increase municipal revenue."
- "We have so many small towns with amazing small business, and they need more advertising."

Why Does It Have the Right Amount of Tourism?

- "Tourism is generally good but focus also needs to be placed on...quality of life for Highlands residents."
- "For increased tourism it is important to look at ways to extend the season, rather than trying to cram more people into a couple of weeks."
- "There needs to be a balance as tourism generates revenue but the land has to be preserved and kept safe..."

In your opinion, please rate the following Highlands Region attributes and characteristics on a scale from 1-5, where 1 is "Poor" and 5 is "Excellent."



- 1. Lakes¹
- 2. Mountains²
- 3. Clinton Red Mill

¹Lake Hopatcong and Greenwood Lake, specifically ²Including High Point

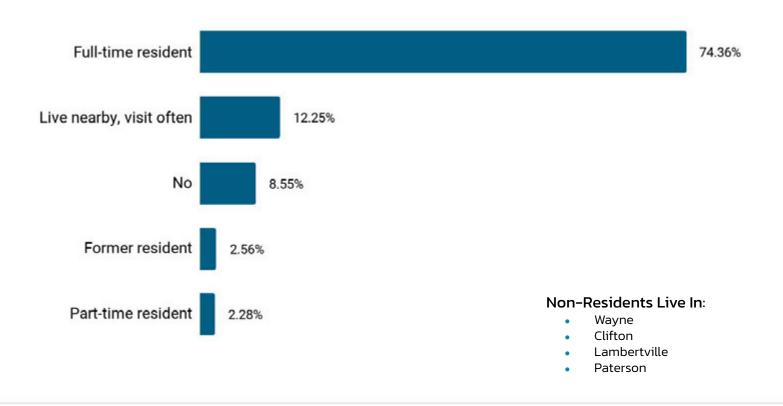
Other top answers include (in order of frequency):
Farms | Ringwood Manor | Wawayanda State Park | Ken Lockwood Gorge
Revolutionary War Sites | Morris Canal | Wanaque Reservoir

Demographics

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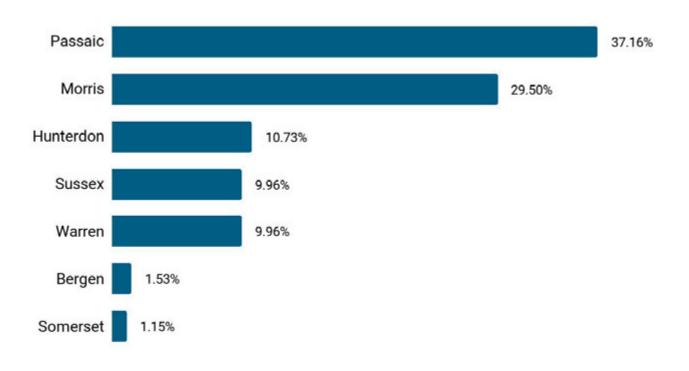
PLACE BRANDING + MARKETIN

Community Survey Do you currently live in the Highlands Region?



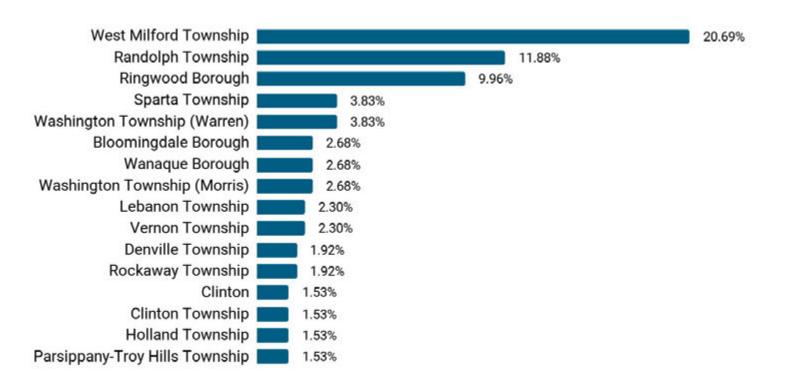
Community Survey RESIDENTS ONLY, BY COUNTY In which county and municipality do you live?

RESIDENTS ONLY, BY COUNTY

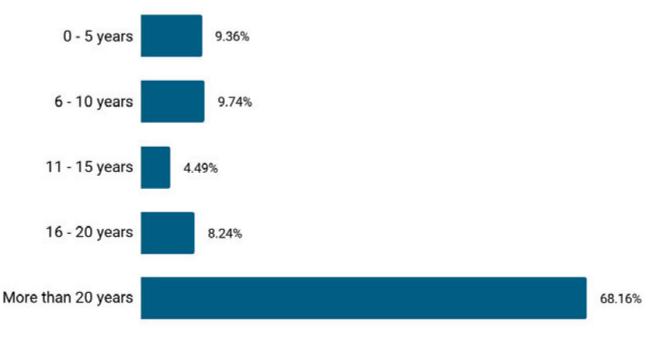


RESIDENTS ONLY, BY MUNICIPALITY

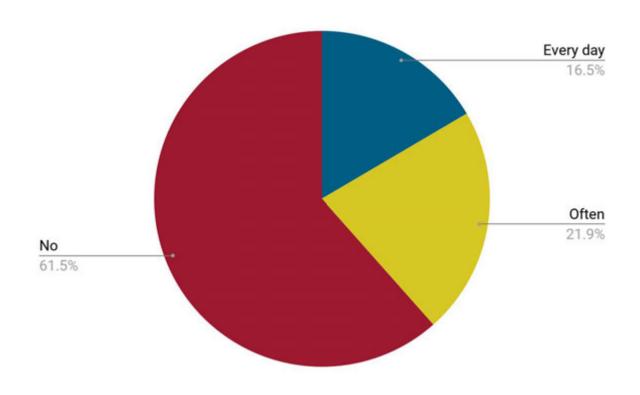
In which county and municipality do you live?



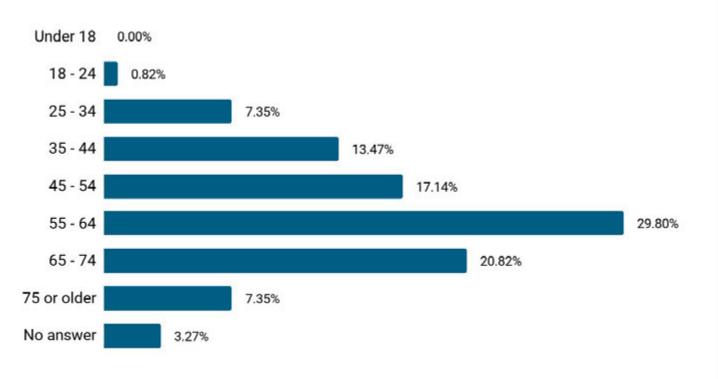
In total, for how many years have you lived in a community located in the Highlands Region?



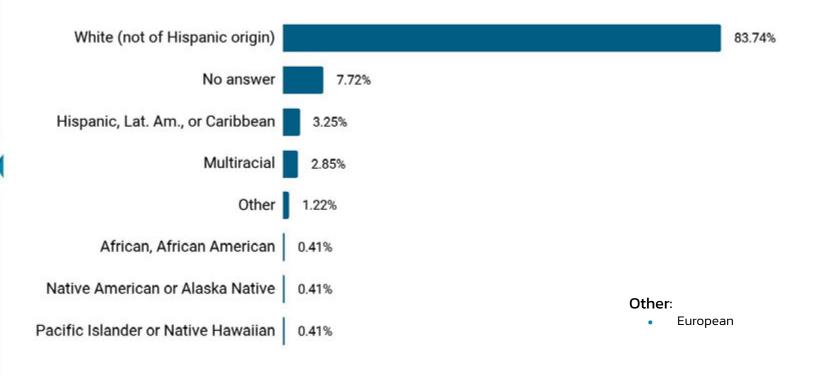
Community Survey Do you commute out of the Highlands Region to work?



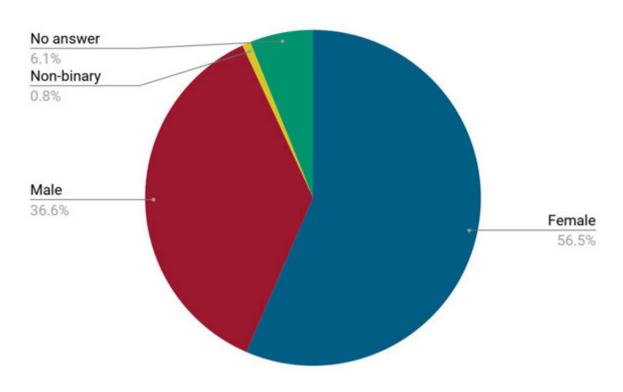
Community Survey Which of the following includes your age?



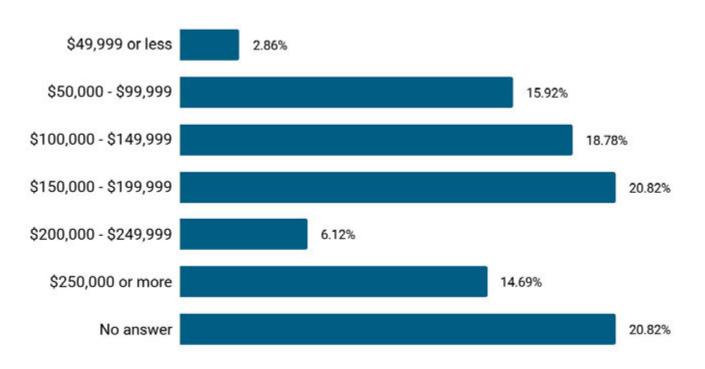
Community Survey Which of the following best describes you?



Community Survey What is your gender?



Community Survey Which of the following ranges includes your total household income?





OVERVIEW

Purpose

The Community Brand Barometer measures strength of the New Jersey Highlands brand according to:

- Resident satisfaction with and advocacy for the New Jersey Highlands as a place to live, visit, and conduct business.
- New Jersey Highlands satisfaction/advocacy relative to the nation.

Methodology + Results

Significant research* on a wide variety of customer satisfaction metrics found a single powerful question has the greatest ability both to measure current resident satisfaction and predict future community growth. That question, "Would you recommend your community to a friend or colleague as a place to live (or work or visit)?" is powerful because it surpasses the basic model of economic exchange, where money is spent for products or services. People who score their community high on the Brand Barometer actively recruit new residents, visitors, and businesses through positive word-of-mouth marketing. It is very personal. By making a strong recommendation, they are willing to risk their own character, trustworthiness, and overall reputation for no tangible reward.

*Research conducted by Satmetrix Systems, Inc., Bain & Company and Fred Reichheld, author of "The One Number You Need to Grow," Harvard Business Review (Dec. 2003).

OVERVIEW

Methodology + Results (cont'd.)

The methodology for the Brand Barometer has been carefully developed and determined to be statistically significant. Participants in the community-wide surveys answered three questions:

- Would you recommend living in the New Jersey Highlands to a friend or colleague?
- Would you recommend visiting the New Jersey Highlands to a friend or colleague?
- Would you recommend conducting business in the New Jersey Highlands to a friend or colleague?

Responses are measured on a 10-point scale with 1 being "Not at all likely" and 10 being "Extremely likely." Results are presented on an individual respondent level as well as an aggregate Brand Advocacy Score. Scores are calculated with response percentages in the following categories:

- Promoters (9 or 10) Loyal residents who will continue fueling your growth and promoting your brand
- Passives (7 or 8) Satisfied but unenthusiastic residents who are vulnerable to other opinions and brand
- Detractors (1-6) Unhappy residents who can damage your brand and impede growth through negative referrals

Brand Advocacy Score = % Promoters – % Detractors

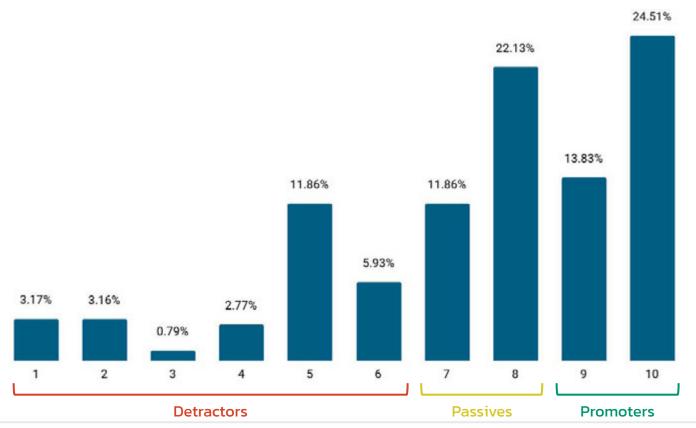
Brand Barometer overview

Methodology + Results (cont'd.)

The Brand Advocacy Scores for the New Jersey Highlands can then be compared to a benchmark score that has been derived for the entire nation. North Star employs multiple survey methods through proprietary sources to determine national averages. Scores represent a sample of the entire U.S. population and are updated on a regular basis. You can use this information to track your own brand performance relative to national trends over time. In addition, you can repeat the Brand Barometer after a designated period and compare the results to your own benchmark score for an on-going metric of how community attitudes change over time and in response to specific events or activities.

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...

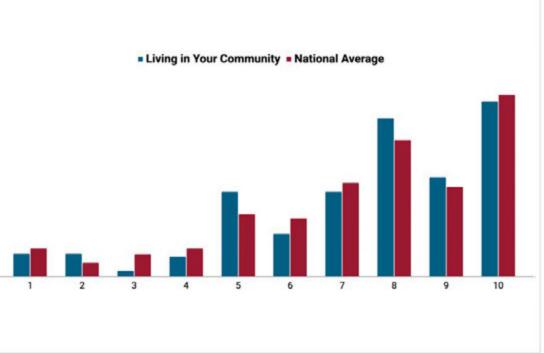
Living in your community (i.e. city, township, borough)



On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...

Living in your community (i.e. city, township, borough)

	Living in Your Communit y	Communit y Totals	National Average	National Totals
1	3.17%	Detractors	3.95%	Detractors
2	3.16%	27.68%	1.90%	
3	0.79%		3.13%	
4	2.77%		3.91%	29.78%
5	11.86%		8.75%	
6	5.93%		8.15%	
7	11.86%	Passives	13.13%	Passives
8	22.13%	33.99%	19.09%	32.22%
9	13.83%	Promoters	12.55%	Promoters
10	24.51%	38.34%	25.45%	38.00%



On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...

Living in your community (i.e. city, township, borough)

10.66%

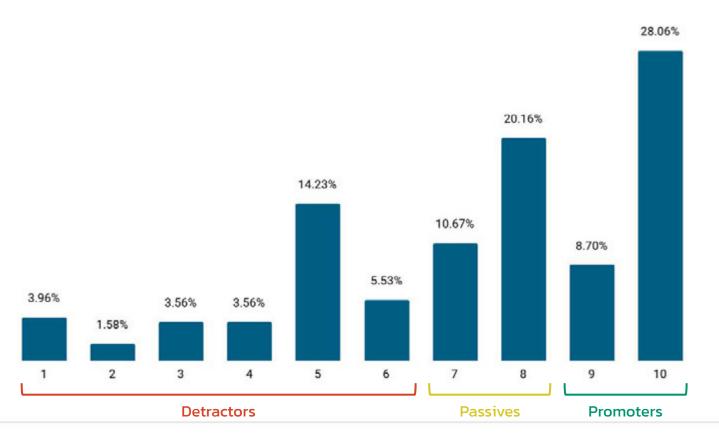
Overall Brand Advocacy Score

Living in Your Community

(% of Promoters minus % of Detractors)

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...

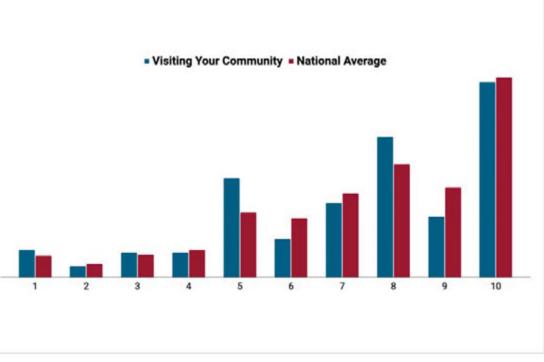
Visiting your community (i.e. city, township, borough)



On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...

Visiting your community (i.e. city, township, borough)

	Visiting Your Communit y	Communit y Totals	National Average	National Totals
1	3.96%	Detractors	3.11%	Detractors
2	1.58%	32.42%	1.94%	
3	3.56%		3.27%	
4	3.56%		3.97%	30.10%
5	14.23%		9.33%	
6	5.53%		8.48%	
7	10.67%	Passives	12.05%	Passives
8	20.16%	30.83%	16.21%	28.26%
9	8.70%	Promoters	12.93%	Promoters
10	28.06%	36.76%	28.71%	41.64%



On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...

Visiting your community (i.e. city, township, borough)

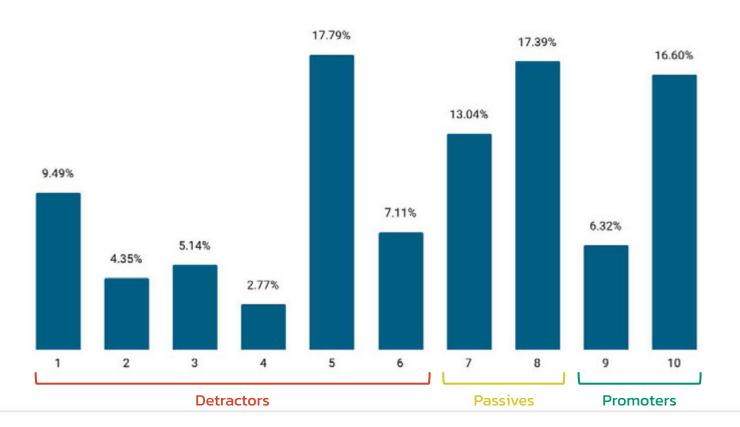
4.34%

Overall Brand Advocacy Score Visiting Your Community

(% of Promoters minus % of Detractors)

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...

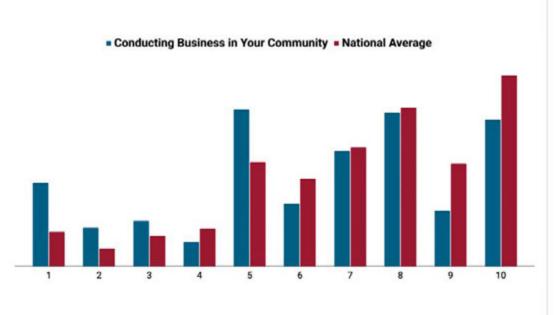
Conducting Business in your community (i.e. city, township, borough)



On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...

Conducting Business in your community (i.e. city, township, borough)

	Biz. in Your Communit y	Communit y Totals	National Average	National Totals
1	9.49%	Detractors	3.93%	Detractors
2	4.35%		2.02%	
3	5.14%		3.44%	
4	2.77%	46.65%	4.29%	35.37%
5	17.79%		11.78%	
6	7.11%		9.92%	
7	13.04%	Passives	13.44%	Passives
8	17.39%	30.43%	17.97%	31.41%
9	6.32%	Promoters	11.61%	Promoters
10	16.60%	22.92%	21.61%	33.22%



On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...

Conducting Business in your community (i.e. city, township, borough)

-23.73%

Overall Brand Advocacy Score

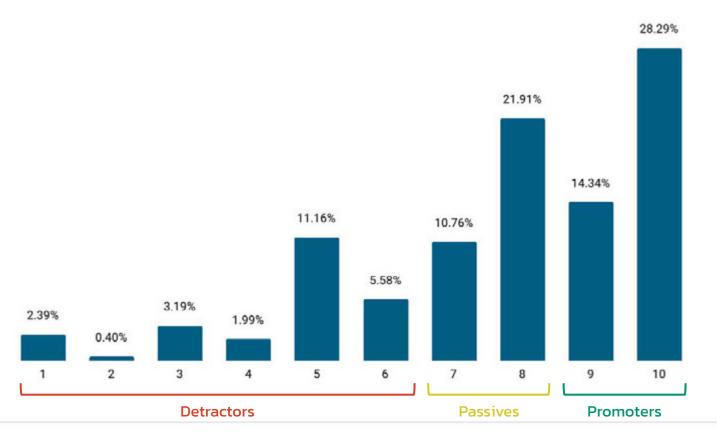
Conducting Business in Your Community

(% of Promoters minus % of Detractors)

7

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...

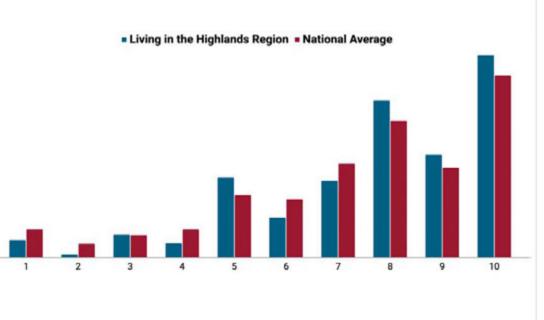
Living in the Highlands Region



On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...

Living in the Highlands Region

	Living in the Highlands	Highlands Totals	National Average	National Totals
1	2.39%	Detractors	3.95%	Detractors
2	0.40%		1.90%	
3	3.19%		3.13%	
4	1.99%	24.71%	3.91%	29.78%
5	11.16%		8.75%	
6	5.58%		8.15%	
7	10.76%	Passives	13.13%	Passives
8	21.91%	32.67%	19.09%	32.22%
9	14.34%	Promoters	12.55%	Promoters
10	28.29%	42.63%	25.45%	38.00%



On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...

Living in the Highlands Region

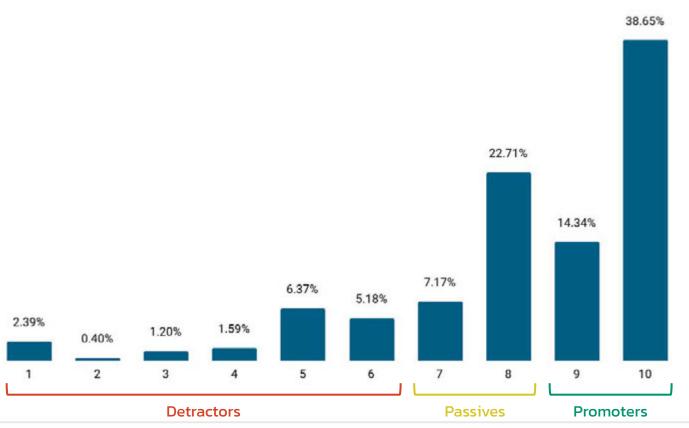
17.92%

Overall Brand Advocacy Score Living in the Highlands Region

(% of Promoters minus % of Detractors)

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...

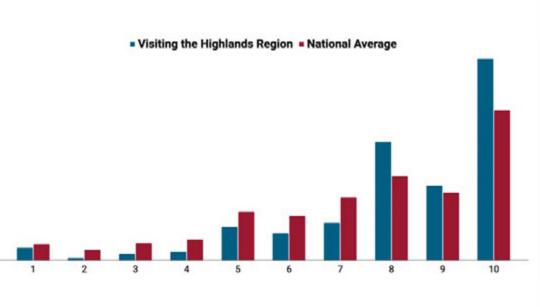
Visiting the Highlands Region



On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...

Visiting the Highlands Region

	Visiting the Highlands	Highlands Totals	National Average	National Totals
1	2.39%	Detractors	3.11%	Detractors
2	0.40%	17.13%	1.94%	
3	1.20%		3.27%	
4	1.59%		3.97%	30.10%
5	6.37%		9.33%	
6	5.18%		8.48%	
7	7.17%	Passives	12.05%	Passives
8	22.71%	29.88%	16.21%	28.26%
9	14.34%	Promoters	12.93%	Promoters
10	38.65%	52.99%	28.71%	41.64%



On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...

Visiting the Highlands Region

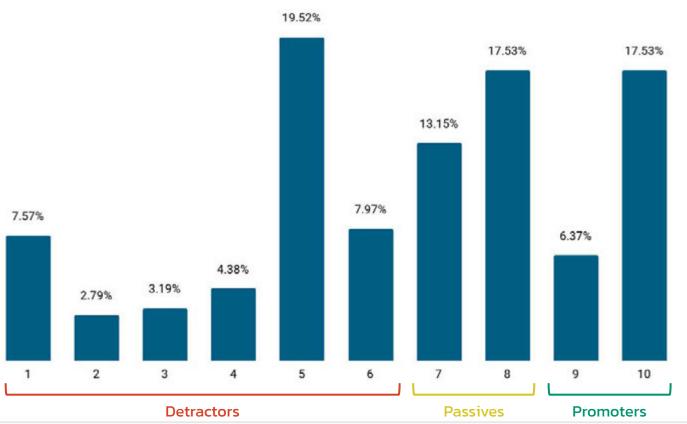
35.86%

Overall Brand Advocacy Score Visiting the Highlands Region

(% of Promoters minus % of Detractors)

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...

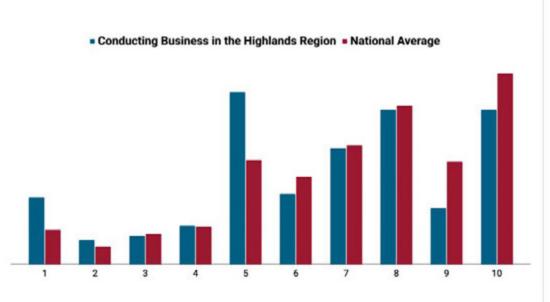
Conducting Business in the Highlands Region



On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...

Conducting Business in the Highlands Region

	Biz. in the Highlands	Highlands Totals	National Average	National Totals
1	7.57%	Detractors	3.93%	Detractors
2	2.79%	45.42%	2.02%	
3	3.19%		3.44%	
4	4.38%		4.29%	35.37%
5	19.52%		11.78%	
6	7.97%		9.92%	
7	13.15%	Passives	13.44%	Passives
8	17.53%	30.68%	17.97%	31.41%
9	6.37%	Promoters	11.61%	Promoters
10	17.53%	23.90%	21.61%	33.22%



On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...

Conducting Business in the Highlands Region

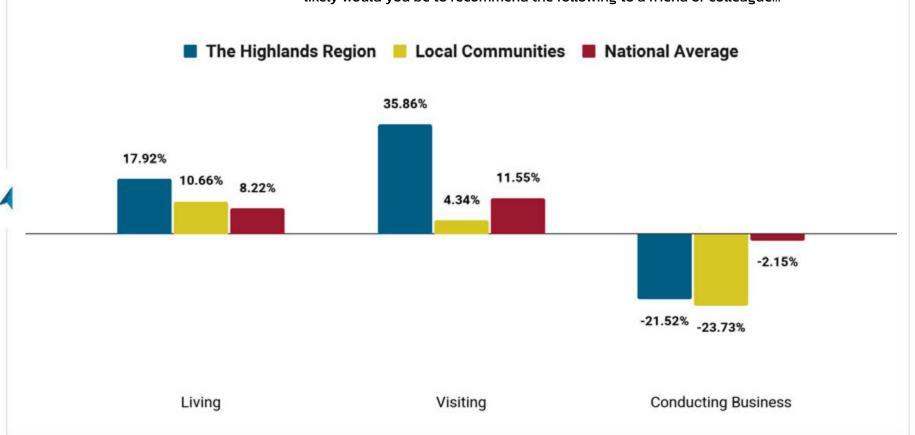
-21.52%

Overall Brand Advocacy Score

Conducting Business in the Highlands Region

(% of Promoters minus % of Detractors)

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend the following to a friend or colleague...



Consumer Awareness & Perception Study



Consumer Awareness and Perception Study

OVERVIEW

Purpose

The purpose of this study is to gain insight into consumer awareness, visitation, and perceptions of the New Jersey Highlands. The survey measures:

- Overall top-of-mind perceptions of the New Jersey Highlands and immediate competitors
- Consumer visitation trends (frequency and nature of visitation)
- Consumer visitation drivers (business, leisure, friends, and family)
- Strengths and weaknesses of the New Jersey Highlands with identified community attributes
- Measurements of New Jersey Highlands quality of life indicators
- Measurement of New Jersey Highlands strengths and weaknesses

Methodology + Results

An Internet study was conducted among respondents in New Jersey, New York, and Pennsylvania. A total of **308** surveys were completed and analyzed, allowing for a margin of error **±5.58** at the **95%** confidence level.

Consumer Awareness and Perception Study

Methodology + Results (continued)

See Appendix B on the Google Drive folder for the complete CAP Study results.

We examined the responses for several questions relative to the particular responses to other questions in this study. This process of cross-tabulation is a type of analysis that looks at the variability of a characteristic between two or more groups. In other words, it compares opinions, behaviors, perceptions, etc. between different types of people (respondents). Cross tabulating data reveals much more detailed information than simply presenting the means, or averages, of an aggregated set of data. We have shared the most compelling cross-tabulations in the following pages. We present the question and responses in aggregate form followed by the detailed cross-tabulations.



Consumer Awareness and Perception Study

308 Total Respondents

- 126 from the New York City metropolitan area
 - 102 from New York City, NY
 - 24 from Hudson County, NJ
- 182 from Philadelphia metropolitan area
 - 107 from Philadelphia County, PA
 - 50 from Camden County, NJ
 - 25 from Gloucester County, NJ

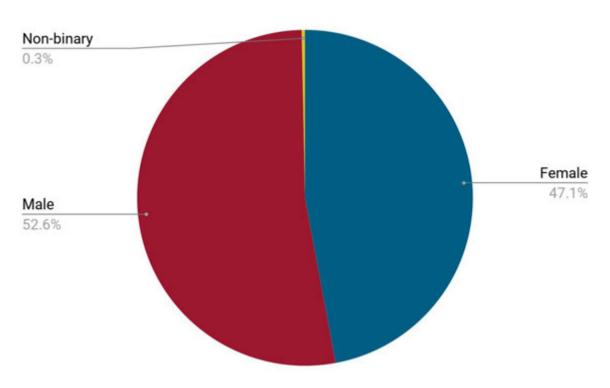
Terminations

- 1 for being under the age of 18
- 1,303 for living outside of geographic targets
- 120 for lack of interest in travel
- 10 for not being familiar with New Jersey

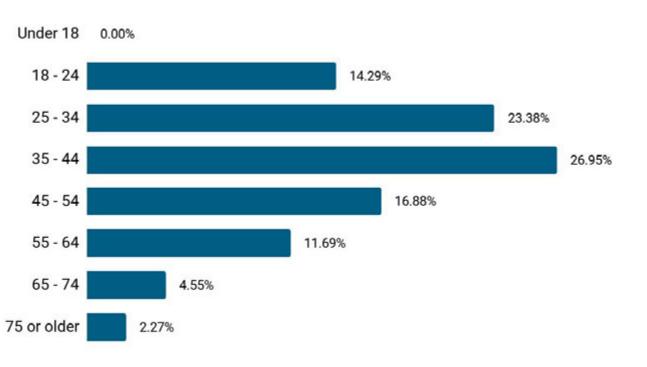
Demographics

NORTH / STAR

PLACE BRANDING + MARKETIN

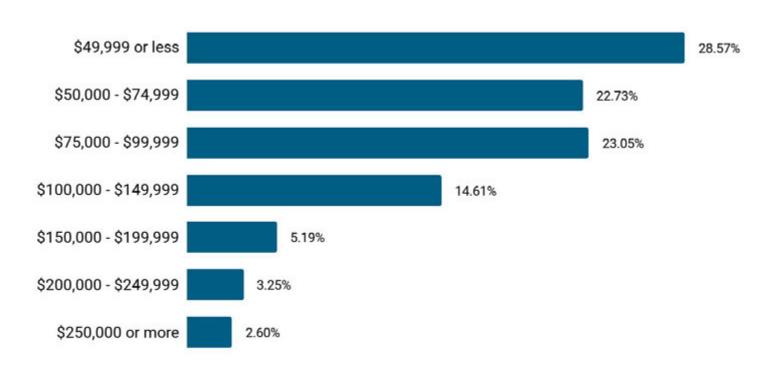


87

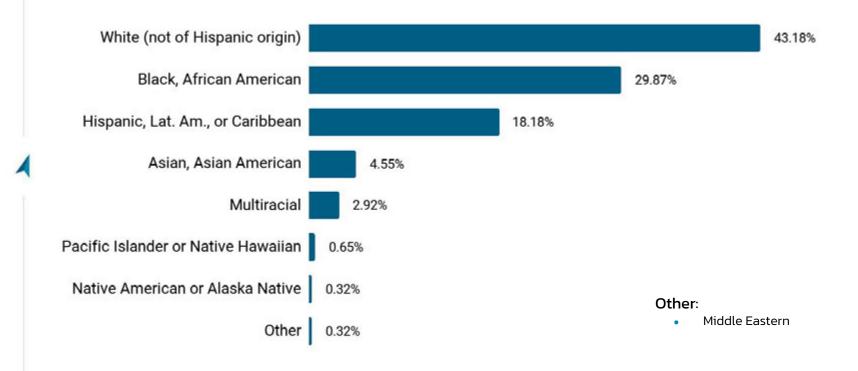


88

Which of the following ranges includes your total household income?



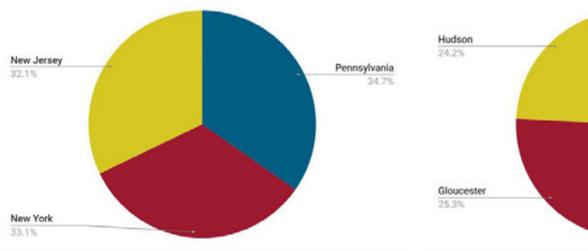
CAPStudy Which of the following best describes you?

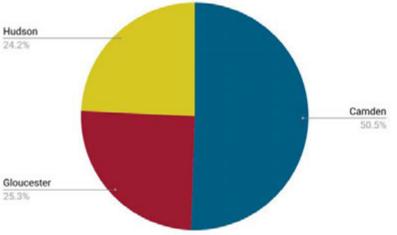


Place of Residence

In which US state do you live currently?

In which New Jersey county do you live currently?

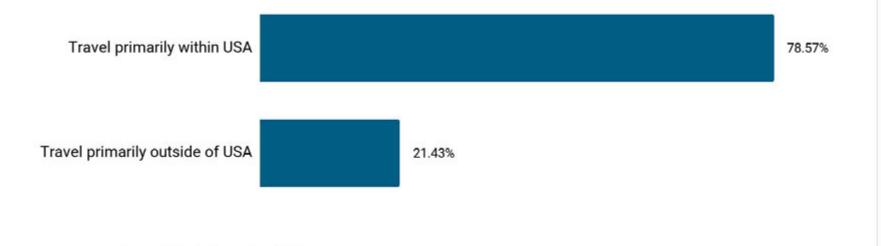




Do not like to travel

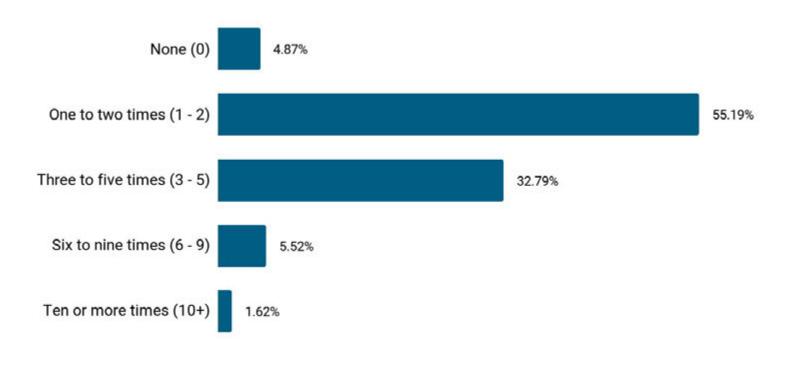
0.00%

Which of the following best describes your habits when you travel in your leisure time?



How many times per year do you typically go on the following types of trips to a destination within the United States?

A vacation, typically spending 4 or more nights away from home

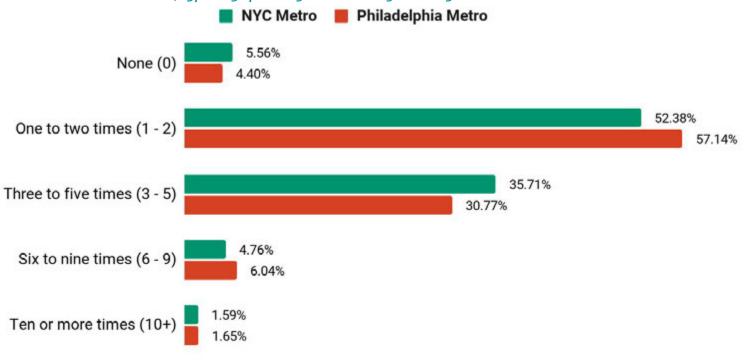


BY MARKET

CAPStudy

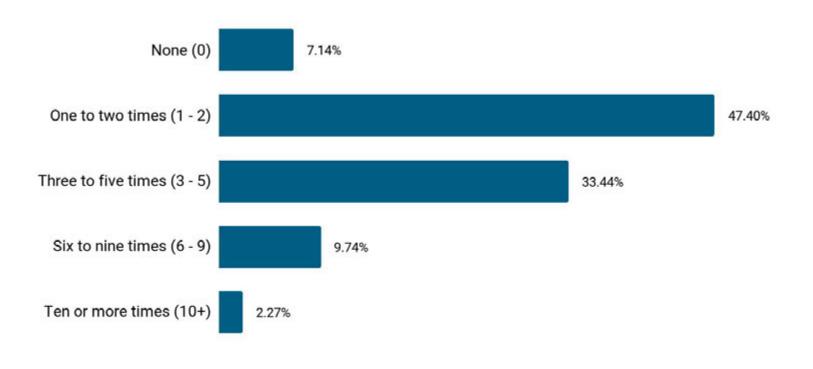
How many times per year do you typically go on the following types of trips to a destination within the United States?

A vacation, typically spending 4 or more nights away from home



How many times per year do you typically go on the following types of trips to a destination within the United States?

A weekend getaway, typically spending 2 or 3 nights away from home

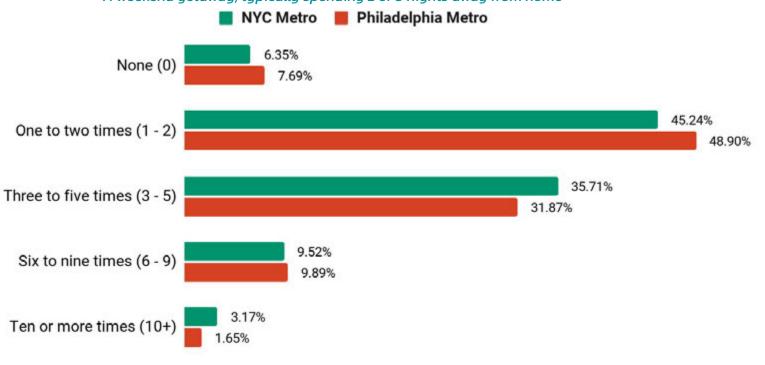


BY MARKET

CAP Study

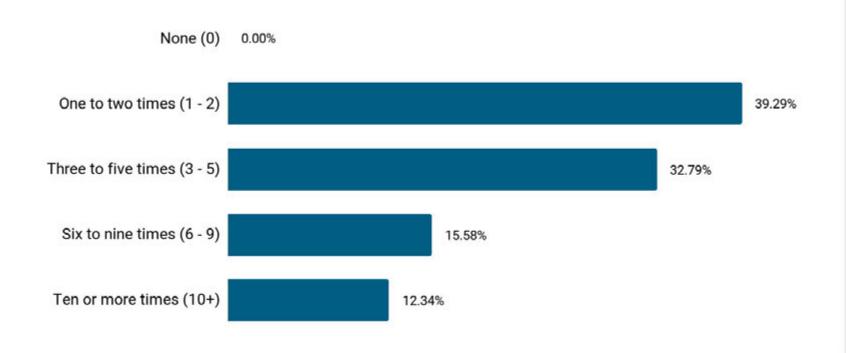
How many times per year do you typically go on the following types of trips to a destination within the United States?

A weekend getaway, typically spending 2 or 3 nights away from home



How many times per year do you typically go on the following types of trips to a destination within the United States?

A day trip, typically spending the day within a short distance from home

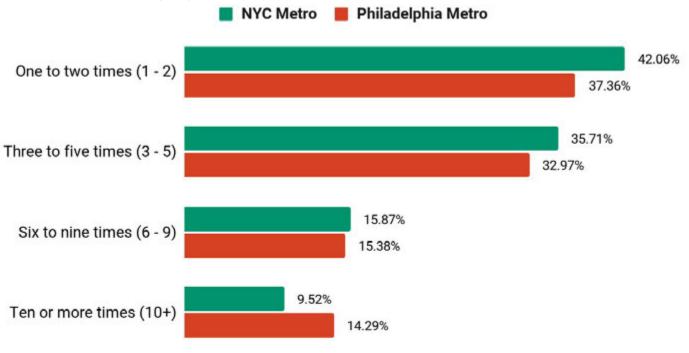


BY MARKET

CAPStudy

How many times per year do you typically go on the following types of trips to a destination within the United States?

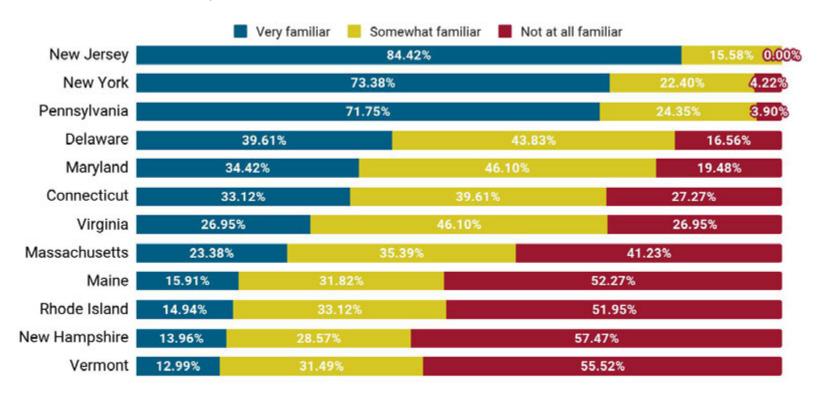
A day trip, typically spending the day within a short distance from home



Familiarity

NORTH A STAR

Based on your previous travels or general knowledge, how familiar are you with places in the following states?



100

Unaided Perceptions

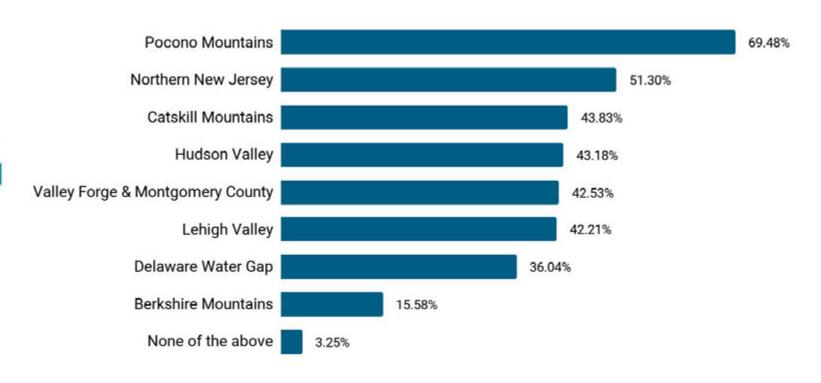




- 1 Berkshire Mountains
- 2 Catskill Mountains
- 3 Delaware Water Gap
- 4 Hudson Valley
- 5 Lehigh Valley
- 6 Northern New Jersey
- **7 Pocono Mountains**
- 8 Valley Forge & Montgomery County

We placed the New Jersey Highlands ("6 Northern New Jersey") in a comparison set with seven other destinations in the Northeast to learn how respondents evaluated the strengths and characteristics of each. Respondents were able to refer to this map for throughout this section.

Which of these destinations are you familiar with? You may know them from experience or have heard about them from friends, family, TV, books, etc. *Choose all that apply.*

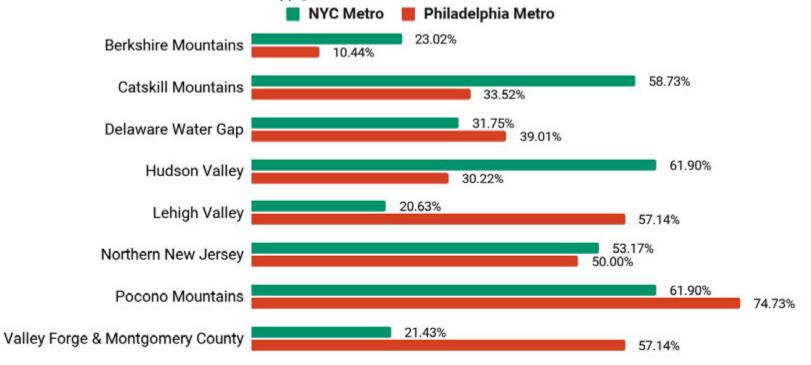




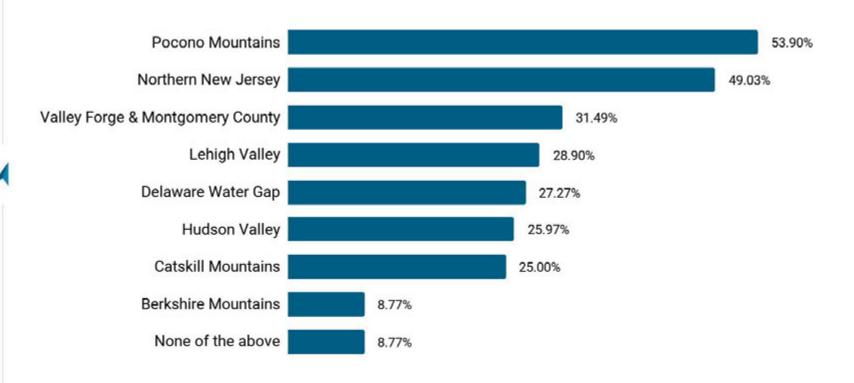
BY MARKET

Which of these destinations are you familiar with? You may know them from experience or have heard about them from friends, family, TV, books, etc.



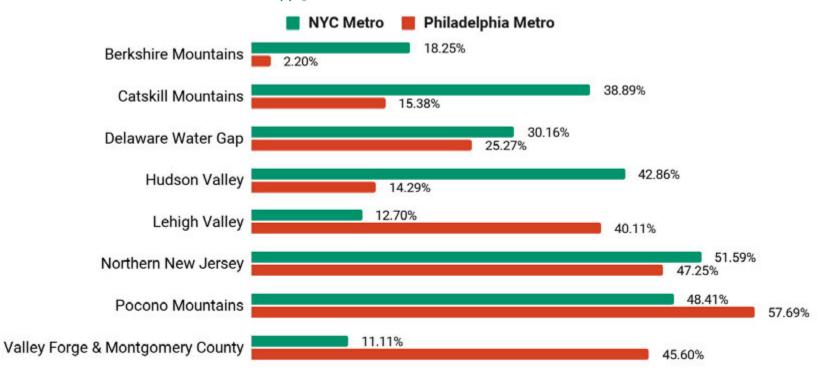


Have you visited any of these destinations in the past four years? *Choose all that apply.*



BY MARKET

Have you visited any of these destinations in the past four years? *Choose all that apply.*



When you think of the destinations you are familiar with, what characteristics (adjectives, places, fun activities, etc.) first come to mind?

Berkshire Mountains

- Hiking
- Pretty, beautiful

Catskill Mountains

- Hiking, climbing
- Skiing

Delaware Water Gap

- Water recreation (swimming, fishing, boating)
- Hiking

Hudson Valley

- River
- Sightseeing

Lehigh Valley

- Amish Country
- Farms

Northern New Jersey

- Shopping
- Busy and crowded outskirts of NYC

Pocono Mountains

- Skiing, snow
- Great Wolf Lodge

VF & Montgomery County

- History
- Shopping

108

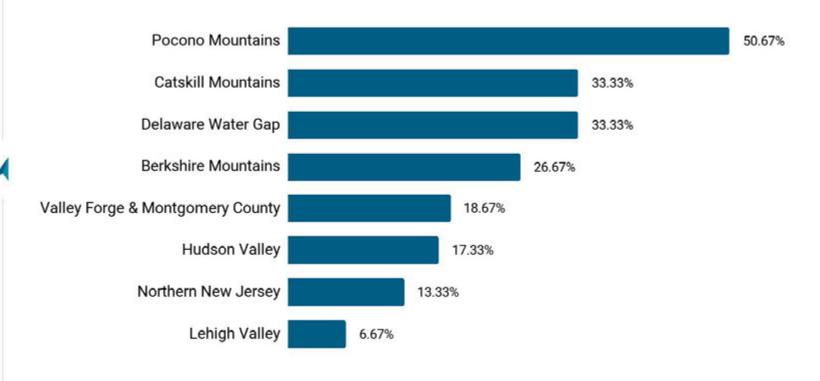
CAPStudy

Which of the following best describe what is important to you when you visit a new destination?

Most Important	Ranked 1st	Ranked Top 3
1. Spend time with family and friends	21%	42%
2. Relax and unwind	17%	44%
3. Eat new or favorite foods	9%	37%
5. Enjoy natural areas	9%	24%
7. Learn about arts, history, culture	5%	20%
11. See a concert or performance	4%	14%

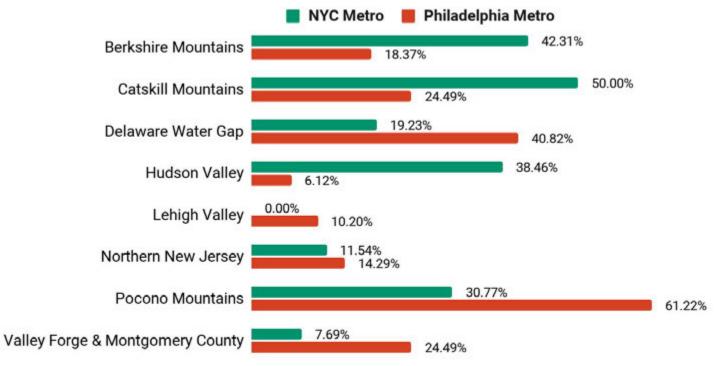
75 Respondents Who Enjoy Natural Areas When Visiting A New Destination

Which of these destinations do you most closely associate with a wealth of natural resources and outdoor recreation opportunities?

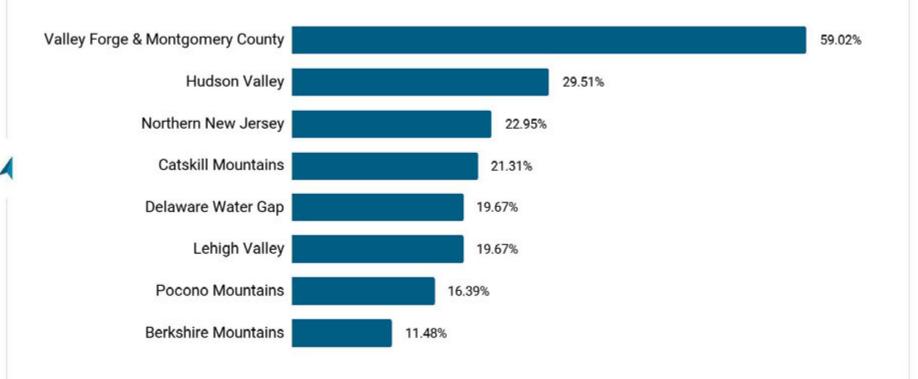


BY MARKET

Which of these destinations do you most closely associate with a wealth of natural resources and outdoor recreation opportunities?

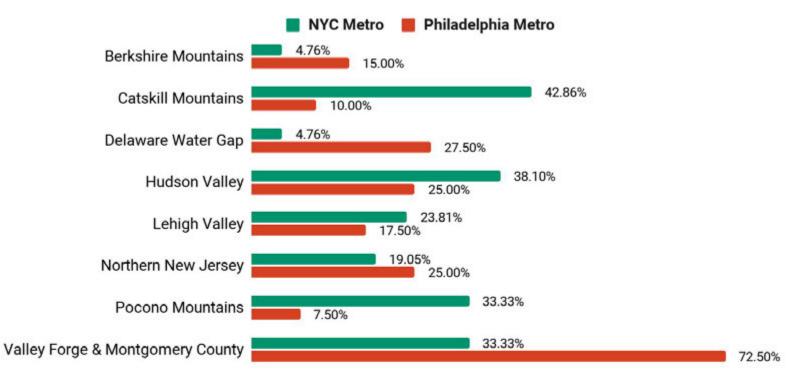


61 Respondents Who Learn About Arts, History, And Culture When Visiting A New Destination Which of these destinations do you most closely associate with interesting historic sites and museums? *Choose two answers.*



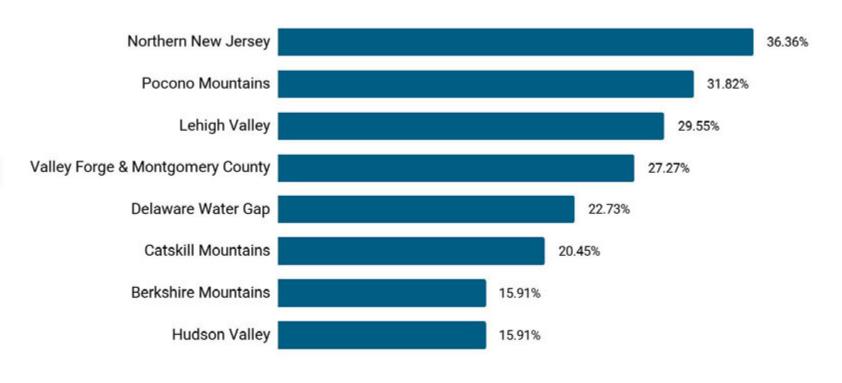
BY MARKET

Which of these destinations do you most closely associate with interesting historic sites and museums? *Choose two answers.*



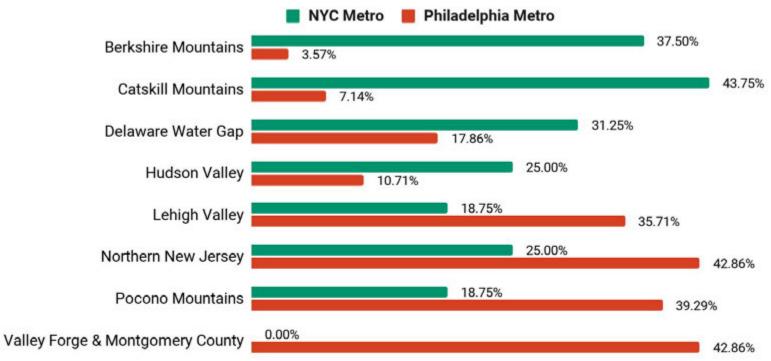
44 Respondents Who See A Concert Or Performance When Visiting A New Destination

Which of these destinations do you most closely associate with an exciting calendar of events, concerts, and performances?



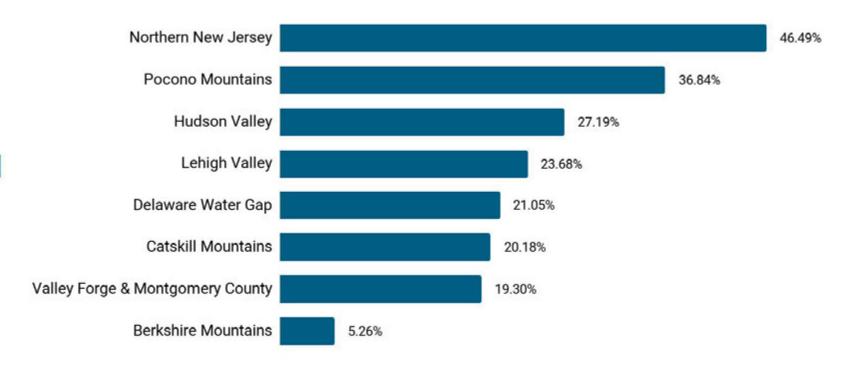
BY MARKET

Which of these destinations do you most closely associate with an exciting calendar of events, concerts, and performances?



114 Respondents Who Eat New Or Favorite Foods When Visiting A New Destination

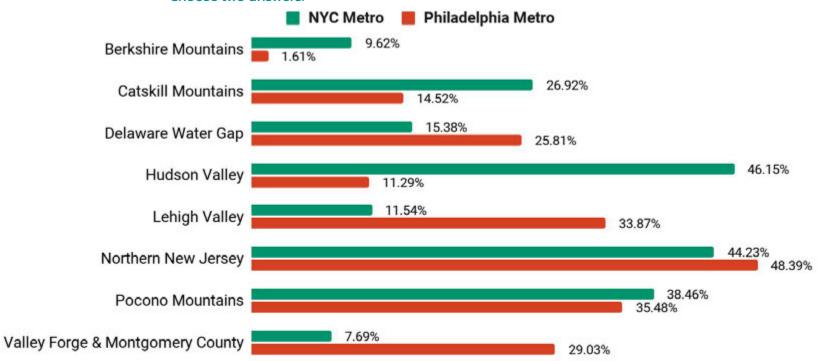
Which of these destinations do you most closely associate with unique food options and high-quality dining experiences?



BY MARKET

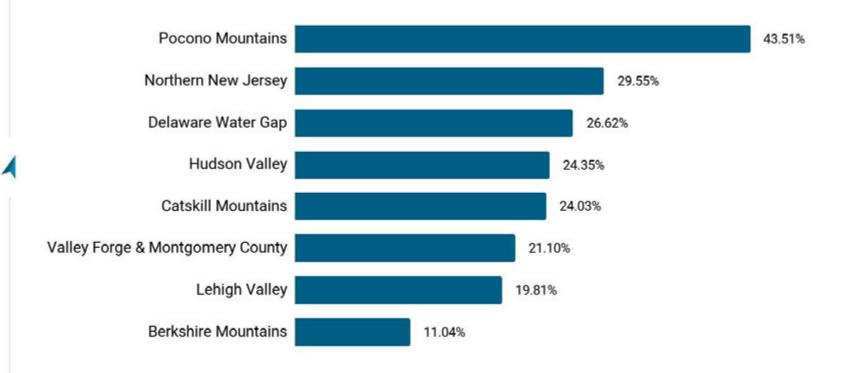
Which of these destinations do you most closely associate with unique food options and high-quality dining experiences?

Choose two answers.



116

Where would you prefer to go on a day trip? Choose two answers.



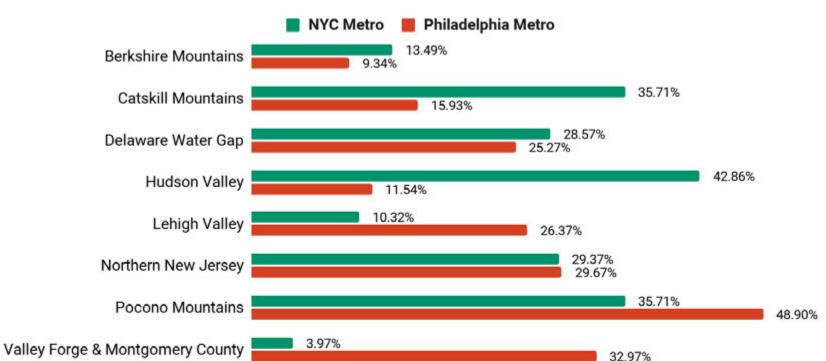
117

118

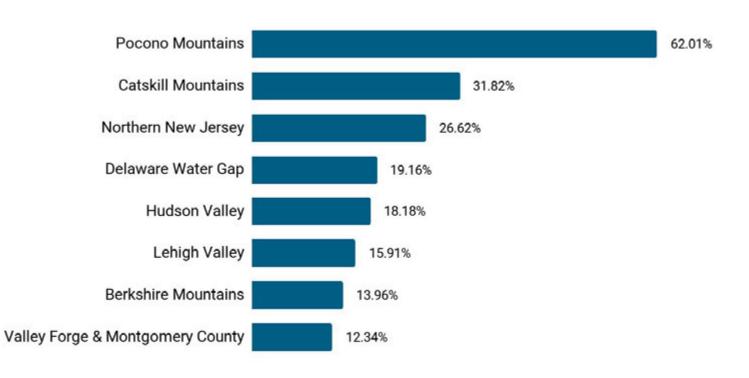


BY MARKET

Where would you prefer to go on a day trip?

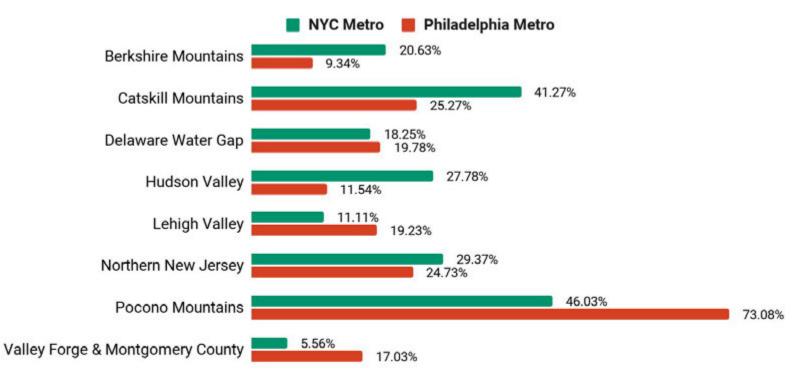


Where would you prefer to go on a weekend getaway? *Choose two answers.*

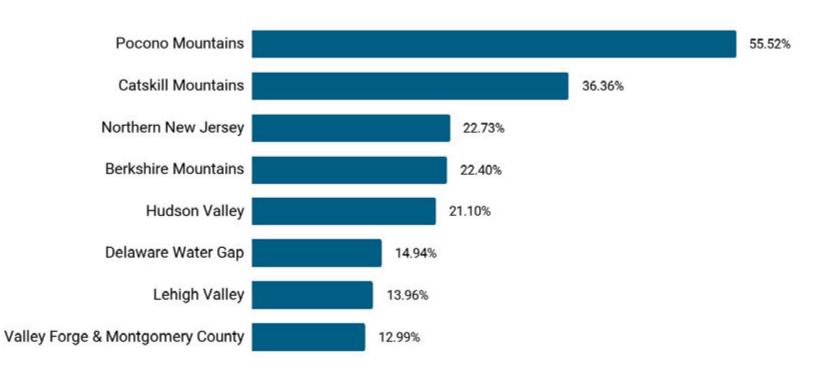


BY MARKET

Where would you prefer to go on a weekend getaway? *Choose two answers.*

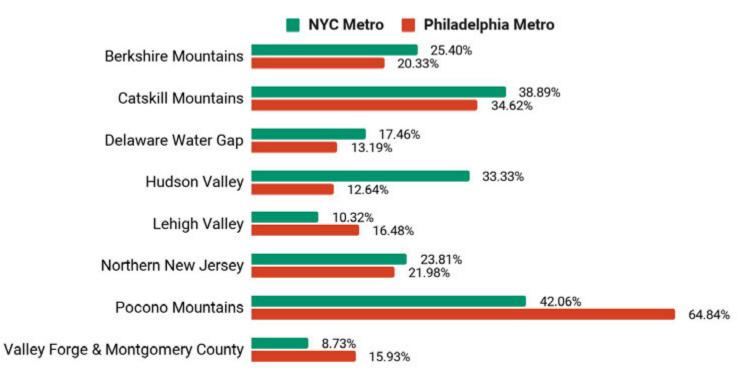


Where would you prefer to go on a week-long vacation? *Choose two answers.*



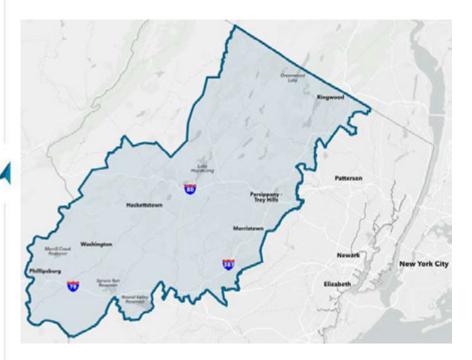
BY MARKET

Where would you prefer to go on a week-long vacation? *Choose two answers.*



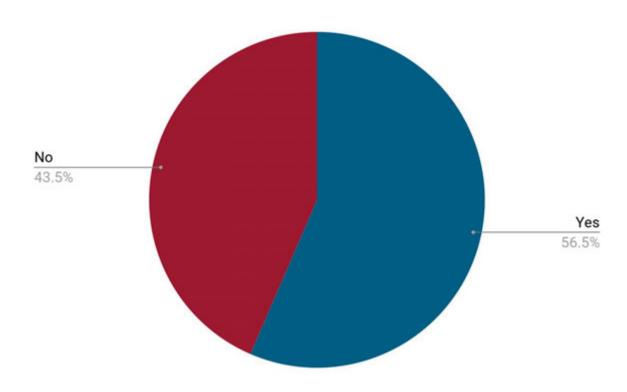
Perceptions

NORTH A STAR



At this point, respondents realize that this is a survey about the Highlands ("Northern New Jersey"), specifically. They were provided this map with the following geographic description: "The Highlands includes parts of seven counties—Bergen, Hunterdon, Morris, Passaic, Somerset, Sussex, and Warren—and communities such as the Town of Morristown"

Have you heard about the New Jersey Highlands prior to taking this survey?



BY MARKET

Have you heard about the New Jersey Highlands prior to taking this survey?



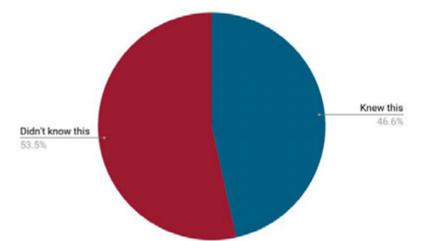


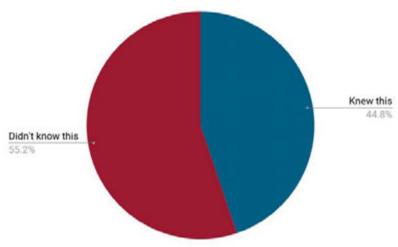


174 Respondents Who Have Heard of the New Jersey Highlands

Please identify whether you knew or did not know the following information:

The State Legislature of NJ passed the NJ Highlands Water Protection and Planning Act (Highlands Act) in 2004. The Highlands Act manages development of man-made structures and economic activities in certain areas in the NJ Highlands to protect the region's valuable natural resources and the economic viability of its communities.



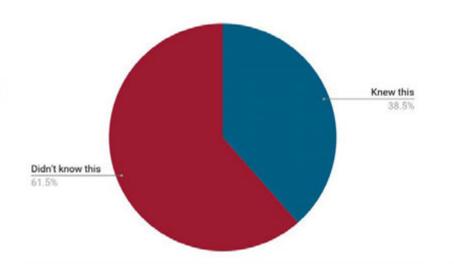


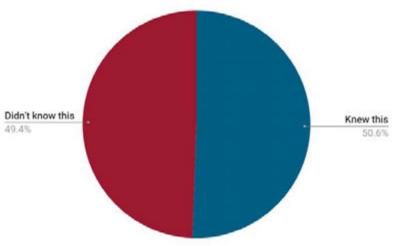
174 Respondents Who Have Heard of the New Jersey Highlands

Please identify whether you knew or did not know the following information:

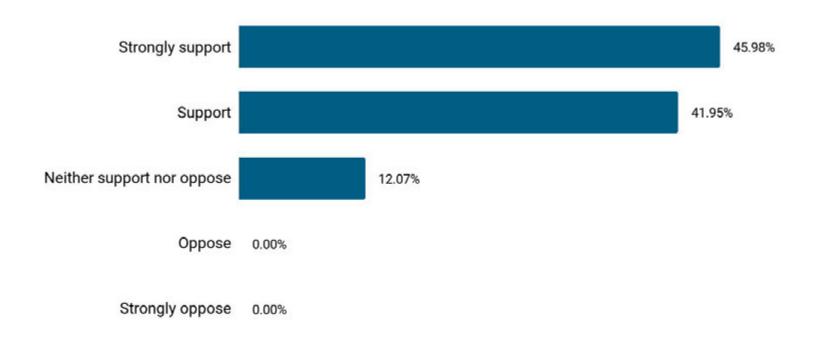
The NJ Highlands Water Protection and Planning Council
(Highlands Council) is the regional planning entity
established by the Highlands Act tasked with implementing
the Act.

The work of the Highlands Council ensures that the NJ Highlands watershed continues to provide drinking water for 70% of the state's residents.





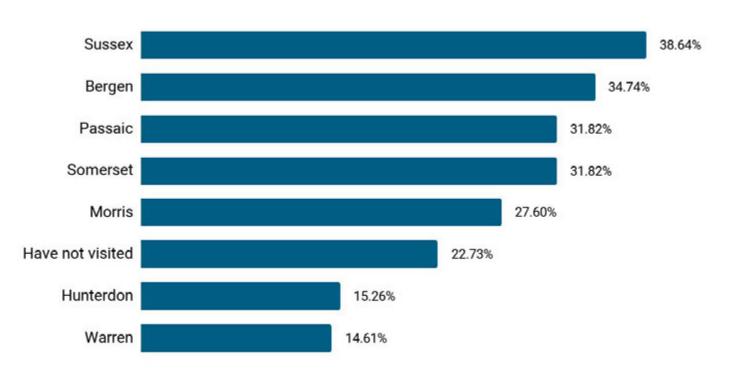
Having reviewed that information, do you support or oppose the mission and purpose of the New Jersey Highlands Water Protection and Planning Council?



Non-Visitors

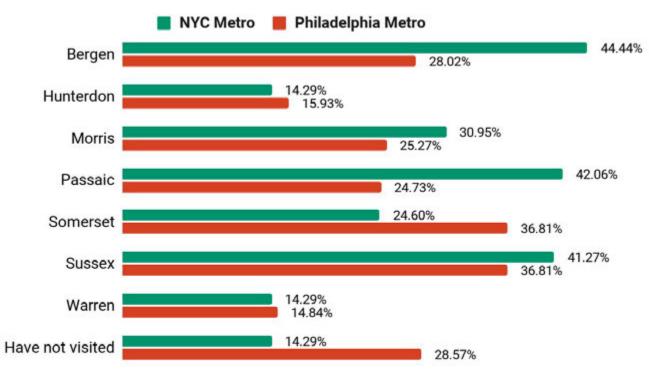
NORTH / STAR

Have you ever visited any of the counties included in the New Jersey Highlands? *Choose all that apply.*



BY MARKET

Have you ever visited any of the counties included in the New Jersey Highlands? *Choose all that apply.*



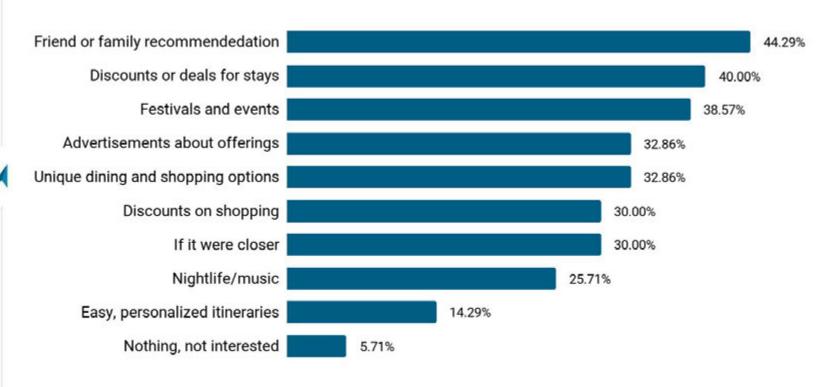
70 Non-Visitors

Based on the name "New Jersey Highlands," what kind of places, activities, and businesses would you expect to find if you visited?

- 1. Mountains
- 2. Outdoor Recreation
- 3. Forests

70 Non-Visitors

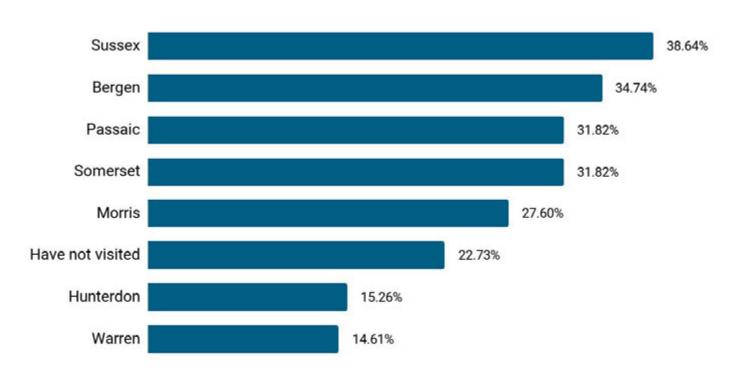
In your future travels, what would make you more likely to visit the New Jersey Highlands? *Choose all that apply.*



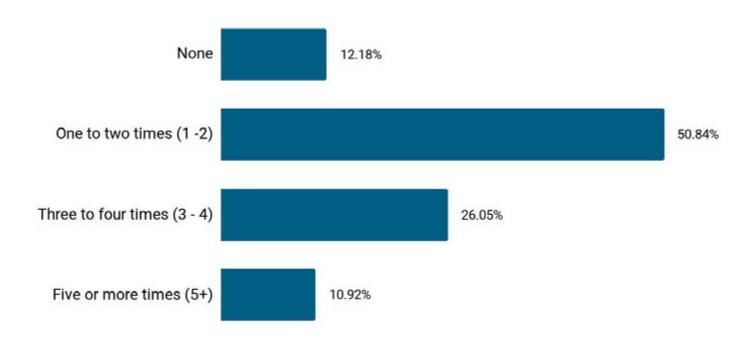
Visitors

NORTH A STAR

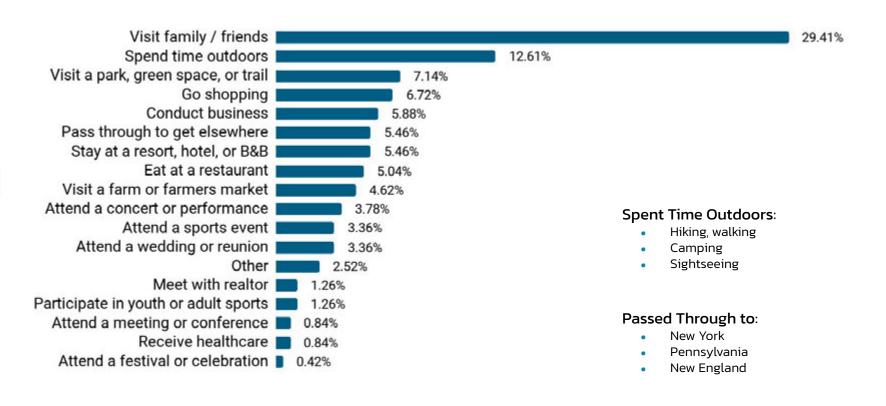
Have you ever visited any of the counties included in the New Jersey Highlands? *Choose all that apply.*



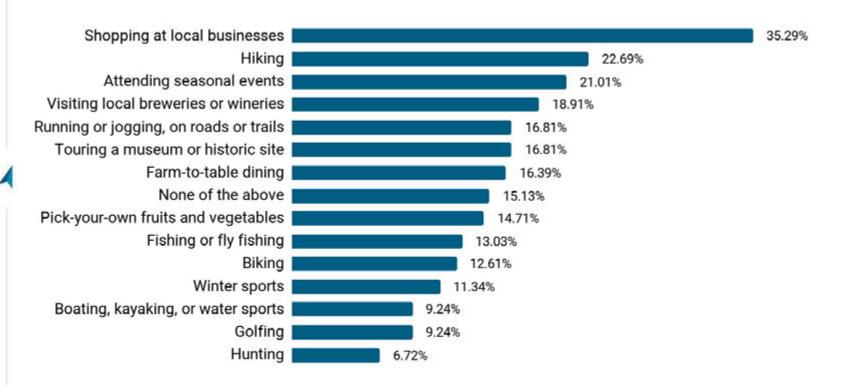
How many times have you visited the New Jersey Highlands in the past four years?



What was the primary purpose or main reason you visited the New Jersey Highlands on your most recent visit?



Have you done any of the following activities in the New Jersey Highlands during your recent visit(s)? *Choose all that apply.*



What aspect of the New Jersey Highlands leaves the most positive impression on visitors and newcomers?

What aspect of the New Jersey Highlands leaves the most negative impression on visitors and newcomers?

Natural Scenery

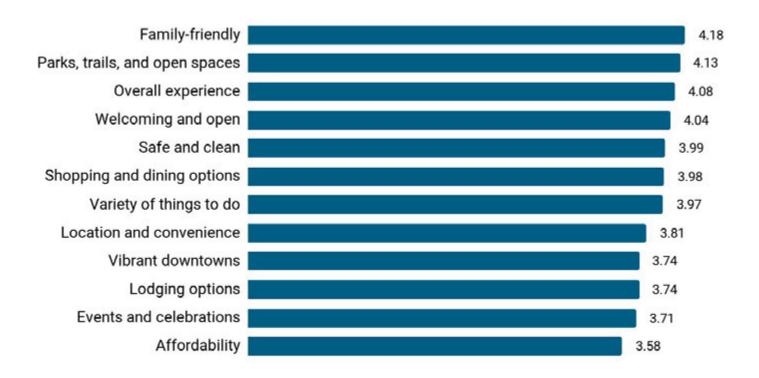
Outdoor Adventure
Cleanliness
History
Farm Fresh Food

Traffic and crowds

Expensive
Too Far
Lack of Diversity
Cold

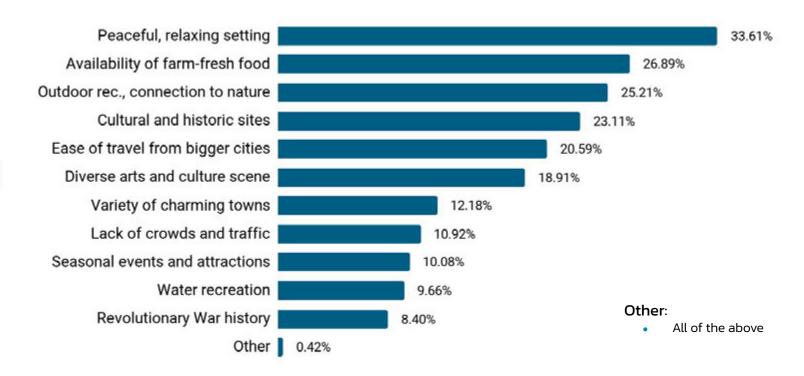
140

Based on your experience in the New Jersey Highlands, in your opinion, please rate its following attributes on a scale of 1-5, where 1 is "Poor" and 5 is "Excellent."



Which of the following do you think are most important to the New Jersey Highlands as an appealing destination to visitors in the Northeast?





External Qualitative Data

External Perception Study



External Perception Study

Purpose

The purpose of the Perception Study is to gain an in-depth understanding of the brand perceptions of the New Jersey Highlands among important target audiences. What do these external constituents of the brand have to say about the area as a place to live or visit?

Methodology + Results

North Star consultants conducted perception interviews via telephone. The targeted audiences included leaders from nearby communities as well as regional officials and professionals in economic development and tourism. Questions were phrased to gather qualitative information. The following pages reflect frequent commentary and the most insightful conversations.



External Perception Study

Assets

Location

Walkable downtowns

Affordability

Slower pace

Natural beauty

Lake Hopatcong

Untouched land

Agriculture

Mountains and trails

Challenges

No major attraction

Lack of awareness

Overlooked

Lack of diversity

Residents are change averse

Missing

Identity

Standing out

Development

High wage jobs

Shopping / dining

Places to stay

Opportunities

EXTERNAL PERCEPTIONS

Open space

Remote work

Sense of discovery

Growing agritourism

Growing agricourist

Curated experiences

Competitive Positioning Review



Competitive Positioning Review

OVERVIEW

Purpose

The purpose of the competitive analysis is to better understand the market position of destinations that compete against the New Jersey Highlands..

Methodology + Results

North Star reviewed marketing messaging, key strengths, tourism assets, consumer focus, and communication materials from each of the following competitors in tourism to compile a short synopsis of their attributes.

Agritourism/Cultural Competitors

- The Catskills
- The Hudson River Valley
- The Poconos

Historical Asset Competitors

- Princeton Battlefield State Park
- Trenton + Princeton
- Monmouth Battlefield State Park

PARTNER + DMO LOGOS

New Jersey Highlands Region Logo Overview

















148

Agritourism/Cultural Competitors





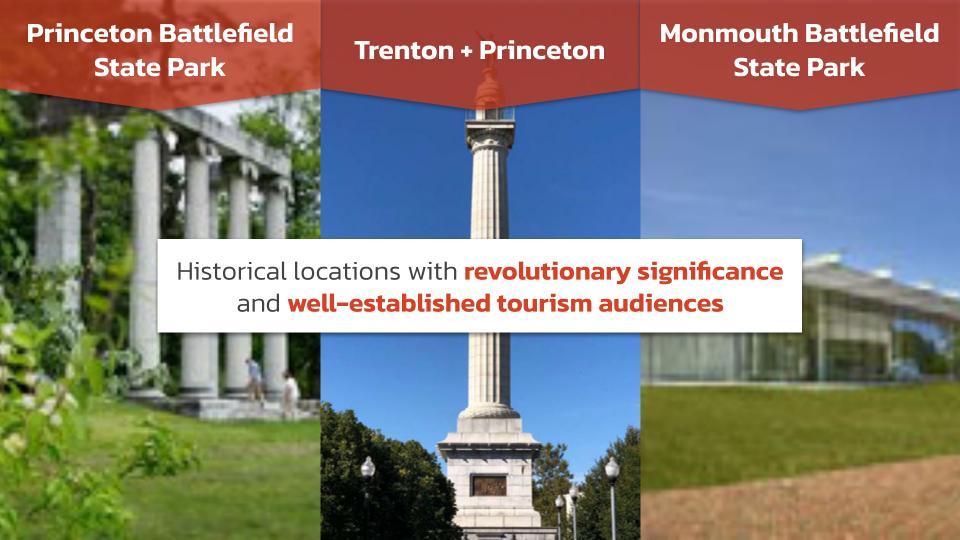
	Catskills	Hudson River Valley	Poconos
Brand Position	A rustic, nature-centric retreat with a creative vibe	A refined escape for city-dwellers	A versatile getaway for families and couples, known for fun-focused resorts
Target Audience	Rugged Inspiration Seekers	Cultured Sophisticates	Family Fun Seekers + Romantic Adventurers
Assets	Natural beauty, artistic and bohemian experiences, less commercialized	Historical & cultural sites and experiences, scenic beauty, proximity to NYC	Family-friendliness, year-round attractions, wide range of activities, romantic niche, proximity to Philly and NYC
Weaknesses	Fewer amenities and luxury experiences, seasonal limitations	Overcrowding, expensive, limited adventure activities	Touristy/commercialized feel, overcrowded
Famous Person	Bob Dylan Known for connection to nature, creativity, and counterculturalism	Audrey Hepburn Associated with timeless charm and a refined appreciation for art and culture	Walt Disney The pioneer of family fun and magical, adventurous experiences

	Catskills	Hudson River Valley	Poconos	NJ Highlands
Agritourism	Organic farms, small-scale wineries	Strong presence of wineries, farm markets	Less focus on agritourism, more on commercial recreation	Local farms, vineyards, farm-to-table
Adventure Tourism	Popular, but less commercialized	Limited, focus more on leisure than adventure	Well-established, major draw for visitors	Emerging, potential for growth
Cultural / Historical Tourism	Woodstock Music Festival site, arts, historical sites	Historic estates, art centers, museums	Less focus on history, more on recreation; Jim Thorpe	Waterloo Village, Morris Canal, Morristown National Historical Park (Washington's Headquarters)
Event Tourism	Local festivals & fairs: Woodstock Farm Festival, Harvest Fest, Lights on the River	Significant events, art exhibitions, fairs	Some events, not a primary draw	Local festivals and fairs
Outdoor Tourism	Hiking, skiing, fly fishing, kayaking	Hiking, kayaking, river cruises, wineries	Skiing, hiking, water parks, fishing	Hiking, fishing, camping, cycling

	Catskills	Hudson River Valley	Poconos	NJ Highlands
Accom- modations	Inns, boutique hotels, rustic lodges	Luxury hotels, boutique inns, historic B&Bs	Large resorts, family-oriented hotels	Smaller inns, B&Bs
Tourism Seasonality	Seasonal, summer/fall peak	Seasonal, strong in summer and fall	All-season, strong winter and summer appeal	Seasonal, summer/fall peak
Proximity to Cities	Closer to NYC, less convenient for others	Closest to NYC, easy access by train	Close to NYC, more distant from Philadelphia	Close to to NYC & Philadelphia
Natural Beauty	Mountain ranges, rivers, waterfalls	Scenic river views, rolling hill	Forests, lakes, waterfalls, mountainous	Forests, lakes, rivers, and scenic vistas
Wellness & Spas	Growing sector with wellness retreats	Well-established, high-end wellness tourism	Well-developed luxury spas	Limited, emerging sector

Historical Asset Competitors





	Princeton Battlefield	Trenton + Princeton	Monmouth Battlefield	NJ Highlands
Revolutionary War Significance	Key battle site, early American education	Pivotal battles, significant colonial sites	Major battle site, iconic Revolutionary War stories	Critical winter encampments, Washington's HQ, industrial history
Key Attractions	Battlefield, Clarke House Museum	Trenton Battle Monument, Old Barracks Museum	Battlefield, Craig House	Morristown National Historical Park, Waterloo Village, Ringwood Manor
Visitor Experience	Battlefield tours, educational programs	Blend of battle history and colonial life	Battlefield tours, reenactments	Immersive historical experience at Morristown, combination of outdoor and historical sites
Accessibility	Accessible, close to major highways	Accessible, well-connected by road and rail	More rural, requires specific travel	Accessible by major highways, comprehensive facilities at Morristown
Educational Programs	Interpretive programs, battlefield tours	Strong educational focus, school programs	Battlefield tours, interpretive events	Extensive interpretive programs at Morristown, historical reenactments, interpretive programs at other sites

	Princeton Battlefield	Trenton + Princeton	Monmouth Battlefield	NJ Highlands
Tourism Infrastructure	Visitor center, small museum	Visitor centers, museums, guided tours	Smaller visitor center, less infrastructure	Extensive facilities at Morristown, smaller scale at other sites
Event Tourism	Commemorations, reenactments	Annual reenactments, historical events	Battle reenactments, commemorative events	Major events at Morristown, local Revolutionary War reenactments
Proximity to Other Sites	Near other central NJ historical locations	Close to Princeton, Philadelphia, and NYC	Less central, focused around battlefield	Close to other historical sites within the Highlands and Crossroads

STRATEGY Analyses & Insights



SWOT Analysis





Natural beauty + protection of natural assets



Wide spectrum of activities, broad appeal



Historical significance



Strengths

NYC & Philadelphia population bases



Community events of all types & sizes



Outdoor recreation as an easy escape in crisis





Development of destination infrastructure



FIFA World Cup 2026



America 250

Opportunities



Expansion/deepening of specific tourism lanes

Agritourism, historical tourism, adventure / outdoor exploration



State of New Jersey tourism efforts



Increased tourism levels, especially agritourism



Competition

Poconos, Catskills, Hudson River Valley, historical heritage sites



Overtourism / environmental degradation



Economic instability / downturns



Precariousness of politics



Pandemics / health crises



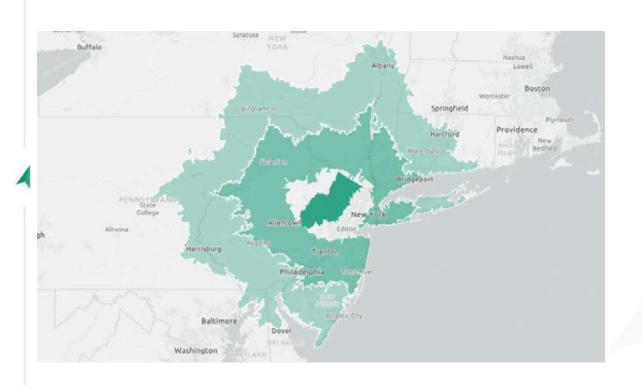
Climate change

Threats

Target Audience Analysis



Domestic Travel in NJH Drive Markets



Market A

1 – 2 Hr. Travel Time

Market B

2 – 3 Hr. Travel Time

Population Behavior	Market A	Market B
Valid Driver License	14,459,785	7,247,479
Domestic Trip in Last Year	9,655,173	4,679,056
Spent \$1-999 on Vacation	2,013,425	963,951
Spent \$1K-1,499 on Vacation	1,139,973	549,148
Spent \$1.5K-1,999 on Vacation	752,088	369,715
Spent \$2K-2,999 on Vacation	822,927	428,460
Spent \$3K+ on Vacation	1,570,816	799,669

166

Spending Category	Market A	Market B
Total Travel	\$28,094,084,948	\$12,351,842,045
Lodging	\$8,964,665,982	\$4,016,809,206
Food & Drink	\$6,892,651,174	\$3,039,878,879
Alcoholic Beverage	\$1,058,471,252	\$447,305,255
Entertainment	\$1,627,835,717	\$739,187,513
Recreational Expenses	\$3,288,192	\$1,445,735
Movie or Museum	\$894,895,185	\$414,262,087
Sports Events	\$298,182,159	\$138,007,924

Domestic Travel in NJH Drive Markets

Population Interest	Market A	Market B
Went Backpacking/Hiking	1,467,288	707,105
Went to Beach	2,690,997	1,423,982
Did Sightseeing	3,611,572	1,814,909
Visited National Park	1,375,410	705,456
Visited Northeast	2,711,923	1,067,410





Outdoor recreation is becoming a more diverse activity in the U.S. in terms of race, age, and interest type. The Highlands Region has an opportunity to reach a growing and vast segment of the traveling populace. Younger participants present an opportunity to create a lifelong bond with future travelers.

Outdoor recreation participants are more likely to be casual enjoyers of low-barrier activities; enthusiasts who devote time and financial resources to becoming more "rooted" in a particular activity have decreased in the past few years.

Casual participants present an opportunity for the Highlands Region to be the "gateway" to deeper enjoyment in the outdoors. The region also can be the "everything" outdoor destination, again, appealing to a wider audience.

The Highlands is not as well-known among audiences in NJ, NY or PA as some other more well-established tourist destinations.

This blank slate provides an opportunity to tell our story and differentiate without fighting preconceived notions, as well as positions us as the "unspoiled, undiscovered" natural choice.

The Middle Atlantic is one of the fastest growing region for outdoor recreation participation.



This includes NY, NJ and PA – competitive markets for the Highlands, but also providing a broad audience and the opportunity to position as a "best kept secret."

17

Nature Enthusiasts















Goals & Motivations

Nature Escapes from Urban Life Environmental Sustainability Health & Fitness Meaningful, Local Adventures

Pain Points

Access & Transportation
Overcrowding in Popular Spots
Environmental Impact Concerns

Travel Behavior

Travel Frequency: Frequent weekend trips & day hikes, planning larger excursions for peak season.

Preferred Activities: Hiking, trail running, kayaking when rentals are available.

Booking Habits: Uses apps to check trail recommendations and conditions, and to book campsites or Airbnbs. Tends to favor NJ and PA state parks for convenience.

Social Media: Shares experiences on Instagram and TikTok.



Heritage and experiential tourism have emerged as a niche travel sector post-pandemic.

The NJ Highlands Region has a wide variety of cultural and historical sites that would appeal to this growing audience, but has competition in surrounding, more well-known areas.

Heritage tourists have a vested interest in sustainably traveling, as preservation is of the utmost importance for many historical sites.

This conscious traveler is also more likely to enjoy outdoor recreation as well as heritage/historical experiences, presenting a dual opportunity for the region.

The heritage traveler, much like the outdoor traveler, is keenly interested in local economies and traditions.

The Highlands has an abundance of local shops and restaurants, as well as events, festivals, and agritourism experiences that can be leveraged to appeal to these audiences.

Though older and less diverse than the outdoor travel audience, studies have shown that millennial interest in heritage travel is growing. This generation seeks out more experiential travel, presenting unique opportunities to connect with them via heritage site and create lasting travel traditions.

There is a potential for virality in heritage travel, since it's a more niche interest when traveling, versus hiking, dining out, etc. This could reach a younger and more digitally engaged audience.









Heritage travel is comprised of nine distinct categories of sites and points of interest, as defined by a 2024 KPMG study of heritage tourism as a tool for sustainable tourism.

The Highlands has strong and compelling offerings in a majority of the categories.

Heritage Tourism Destination Types & Corresponding Sites in the Highlands Region

Archaeological Sites	Musconetcong River Plenge Site					
Museums, Art Galleries, etc.	Morris Museum, Hunterdon Art Museum, Skylands Museum of A					
Historic Sites	Washington's HQ, Jockey Hollow, Morris Canal, Jacobus Vanderveer House					
Destinations for Specific Festivals, Performances, etc.	Red Mill Museum Village, Dickens Days, Festival on the Green					
Cuisine	Natirar 90 Acres, Ironbound, The Bernards Inn					
Landmark Monuments	High Point Monument					
Religious Monuments/Sites						
Destinations for Specific Handicrafts						

10

Heritage Travelers













Goals & Motivations

Deep Historical Connection Educational Experiences Heritage Preservation Family Bonding Time

Pain Points

Engagement for Younger Audiences Crowds & Accessibility Preservation Challenges

Travel Behavior

Travel Frequency: Travels mainly on school holidays and long weekends, longer trips during the summer months.

Preferred Activities: Guided tours, museum visits, farmers' markets, local shops and boutiques, heritage site explorations.

Booking Habits: Plans trips in advance around school breaks, uses online blogs and forums to find new places to explore and plan itineraries.

Social Media: Posts to Facebook and Instagram, uses Pinterest to search for new trip ideas.

While both segments of tourism present opportunities for distinction and growth, there is more, well-established competition for heritage tourism in the region, while the region's protected, unspoiled natural beauty presents a differentiating factor that opens up more visitor growth opportunities.

Attraction Database



187

NJ Highlands Attractions

5 c	A	C. Autivity Type	B 2	Address Ψ	Cost	© Seasonality	₩ V Link Ψ	Other Notes
A			Morristown National Historical Park commemorates the sites of General Washington and the Continental army's winter encampment of December 1779 to June 1780, where they survived through what would be the coldent winter on record. Ho park also maintains a museum & library collection related to the encampments &		Cost 7		₩ Link Ψ	Other Notes
A. un National Historic Park			Morristown National Historical Park commemorates the sites of General Washington and the Continental army's winter encampment of December 1779 to June 1780, where they survived through what would be the coldent winter on record. Ho park also maintains a museum & library collection related to the encampments &		Cost		₩ Link ₩	Other Notes
in National Historic Park			Morristown National Historical Park commemorates the sites of General Washington and the Continental army's winter encampment of December 1779 to June 1780, where they survived through what would be the coldent winter on record. Ho park also maintains a museum & library collection related to the encampments &		Cost	Seasonality	♥ Link ♥	Other Notes
in National Historic Park	Morio *	Historical & Cultural	commemorates the sites of General Washington and the Continental army's whiter encampment of December 1779 to June 1780, where they survived through enta would be the coldent winter on record. The part also maintains a museum & Strany collection related to the encampments &					
THE COLUMN	-		to pre- and post-Revolutionary America.	30 Washington Place Morristown, NJ 07960	Free -	Year-Round	* https://www.nps.gov/nom/index.htm	
on Historic Walking Trail	Hunterdo		*On this self-guided, 30-stop tour you will winness history and major architectural styles spanning four certaines. You will see the home of Semuel Fleming after whom our town was memeric, and our Helsonine County Courthouse where the famous Lindbergh sidnapping stall took place. You will see where our forestanters and mothers, You will see worshopped by candidispit, and where our most prosperson citizens built their landures and legacies. All of the places on this tour are within one square mile. If you are walking, it is about 45 minutes from start to freigh."	71 Main Sé bido 3. Fiemington, NJ	Froe		https://www.susionshunterdood.com/wp-co pensionsess/2002/06/Faminaton-Mistons- Walking Traft-Loff	
o Virmyanda.	Hunlardo .	Ageltourism & Culinary •		Beneduce Vineyards, 1 Jeremiah Ln. Pitkitosn, NJ 06987		Seasonal-Fall Seasonal-Summer Snaponal-Spring	Miles (Seesa benedia eximplents com/	Offers Saturday Group Therapy (1) Picnics, Ladles Nights, Tinks Night Isstings.
I Passport	Hunterdo	Agritourism & Culinary •	Visitors to Hunterdon County can purchase a Spring/Summer Brewery Passport. If they visit each of the 8 breweries in Hunterdon County, they earn a keycham/bottle opener.	Locations vary	35 .	Seasonal-Spring Seasonal Symmetr	https://huntendonbeantrall.com/	Passport is free and can be obtaine brewery. Beer is at cost.
	Huntonto	Agritourism & Culinary -		564 Milfons-Warren Glen Road (Rt. 519) Milfond, NJ 08848	ş .	Seasonal-Summer (Seasonal-Foll)	* https://philipsfarms.com/	Sells candles, scents, levender, paretc.
		Passport n	Passport	Furnierdo a l'Agritourism & Culinary and Court de Spring Survey de Spring	Furniserds Agritourism & Culinary Passport Passport Passport Passport Agritourism & Culinary Ag	Furtherdo Agritourism & Culinary Agritou	Seasonal-Fall Seasonal-Spring	form near and far with warm hospitality and an expertess to exceed their expectations of the state of their expectations of their ex

Outdoor Recreation

Agritourism & Culinary

Festivals & Events

Historic & Cultural



Key Insights

NORTH A STAR

Using Data and Insights to Craft Your Brand Story

INSIGHTS

During this phase of the process, the body of quantitative and qualitative data uncovered in the research phase is analyzed to identify key themes and trends. From this, a set of insights comprising the emotional sparks of the New Jersey Highlands story are crafted. These insights lead to your unique strategic brand platform.

Your strategic brand platform, or DNA as North Star calls it, is the single most important and vital outcome of the branding process.

Like an individual's DNA, it is code for what makes the region special at its core. As such, **it must be distinct**, **ownable**, **and authentic**. It must differentiate New Jersey Highlands locally, regionally, and even nationally and increase awareness and regard within the community and beyond.

This differentiation must remain in keeping with the personality perceived by stakeholders, residents, and visitors.

Your Brand DNA as a Distillation and Reflection

INSIGHTS

Your strategic DNA should become the cornerstone for all creativity, action, policy, and passion moving forward. Imagine the cumulative potential for your community if all major decisions were made within the context of what makes the New Jersey Highlands truly different and special.

So where does all of this research lead us? One thing to remember in a process like this is that we cannot tell you to be something you're not. We won't do it even if that is your secret hope. Your brand will be based on what is true and authentic. That is why we study your history and culture but maintain an eye on the future and your aspiration.

What about your history and culture differentiates you and is relevant and meaningful today for your interests and goals?

Repetition, **repetition**. This is not just a rule of effective communication. We know we are onto something when we start hearing similar thoughts and ideas about your community.

Positioning helps us market. The job of the brand is to tell your most competitive story. The job of the strategy is to determine what that story should be about. On the following slides, we are using some voices from the research to highlight key insights from the research process.

We heard lots of great things.

INSIGHTS

Nature is a Differentiator



I have lived most of my life in the NJ Highlands. I have enjoyed being surrounded by nature yet having access to the city.



The prettiest part of a very densely populated state.

We heard lots of great things.

Residents are Proud of the Highlands and what the Act Has Accomplished



The Highlands is comprised of beautiful open spaces, and protects the drinking water of millions in NJ. We are so fortunate, and few are aware of this critical benefit!



People here are very passionate about this place. It's emotional.



Our weeknights are as beautiful and fun as most people's vacations.

Proximity to Major Cities



We offer a unique area for people to escape to. It's a wonderful reprieve to experience something different after you've been in NYC for a few days.



It's a miracle so much rural feeling survives so close to New York City.

Confusion and Lack of Identifying Knowledge



There's some confusion over the boundaries. The Hudson Valley has a central theme of the river, while the Highlands has so much natural diversity, so it's hard to pinpoint.



There's not a single person in New Jersey who thinks about their identity in relation to the Highlands.

Internal Struggle Over How Much Tourism is Too Much



We have a "take a beautiful thing and build a wall around it" mentality.



If you build it, they will come. But if they come, you have to build more.

Resources and Attention Usually Go to the Shore



The focus in New Jersey has always been the Shore. Even the Highlands name is also used in the Atlantic Highlands.



The state puts so much effort into marketing the Shore, but we're New Jersey too!

New Jersey's Reputation Stymies Visitation



People don't realize the beauty we have to offer. They think it's just the turnpike.



People's perception of NJ is what's along the turnpike, the Shore, and what people see on TV.

Unspoiled, Protected, and Less Crowded



Where everyone else is developing, we're undeveloping.



Our natural assets are still unspoiled compared with a place like the Hudson Valley.

The Surprising Side of New Jersey



We are where the "Garden" in the Garden State really is.



People's reaction to the region is always "I had no idea."

Brand DNA

NORTH STAF



Target Audience: To whom the NJ Highlands has the most appeal



Frame of Reference: Geographic context of the New Jersey Highlands



Point-of-Difference: What makes the New Jersey Highlands special



Benefit: Why it should matter to the consumer

New Jersey Highlands DNA Platform Statement

DNA STATEMENT



For urbanites open to explorations off the beaten path,



the New Jersey Highlands Region, a vast, peaceful, and protected watershed 40 miles west of Manhattan,



defies preconceived notions of New Jersey, granting new discoveries and a natural retreat from the most densely populated areas in the nation



so you can pick a getaway from "leisure as usual."



For urbanites open to explorations off the beaten path,

- It makes the most strategic sense to primarily target the population centers of NYC and urban NJ, as well
 as Philadelphia as a secondary target.
- "Open" speaks to an open mindedness to embrace a different side of New Jersey, as well as the curious state of mind of nature and history enthusiasts .
- Explorations evokes nature, but also subtly references the other crown jewels of the region food, culture, and history.
- "Off the beaten path" means these visitors have a chance to discover hidden gems that the regular crowds haven't found yet.



the New Jersey Highlands Region, a vast, peaceful, and protected watershed 40 miles west of Manhattan,

- "Vast" conveys both the sheer size of the region and the breadth of experiences it offers.
- This is a place that offers something precious in this day and age of overstimulation, especially to those located in bustling urban centers: peace and quiet.
- "Protected watershed" evokes a pure, unspoiled place to explore with a variety of activities centered around water.
- Centering the geographic reference to Manhattan is a quick way to compare and contrast the hustle and bustle of the largest city in the nation with the peace and serenity found less than an hour away.



defies preconceived notions of New Jersey, granting new discoveries and a natural retreat from the most densely populated areas in the nation,

- Our research shows that a major point of surprise and delight with the region is its unexpected contrast with the reputation of the state; there is great potential in taking a weakness and framing it as a point of differentiation.
- "Grants" is a subtle nod to the work that the Council has done to preserve and invigorate the region and
 is also representative of the gift of clean water and unspoiled nature that the original Act bestowed
 upon future generations.
- A "natural retreat" highlights both the tranquility of the region and its clear role as a refreshing escape from urban life.
- The most densely populated areas in the nation = NYC and Philadelphia, but also New Jersey as the most densely populated state in the nation with its own urban centers (Paterson, Jersey City, Newark).



so you can pick a getaway from "leisure as usual."

- This offers a nod to "You Pick" and the agritourism industry in the region, but also puts the visitor in the driver's seat...this is a place that offers so many different experiences and itineraries. It invites visitors to pick an experience that feels uniquely theirs, far from the crowds and clichés of leisure as usual.
- "From leisure as usual" is a parallel to "business as usual," which speaks to an urban target audience who may be feeling stuck in the rat race. It also again drives home the idea that the NJ Highlands Region is off the beaten path, and you are able to enjoy your getaway with fewer crowds.

New Jersey Highlands DNA Platform Statement

DNA STATEMENT



For urbanites open to explorations off the beaten path,



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so you can pick a getaway from "leisure as usual."

Organizational Strategy Recommendations



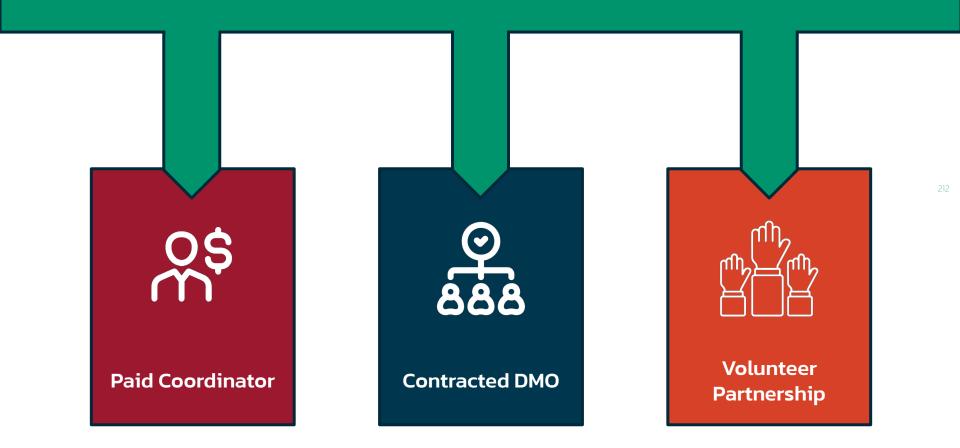
A regional approach to tourism **enriches rural and urban communities by pooling resources and expertise**. It allows for
cohesive strategies to develop a compelling tourism offer, sustainable
growth and local economies.

Regional collaboration **maximizes potential**, making rural areas more attractive and viable for residents and visitors.





NJ Highlands Tourism Alliance



NJ Highlands Tourism Alliance

The NJHTA, established by the Highlands Council, would oversee and guide the region's cooperative tourism program.

Acting as a collaborative marketing partnership, it would unify municipalities and DMOs to promote the Highlands as a destination.

The NJHTA would include:

- Representatives from DMOs or tourism agencies across the seven Highlands counties.
- Key stakeholders (e.g., lodging, attractions, restaurants, historic sites, outdoor recreation).
- A liaison from NJ Highlands Council staff.

Tourism Coordinator

RESPONSIBILITIES



- Overseeing the NJHTA program of work
- Coordinating marketing efforts for NJH as a regional destination
- Representing NJH to tourism professionals, travel planners, media
- Organizing familiarization tours for planners, writers, and influencers
- Attending travel shows and marketplaces
- Managing the Alliance's online and social media platforms
- Supporting tourism efforts in NJH communities
- Acting as liaison to the New Jersey Division of Travel and Tourism
- Managing grants for members' tourism development and marketing initiatives

Tourism Coordinator

BENEFITS



- Provides dedicated responsibility and accountability for the program of work
- Ensures the program is managed effectively without overburdening existing Council staff
- Allows Council staff to focus on their primary full-time responsibilities

FUNDING



Funding for the position could come from either the NJH Council general budget or from contributions by NJHTA members.

Contracted DMO

BENEFITS



- Experienced and capable staff already in place
- Existing expertise in key areas like marketing, PR, travel industry relations, and digital platforms
- Established connections with travel industry professionals, influencers
- In-depth knowledge of the region
- Potential cost savings compared to hiring a dedicated staff member

DRAWBACKS



- Potential perception of favoritism among Alliance members
- Risk of Alliance responsibilities being deprioritized in favor of the contracted DMO's own programs and responsibilities

Volunteer Partnership

RESPONSIBILITIES



- The Tourism Council would implement its program of work on a volunteer basis through its members
- Tourism Coordinator responsibilities would be divided among members
- Each member would represent the region as a whole, not just their individual destination

Volunteer Partnership

BENEFITS



- Members can leverage their individual strengths, experience, and abilities to benefit the region
- Responsibilities are shared among members to prevent overburdening any one individual or organization
- Cost savings by eliminating the need for a Tourism Coordinator salary or contracted DMO expenses

DRAWBACKS



- Lack of direct accountability for implementation or performance due to the volunteer nature of members' roles
 - Risk of Alliance responsibilities being deprioritized in favor of members' own responsibilities and program

CREATIVITY

NORTH A STAF

TOOLS FOR BRINGING THE BRAND TO LIFE

The following creative expressions will help bring the New Jersey Highlands brand to life. This Brand Identity Guide should serve as a blueprint for the creative rendering of your new brand. With the exception of the logos and PowerPoint template, files do not represent camera-ready art. Many communities choose to work with local talent for the actual refinement and production of creative communication pieces. This allows for true customization and brings local perspectives to the work.

A Creative Committee, identified by brand drivers in the New Jersey Highlands, was charged with evaluating and selecting the foundational tools in the Brand Identity Guide. All creative decisions were made using the destination's strategic brand platform as inspiration. Those tools include:

- Logo, line, and color palette
- Graphic Standards Guide
- Brand narrative
- Creative expressions of the brand (in the form of a full page ad)

Every creative element in this Brand Identity Guide represents North Star's best suggestions for how to put your new brand to work creatively. These creative elements guide and inform the tactic-driven Action Plan that follows in the next section.

Note: All final logos for the New Jersey Highlands are included in the Google Drive folder in both JPEG and Vector/EPS format. We encourage you to share this folder with branding partners, organizations, vendors, or other outlets requesting a copy of the logo. All files for the creative deliverables contained in this section are also included in your Google Drive folder.

CREATIVE DISCLAIMERS

Strapline Trademark

North Star ran a search for the New Jersey Highlands Region strapline on the United States Patent and Trademark Office's Trademark Electronic Search System (TESS). North Star highly recommends that the New Jersey Highlands Council pursues trademark protection of the strapline along with the new logo. By trademarking the logo and line together, you can ensure that the identity is protected from usage by other communities or conflicting parties. North Star's trademark search is documented in Appendix D.

Warranty of Original Logo Art, Online Logo Search, & Client Trademark Obligations

With regard to the logo selected by the New Jersey Highlands Region, North Star tested it with a basic online image search ahead of finalization to determine if there are any known likenesses or conflicts. The art within the logo is an original creation and will become the property of the client but the online image search is not an exhaustive search tool. Ultimately, seeking a trademark for the logo will be the responsibility of the organization.

Stock Imagery & Typography Obligations of Client

Stock photography and typography used for the demonstration of creative concepts is not delivered, intended, or licensed for the client's use, and the client shall not reproduce, modify, display, distribute, publish, or otherwise use them in any way without first obtaining and paying for its own usage rights and licenses with the appropriate stock image or typography provider. Additionally, the client is responsible for securing rights to use locally oriented photos and other content provided to North Star and utilized in the educational website and in the Final Presentation or Final Report.

Trademark Obligations of Client

North Star conducted informal, cursory trademark, copyright, and/or other intellectual property searches as part of its creative development process. However, prior to using or publishing any materials, recommendations, or deliverables provided by North Star, the client should engage its own legal counsel to conduct trademark, service mark, copyright, and other intellectual property searches, reviews, clearances, and to receive formal professional and legal opinions on the availability of and right to use materials, trademarks, service marks, and other intellectual property.

Creativity LOGO + LINE



Logo Rationale:

The logo blends heritage with nature. The custom serif wordmark reflects the region's deep history and charm, while its flowing curves suggest rolling landscapes and strike a welcoming tone. The leaf icon subtly doubles as a topographic form, symbolizing the Highlands' protected natural landscape and layered experiences. The icon also includes an embedded monogram (HL). The balance of tradition and movement in the logo mirrors the brand's promise: an unpretentious place where discovery unfolds naturally, just beyond the expected.

Strapline Rationale:

The strapline challenges assumptions about New Jersey and invites curiosity. With a tone that is confident, with a bit of attitude, and full of soul, it opens the door to surprise and self-guided exploration. It reinforces the central truth that visitors can find a different side of New Jersey with a marked contrast to the city's congestion—one that's rich in history, nature, and unexpected moments.

















Color Palette Rationale:

The Highlands color palette draws from the region's landscapes—its forests, waters, farmlands, and skies. Deep greens represent the protected woodlands and rolling hills. Bright, fresh greens and yellows nod to agricultural abundance and seasonal vitality. Earthy teals and sky blues evoke the region's water and open air. The warm terracotta accent adds humanity and energy—mirroring the strapline's inviting tone. Together, this palette feels natural, optimistic, and rooted in place, just like the Highlands themselves.

LOOK

Creativity

Visual Direction Rationale:

This look employs the Highlands icon as both a graphic texture and a symbolic pathway interacting with the human element in the photo. This layering technique reinforces the idea of unfolding journeys and hidden beauty, while also creating a strong visual identity.

This look is flexible enough to accommodate a variety of hero photos, but care should be taken to select photos that depict action in a way that feels authentic and aspirational.

The signature curve that echos the horizon line in the icon is another useful visual element that can be employed in a variety of ways across implementations.

Finally, the image carousel at the bottom suggests a mosaic of experiences and invites deeper exploration while reinforcing the message that there is always more to discover.



BRAND NARRATIVE

A Brand Narrative was developed using artistic language to set the emotional tone for the brand. Its purpose is to help stakeholders, merchants, and local organizations connect the emotional story of the brand to their own situations. Each partner or organization should develop its own brand narrative leveraging the assets and language here for the community.

The Brand Narrative is critical to successful integration of the brand for a number of reasons:

- It can serve as a guide for users working to integrate brand tone and language into their own marketing and communications.
- It helps maintain consistency of tone and message among all users, thus preserving the integrity of the brand.
- It provides language users can replicate verbatim in their own communications when applicable.

Because of the inherent value in brand narratives, North Star recommends wide distribution of the copy, typically in tandem with the logo. Many of our clients use the strategic brand platform and the brand narrative together as a touch point for each new project or policy they initiate. In other words, "Does this idea support and further what makes us special?"



BRAND NARRATIVE

You think you know Jersey. What if we told you that you've only scratched the surface?

Just 40 miles west of Manhattan, the skyline fades, and something softer takes shape – rolling forests, mirror-still lakes, and winding back roads that lead not just to places, but to a new state of mind. This is the New Jersey Highlands, a region stretching across seven rugged and beautiful counties in New Jersey's north. And it's nothing like you expected.

This is a place of new discoveries – where water, nature, history, and culture converge in unfiltered, unhurried form. Where every turn invites a surprise. Where the familiar becomes unfamiliar and the unfamiliar becomes a source of wonder. Where you trade assumptions for awe.

Start with water. As an essential building block of life, it shapes the character of a place that is so full of life itself – abundant and elemental, defining the landscape in ways both powerful and subtle. You'll find it rushing through hidden waterfalls, gliding along ancient rivers, and sparkling across lakes formed by glaciers long ago. Paddle the quiet corners of Lake Hopatcong or trace the historic remnants of the Morris Canal, once a marvel of 19th–century engineering. Spend an afternoon losing track of time beside the banks of the Musconetcong or watch herons glide gracefully across the Great Swamp. These waters do more than mirror the trees above – they reflect you, too: a little more at ease, a little more at peace.

Venture into our protected nature, and you'll find yourself truly immersed. Towering hardwoods line ridgelines and valleys. Footpaths wind through state parks and forgotten woodlands, where every overlook feels like a secret, and every bend in the trail opens into possibility. Here, nature isn't an amenity, it's the main event. This isn't just a walk in the woods. It's a journey through some of the most ecologically rich watersheds on the East Coast.

And while nature may lead the way, history runs deep beneath it. The Highlands are steeped in Revolutionary stories, if you know where to look. In the forests where Washington's troops once marched. Along the stone-lined roads of charming boroughs and townships that once changed the course of a young country. From the region's largest town of Morristown to smaller townships and boroughs like Ringwood, Byram, Clinton, and Hackettstown: these aren't just historic sites, they're invitations to walk in the footsteps of giants. As the nation approaches its 250th birthday, these places remind us of how it all began.

Culture here doesn't shout. It hums. It rises in music drifting from a festival or Main Street celebration, in roadside farm stands offering still-warm pies, and in the flicker of a neon sign at a roadside classic like Hot Dog Johnny's. Explore quaint communities where antique shops meet trendy boutiques, where diner breakfasts turn into hours-long conversations, and where makers, brewers, and musicians pour passion into every detail. It's the kind of culture that's best experienced slowly – with curiosity and an open heart.

And then there's the food. Not just the farm-to-table kind, but the field-to-fork, orchard-to-bottle, dirt-under-the-nails kind. Pick apples on crisp autumn mornings. Stroll sunflower fields in late summer. Taste honey from local hives. Whether you're sipping small-batch wine overlooking the vines or savoring the sweetest tomatoes grown on the East Coast, the Highlands feeds more than your appetite – it feeds your spirit.

And when the day winds down, rest comes easy here. The Highlands offers places to stay that are as varied as the landscape itself – from luxurious escapes like Crystal Springs Resort or the elegantly reimagined Pendry Natirar, to cozy inns tucked into hillsides, and rustic cabins that bring you closer to the stars. Whether you're seeking indulgence or simplicity, you'll find your retreat among the trees, with the sounds of nature as your lullaby.

The New Jersey Highlands Region is a reminder that you never knew Jersey – at least not like this. A green haven of protected lands and free-range ideas. A place that defies assumptions and invites exploration.

So take the drive. Take the detour. Take your time. Because around here, we know the best parts of New Jersey can't be summed up on a bumper sticker, and won't be found on a reality TV show. They aren't seen on congested highways, but wide-open rivers. They aren't loud and in-your-face, but peaceful and along-for-the-ride. This is the Jersey you never knew. Consider this your invitation to come and get acquainted.

BRAND STANDARDS GUIDE

All creative files are included in your Google Drive folder. As you introduce the brand, be sure to show the logo in the context of an execution rather than by itself. You want to avoid making this branding effort about a logo. North Star has produced a Brand Standards Guide for the brand in Appendix E to this report which provides some rules for implementation to ensure consistency and accuracy.



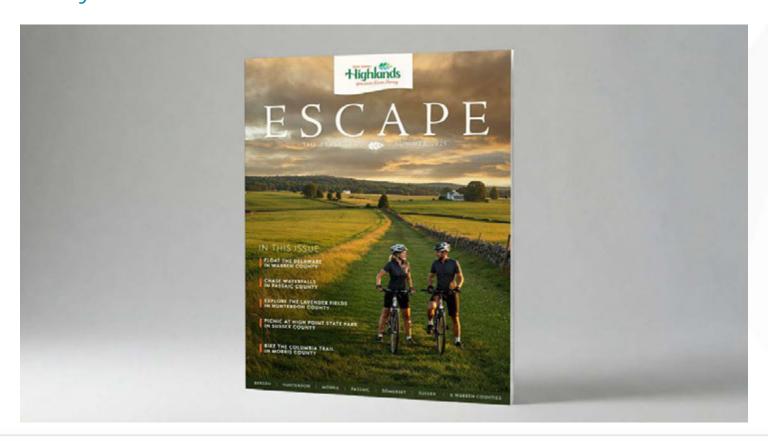
Creative Deliverables



Using the foundational creative tools developed for the New Jersey Highlands Brand Identity Guide, North Star has developed a full slate of creative deliverables demonstrating how the Brand Identity can be used throughout the destination. The majority of these deliverables were identified by the Council as priorities, and some were recommendations or examples that North Star created to illustrate the tactics identified in the New Jersey Highlands Action Plan.

Creative deliverables are shown on the following pages.

Creativity Visitor's Guide - Cover



. . . .

Visitor's Guide - Spread

Creativity



Visitor's Guide - County Spread









Drawstring backpack, Binoculars, Bird Guide











Waders, Fishing Pole Bag, Lure Box







No Tolls. No Traffic. Just Trout.

you seems Know Jersey.

Technif many in the spilet receives of the blow Jenny highlands, any third claim revenue seems through forests and furnitude, teaming with forests and furnitude, teaming with will and developed their like team the Jenny year through year leave it's harden Freight the Implement. Fallow the spilet.







Trade Show Booth Backdrop















Creativity OOH Advertising





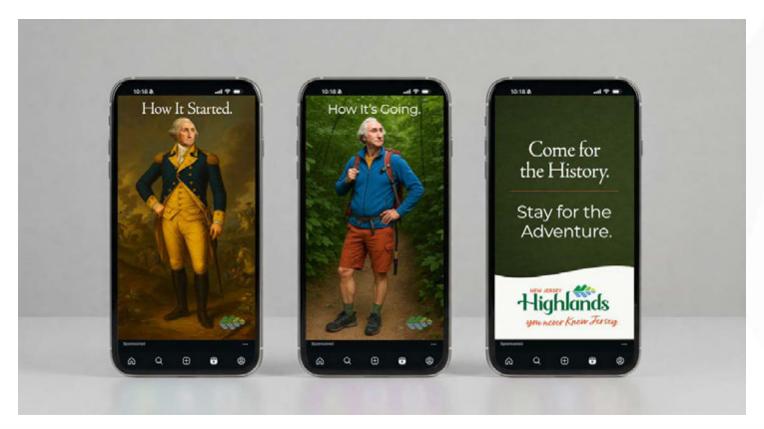












Creativity Transit Advertising

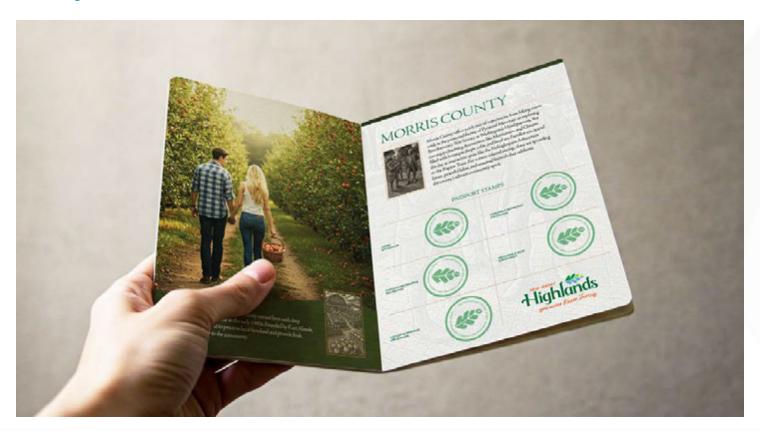












Creativity Window Cling



Interactive Wall Mural





Creativity Produce Crate & Stickers







Creativity Produce Basket



. . .





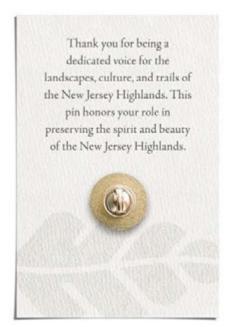












Creativity Car Magnet / Sticker



. . .

Creativity Car Magnet / Sticker



Polaroid Camera & Photo Holder













Marketing Strategy

NORTH STAR



Objectives + Plan Foundation

Objectives



Increase Regional Awareness and Visibility

Reposition the Overall Perception of New Jersey as a Tourism Destination

Create a Consistent Regional Identity



Create system & establish benchmarks to track tourism revenue (increase of 15% at the end of the 3-year plan)

Demonstrate ROI to Stakeholders

Encourage SMB Growth and Engagement

Target Audiences











Key Messaging



Positioning the New Jersey Highlands as a visually stunning, naturally rich destination that defies the typical perception of New Jersey.



Promoting the New Jersey Highlands as a refreshing escape that feels remote, yet remains incredibly accessible.



Elevating the role of local communities as the backbone of the Highlands experience and as storytellers of place.



Positioning the region as a flexible destination that blends recreation, relaxation, and cultural depth.



Framing the New Jersey
Highlands as a
destination that
balances exploration
with preservation,
attracting responsible
travelers.



Positioning the Highlands as a place where Revolutionary history comes to life – especially leading into America's 250th anniversary in 2026.

Messaging Strategy by Year **Year 1: Pride of Place** Reintroduce the Highlands to local communities and partners as a proud, surprising, and **Build Awareness + Local Advocacy** story-rich region. Emphasize unexpected beauty, local pride, and a shared regional identity. Leverage high-visibility events (FIFA World Cup and America250) to drive awareness Build on momentum to attract urban travelers and past visitors. Focus on accessibility, value, and the growing energy of the region. Position the Highlands as a refreshing alternative to **Year 2: Garden State Glow-Up** better-known destinations. **Expand Reach + Drive Visitation** Cement the Highlands as a smart, sustainable destination with proven economic impact. **Year 3: Northeast Revelation** Highlight real benefits for local businesses and communities.



Three-Year Tactical Plan

Year 1: Build Awareness + Local Pride *Tactics + Budget Allocation*

In Year 1, the primary objective is to establish the "You Never Knew Jersey" brand and lay the foundation for regional tourism by building local momentum and credibility. Through digital marketing, community-driven storytelling, and earned media, the region will challenge perceptions of New Jersey and invite exploration of its hidden assets.

Digital Awareness Campaign | Overview

Launch a compelling, visually driven campaign that introduces the *You Never Knew Jersey* brand to target key audiences, challenges perceptions of New Jersey, and drives early engagement and brand recognition across metro areas within driving distance.



Digital Awareness Campaign | Paid Media

Objective:

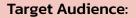
Drive awareness and engagement through high-reach digital platforms that target ideal visitor segments with visually rich, narrative-driven ads.



Facebook + Instagram

Geo-targeted static ads, carousels, and reels

CTA: Weekend itinerary downloads, blog reads, save/share prompts



Adults ages 25–45 in NYC, Philadelphia, and North/Central NJ

Nature seekers, casual hikers, food and craft lovers, weekend getaway travelers, and young families

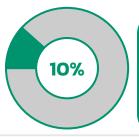
Values: proximity, discovery, affordability, authenticity, sustainability



TikTok

Discovery-first videos with native music and voiceover

Formats: list-style content ("5 Hidden Spots in NJ You Never Knew"), day-in-the-life takeovers, greenspace ASMR



Google Display + YouTube Pre-Roll Retargeting

Serve video and banner ads to those who've visited the site, engaged with social, or watched brand content

Messaging tailored by interest: eco-tourism, agritourism, heritage, family fun

Digital Awareness Campaign | Influencer + UGC Boosting

Objective:

Leverage trusted voices and authentic experiences to drive credibility and social proof. Highlight the diversity and uniqueness of the region through fresh, engaging perspectives.

Tactics:

Partner with 6–8 micro-influencers (lifestyle, travel, outdoor, food/farm) with smaller audiences for higher trust and engagement

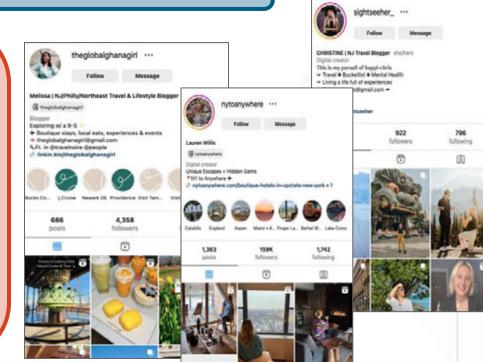
Focus on underrepresented voices and regional diversity

Influencers provided with curated itineraries, branded templates, and support to co-create stories

Boost top-performing influencer and UGC content via paid placements to extend reach

Launch user-generated content challenge (e.g., "Show Us What You Never Knew") to encourage organic posting from locals and visitors alike

Incentivize submissions with chance to be featured or win regional giveaways



Digital Awareness Campaign | Blog + Newsletter

Objective:

Support SEO, extend engagement, and offer valuable trip-planning content that drives time-on-site and nurtures return interest

Blog Content Plan:

Launch branded blog under the regional tourism site Support seasonal campaign cycles and influencer itineraries Content optimized for search + promoted via social ads Suggested Topics:

"Top 5 Unexpected Hikes in the NJ Highlands"

"Family Day Trips You Never Knew Were This Close"

"Weekend Harvest Trails and Farm Staus"

"A Guide to Highlands History for the Curious Traveler"

Newsletter Strategy:

Bi-monthly newsletter to segmented list (past visitors, blog readers, regional subscribers)

Mix of seasonal highlights, ambassador spotlights, blog links, and partner events Strong CTAs: plan your trip, download itinerary, share with friends

WELCOME TO THE VIRGINIA IS FOR LOVERS BLOG!

ravel in Virginia has always been about doing the things you love with the people you love most - and making memories that will last a lifetime. Whether your dream vacation means relaxing on the sandy beaches of Wriginiah stunning shareline or exploring the Great Dutaloons in the sounce mountains, we've got everything you need to plan the perfect getaway for



Your Virginia Spring Bucket



Visiting Bristol, Virginia

VEW ARTICLE

Creativity Shapes Our

Virginia in May 2025

Digital Awareness Campaign | World Cup 2026

The 2026 FIFA World Cup will present opportunities to reach key target markets as they flock to New York New Jersey Stadium and Lincoln Financial Field in Philadelphia.

Tactics for Digital + Retargeting:

Geo-fence around fan zones, stadiums, and transit hubs in NYC and Philly to serve retargeting ads featuring quick escapes, nature, and agritourism.

Messaging: "Just an hour away from the crowds." / "Recharge in the real Jersey."

Create special weekend itineraries branded as "World Cup Recovery Weekends" or "Reset in the Highlands." Ideal for international visitors or domestic fans looking to extend their trip or decompress between matches.

Content + Creative Ideas:

- Short video ads using soccer-related energy (without licensing IP): e.g., drone footage of open spaces with "Trade the pitch for peace and quiet."
- Feature Highlands Heralds (ambassadors) who are soccer fans or athletes exploring the region.
- Partner with local pubs or viewing venues to cross-promote Highlands experiences.

Digital Awareness Campaign | America250

New Jersey—and the Highlands specifically—played a critical role in the Revolutionary War. This is your moment to connect history to tourism.

Tactics for Digital + Retargeting:

- Target interest groups around history, heritage travel, and America250 event pages.
 - Include custom audiences built from site visitors to heritage content, blogs, and media features.
- Use retargeting to drive users to a new "Revolutionary Highlands" landing page or itinerary series.
 - Promote via blog, email, and social campaigns with interactive trip planners.
 - Cross-promote with Journey Through Jersey and America250NJ.

Content + Creative Ideas:

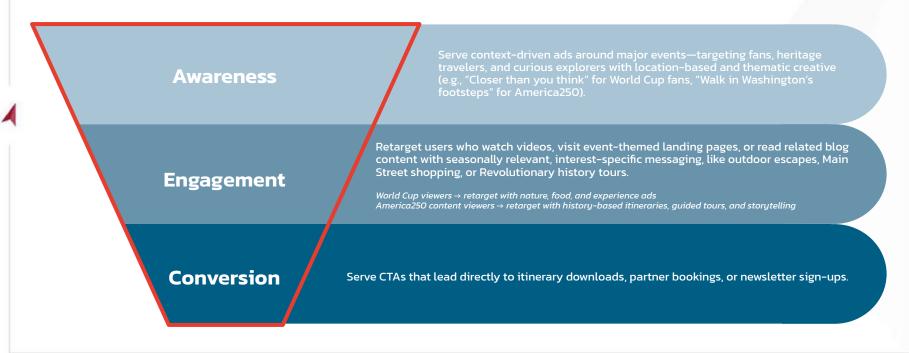
- Series of micro-doc TikToks or reels: "Revolutionary Moments You Never Knew Happened in Jersey"
- Animated maps, historic reenactment stills, and interviews with local historians
- Partnerships with heritage sites in the region to create exclusive content

Content + Creative Ideas:

Invite key media—covering history, famous historical sites, small towns and regions across the country, as well as
 America's 250th anniversary in general—to the region to see utilized sites and the stories behind the Highlands role in
 the Revolution.

Retargeting Campaign | World Cup + America250

To make the most of major cultural moments like the 2026 World Cup and America250, use interest-based and geo-targeted content to drive initial discovery, then re-engage high-intent audiences through a structured retargeting funnel:



Digital Awareness Campaign | Visual Production Option

Option to work with North Star to capture compelling, high-quality photo and video assets that reflect the beauty, diversity, and authenticity of the New Jersey Highlands region, fueling the digital awareness campaign, partner toolkits, and long-term brand content.

Production Scope (Spring/Summer)

Coverage: All 7 Highlands counties

Locations: 4 standout locations per county (28 total)

Subjects: Scenic trails, agritourism destinations, historic sites,

Main Streets, and seasonal events

Includes: Location scouting, talent coordination (volunteer

talent), travel, crew, and equipment

\$40K-\$60K: Spring/Summer production only

\$60K-\$90K: Full warm-season shoot + smaller winter content shoot (5–7 locations across key counties)

Post-Production | \$12K-\$15K

Video Editing:

- 11 fully edited 30-second social videos
- Vertical and horizontal versions (for ads, reels, YouTube, toolkits)

Photography:

- Retouched still images from all shoot locations
- Stock-style assets formatted for partner use and digital ads

Creative Services:

- Copy overlays, color grading, sound design
- Ad versioning (formatting/sizing)
- Asset tagging, metadata for SEO
- File prep and delivery for partners and paid campaigns

Extra creative/coordination time for content planning and asset management

Digital Awareness Campaign | Timeline + Suggested Budget

Rather than running full-funnel paid media year-round, use a phased strategy with focused bursts during key windows—maximizing visibility when people are most likely to plan or travel.

Budget: \$160K-\$195K / 12 months

Phase 1: Foundation + Content Testing

Q4 2025 \$10K/month = \$30K total

Build awareness in NYC/Philly with brand teasers and seasonal reels (fall foliage, cozy towns).

Begin blog promotion and email list growth for retargeting pool.

Phase 2: Spring Visibility Push

Q1 - Q2 2026 \$12K-\$15K/month = \$60K-\$75K total

Launch full-funnel campaign with itinerary downloads, influencer content, and spring travel messaging.

Add America250-specific messaging in April-May ("Walk in Washington's Footsteps," etc.).

Phase 3: World Cup Surge

June-July 2026 \$15K-\$18K/month = \$30K-\$36K total

Geo-fence fan zones, stadiums, and transit hubs in NYC/Philly to target high-foot-traffic World Cup areas.

Serve "escape the crowds" weekend ads with Highlands nature and Main Street experiences.

Phase 4: America250 Activation + Late Summer Retargeting

August-September 2026

\$12K-\$15K/month =
\$24K-\$30K total

Retarget users who engaged with World Cup and history content.

Promote fall trips, historic sites, local festivals, and cider trails.

Phase 5 Light Touch in Off-Season

Q4 2026
\$5K-\$8K/month =
\$15K-\$24K total

Maintain light presence: holiday trails, winter weekends, ambassador spotlights.

Focus on social engagement and content boosting, not acquisition.

Media Relations Program

The New Jersey Highlands region's story and assets present opportunities to attract earned (non-paid) media coverage, ultimately resulting in greater regional and national visibility. Earned media is a great supplement to paid media as it organically offers a heightened sense of credibility.

To attract journalists—likely in travel and lifestyle and adjacent industries—New Jersey Highlands must define its key offerings in a way that is digestible to media and once opportunities arise, ensure the right messages are spoken.

This initial six-month program helps establish a PR foundation and potential early wins for New Jersey Highlands that can be built upon in future efforts. The program includes:

- Earned media key messaging development and interview training
- A media kit demonstrating the key stories and assets existing in the region
- A media relations blitz targeting travel and lifestyle journalists to cover and/or visit the New Jersey Highlands Region

Budget: \$50K / 6 Months

Building the Media Relations Foundation

Key Messaging Development, Media Training, & Media Kit

- New Jersey Highlands should first develop a key messaging document and digital handbook that
 establishes a unified way to pitch and speak about the region. The handbook is designed to cover all
 of the region's strengths, but also proactively address (real or perceived) weaknesses. This exercise
 ensures everyone is telling the same story about the region.
- Once key messages are established, it is time to establish and prepare your media spokespeople.
 This process first involves identifying spokespeople and assigning them to their specialty topics via a spokesperson matrix. From there, each spokesperson should practice rehearsing key messages and responding to difficult questions via mock interviews.
- To help journalists understand the story that needs to be told in the New Jersey Highlands Region, a
 media kit should be developed that highlights the region's strengths, assets (visitation
 opportunities), history, and spokespeople. This media kit is a strong tool that will help reporters see
 the importance of covering and/or visiting the region.

Getting the Media's Attention

A Four-Month Media Blitz Targeting Travel & Lifestyle Reporters

Once New Jersey Highlands' PR foundation is established, the region should begin outreach to target reporters in the travel and lifestyle space. This industry is a great first target as it aligns well with many of the region's greatest assets and offerings. In order to secure high-quality coverage, the following action should be taken:

- Research and develop a detailed media list of ideal target reporters
- Create specific angles and offerings related to a reporter's visit to the region (e.g., what will they do once they are here?) that align specifically to their "beat"
- Conduct pitch outreach and follow-ups to target media, leveraging the media kit as a resourceful tool
- Coordinate visits, itineraries, and interviews with approved spokespeople as well as other regional stakeholders

Regional Ambassador Program: The Highlands Heralds

Build a trusted, on-the-ground network of community representatives who celebrate and promote the NJ Highlands brand through their own voices, content, and local events. Identify 2–3 ambassadors per county from diverse backgrounds (small business owners, students, farmers, artists, conservationists). Applications should be open for one month with nominations encouraged via social media and local organizations.



Budget: \$13K

- Quarterly Ambassador Networking Events:
 \$6K (\$1,500/event × 4 events)
- Ambassador Training & Onboarding: \$2K (initial training materials, virtual/in-person sessions)
- Ambassador Branded Collateral (toolkits):
 \$4K (digital/print content, branded apparel, giveaways)
- Recognition/Awards for Ambassadors: \$1K
 (certificates, plaques, small gifts)

Regional Partner Toolkit

Equip regional tourism organizations, chambers, and municipalities with turnkey marketing tools to extend the reach and consistency of the Highlands brand across the region.

Suggested Toolkit Contents:

- Comprehensive Brand Guide
 Visual identity, voice, and messaging
- Social Media Toolkit
 Content calendar, ready-to-use posts, hashtags, campaign suggestions
- Press Kit Templates
 Press releases, media advisories, pitch guides
- Ambassador Engagement Guide
 Selection criteria, content ideas, engagement tips
- Local Experience and Itinerary Recommendations
 Curated lists, themes, seasonal highlights
- Promotional Materials
 Co-branded digital and print materials

Tactics:

- Include onboarding webinars for regional tourism leaders
- Offer co-op advertising incentives for early adopters
- Highlight success stories in quarterly partner newsletters

Collect Tourism Performance Benchmarks

Create an owned database of key performance indicators (KPIs) related to the tourism industry in the Highlands to facilitate year-over-year tracking and empower staff in communications with stakeholders and the public.

Benchmarks:

Industry Sector

Tourism Economics provides Visit NJ a running list of key tourism metrics at the county level including: visitor volume, visitor spending, visitor supported employment, and fiscal (tax) impacts.

Overnight Stays

Lodging properties in the Highlands can provide measurements of occupancy and average daily rate.

Traffic Volume

NJDOT provides counts from its traffic monitoring program. It subdivides the state into regions roughly overlapping with the Highlands.

Data Consolidation:

To simplify reference and comparison across years, make the initial effort to consolidate a few years of data in each category to track for the Highlands. A central database allows for: (1) collaboration across Highlands agencies and stakeholders; (2) error-checking to ensure correct values; (3) easy access for time-sensitive communications; (4) quick updates as additional data is released.

Data Use:

As investment ramps up to bolster the Highlands tourism infrastructure and programming, stakeholders (including residents, business owners, and lawmakers across NJ) will be curious to know the returns on the funds spent to attract and host visitors. Sharing these numbers as part of an annual report is standard practice, but feel free to add compelling figures that speak to the value of tourism in the Highlands in press releases, on websites, and on social media when appropriate.

Year 2: Expand Reach & Drive Visitation Tactics + Budget Allocation

In Year 2, the plan shifts from laying groundwork to driving measurable visitation. With brand recognition growing, this phase focuses on increasing visibility in key markets and prompting travel decisions through retargeting, streaming media, and hosted influencer content.

300

Advanced Digital Retargeting Campaign

Expand reach by retargeting past website visitors, social media engagers, and email subscribers from Year 1. Use dynamic content to serve tailored messages based on interests (e.g., outdoor adventure, history, local food).

Budget: \$60K

Potential Platforms: Facebook, Instagram, Google Display, YouTube pre-roll

Target Areas: NYC, Philadelphia, Central NJ

Tactics:

- Dynamic retargeting ads based on interest segments (eco, agritourism, history)
- Geo-fencing around urban centers
- Seasonal A/B creative testing

Regional Transit + Streaming Ad Campaign

Invest in high-visibility placements in NJ Transit hubs, PATH trains, and digital pre-roll ads on platforms like Hulu and Spotify to reach commuters and weekend travelers.

Budget: \$100K

- Geo-targets: NJ suburbs, NYC boroughs (especially Brooklyn and northern Manhattan), Philadelphia Main Line, and South Jersey
- Placements: OOH PATH Trains, NJ Transit;
 Digital Spotify, Hulu, Pandora
- Messaging: "Only an hour away—discover what you never knew."
- Tactics:
 - "Quick Escape" creative with QR codes for itineraries
 - Story-based streaming ads voiced by locals





Media Familiarization Trips (Seasonal)

Host 2–3 trips for regional travel writers and influencers, themed around hiking, harvest, heritage, or holiday escapes. Inspire authentic content from trusted voices and earn long-form digital, print, and social storytelling through hosted experiences.

Budget: \$20K

Tactics:

Host 2–3 seasonally themed press trips Custom itineraries (history, food, trails) Photography included for reuse rights

Deliverables: Media kits, hosted experiences, coverage guarantee where possible

Year 3: Demonstrate Financial Impact & Elevate the Brand Tactics + Budget Allocation

Year 3 is about cementing the region's reputation, demonstrating the economic benefits of tourism, and aligning the Highlands with sustainability-minded travelers. With the brand fully introduced and visitors arriving, the focus turns to proving ROI and differentiating the Highlands as a crowd-free, values-driven alternative to more commercialized destinations.

304

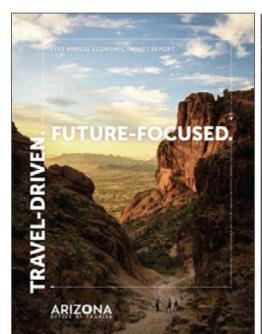
Economic Impact Study

Commission a third-party report from an independent research firm to quantify potential and actual visitor spending, job creation, and revenue impact. Use this data to demonstrate ROI, secure additional funding, and build credibility with state agencies and stakeholders.

Recommended Deliverables:

- Full report
- One-page summary
- PPT toolkit
- Media-ready visuals

Budget: \$25K





Example: <u>Arizona Office of Tourism</u>

Economic Impact Storytelling Campaign

Promote findings from the economic impact study through infographics, case studies, and press outreach. Highlight success stories of local businesses that benefited from increased tourism.

Budget: \$10K

- Deliverables: 3-5 video vignettes, a downloadable impact summary, and a media pitch kit
- Distribution: Social, press, email newsletter, economic development channels



Contd.: Advanced Digital Retargeting Campaign

Expand reach by retargeting past website visitors, social media engagers, and email subscribers from Years 1 and 2. Use dynamic content to serve tailored messages based on interests (e.g., outdoor adventure, history, local food).

Budget: \$60K

- Platforms: Facebook, Instagram, Google Display, YouTube pre-roll
- Target Areas: NYC, Philadelphia, Central NJ

30

Contd.: Regional Transit + Streaming Ad Campaign

Iterating on campaign success and learnings from Year 2, continue with OOH and streaming ad placements across NJ transit, PATH Trains, and through digital channels.

Budget: \$100K

- Geo-targets: NJ suburbs, NYC boroughs (especially Brooklyn and northern Manhattan), Philadelphia
 Main Line, and South Jersey
- Placements: OOH PATH Trains, NJ Transit; Digital Spotify, Hulu, Pandora
- Messaging: "Only an hour away—discover what you never knew."
- Tactics:
 - "Quick Escape" creative with QR codes for itineraries
 - Story-based streaming ads voiced by locals

Collaborative Advertising Campaign

Launch a joint marketing effort with regional tourism partners to elevate the Highlands as a peaceful, nearby escape from Northeast cities.

Key messaging: You Never Knew Peace Could Be This Close

Target Markets: Philadelphia and surrounding suburbs, NYC

Budget: Dependent on partner contributions – allocate budget as it becomes available through tourism gains

Channels & Deliverables:

- Co-branded Instagram and YouTube ad campaigns
- Influencer giveaways featuring overnight stays and wellness activities
- Sponsored content in outdoor/adventure lifestyle newsletters (e.g., <u>Outside</u>, <u>AFAR</u>, <u>Atlas Obscura</u>)
- Regional out-of-home placements in commuter transit
- Digital travel guides promoted via hotel/lodging partners



Full Plan Breakdown

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Yearly Tactical Budget Breakdown

Year 1 \$223K - \$363K	Digital Awareness Campaign	\$160K-\$195K
	Visual Production (photo + video campaign assets)	\$40K – \$105K
	Media Relations Program	\$50К
	Ambassador Program	\$13K
	Regional Partner Toolkit	\$-
Year 2 \$180K	Advanced Digital Retargeting	\$60K
	Regional OOH + Streaming Campaign	\$100К
	Media Familiarization Trips	\$20K
Year 3 \$195K+	Economic Impact Study	\$25K
	Economic Impact Storytelling Campaign	\$10K
	Advanced Digital Retargeting	\$6 0 K
	Regional OOH + Streaming Campaign	\$100K
	Collaborative Partner Advertising	\$TBD



Example Traveler Itineraries

Romantic Getaway

Friday:

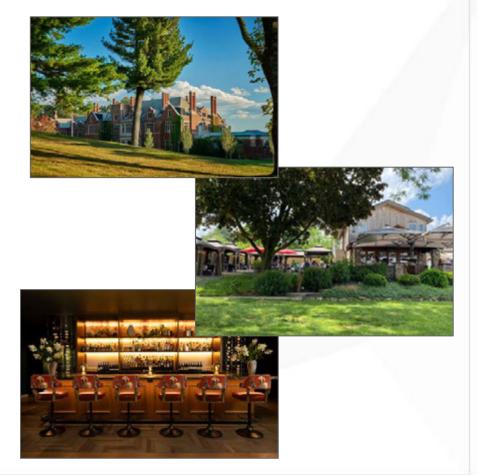
Check-in at Pendry Natirar
Dinner at Il Monello

Saturday:

Morning walk or guided trail ride through Natirar Park Afternoon wine tasting at Old York Cellars Light Lunch at Lambertville Station Cafe Return for spa, pool, or terrace downtime at the resort Chef's tasting menu at Ninety Acres for dinner

Sunday:

Brunch at The Bernards Inn Boutique shopping in Bernardsville



An Escape Into Nature

Friday:

Check-in at the Raritan Inn at Middle Valley Dinner at Brasserie 513, Califon

Saturday:

Morning hike at Schooley's Mountain Park
Picnic stop at Spruce Run, Clinton
Paddleboarding or fishing at Round Valley Reservoir

Sunday:

Breakfast at Clinton Station Diner Bike or walk along Columbia Trail



A History-Buff's Deep Dive

Friday:

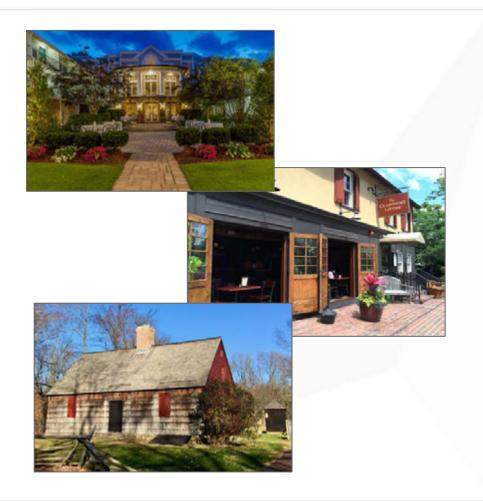
Check-in at the Olde Mill Inn Dinner at Delicious Heights, Bedminster

Saturday:

Tour Jockey Hollow + Washington's Headquarters Lunch at the Committed Pig, Morristown Visit Historic Speedwell or Frelinghuysen Arboretum Dinner at 1776 by David Burke

Sunday:

Visit Jacobus Vanderveer House Explore Downtown Bernardsville Brunch at The Claremont Tavern



Family-Friendly Adventure

Friday:

Check-in at Mountain Creek Resort
Dinner at Wings Asian Fusion in Vernon

Saturday:

Morning ride on the Appalachian Trail Boardwalk Visit to Space Farms Zoo & Museum Lunch and scenic train ride on the Delaware River Railroad Excursions Pizza night at Village Pizza

Sunday:

Nature scavenger hunt at Kittatinny Valley State Park Brunch at Farmhouse Cafe & Eatery





ACTION

NORTH 🗸 STAF

PLACE BRANDING + MARKETIN

Activating Your New Brand During Its Infancy

ACTION

You've launched a brand that's bold, evocative, and unlike anything New Jersey has seen before. Now what? Strategic implementation is the most essential—and often most daunting—step in bringing your brand to life. In a traditional setting, this work may be led by a municipal tourism office or economic development department. But the New Jersey Highlands Region isn't a traditional tourism destination, and the Coalition is not a traditional government body.

Instead, you're a network of counties, towns, organizations, and passionate individuals who are working together to share the story of the "Jersey You Never Knew." That means brand activation in the Highlands will rely on collaboration, creativity, and the gradual build-up of momentum. As your paid coordinator steps into their recommendation of their recommendatio

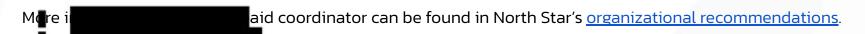
With that in mind, the following strategies have been selected to spark interest, promote regional pride, and create compelling entry points for people to experience the Highlands brand.

Appoint and Empower a Brand Coordinator

ACTION

Because the Coalition is composed of diverse stakeholders and partner organizations, the most important early step in brand implementation is giving someone the authority—and the flexibility—to move things forward. Hiring a brand coordinator who is dedicated to advancing tourism development in the region is a major win. Empower them to act as a connector, creator, and champion of the brand.

While they may not have jurisdictional power, they can provide leadership by identifying opportunities, organizing pilot programs, recruiting local partners, and creating branded content. The coordinator's ability to move fluidly across counties and sectors will be one of the brand's greatest assets.



Rollout Guidance and Brand Action Database

ACTION

As a complement to this section, please review the general rollout guidance for communities in <u>Appendix F.</u> The strategies and tactics in this section of the report are often more specific to the New Jersey Highlands than the guidance in Appendix F.

To see ways other clients have integrated their brand throughout their communities, we invite you to peruse our <u>brand action database</u> for more ideas. The database is regularly updated and expanded, so we recommend bookmarking this link and checking back regularly for fresh ideas.

Your unique login information is:



Launch the Hidden Highlands Passport

ACTION

Create an engaging "Hidden Highlands Passport" that invites visitors to explore and collect stamps from unique and lesser-known attractions across the region's seven counties. Each attraction, ranging from secret hiking trails and historic homes to quirky museums and artisanal farms, provides visitors with a stamp upon entry.

Completed passports can be exchanged for branded merchandise, discounts at local businesses, or exclusive, one-of-a-kind experiences such as private tours or special culinary tastings. This passport entough the explore more broadly but als es, fostering deeper connections throughout the Highlands.



Install "Seven County Snapshot" Photo Opportunities





Establish memorable, branded photo frame installations at iconic and scenic sites within each of the seven counties. Frames, artistically crafted to reflect the natural beauty and historical character of each location, prominently display the tagline "You Never Knew Jersey," inviting visitors to capture and share their experiences on social media.

By encouraging these user-generated moments, each frame installation becomes a visual magnet, organically amplifying the region's visibility and enticing travelers to discover the Highlands' hidden gems county-by-county.

Host "You Never Knew" Secret Suppers

ACTION

Launch an exclusive, rotating dinner series celebrating the hidden culinary talent and exceptional produce found throughout the region. Each "Secret Supper" will take place in an unexpected, intriguing location—from historic barns in Hunterdon to serene orchards in Warren County—and feature menus curated by local chefs who highlight seasonal ingredients from nearby farms, wineries, and craft breweries.

Through storytelling, taste, and ambiance, these suppers immerse attendees in authentic, unforgettable experiences, creating strong connections with the New Jorsey Highlands brand.



Create a Highlands Heritage Trail

Develop a thoughtfully-curated driving and cycling trail linking notable historic sites throughout the seven-county Highlands region. Branded signage along the route provides intriguing historical facts and invites visitors to scan QR codes that unlock multimedia content: audio stories, short videos, historical images, and fascinating anecdotes.



This interactive journey reveals surprising historical narratives and hidden corners visitors might otherwise miss, turning a simple drive or ride into an immersive adventure through a region filled with captivating, little-known tales.

Start a "You Never Knew" Geocaching Adventure

ACTION

Create a region-wide geocaching adventure filled with hidden caches strategically placed across unique attractions, historic landmarks, and beautiful natural areas in all seven Highlands counties. Each cache contains branded memorabilia, fun historical facts, clues about local legends, and secret challenges.

Participants are encouraged to document their finds online, sharing their journey and discoveries, thus fostering community among visitors and building digital engagement that highlights the region's hidden wonders.





Commission Public Art



Commission and unveil large-scale, visually compelling murals crafted by local artists, each uniquely interpreting intriguing, overlooked aspects of their respective county's heritage, landscapes, or folklore.

Positioned in high-traffic locations like downtowns, parks, and markets, these murals will act as colorful landmarks, stimulating community pride and serving as shareable backdrops for social media, drawing greater visibility to each county and enhancing overall brand awareness.

Host a Seven-County Summer Film Series

ACTION

During the warmer months, launch an engaging outdoor movie tour that brings visitors and residents together under the stars across the seven-county Highlands region. Each event will feature classic and contemporary films carefully selected around engaging themes—such as discovery, outdoor adventure, food, revolutionary history, or hidden mysteries—that resonate deeply with the "You Never Knew Jersey" brand.

Before each feature film, attendees will enjoy exclusive short documentaries or promotional videos specially created to high promotional videos specially created ories, remarks and the promotion of the promotio

regional traditions from that county.



Produce "Postcards from the Unknown"

ACTION

Create visually striking tourism postcards, made available to county partners to sell within attraction gift shops and visitor centers. Each postcard features evocative photography of picturesque, mysterious, or under-appreciated locations throughout the Highlands—capturing hidden waterfalls, misty valleys, historic architecture, or secluded trails. Intriguing taglines and cryptic yet poetic messaging subtly hint at the secrets and surprises waiting to be discovered, effectively capturing and conveying the spirit of "the Jersey you never knew," enticing visitors to explore further and inspiring curiosity.







Encourage Businesses to Display Their Highlands Pride

ACTION

Provide local businesses with branded window decals, allowing them to visibly show their connection to the region.

Include a digital toolkit with social media graphics, web badges, and in-store materials they can easily use to align with the brand. Spotlight participating businesses online to build community pride and reinforce the Highlands identify a second between counties.



EVALUATION

NORTH A STAR

How Is The Brand Performing?

Evaluation yields new information which may lead to the beginning of a new planning cycle. Information may be gathered from concept pre-testing, campaign impact in the marketplace, and tracking studies to measure a brand's performance over time. These methods of evaluation should be used once a visual brand identity has been established based on the strategic brand platform.

Ideally, two basic questions will be answered when there is visible implementation of your brand in the region: Have responses to the brand among target audiences changed in the way the branding process intended? And have these changes resulted in consumer action that will achieve the desired objectives of the brand? Turnkey or do-it-yourself programs are recommended depending on the needs of the community.

To begin the process of brand evaluation, North Star has set up a schedule to discuss brand progress for the New Jersey Highlands. This schedule begins immediately after the delivery of your Final Report.

- Immediately North Star recommends building your databases and keeping them current. This ensures future success measurements can be calculated. These leads will be the best data start point for future brand evaluation.
- One year North Star will conduct an assessment call to outline a plan for determining brand performance moving forward.
 The New Jersey Highlands Council will be contacted to determine specific measurement goals, including re-measuring awareness and perception of the region among intended audiences.

As stated previously, North Star will consult with the Council at the proposed times to evaluate your specific needs. Keep in mind that many of the research pieces in the branding project were created to act as benchmarks by which future improvements can be measured. Based on what we now know of the community, likely recommendations for success measurements at the one-year mark may include:

- Online Community Survey
- Community Brand Barometer
- Consumer Awareness and Perception Study

ONLINE COMMUNITY SURVEY

Purpose

The purpose of the Online Community Survey is to gain a quantitative measure of the community's perceptions of the New Jersey Highlands.

Methodology + Results

This qualitative survey is fielded online and is open to all residents of the community. The study measures the following:

- Overall top-of-mind perceptions of the New Jersey Highlands
- Strengths and weaknesses of the New Jersey Highlands
- Resident suggestions on what is missing in the New Jersey Highlands
- Measurements of quality of life indicators for the New Jersey Highlands

Positive resident perceptions are a strong indicator of brand success. Successful brand implementation will energize the resident base, making them more likely to think of the community in a positive light.

Timing

The Online Community Survey should be conducted biannually. The first survey should be conducted no sooner than two years from brand introduction (when there is visible implementation of your brand in the community).

Purpose

The Community Brand Barometer measures the strength of the New Jersey Highlands brand according to:

- Resident satisfaction/advocacy with the brand as a place to live, work, and visit
- Brand satisfaction/advocacy relative to the nation

Methodology + Results

The methodology for the Brand Barometer has been carefully developed and determined to be statistically significant. Participants answer three questions:

- Would you recommend living in the New Jersey Highlands to a friend or colleague?
- Would you recommend visiting the New Jersey Highlands to a friend or colleague?
- Would you recommend conducting business in the New Jersey Highlands to a friend or colleague?

Resident advocacy is one of the strongest measures of brand success. Successful brand implementation will energize the resident base, making them more likely to recommend their community to others.

Timing

The Community Brand Barometer should be conducted biannually. The first Brand Barometer should be conducted no sooner than two years from brand introduction (when there is visible implementation of your brand in the community).

CONSUMER AWARENESS + PERCEPTION STUDY

Purpose

The purpose of this study is to gain insight into external consumer awareness, visitation, and perceptions of the New Jersey Highlands.

Methodology + Results

This quantitative survey is fielded online outside of the New Jersey Highlands in order to obtain an outsider's perspective. The survey measures:

- Overall top-of-mind perceptions of the New Jersey Highlands and immediate competitors
- Consumer visitation trends (frequency and nature of visitation)
- Consumer visitation drivers (business, leisure, friends and family)
- Strengths and weaknesses of the New Jersey Highlands identified within community attributes
- Consumer suggestions on what is missing in the New Jersey Highlands
- Measurements of delivery of hospitality in the New Jersey Highlands
- Measurements of quality of life indicators for the New Jersey Highlands

Timing

The CAP Study should be conducted every 3–5 years. The first survey should be conducted no sooner than two years from brand introduction (when there is visible implementation of your brand in the community).

Thank You, New Jersey Highlands!

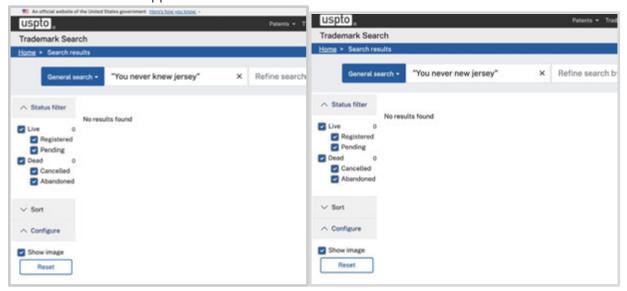


New Jersey Highlands Strapline Trademark Search

March 2025

Strapline: "You Never Knew Jersey"

- Search Tool: United States Patent and Trademark Office's Trademark Search
- Search:"You Never Knew Jersey"
- Conflicts: No apparent conflicts found



The are no registered marks that appear to directly conflict with your use of the line; however, your legal team is required to conduct a more thorough search to ensure the line's availability for your use prior to going to market, potentially securing a trademark if desired and avoiding any conflicts once in the market.

In addition to the direct match search, a search of marks using one or multiple words included in the line has been completed for national registrations, state registrations, and common law usage. This search includes currently registered and renewed trade marks in the United States Patent and Trademark Office (USPTO), and the Offices of the Secretary of State in all US states, as of March 21, 2025. These records are included for your reference at the end of this document.

- Search Tool: Google
- Search: "You Never Knew Jersey"
- Conflicts: No apparent conflicts found
- Search Tool: Google
- Search: "You Never Knew Jersey" + New Jersey
- Conflicts: No apparent conflicts found
- Search Tool: Google
- Search: "You Never Knew Jersey" + Morristown
- Conflicts: No apparent conflicts found
- Search Tool: Google
- Search: "You Never Knew Jersey" + Clinton
- Conflicts: No apparent conflicts found
- Search Tool: Google
- Search: "You Never Knew Jersey" + County
- Conflicts: No apparent conflicts found
- Search Tool: Google
- Search: "You Never Knew Jersey" + State
- Conflicts: No apparent conflicts found
- Search Tool: Google
- Search: "You Never Knew Jersey" + park
- Conflicts: No apparent conflicts found
- Search Tool: Google
- Search: "You Never Knew Jersey" + nature area
- Conflicts: No apparent conflicts found
- Search Tool: Google
- Search: "You Never Knew Jersey" + Community Brand
- Conflicts: No apparent conflicts found
- Search Tool: Google
- Search: "You Never Knew Jersey" + Economic Development
- Conflicts: No apparent conflicts found

- Search Tool: Google
- Search: "You Never Knew Jersey" + EDC
- Conflicts: No apparent conflicts found
- Search Tool: Google
- Search: "You Never Knew Jersey" +Tourism
- Conflicts: No apparent conflicts found
- Search Tool: Google
- Search: "You Never Knew Jersey" + CV B
- Conflicts: No apparent conflicts found
- Search Tool: Google
- Search: "You Never Knew Jersey" + Destination
- Conflicts: No apparent conflicts found
- Search Tool: Google
- Search: "You Never Knew Jersey" + Chamber of Commerce
- Conflicts: No apparent conflicts found
- Search Tool: Google
- Search: "You Never Knew Jersey" + Branding
- Conflicts: No apparent conflicts found
- Search Tool: Google
- Search: "You Never Knew Jersey" + Economic Development Branding
- Conflicts: No apparent conflicts found
- Search Tool: Google
- Search: "You Never Knew Jersey" + Destination Branding
- Conflicts: No apparent conflicts found

FEDERAL ALPHABETICAL LISTING

Trademark Inquiry of: YOU NEVER KNEW JERSEY

- 1. YOU NEGOTIATE
- 2. YOU NEI ZHI WAI, SAN FA JIAN KANG SHEN CAI
- 3. YOU NEVA KNOW
- 4. YOU NEVER BEAT CANCER JUST NEVER LET CANCER BEAT YOU
- 5. YOU NEVER CAN TELL IN THE NFL
- 6. YOU NEVER COME BACK THE SAME
- 7. YOU NEVER EVEN CALL ME BY MY NAME
- 8. YOU NEVER FORGET THE FEELING
- 9. YOU NEVER FORGET YOUR FIRST
- 10. YOU NEVER FORGET YOUR FIRST GIRL
- 11. YOU NEVER FORGET YOUR FIRST LOVE
- 12. YOU NEVER FORGET YOUR FIRST SMOOCHIE
- 13. YOU NEVER FORGET YOUR FIRST TASTE OF KRUG
- 14. YOU NEVER GET HURT...IN THE AIR!
- 15. YOU NEVER HAD IT SO GOOD!
- 16. YOU NEVER HAVE TO BUY ANYTHING OR PAY ANY MONEY TO TEST YOUR SKILL ABILITIES WITH OUR CUSTOMER REWARDS SKILL CHALLENGE GAMES
- 17. YOU NEVER HAVE TO RIDE ALONE!
- 18. YOU NEVER KNEW YOU COULD FEEL THIS GOOD
- 19. YOU NEVER KNOW
- 20. YOU NEVER KNOW
- 21. YOU NEVER KNOW
- 22. YOU NEVER KNOW UNLESS YOU GO
- 23. YOU NEVER KNOW WHAT A FRIEND REQUEST CAN LEAD TO
- 24. YOU NEVER KNOW WHAT YOU WILL FIND, BUT YOU KNOW YOU'RE GOING TO LOVE IT
- 25. YOU NEVER KNOW WHAT YOU'LL FIND BUT YOU KNOW YOU'RE GONNA LOVE IT
- 26. YOU NEVER KNOW WHAT YOU'LL FIND, BUT YOU'LL ALWAYS FIND IT FOR LESS

- 27. YOU NEVER KNOW WHAT YOU'LL FIND!
- 28. YOU NEVER KNOW WHAT'S OUT THERE
- 29. YOU NEVER KNOW WHEN A BOTTLE WILL COME IN HANDY
- 30. YOU NEVER KNOW WHERE YOUR CONVERSATIONS WILL GO
- 31. YOU NEVER KNOW WHERE YOUR CONVERSATIONS WILL GO.
- 32. YOU NEVER LEAVE THE GROVE
- 33. YOU NEVER LOOKED BETTER
- 34. YOU NEVER LOOKED SO YOUNG
- 35. YOU NEVER PLAYED BETTER
- 36. YOU NEVER REALLY LEAVE THE FARM
- 37. YOU NEVER SEE A FAT TIGER
- 38. YOU NEVER SEE OUR BEST WORK...BUT YOU HAVE CONFIDENCE IN KNOWING WE'VE BEEN THERE
- 39. YOU NEVER SETTLE FOR SECOND BEST
- 40. YOU NEVER STOP GROWING
- 41. YOU NEVER STOP GROWING
- 42. YOU NEVER STOP GROWING
- 43. YOU NEVER TAGGED ME
- 44. YOU NEVER TASTED HAM THIS GOOD BECAUSE THERE'S NEVER BEEN A HAM THIS GOOD BEFORE!
- 45. YOU NI FEI FEI
- 46. YOU NI HAO GUO ZI CHI NI DA
- 47. YOU NI LAI YA
- 48. YOU NI YI MIAN YOU NI YI MIAN
- 49. YOU NIFTY THING
- 50. YOU NIQUE

DETAIL SECTION

FEDERAL RESULTS:

Currently Registered Similar Federal Trademark - Detail

EVERYTHING YOU NEVER KNEW YOU ALWAYS WANTED

Trademark EVERYTHING YOU NEVER KNEW YOU ALWAYS WANTED

Design Type BLOCK LETTERS

Database U.S. Federal

Application Number 90474428

Registration Number 6641101

Status REGISTERED

Intent to Use - Filed

USE APPLICATION - CURRENT

Status According to PTO (700) REGISTERED

USPTO Status Date 08-FEB-2022

Application Date 19-JAN-2021

Published 13-JUL-2021

Registration Date 08-FEB-2022

International Class(es) 43 (Services for providing food and drink; temporary accommodation)

Goods and Services (INT. CL. 43) CATERING SERVICES; RESTAURANT SERVICES

International Class International Class: 43

First Used: 28-APR-2021 In Commerce: 28-APR-2021

Registrant STALK & SPADE LLC

MINNESOTA LIMITED LIABILITY CO.

746 MILL STREET E

WAYZATA, MINNESOTA 55391

Owner at Publication STALK & SPADE LLC

MINNESOTA LIMITED LIABILITY CO.

746 MILL STREET E

WAYZATA, MINNESOTA 55391

Applicant STALK & SPADE LLC

MINNESOTA LIMITED LIABILITY CO.

746 MILL STREET E

WAYZATA, MINNESOTA 55391

Filing Attorney SCOTT W. JOHNSTON

Reference Number 18930.1US02

Correspondent Info SCOTT W. JOHNSTON

MERCHANT & GOULD P.C.

P.O. BOX 2910

150 SOUTH FIFTH STREET, SUITE 2200

MINNEAPOLIS MN 55402

Design Codes 999999 NO CODES

History 08-FEB-2022 REGISTERED-PRINCIPAL REGISTER

05-JAN-2022 NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED

04-JAN-2022 ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED 29-SEP-2021 STATEMENT OF USE PROCESSING COMPLETE 29-SEP-2021 CASE ASSIGNED TO INTENT TO USE PARALEGAL

15-SEP-2021 USE AMENDMENT FILED

15-SEP-2021 TEAS STATEMENT OF USE RECEIVED

07-SEP-2021 NOA E-MAILED - SOU REQUIRED FROM APPLICANT

13-JUL-2021 OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED

13-JUL-2021 PUBLISHED FOR OPPOSITION

23-JUN-2021 NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED

03-JUN-2021 APPROVED FOR PUB - PRINCIPAL REGISTER

03-JUN-2021 ASSIGNED TO EXAMINER

20-APR-2021 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM 05-APR-2021 APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED

05-APR-2021 TEAS CHANGE OF CORRESPONDENCE RECEIVED 05-APR-2021 ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED

05-APR-2021 TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED

05-APR-2021 TEAS CHANGE OF OWNER ADDRESS RECEIVED

22-JAN-2021 NEW APPLICATION ENTERED IN TRAM

THE SAUCE YOU NEVER KNEW YOU NEEDED

Trademark THE SAUCE YOU NEVER KNEW YOU NEEDED

Design Type BLOCK LETTERS

Database U.S. Federal

Application Number 88152218

Registration Number 5715558

Status REGISTERED

FILED AS USE APPLICATION
USE APPLICATION - CURRENT

Status According to PTO (700) REGISTERED

USPTO Status Date 02-APR-2019

Application Date 11-OCT-2018

Published 15-JAN-2019

Registration Date 02-APR-2019

International Class(es) 30 (Staple foods)

Goods and Services (INT. CL. 30) CONDIMENT, NAMELY, PEPPER SAUCE; HOT SAUCE; SAVORY SAUCES

USED AS CONDIMENTS

International Class International Class: 30

First Used: 29-SEP-2018 In Commerce: 29-SEP-2018

Registrant BEN AND PAT'S SAUCES, LLC DBA HYATTSVILLE SAUCE COMPANY

MARYLAND LIMITED LIABILITY CO.

4901 41ST PL

HYATTSVILLE, MARYLAND 20781

Owner at Publication BEN AND PAT'S SAUCES, LLC DBA HYATTSVILLE SAUCE COMPANY

MARYLAND LIMITED LIABILITY CO.

4901 41ST PL

HYATTSVILLE, MARYLAND 20781

Applicant BEN AND PAT'S SAUCES, LLC DBA HYATTSVILLE SAUCE COMPANY

MARYLAND LIMITED LIABILITY CO.

4901 41ST PL

HYATTSVILLE, MARYLAND 20781

Correspondent Info BEN AND PAT'S SAUCES, LLC

BEN AND PAT'S SAUCES, LLC

4901 41ST PL

HYATTSVILLE, MD 20781

Design Codes 999999 NO CODES

History 02-APR-2024 COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED

02-APR-2019 REGISTERED-PRINCIPAL REGISTER

15-JAN-2019 OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED

15-JAN-2019 PUBLISHED FOR OPPOSITION

26-DEC-2018 NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED

11-DEC-2018 APPROVED FOR PUB - PRINCIPAL REGISTER

11-DEC-2018 ASSIGNED TO EXAMINER

23-OCT-2018 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED

15-OCT-2018 NEW APPLICATION ENTERED

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Design BLOCK LETTERS
    Type
Database U.S. Federal
Applicatio 87889166
n Number
Registrati 5626976
      on
  Number
   Status REGISTERED
         FILED AS USE APPLICATION
         USE APPLICATION - CURRENT
   Status (700) REGISTERED
According
  to PTO
  USPTO 11-DEC-2018
   Status
     Date
Applicatio 23-APR-2018
   n Date
Published 25-SEP-2018
Registrati 11-DEC-2018
  on Date
Internatio 25 (Clothing)
      nal
Class(es)
   Goods (INT. CL. 25) CLOTHING FOR INFANTS AND CHILDREN, NAMELY, UNDERWEAR, SWIMWEAR, SHIRTS,
     and BLOUSES, DRESSES, SKIRTS, PANTS, SLACKS, SHORTS, COVERALLS, CREEPERS, OVERALLS, JACKETS,
 Services VESTS, SLEEPWEAR, CLOTH BIBS, BOOTIES, BONNETS, AND SLIPPERS
Internatio International Class: 25
nal Class First Used: 01-APR-2018
         In Commerce: 01-APR-2018
Registrant THE WILLIAM CARTER CO.
         MASSACHUSETTS CORPORATION
         3438 PEACHTREE RD.
         ATLANTA, GEORGIA 30326
 Owner at THE WILLIAM CARTER CO.
Publicatio MASSACHUSETTS CORPORATION
       n 3438 PEACHTREE RD.
         ATLANTA, GEORGIA 30326
Applicant THE WILLIAM CARTER CO.
         MASSACHUSETTS CORPORATION
         3438 PEACHTREE RD.
         ATLANTA, GEORGIA 30326
  Section This mark was cited in a 2(d) Refusal.
     2(d)
         Issued a refusal:
    Filing MICHAEL WU
 Attorney
Reference TWCC 704
  Number
```

Correspon MICHAEL WU

dent Info 3438 PEACHTREE RD.

ATLANTA, GA 30326

Design 999999 NO CODES

Codes

History 11-DEC-2023 COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED

11-DEC-2018 REGISTERED-PRINCIPAL REGISTER

25-SEP-2018 OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED

25-SEP-2018 PUBLISHED FOR OPPOSITION

05-SEP-2018 NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED

16-AUG-2018 APPROVED FOR PUB - PRINCIPAL REGISTER

16-AUG-2018 EXAMINER'S AMENDMENT ENTERED

16-AUG-2018 ASSIGNED TO LIE

16-AUG-2018 NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED

16-AUG-2018 EXAMINERS AMENDMENT E-MAILED

16-AUG-2018 EXAMINERS AMENDMENT -WRITTEN

13-AUG-2018 ASSIGNED TO EXAMINER

02-MAY-2018 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED

26-APR-2018 NEW APPLICATION ENTERED

FUNNY YOU NEVER KNEW

Trademark FUNNY YOU NEVER KNEW

Design Type BLOCK LETTERS

Database U.S. Federal

Application Number 87734610

Registration Number 5801305

Status REGISTERED

FILED AS USE APPLICATION
USE APPLICATION - CURRENT

Use Application - Filed

Status According to PTO (700) REGISTERED

USPTO Status Date 09-JUL-2019

Application Date 26-DEC-2017

Published 18-SEP-2018

Registration Date 09-JUL-2019

International Class(es) 9 (Electrical and scientific apparatus)

41 (Education and entertainment services)

Goods and Services (INT. CL. 9) MOTION PICTURE FILMS ABOUT COMEDY

(INT. CL. 41) MOTION PICTURE FILM PRODUCTION

International Class International Class: 09

First Used: 08-JUN-2014 In Commerce: 31-MAR-2019 International Class: 41 First Used: 08-JUN-2014 In Commerce: 31-MAR-2019 Registrant FUNNY YOU NEVER KNEW, LLC

DELAWARE LIMITED LIABILITY CO.

622 VAN BEUREN ROAD

MORRISTOWN, NEW JERSEY 07960

Owner at Publication FUNNY YOU NEVER KNEW, LLC

DELAWARE LIMITED LIABILITY CO.

622 VAN BEUREN ROAD

MORRISTOWN, NEW JERSEY 07960

Applicant FUNNY YOU NEVER KNEW, LLC

DELAWARE LIMITED LIABILITY CO.

622 VAN BEUREN ROAD

MORRISTOWN, NEW JERSEY 07960

Filing Attorney JOHN SCANLON

Correspondent Info JOHN SCANLON

1627 35TH ST NW

WASHINGTON, DC 20007

UNITED STATES

Design Codes 999999 NO CODES

History 09-JUL-2024 COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED

09-JUL-2019 REGISTERED-PRINCIPAL REGISTER

01-JUN-2019 NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED

31-MAY-2019 ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED

16-MAY-2019 NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED

15-MAY-2019 CASE ASSIGNED TO INTENT TO USE PARALEGAL

15-MAY-2019 SOU EXTENSION 1 GRANTED

15-MAY-2019 STATEMENT OF USE PROCESSING COMPLETE

09-MAY-2019 TEAS STATEMENT OF USE RECEIVED

09-MAY-2019 SOU EXTENSION 1 FILED

09-MAY-2019 USE AMENDMENT FILED

09-MAY-2019 SOU TEAS EXTENSION RECEIVED

13-NOV-2018 NOA E-MAILED - SOU REQUIRED FROM APPLICANT

18-SEP-2018 OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED

18-SEP-2018 PUBLISHED FOR OPPOSITION

29-AUG-2018 NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED

15-AUG-2018 APPROVED FOR PUB - PRINCIPAL REGISTER

14-AUG-2018 CORRESPONDENCE RECEIVED IN LAW OFFICE

14-AUG-2018 TEAS/EMAIL CORRESPONDENCE ENTERED

13-AUG-2018 ASSIGNED TO LIE

24-JUL-2018 TEAS RESPONSE TO OFFICE ACTION RECEIVED

09-APR-2018 NON-FINAL ACTION WRITTEN

09-APR-2018 NON-FINAL ACTION E-MAILED

09-APR-2018 NOTIFICATION OF NON-FINAL ACTION E-MAILED

05-APR-2018 ASSIGNED TO EXAMINER

11-JAN-2018 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED

29-DEC-2017 NEW APPLICATION ENTERED

Trademark THINGS YOU NEVER KNEW EXISTED...

Cross References THINGS YOU NEVER KNEW EXISTED

Design Type BLOCK LETTERS

Database U.S. Federal

Application Number 85709165

Registration Number 4331309

Status REGISTERED

FILED AS USE APPLICATION USE APPLICATION - CURRENT

Affidavit Section REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED

Affidavit Date 23-OCT-2023

Status According to PTO (800) REGISTERED AND RENEWED

USPTO Status Date 23-OCT-2023

Application Date 21-AUG-2012

Published 19-FEB-2013

Registration Date 07-MAY-2013

OG Renewal 28-NOV-2023

Renewed 07-MAY-2023

International Class(es) 35 (Advertising and business services)

Goods and Services (INT. CL. 35) ONLINE RETAIL STORE SERVICES FEATURING GENERAL CONSUMER

MERCHANDISE AND NOVELTY PRODUCTS

International Class International Class: 35

First Used: 2002 In Commerce: 2002

Post Registration Owner WINSTON BRANDS INC.

ILLINOIS CORPORATION

2521 BUSSE ROAD

ELK GROVE VILLAGE, ILLINOIS 60007

Registrant JOHNSON SMITH COMPANY

FLORIDA CORPORATION 4514 19TH STREET COURT EAST BRADENTON, FLORIDA 34203

Owner at Publication JOHNSON SMITH COMPANY

FLORIDA CORPORATION 4514 19TH STREET COURT EAST BRADENTON, FLORIDA 34203

Applicant JOHNSON SMITH COMPANY

FLORIDA CORPORATION

4514 19TH STREET COURT EAST BRADENTON, FLORIDA 34203

Assignment Information Assignee:

WINSTON BRANDS INC.
ILLINOIS CORPORATION

2521 BUSSE ROAD

ELK GROVE VILLAGE, ILLINOIS 60007

Assignor:

JOHNSON SMITH COMPANY FLORIDA CORPORATION

Correspondent:

DAVID MARTINEZ, PERKINS COIE LLP 1201 THIRD AVENUE, SUITE 4900

SEATTLE, VA 98101

Brief: ASSIGNS THE ENTIRE INTEREST

Signed: 11-MAR-2020 **Recorded:** 06-APR-2020 **Reel/Frame:** 6908/0721

Other U.S. Registrations 1788111

Filing Attorney CHRISTINE FELLER

Reference Number 427451.00068

Correspondent Info CHRISTINE FELLER

ARENTFOX SCHIFF LLP

1301 AVENUE OF THE AMERICAS

NEW YORK NY 10019

Design Codes 999999 NO CODES

History 23-OCT-2023 NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED

23-OCT-2023 REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS) 23-OCT-2023 REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED 23-OCT-2023 CASE ASSIGNED TO POST REGISTRATION PARALEGAL

26-APR-2023 TEAS SECTION 8 & 9 RECEIVED

07-MAY-2022 COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED

08-APR-2020 AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP

18-JUN-2018 NOTICE OF ACCEPTANCE OF SEC. 8 - E-MAILED

18-JUN-2018 REGISTERED - SEC. 8 (6-YR) ACCEPTED

18-JUN-2018 CASE ASSIGNED TO POST REGISTRATION PARALEGAL

12-JUN-2018 TEAS SECTION 8 RECEIVED

07-MAY-2018 COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED

07-MAY-2013 REGISTERED-PRINCIPAL REGISTER

19-FEB-2013 OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED

19-FEB-2013 PUBLISHED FOR OPPOSITION

30-JAN-2013 NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED

17-JAN-2013 LAW OFFICE PUBLICATION REVIEW COMPLETED

16-JAN-2013 ASSIGNED TO LIE

02-JAN-2013 APPROVED FOR PUB - PRINCIPAL REGISTER

02-JAN-2013 EXAMINER'S AMENDMENT ENTERED

02-JAN-2013 NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED

02-JAN-2013 EXAMINERS AMENDMENT E-MAILED

02-JAN-2013 EXAMINERS AMENDMENT -WRITTEN

17-DEC-2012 NOTIFICATION OF NON-FINAL ACTION E-MAILED

17-DEC-2012 NON-FINAL ACTION E-MAILED

17-DEC-2012 NON-FINAL ACTION WRITTEN

14-DEC-2012 ASSIGNED TO EXAMINER

30-AUG-2012 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED

24-AUG-2012 NEW APPLICATION ENTERED

Trademark YOU NEVER KNOW

Design Type BLOCK LETTERS

Database U.S. Federal

Application Number 88089903

Registration Number 6070146

Status REGISTERED

Intent to Use - Filed

USE APPLICATION - CURRENT

Status According to PTO (700) REGISTERED

USPTO Status Date 02-JUN-2020

Application Date 23-AUG-2018

Published 05-FEB-2019

Registration Date 02-JUN-2020

International Class(es) 35 (Advertising and business services)

Goods and Services (INT. CL. 35) ON-LINE RETAIL STORE SERVICES FEATURING A MONTHLY

SUBSCRIPTION BOX CONTAINING GIFT PRODUCTS IN THE NATURE TOYS, COSMETICS, PERFUMES, AROMATIC DIFFUSERS, LOTIONS, CANDLES, AND ASSOCIATED CONTAINERS TO CONSUMERS THAT MAY BE SHARED WITH AT-RISK

POPULATIONS

International Class International Class: 35

First Used: 02-APR-2020 In Commerce: 02-APR-2020

Registrant CRAFT PACKAGING LLC

UTAH LIMITED LIABILITY CO. 12441 S. 900 E., STE 100 DRAPER, UTAH 84020

Owner at Publication CRAFT PACKAGING LLC

UTAH LIMITED LIABILITY CO. 12441 S. 900 E., STE 100 DRAPER, UTAH 84020

Applicant CRAFT PACKAGING LLC

UTAH LIMITED LIABILITY CO. 12441 S. 900 E., STE 100 DRAPER, UTAH 84020

Filing Attorney TRAVIS R. BANTA

Reference Number CPL-0008.TM

Correspondent Info TRAVIS R. BANTA

LOYAL INTELLECTUAL PROPERTY LAW, PLLC

2350 E. ARBOR LANE, PO BOX 17395

HOLLADAY UT 84117

Design Codes 999999 NO CODES

History 12-APR-2022 APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED

12-APR-2022 TEAS CHANGE OF CORRESPONDENCE RECEIVED

12-APR-2022 ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED

12-APR-2022 TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED

12-APR-2022 TEAS CHANGE OF OWNER ADDRESS RECEIVED

26-AUG-2021 APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED

26-AUG-2021 TEAS CHANGE OF CORRESPONDENCE RECEIVED

26-AUG-2021 ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED

26-AUG-2021 TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED

26-AUG-2021 TEAS CHANGE OF OWNER ADDRESS RECEIVED

02-AUG-2021 TEAS CHANGE OF CORRESPONDENCE RECEIVED

02-AUG-2021 ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED

02-AUG-2021 TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED

02-JUN-2020 REGISTERED-PRINCIPAL REGISTER

01-MAY-2020 NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED

30-APR-2020 ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED

18-APR-2020 STATEMENT OF USE PROCESSING COMPLETE

18-APR-2020 CASE ASSIGNED TO INTENT TO USE PARALEGAL

02-APR-2020 USE AMENDMENT FILED

02-APR-2020 TEAS STATEMENT OF USE RECEIVED

04-OCT-2019 NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED

02-OCT-2019 SOU EXTENSION 1 GRANTED

02-OCT-2019 SOU EXTENSION 1 FILED

02-OCT-2019 TEAS EXTENSION RECEIVED

02-APR-2019 NOA E-MAILED - SOU REQUIRED FROM APPLICANT

05-FEB-2019 OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED

05-FEB-2019 PUBLISHED FOR OPPOSITION

16-JAN-2019 NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED

31-DEC-2018 ASSIGNED TO LIE

11-DEC-2018 APPROVED FOR PUB - PRINCIPAL REGISTER

11-DEC-2018 EXAMINER'S AMENDMENT ENTERED

11-DEC-2018 NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED

11-DEC-2018 EXAMINERS AMENDMENT E-MAILED

11-DEC-2018 EXAMINERS AMENDMENT -WRITTEN

08-DEC-2018 ASSIGNED TO EXAMINER

01-SEP-2018 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM

27-AUG-2018 NEW APPLICATION ENTERED IN TRAM

YOU NEVER KNOW

Trademark YOU NEVER KNOW

Design Type BLOCK LETTERS

Database U.S. Federal

Application Number 86178361

Registration Number 4937256

Status REGISTERED

Intent to Use - Filed

USE APPLICATION - CURRENT

Affidavit Section REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.

Affidavit Date 16-AUG-2021

Status According to PTO (702) SECTION 8 & 15 - ACCEPTED AND ACKNOWLEDGED

USPTO Status Date 16-AUG-2021

Application Date 29-JAN-2014

Published 10-JUN-2014

Registration Date 12-APR-2016

International Class(es) 33 (Wines and spirits)

Goods and Services (INT. CL. 33) GIN

International Class International Class: 33

First Used: 26-JAN-2016 In Commerce: 26-JAN-2016

Registrant BLU SPIRITS IMPORTING, LLC

NEVADA LIMITED LIABILITY CO.

1525 DRAGON STREET DALLAS, TEXAS 75207

Owner at Publication BLU SPIRITS IMPORTING, LLC

NEVADA LIMITED LIABILITY CO.

5001 SPRING VALLEY ROAD, SUITE 1040E

DALLAS, TEXAS 75244

Applicant BLU SPIRITS IMPORTING, LLC

NEVADA LIMITED LIABILITY CO.

5001 SPRING VALLEY ROAD, SUITE 1040E

DALLAS, TEXAS 75244

Filing Attorney CATHRYN A. BERRYMAN

Reference Number 21816-K001US

Correspondent Info CATHRYN A. BERRYMAN

WINSTEAD PC

2728 NORTH HARWOOD STREET

SUITE 500

DALLAS, TX 75201

Design Codes 999999 NO CODES

History 16-AUG-2021 NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED

16-AUG-2021 REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.

16-AUG-2021 CASE ASSIGNED TO POST REGISTRATION PARALEGAL

20-APR-2021 TEAS SECTION 8 & 15 RECEIVED

12-APR-2021 COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED

25-SEP-2020 APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE)

ENTERED

25-SEP-2020 TEAS CHANGE OF CORRESPONDENCE RECEIVED

25-SEP-2020 ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED

25-SEP-2020 TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED

25-SEP-2020 TEAS CHANGE OF OWNER ADDRESS RECEIVED

12-APR-2016 REGISTERED-PRINCIPAL REGISTER

11-MAR-2016 NOTICE OF ACCEPTANCE OF STATEMENT OF USE MAILED

10-MAR-2016 ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED

04-MAR-2016 STATEMENT OF USE PROCESSING COMPLETE

29-JAN-2016 USE AMENDMENT FILED

03-MAR-2016 CASE ASSIGNED TO INTENT TO USE PARALEGAL

29-JAN-2016 TEAS STATEMENT OF USE RECEIVED

28-JUL-2015 NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED

24-JUL-2015 EXTENSION 2 GRANTED

24-JUL-2015 EXTENSION 2 FILED

24-JUL-2015 TEAS EXTENSION RECEIVED

03-FEB-2015 NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED

30-JAN-2015 EXTENSION 1 GRANTED

30-JAN-2015 EXTENSION 1 FILED

30-JAN-2015 TEAS EXTENSION RECEIVED

05-AUG-2014 NOA MAILED - SOU REQUIRED FROM APPLICANT

10-JUN-2014 PUBLISHED FOR OPPOSITION

21-MAY-2014 NOTICE OF PUBLICATION

05-MAY-2014 APPROVED FOR PUB - PRINCIPAL REGISTER

05-MAY-2014 ASSIGNED TO EXAMINER

10-FEB-2014 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM

01-FEB-2014 NEW APPLICATION ENTERED IN TRAM

YOU NEVER KNOW WHAT YOU'LL FIND!

Trademark YOU NEVER KNOW WHAT YOU'LL FIND!

Cross YOU NEVER KNOW WHAT YOU WILL FIND

Reference

s

Design BLOCK LETTERS

Type

Database U.S. Federal

Applicatio 85439591

n Number

Registrati 4150071

on

Number

Status REGISTERED

FILED AS USE APPLICATION USE APPLICATION - CURRENT

Affidavit REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED

Section

Affidavit 08-DEC-2022

Date

Status (800) REGISTERED AND RENEWED

According

to PTO

USPTO 08-DEC-2022

Status Date

Applicatio 05-OCT-2011

n Date

Published 13-MAR-2012

Registrati 29-MAY-2012

on Date

OG 10-JAN-2023

Renewal

Renewed 29-MAY-2022

Internatio 35 (Advertising and business services)

na

Class(es)

Goods (INT. CL. 35) RETAIL DEPARTMENT STORE SERVICES; ONLINE RETAIL DEPARTMENT STORE SERVICES;

and WHOLESALE AND RETAIL STORE SERVICES FEATURING A WIDE VARIETY OF GOODS

Services

Internatio International Class: 35
nal Class First Used: 01-SEP-2010
In Commerce: 06-OCT-2010

Registrant OCS, INCORPORATED

ALABAMA CORPORATION

2859 PACES FERRY RD SE SUITE 300

ATLANTA, GEORGIA 30339

Owner at OCS, INCORPORATED FORMERLY UNCLAIMED BAGGAGE CENTER, INC.

Publicatio ALABAMA CORPORATION n 509 W. WILLOW STREET

SCOTTSBORO, ALABAMA 35768

Applicant OCS, INCORPORATED FORMERLY UNCLAIMED BAGGAGE CENTER, INC.

ALABAMA CORPORATION 509 W. WILLOW STREET SCOTTSBORO, ALABAMA 35768

Section This mark was cited in a 2(d) Refusal.

2(d)

Issued a refusal:

Filing TROY G. WOOLLEN

Attorney

Correspon TROY G. WOOLLEN

dent Info BIRD LOECHL MCCANTS & HOLLIDAY, LLC

3350 RIVERWOOD PARKWAY, SUITE 670

ATLANTA, GA 30339

Design 999999 NO CODES

Codes

History 08-DEC-2022 NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED

08-DEC-2022 REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)

08-DEC-2022 REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED

06-DEC-2022 CASE ASSIGNED TO POST REGISTRATION PARALEGAL

16-SEP-2022 TEAS CHANGE OF CORRESPONDENCE RECEIVED

16-SEP-2022 ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED

16-SEP-2022 TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED

24-MAY-2022 TEAS SECTION 8 & 9 RECEIVED

10-MAY-2022 APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED

10-MAY-2022 TEAS CHANGE OF CORRESPONDENCE RECEIVED

10-MAY-2022 ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED

10-MAY-2022 TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED

10-MAY-2022 TEAS CHANGE OF OWNER ADDRESS RECEIVED

08-OCT-2017 NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - MAILED

08-OCT-2017 REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.

08-OCT-2017 CASE ASSIGNED TO POST REGISTRATION PARALEGAL

08-SEP-2017 TEAS SECTION 8 & 15 RECEIVED

29-MAY-2012 REGISTERED-PRINCIPAL REGISTER

13-MAR-2012 PUBLISHED FOR OPPOSITION

22-FEB-2012 NOTICE OF PUBLICATION

24-JAN-2012 APPROVED FOR PUB - PRINCIPAL REGISTER

24-JAN-2012 ASSIGNED TO EXAMINER

12-OCT-2011 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM

08-OCT-2011 NEW APPLICATION ENTERED IN TRAM

YOU NEVER KNOW WHAT YOU'LL FIND, BUT YOU'LL ALWAYS FIND IT FOR LESS

Trademark YOU NEVER KNOW WHAT YOU'LL FIND, BUT YOU'LL ALWAYS FIND IT FOR LESS

Cross YOU NEVER KNOW WHAT YOU WILL FIND, BUT YOU WILL ALWAYS FIND IT FOR LESS

Reference

S

Design BLOCK LETTERS

Type

Database U.S. Federal

Applicatio 78539756

n Number

Registrati 3050184

on

Number

Status REGISTERED

FILED AS USE APPLICATION
USE APPLICATION - CURRENT

Affidavit REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.

Section

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Affidavit 19-FEB-2015
   Status (800) REGISTERED AND RENEWED
According
   to PTO
   USPTO 19-FEB-2015
   Status
     Date
Applicatio 29-DEC-2004
   n Date
Published 01-NOV-2005
Registrati 24-JAN-2006
  on Date
      OG 24-MAR-2015
 Renewal
 Renewed 24-JAN-2016
Internatio 35 (Advertising and business services)
 Class(es)
   Goods (INT. CL. 35) RETAIL OUTLET STORE SERVICES IN THE FIELD OF HOME IMPROVEMENT PRODUCTS AND
      and HOME FURNISHINGS
 Services
Internatio International Class: 35
 nal Class First Used: JUN-1996
          In Commerce: JUN-1996
Registrant KLS ACQUISITION CORP.
          ILLINOIS CORPORATION
          2650 BELVIDERE ROAD
          WAUKEGAN, ILLINOIS 60085
 Owner at KLS ACQUISITION CORP.
Publicatio ILLINOIS CORPORATION
        n 2650 BELVIDERE ROAD
          WAUKEGAN, ILLINOIS 60085
Applicant KLS ACQUISITION CORP.
          ILLINOIS CORPORATION
          2650 BELVIDERE ROAD
          WAUKEGAN, ILLINOIS 60085
  Section This mark was cited in a 2(d) Refusal.
     2(d)
          Issued a refusal:
    Filing JUDITH L. GRUBNER
 Attorney
Reference 35929-0002
  Number
Correspon JUDITH L. GRUBNER ARNSTEIN & LEHR LLP
 dent Info 120 S. RIVERSIDE PLAZA
          STE. 1200
          CHICAGO, IL 60606
          UNITED STATES
   Design 999999 NO CODES
```

Codes

History 24-JAN-2025 COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED

19-FEB-2015 CASE ASSIGNED TO POST REGISTRATION PARALEGAL

19-FEB-2015 NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED

19-FEB-2015 REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)

19-FEB-2015 REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED

02-FEB-2015 TEAS SECTION 8 & 9 RECEIVED

07-MAR-2011 CASE ASSIGNED TO POST REGISTRATION PARALEGAL

07-MAR-2011 REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.

14-FEB-2011 TEAS SECTION 8 & 15 RECEIVED

24-SEP-2009 TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED

24-SEP-2009 ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED

13-MAR-2006 TEAS CHANGE OF CORRESPONDENCE RECEIVED

24-JAN-2006 REGISTERED-PRINCIPAL REGISTER

01-NOV-2005 PUBLISHED FOR OPPOSITION

12-OCT-2005 NOTICE OF PUBLICATION

12-AUG-2005 LAW OFFICE PUBLICATION REVIEW COMPLETED

10-AUG-2005 ASSIGNED TO LIE

02-AUG-2005 APPROVED FOR PUB - PRINCIPAL REGISTER

02-AUG-2005 ASSIGNED TO EXAMINER

12-JAN-2005 NEW APPLICATION ENTERED

Pending Similar Federal Trademark - Detail

YOU NEVER KNEW YOU COULD FEEL THIS GOOD

Trademark YOU NEVER KNEW YOU COULD FEEL THIS GOOD

Design Type BLOCK LETTERS

Database U.S. Federal

Application Number 98767366

Status PENDING

Intent to Use - Filed

Intent to Use

FILED AS USE APPLICATION USE APPLICATION - CURRENT

Status According to PTO (630) NEW APPLICATION - RECORD INITIALIZED NOT ASSIGNED TO EXAMINER

USPTO Status Date 24-SEP-2024

Application Date 24-SEP-2024

International Class(es) 35 (Advertising and business services)

41 (Education and entertainment services)

Goods and Services (INT. CL. 35) ON-LINE RETAIL STORE SERVICES FEATURING CLOTHING, HOME

GOODS, WRITTEN MATERIALS, DECOR, HOUSEHOLD ITEMS, ACCESSORIES, HEALTH PRODUCTS AND COSMETICS; RETAIL STORE SERVICES FEATURING A WIDE VARIETY OF CONSUMER GOODS OF OTHERS; RETAIL STORE SERVICES FEATURING CLOTHING, HOME GOODS, WRITTEN MATERIALS, DECOR, HOUSEHOLD ITEMS, ACCESSORIES, HEALTH PRODUCTS AND COSMETICS

(INT. CL. 41) EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES, SEMINARS, CONFERENCES, WORKSHOPS, RETREATS, CAMPS AND FIELD TRIPS IN THE FIELD OF HEALTH, WELLNESS AND PERSONAL GROWTH AND DISTRIBUTION OF TRAINING MATERIAL IN CONNECTION THEREWITH; LIFE COACHING SERVICES IN THE FIELD OF HEALTH, WELLNESS AND PERSONAL GROWTH; PROFESSIONAL COACHING SERVICES IN THE FIELD OF HEALTH, WELLNESS AND PERSONAL GROWTH

International Class International Class: 35

First Used: 28-AUG-2024 In Commerce: 28-AUG-2024 International Class: 41

Applicant HEALING SEASON ACADEMY LLC

CALIFORNIA LIMITED LIABILITY CO.

48 OAK TREE DR.

RANCHO MIRAGE, CALIFORNIA 92270

Filing Attorney MATTHEW JANDA

Correspondent Info MATTHEW JANDA

10 VIA CANDELARIA COTO DE CAZA, CA 92679

UNITED STATES

Design Codes 999999 NO CODES

History 24-SEP-2024 NEW APPLICATION ENTERED

YOU NEVER KNOW WHERE YOUR CONVERSATIONS WILL GO.

Trademark YOU NEVER KNOW WHERE YOUR CONVERSATIONS WILL GO.

 $\textbf{Cross References} \ \ \textbf{YOU NEVER KNOW WHERE YOUR CONVERSATIONS WILL GO}$

Design Type BLOCK LETTERS

Database U.S. Federal

Application Number 98841541

Status PENDING

Intent to Use - Filed Intent to Use

Status According to PTO (630) NEW APPLICATION - RECORD INITIALIZED NOT ASSIGNED TO EXAMINER

USPTO Status Date 07-NOV-2024

Application Date 07-NOV-2024

International Class(es) 28 (Toys and sporting goods)

Goods and Services (INT. CL. 28) PARLOUR GAMES

Applicant VALERIE FROST-MCKINLEY

UNITED STATES INDIVIDUAL

1816 STANTON RD.

ENCINITAS, CALIFORNIA 92024

Filing Attorney BRADLEY P. HARTMAN

Reference Number 1561.03

Correspondent Info BRADLEY P. HARTMAN HARTMAN TITUS PLC

2 N. CENTRAL AVE, STE 1800 PHOENIX, AZ 85004-2139

UNITED STATES

Design Codes 999999 NO CODES

History 07-NOV-2024 NEW APPLICATION ENTERED

YOU NEVER KNOW UNLESS YOU GO

Trademark YOU NEVER KNOW UNLESS YOU GO

Design Type BLOCK LETTERS

Database U.S. Federal

Application Number 98584922

Status PUBLISHED (PENDING)

Intent to Use - Filed

Intent to Use

Status According to PTO (686) PUBLISHED FOR OPPOSITION

USPTO Status Date 21-JAN-2025

Application Date 04-JUN-2024

Published 21-JAN-2025

International Class(es) 25 (Clothing)

Goods and Services (INT. CL. 25) OPEN-NECKED SHIRTS

Owner at Publication REASON, AMY

UNITED STATES INDIVIDUAL

2951 VOLUNTEER RD

ELM CITY, NORTH CAROLINA 27822

Applicant REASON, AMY

UNITED STATES INDIVIDUAL

2951 VOLUNTEER RD

ELM CITY, NORTH CAROLINA 27822

Reference Number E5360C9185

Correspondent Info REASON, AMY

2951 VOLUNTEER RD ELM CITY, NC 27822 **UNITED STATES**

Design Codes 999999 NO CODES

History 21-JAN-2025 PUBLISHED FOR OPPOSITION

21-JAN-2025 OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED 15-JAN-2025 NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED

27-DEC-2024 APPROVED FOR PUB - PRINCIPAL REGISTER

16-DEC-2024 ASSIGNED TO EXAMINER

14-AUG-2024 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED

05-JUN-2024 NEW APPLICATION ENTERED

Abandoned Similar Federal Trademark - Detail

THE BIRD FEEDER YOU NEVER KNEW YOU NEEDED

Trademark THE BIRD FEEDER YOU NEVER KNEW YOU NEEDED

Design Type BLOCK LETTERS

Database U.S. Federal

Application Number 97546801

Status ABANDONED

Intent to Use - Filed Intent to Use

Status According to PTO (606) ABANDONED-NO STATEMENT OF USE FILED

USPTO Status Date 01-APR-2024

Application Date 12-AUG-2022

Published 04-JUL-2023

Abandoned 01-APR-2024

International Class(es) 7 (Machinery)

Goods and Services (INT. CL. 7) MECHANIZED FEEDERS FOR WILDLIFE

Owner at Publication PLASTIC RESEARCH AND DEVELOPMENT CORPORATION DBA PRADCO

ARKANSAS CORPORATION

LEGAL SERVICES 5724 HIGHWAY 280 EAST

BIRMINGHAM, ALABAMA 35242

Applicant PLASTIC RESEARCH AND DEVELOPMENT CORPORATION DBA PRADCO

ARKANSAS CORPORATION

LEGAL SERVICES

5724 HIGHWAY 280 EAST BIRMINGHAM, ALABAMA 35242

Filing Attorney TYLER NOVAK

Reference Number P 1055

Correspondent Info TYLER NOVAK

5724 HIGHWAY 280 EAST LEGAL SERVICES BIRMINGHAM, AL 35242

Design Codes 999999 NO CODES

History 01-APR-2024 ABANDONMENT NOTICE E-MAILED - NO USE STATEMENT FILED

01-APR-2024 ABANDONMENT - NO USE STATEMENT FILED

29-AUG-2023 NOA E-MAILED - SOU REQUIRED FROM APPLICANT

04-JUL-2023 OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED

04-JUL-2023 PUBLISHED FOR OPPOSITION

14-JUN-2023 NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED

01-JUN-2023 APPROVED FOR PUB - PRINCIPAL REGISTER

31-MAY-2023 ASSIGNED TO EXAMINER

01-SEP-2022 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED

16-AUG-2022 NEW APPLICATION ENTERED

THE UNDERWEAR YOU NEVER KNEW YOU NEEDED

Trademark THE UNDERWEAR YOU NEVER KNEW YOU NEEDED

Design BLOCK LETTERS

Type

Database U.S. Federal

Applicatio 97090767

n Number

Status ABANDONED Intent to Use - Filed

Intent to Use

Status (602) ABANDONED-FAILURE TO RESPOND

According

to PTO

USPTO 24-MAY-2023

Status Date

Applicatio 25-OCT-2021

n Date

Abandone 04-MAY-2023

d

Internatio 25 (Clothing)

nal

Class(es)

```
Goods (INT. CL. 25) LADIES' UNDERWEAR; THONG UNDERWEAR; WOMEN'S UNDERWEAR
     and
 Services
Applicant RAGENKLINT MICHELE E
         UNITED STATES INDIVIDUAL
         5 TAYLORS RUN
         TINTON FALLS, NEW JERSEY 07712
  Section This mark was issued a 2(d) Refusal.
     2(d)
         Cited in the refusal:
         EVERYTHI Registered 87889166
         NG YOU
         NEVER
         KNEW YOU
         NEEDED
         EVERYTHI Registered 87889166
         NG YOU
         NEVER
         KNEW YOU
         NEEDED
         TSDR
Reference 97090767
  Number
Correspon RAGENKLINT MICHELE E
 dent Info 5 TAYLORS RUN
         TINTON FALLS NJ 07712
  Design 999999 NO CODES
   Codes
  History 24-MAY-2023 ABANDONMENT NOTICE E-MAILED - FAILURE TO RESPOND
         24-MAY-2023 ABANDONMENT NOTICE MAILED - FAILURE TO RESPOND
         24-MAY-2023 ABANDONMENT - FAILURE TO RESPOND OR LATE RESPONSE
         24-MAY-2023 ASSIGNED TO EXAMINER
         02-FEB-2023 NOTIFICATION OF NON-FINAL ACTION E-MAILED
         02-FEB-2023 NON-FINAL ACTION E-MAILED
         02-FEB-2023 NON-FINAL ACTION WRITTEN
         10-JAN-2023 TEAS/EMAIL CORRESPONDENCE ENTERED
         10-JAN-2023 CORRESPONDENCE RECEIVED IN LAW OFFICE
         10-JAN-2023 TEAS RESPONSE TO OFFICE ACTION RECEIVED
         11-AUG-2022 NOTIFICATION OF NON-FINAL ACTION E-MAILED
         11-AUG-2022 NON-FINAL ACTION E-MAILED
         11-AUG-2022 NON-FINAL ACTION WRITTEN
         02-AUG-2022 ASSIGNED TO EXAMINER
         08-NOV-2021 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED
```

28-OCT-2021 NEW APPLICATION ENTERED

EVERYTHING YOU NEVER KNEW YOU ALWAYS WANTED

Trademark EVERYTHING YOU NEVER KNEW YOU ALWAYS WANTED

Design Type BLOCK LETTERS

Database U.S. Federal

Application Number 90474446

Status ABANDONED Intent to Use - Filed

Intent to Use

Status According to PTO (602) ABANDONED-FAILURE TO RESPOND

USPTO Status Date 13-FEB-2023

Application Date 19-JAN-2021

Published 13-JUL-2021

Abandoned 02-FEB-2023

International Class(es) 29 (Meats and processed foods)

Goods and Services (INT. CL. 29) MEAT SUBSTITUTES; PLANT-BASED MEAT SUBSTITUTES; VEGAN AND

VEGETARIAN MEAT SUBSTITUTES, ALL OF THE FOREGOING SOLD AS

COMPONENTS OF VEGETARIAN SANDWICHES, BURGERS, WRAPS, NUGGETS, AND

SALADS

International Class International Class: 29

First Used: APR-2021 In Commerce: APR-2021

Owner at Publication STALK & SPADE LLC

MINNESOTA LIMITED LIABILITY CO.

746 MILL STREET E

WAYZATA, MINNESOTA 55391

Applicant STALK & SPADE LLC

MINNESOTA LIMITED LIABILITY CO.

746 MILL STREET E

WAYZATA, MINNESOTA 55391

Filing Attorney SCOTT W. JOHNSTON

Reference Number 18930.1US01

Correspondent Info SCOTT W. JOHNSTON

MERCHANT & GOULD P.C.

150 SOUTH FIFTH STREET, SUITE 2200

P.O. BOX 2910

MINNEAPOLIS MN 55402

Design Codes 999999 NO CODES

History 13-FEB-2023 ABANDONMENT NOTICE E-MAILED - FAILURE TO RESPOND

13-FEB-2023 ABANDONMENT NOTICE MAILED - FAILURE TO RESPOND

13-FEB-2023 ABANDONMENT - FAILURE TO RESPOND OR LATE RESPONSE

01-AUG-2022 NOTIFICATION OF NON-FINAL ACTION E-MAILED

01-AUG-2022 NON-FINAL ACTION E-MAILED

01-AUG-2022 SU - NON-FINAL ACTION - WRITTEN

08-JUL-2022 TEAS/EMAIL CORRESPONDENCE ENTERED

07-JUL-2022 CORRESPONDENCE RECEIVED IN LAW OFFICE

07-JUL-2022 TEAS RESPONSE TO OFFICE ACTION RECEIVED

16-MAR-2022 NOTIFICATION OF NON-FINAL ACTION E-MAILED

16-MAR-2022 NON-FINAL ACTION E-MAILED

16-MAR-2022 SU - NON-FINAL ACTION - WRITTEN

26-JAN-2022 STATEMENT OF USE PROCESSING COMPLETE

26-JAN-2022 CASE ASSIGNED TO INTENT TO USE PARALEGAL

11-JAN-2022 USE AMENDMENT FILED

11-JAN-2022 TEAS STATEMENT OF USE RECEIVED

07-SEP-2021 NOA E-MAILED - SOU REQUIRED FROM APPLICANT

13-JUL-2021 OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED

13-JUL-2021 PUBLISHED FOR OPPOSITION

23-JUN-2021 NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED

04-JUN-2021 APPROVED FOR PUB - PRINCIPAL REGISTER

04-JUN-2021 EXAMINER'S AMENDMENT ENTERED

04-JUN-2021 NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED

04-JUN-2021 EXAMINERS AMENDMENT E-MAILED

04-JUN-2021 EXAMINERS AMENDMENT -WRITTEN

03-JUN-2021 ASSIGNED TO EXAMINER

20-APR-2021 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED

05-APR-2021 APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE)

ENTERED

05-APR-2021 TEAS CHANGE OF CORRESPONDENCE RECEIVED

05-APR-2021 ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED

05-APR-2021 TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED

05-APR-2021 TEAS CHANGE OF OWNER ADDRESS RECEIVED

22-JAN-2021 NEW APPLICATION ENTERED

DOGGETT. EVERYTHING YOU NEVER KNEW YOU ALWAYS NEEDED.

Trademark DOGGETT. EVERYTHING YOU NEVER KNEW YOU ALWAYS NEEDED.

Cross References DOGGETT EVERYTHING YOU NEVER KNEW YOU ALWAYS NEEDED

Design Type BLOCK LETTERS

Database U.S. Federal

Application Number 88082311

Status ABANDONED

Intent to Use - Filed

Intent to Use

Status According to PTO (606) ABANDONED-NO STATEMENT OF USE FILED

USPTO Status Date 08-JUN-2020

Application Date 17-AUG-2018

Published 15-JAN-2019

Abandoned 08-JUN-2020

International Class(es) 35 (Advertising and business services)

Goods and Services (INT. CL. 35) AUTOMOBILE DEALERSHIPS

Owner at Publication DOGGETT AUTO GROUP, LLC

TEXAS LIMITED LIABILITY CO.

9111 NORTH FWY. HOUSTON, TEXAS 77037

Applicant DOGGETT AUTO GROUP, LLC

TEXAS LIMITED LIABILITY CO.

9111 NORTH FWY. HOUSTON, TEXAS 77037

Filing Attorney CAROL M. WILHELM

Reference Number 15131.9

Correspondent Info CAROL M. WILHELM

GRAY REED & MCGRAW LLP

SUITE 2000

1300 POST OAK BLVD. HOUSTON TX 77056

Design Codes 999999 NO CODES

History 08-JUN-2020 ABANDONMENT NOTICE E-MAILED - NO USE STATEMENT FILED

08-JUN-2020 ABANDONMENT - NO USE STATEMENT FILED

13-SEP-2019 NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED

11-SEP-2019 EXTENSION 1 GRANTED

11-SEP-2019 EXTENSION 1 FILED

11-SEP-2019 TEAS EXTENSION RECEIVED

12-MAR-2019 NOA E-MAILED - SOU REQUIRED FROM APPLICANT

15-JAN-2019 OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED

15-JAN-2019 PUBLISHED FOR OPPOSITION

26-DEC-2018 NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED

06-DEC-2018 APPROVED FOR PUB - PRINCIPAL REGISTER

03-DEC-2018 ASSIGNED TO EXAMINER

25-AUG-2018 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM

21-AUG-2018 NEW APPLICATION ENTERED IN TRAM

I BETCHA HE NEVER KNEW I WAS HERE!

Trademark | BETCHA HE NEVER KNEW | WAS HERE!

Cross References | BET YOU HE NEVER KNEW | WAS HERE

Design Type BLOCK LETTERS

Database U.S. Federal

Application Number 86593346

Status ABANDONED

Intent to Use - Filed

Intent to Use

Status According to PTO (606) ABANDONED-NO STATEMENT OF USE FILED

USPTO Status Date 21-MAR-2016

Application Date 10-APR-2015

Published 23-JUN-2015

Abandoned 21-MAR-2016

International Class(es) 41 (Education and entertainment services)

Goods and Services (INT. CL. 41) POEM AND LYRIC WRITING

Owner at Publication OLSON, DAVID

UNITED STATES OF AMERICA INDIVIDUAL

207 HOLLISTER AVE

ROCKFORD, ILLINOIS 61108

Applicant OLSON, DAVID

UNITED STATES OF AMERICA INDIVIDUAL

207 HOLLISTER AVE

ROCKFORD, ILLINOIS 61108

Correspondent Info OLSON, DAVID

207 HOLLISTER AVE

ROCKFORD, IL 61108-1642

Design Codes 999999 NO CODES

History 21-MAR-2016 ABANDONMENT NOTICE MAILED - NO USE STATEMENT FILED

21-MAR-2016 ABANDONMENT - NO USE STATEMENT FILED

18-AUG-2015 NOA E-MAILED - SOU REQUIRED FROM APPLICANT

23-JUN-2015 OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED

23-JUN-2015 PUBLISHED FOR OPPOSITION

03-JUN-2015 NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED

15-MAY-2015 APPROVED FOR PUB - PRINCIPAL REGISTER

08-MAY-2015 ASSIGNED TO EXAMINER

17-APR-2015 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM

14-APR-2015 NEW APPLICATION ENTERED IN TRAM

GET PULLED INTO A WORLD YOU NEVER KNEW EXISTED

Trademark GET PULLED INTO A WORLD YOU NEVER KNEW EXISTED

Design Type BLOCK LETTERS

Database U.S. Federal

Application Number 86118125

Status ABANDONED

Intent to Use - Filed

Intent to Use

Status According to PTO (606) ABANDONED-NO STATEMENT OF USE FILED

USPTO Status Date 25-JUL-2016

Application Date 13-NOV-2013

Revived/Reinstated 26-JUN-2015

Published 29-APR-2014

Abandoned 25-JUL-2016

International Class(es) 25 (Clothing)

38 (Communications services)

41 (Education and entertainment services)

Goods and Services (INT. CL. 25) CLOTHING, NAMELY, SHIRTS, T-SHIRTS, TANK TOPS, JACKETS, PANTS, CAPS, WRIST BANDS, SWEAT BANDS, SWEAT AND WARM-UP SUITS; SWEAT SHIRTS, UNDERWEAR AND ARM-WARMERS

> (INT. CL. 38) TRANSMITTING STREAMED AUDIO-VISUAL RECORDINGS VIA THE INTERNET; STREAMING OF VIDEO MATERIAL ON THE INTERNET; RADIO AND TELEVISION BROADCASTING

(INT. CL. 41) ENTERTAINMENT SERVICES IN THE NATURE OF ORGANIZING AND CONDUCTING LIVE VISUAL PERFORMANCES AND LIVE PERFORMANCES IN THE NATURE OF SPORTS AND ARM WRESTLING COMPETITIONS AND EVENTS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONGOING TELEVISIONS PROGRAMS AND RADIO PROGRAMS IN THE FIELD OF SPORTS AND ARM WRESTLING; PROVIDING RECOGNITION AND INCENTIVES BY THE WAY OF AWARDS TO DEMONSTRATE EXCELLENCE IN THE FIELD OF SPORTS AND ARM WRESTLING; ENTERTAINMENT SERVICES, NAMELY, CONDUCTING CONTESTS; ENTERTAINMENT SERVICES IN THE NATURE OF ONGOING REALITY BASED TV SHOWS; CONDUCTING SEMINARS AND TRAININGS IN THE FIELD OF SPORTS AND ARM WRESTLING; PROVIDING INFORMATION VIA THE INTERNET PERTAINING TO ATHLETIC AND ENTERTAINMENT EVENTS, ARM WRESTLING AND REALITY TV PROGRAMS

Owner at Publication ULTIMATE ARMWRESTLING LEAGUE LLC

CALIFORNIA LIMITED LIABILITY CO.

8900 WARNER AVENUE

FOUNTAIN VALLEY, CALIFORNIA 92708

Applicant ULTIMATE ARMWRESTLING LEAGUE LLC

CALIFORNIA LIMITED LIABILITY CO.

8900 WARNER AVENUE

FOUNTAIN VALLEY, CALIFORNIA 92708

Filing Attorney JAMES R. CADY

Reference Number 042096.00000

Correspondent Info JAMES R. CADY

HOGAN LOVELLS US LLP

4085 CAMPBELL AVENUE, SUITE 100

MENLO PARK CA 94025

Design Codes 999999 NO CODES

History 25-JUL-2016 ABANDONMENT NOTICE MAILED - NO USE STATEMENT FILED

25-JUL-2016 ABANDONMENT - NO USE STATEMENT FILED

06-JAN-2016 NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED

05-JAN-2016 EXTENSION 3 GRANTED

24-DEC-2015 EXTENSION 3 FILED

28-DEC-2015 TEAS EXTENSION RECEIVED

14-JUL-2015 NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED

13-JUL-2015 EXTENSION 2 GRANTED

24-JUN-2015 EXTENSION 2 FILED

26-JUN-2015 TEAS CHANGE OF CORRESPONDENCE RECEIVED

26-JUN-2015 NOTICE OF REVIVAL - E-MAILED

26-JUN-2015 EXTENSION RECEIVED WITH TEAS PETITION

26-JUN-2015 PETITION TO REVIVE-GRANTED

26-JUN-2015 TEAS PETITION TO REVIVE RECEIVED

24-FEB-2015 NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED

23-FEB-2015 EXTENSION 1 GRANTED

24-DEC-2014 EXTENSION 1 FILED

17-FEB-2015 CASE ASSIGNED TO INTENT TO USE PARALEGAL

24-DEC-2014 TEAS EXTENSION RECEIVED

24-DEC-2014 TEAS CHANGE OF CORRESPONDENCE RECEIVED

24-JUN-2014 NOA E-MAILED - SOU REQUIRED FROM APPLICANT

29-APR-2014 OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED

29-APR-2014 PUBLISHED FOR OPPOSITION

09-APR-2014 NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED

31-MAR-2014 ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED

31-MAR-2014 TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED

21-MAR-2014 LAW OFFICE PUBLICATION REVIEW COMPLETED

21-MAR-2014 ASSIGNED TO LIE

06-MAR-2014 APPROVED FOR PUB - PRINCIPAL REGISTER

06-MAR-2014 EXAMINER'S AMENDMENT ENTERED

06-MAR-2014 NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED

06-MAR-2014 EXAMINERS AMENDMENT E-MAILED

06-MAR-2014 EXAMINERS AMENDMENT -WRITTEN

27-FEB-2014 ASSIGNED TO EXAMINER

14-JAN-2014 TEAS CHANGE OF CORRESPONDENCE RECEIVED

26-NOV-2013 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM

16-NOV-2013 NEW APPLICATION ENTERED IN TRAM

GRANDCHILDREN FILL A HOLE IN YOUR HEART THAT YOU NEVER KNEW
WAS THERE

Trademark GRANDCHILDREN FILL A HOLE IN YOUR HEART THAT YOU NEVER KNEW WAS THERE

Design Type BLOCK LETTERS

Database U.S. Federal

Application Number 85575452

Status ABANDONED

Intent to Use - Filed

Intent to Use

Status According to PTO (606) ABANDONED-NO STATEMENT OF USE FILED

USPTO Status Date 25-NOV-2013

Application Date 21-MAR-2012

Published 28-AUG-2012

Abandoned 25-NOV-2013

International Class(es) 16 (Paper goods and printed matter)

21 (Housewares and glass)

25 (Clothing)

Goods and Services (INT. CL. 16) CARDS BEARING UNIVERSAL GREETINGS; GREETING CARDS;

MAGNETIC BUMPER STICKERS; PRINTED PAMPHLETS, BROCHURES, MANUALS,

BOOKS, BOOKLETS, LEAFLETS, FLYERS, INFORMATIONAL SHEETS AND

NEWSLETTERS, ADHESIVE BACKED STICKERS, AND KITS COMPRISING ONE OR MORE OF THE FOREGOING MATERIALS IN THE FIELD OF HUMOR AND FAMILY

RELATIONSHIPS; STICKERS

(INT. CL. 21) BEER MUGS; COFFEE CUPS, TEA CUPS AND MUGS; COFFEE MUGS;

CUPS AND MUGS; EARTHENWARE MUGS; GLASS MUGS; MUGS, NOT OF PRECIOUS

METAL; PORCELAIN MUGS

(INT. CL. 25) SHORT-SLEEVED OR LONG-SLEEVED T-SHIRTS; T-SHIRTS

Owner at Publication WENDY S. KORNET

UNITED STATES OF AMERICA INDIVIDUAL

2894 LEN DRIVE

BELLMORE, NEW YORK 11710

BRIAN K. KORNET

UNITED STATES OF AMERICA INDIVIDUAL

2894 LEN DRIVE

BELLMORE, NEW YORK 11710

Applicant WENDY S. KORNET

UNITED STATES OF AMERICA INDIVIDUAL

2894 LEN DRIVE

BELLMORE, NEW YORK 11710

BRIAN K. KORNET

UNITED STATES OF AMERICA INDIVIDUAL

2894 LEN DRIVE

BELLMORE, NEW YORK 11710

Filing Attorney PAUL SPEZIO

Reference Number IP005-01

Correspondent Info PAUL SPEZIO

PANTANO & GUPTA LLP 77 WATER ST STE 869 NEW YORK, NY 10005-4401

Design Codes 999999 NO CODES

History 25-NOV-2013 ABANDONMENT NOTICE MAILED - NO USE STATEMENT FILED

25-NOV-2013 ABANDONMENT - NO USE STATEMENT FILED

17-MAY-2013 NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED

16-MAY-2013 EXTENSION 1 GRANTED

22-APR-2013 EXTENSION 1 FILED

10-MAY-2013 CASE ASSIGNED TO INTENT TO USE PARALEGAL

22-APR-2013 TEAS EXTENSION RECEIVED

23-OCT-2012 NOA E-MAILED - SOU REQUIRED FROM APPLICANT

28-AUG-2012 OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED

28-AUG-2012 PUBLISHED FOR OPPOSITION

08-AUG-2012 NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED

21-JUL-2012 LAW OFFICE PUBLICATION REVIEW COMPLETED

21-JUL-2012 ASSIGNED TO LIE

29-JUN-2012 APPROVED FOR PUB - PRINCIPAL REGISTER

29-JUN-2012 EXAMINER'S AMENDMENT ENTERED

29-JUN-2012 NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED

29-JUN-2012 EXAMINERS AMENDMENT E-MAILED

29-JUN-2012 EXAMINERS AMENDMENT -WRITTEN

26-JUN-2012 ASSIGNED TO EXAMINER

28-MAR-2012 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM

24-MAR-2012 NEW APPLICATION ENTERED IN TRAM

#YOUNEVERKNOW

Trademark #YOUNEVERKNOW

Cross References hashtag you never know

Design Type BLOCK LETTERS

Database U.S. Federal

Application Number 97400102

Status ABANDONED

Intent to Use - Filed

Intent to Use

Status According to PTO (606) ABANDONED-NO STATEMENT OF USE FILED

USPTO Status Date 01-JAN-2024

Application Date 08-MAY-2022

Published 04-APR-2023

Abandoned 01-JAN-2024

International Class(es) 35 (Advertising and business services)

Goods and Services (INT. CL. 35) PROVIDING ADVERTISING, MARKETING AND PROMOTIONAL SERVICES,

NAMELY, DEVELOPMENT OF ADVERTISING CAMPAIGNS PROVIDED THROUGH

CABLE TELEVISION BROADCAST, WEB CASTS, RADIO BROADCASTS,

NEWSPAPERS, MAGAZINES, ONLINE BANNERS, OUTDOOR BILLBOARDS, WILD

POSTINGS, BUS AND SUBWAY ADS

Owner at Publication TUCHIN, STACEY R.

UNITED STATES INDIVIDUAL

PO BOX 124

HARRINGTON PARK, NEW JERSEY 07640

Applicant TUCHIN, STACEY R.

UNITED STATES INDIVIDUAL

PO BOX 124

HARRINGTON PARK, NEW JERSEY 07640

Reference Number 022

Correspondent Info TUCHIN, STACEY R.

PO BOX 124

HARRINGTON PARK, NJ 07640

Design Codes 999999 NO CODES

History 02-JAN-2024 ABANDONMENT NOTICE E-MAILED - NO USE STATEMENT FILED

01-JAN-2024 ABANDONMENT - NO USE STATEMENT FILED

30-MAY-2023 NOA E-MAILED - SOU REQUIRED FROM APPLICANT

04-APR-2023 OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED

04-APR-2023 PUBLISHED FOR OPPOSITION

15-MAR-2023 NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED

25-FEB-2023 APPROVED FOR PUB - PRINCIPAL REGISTER

25-FEB-2023 ASSIGNED TO EXAMINER

13-MAY-2022 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED

11-MAY-2022 NEW APPLICATION ENTERED

YOU NEVER KNOW WHAT YOU'LL FIND BUT YOU KNOW YOU'RE GONNA LOVE IT

Trademark YOU NEVER KNOW WHAT YOU'LL FIND BUT YOU KNOW YOU'RE GONNA LOVE IT

Cross YOU NEVER KNOW WHAT YOU WILL FIND BUT YOU KNOW YOU ARE GOING TO LOVE IT

Reference

s

Design BLOCK LETTERS

Type

Database U.S. Federal

Applicatio 87448085

n Number

Status ABANDONED

FILED AS USE APPLICATION USE APPLICATION - CURRENT

Status (602) ABANDONED-FAILURE TO RESPOND

According

to PTO

USPTO 20-AUG-2018

Status Date

```
Applicatio 12-MAY-2017
   n Date
Abandone 19-JUL-2018
Internatio 35 (Advertising and business services)
      nal
Class(es)
   Goods (INT. CL. 35) RETAIL DEPARTMENT STORE SERVICES
     and
 Services
Internatio International Class: 35
nal Class First Used: SEP-2016
         In Commerce: SEP-2016
Applicant MARSHALLS OF MA, INC.
         MASSACHUSETTS CORPORATION
         770 COCHITUATE ROAD
         FRAMINGHAM, MASSACHUSETTS 01701
  Section This mark was issued a 2(d) Refusal.
     2(d)
         Cited in the refusal:
         YOU
                   Renewed
                             78539756
         NEVER
         KNOW
         WHAT
         YOU'LL
         FIND, BUT
         YOU'LL
         ALWAYS
         FIND IT
         FOR LESS
                    Registered 85439591
         YOU
         NEVER
         KNOW
         WHAT
         YOU'LL
         FIND!
         YOU
                    Registered 85439591
         NEVER
         KNOW
         WHAT
         YOU'LL
         FIND!
         YOU
                    Renewed 78539756
         NEVER
         KNOW
         WHAT
         YOU'LL
         FIND, BUT
         YOU'LL
         ALWAYS
         FIND IT
         FOR LESS
         YOU
                   Renewed 85439591
         NEVER
         KNOW
```

WHAT

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YOU'LL
         FIND!
         YOU
                   Renewed 78539756
         NEVER
         KNOW
         WHAT
         YOU'LL
         FIND, BUT
         YOU'LL
         ALWAYS
         FIND IT
         FOR LESS
         YOU
                   Renewed 85439591
         NEVER
         KNOW
         WHAT
         YOU'LL
         FIND!
         YOU
                   Registered 78539756
         NEVER
         KNOW
         WHAT
         YOU'LL
         FIND, BUT
         YOU'LL
         ALWAYS
         FIND IT
         FOR LESS
         YOU
                   Registered 85439591
         NEVER
         KNOW
         WHAT
         YOU'LL
         FIND!
         TSDR
    Filing MARTHA GAYLE BARBER
 Attorney
Correspon MARTHA GAYLE BARBER
 dent Info ALSTON & BIRD LLP
         101 SOUTH TRYON STREET, SUITE 4000
         CHARLOTTE, NC 28280-4000
   Design 999999 NO CODES
   Codes
  History 20-AUG-2018 ABANDONMENT NOTICE MAILED - FAILURE TO RESPOND
         20-AUG-2018 ABANDONMENT - FAILURE TO RESPOND OR LATE RESPONSE
         18-JAN-2018 NOTIFICATION OF FINAL REFUSAL EMAILED
         18-JAN-2018 FINAL REFUSAL E-MAILED
         18-JAN-2018 FINAL REFUSAL WRITTEN
         21-DEC-2017 TEAS/EMAIL CORRESPONDENCE ENTERED
```

21-DEC-2017 CORRESPONDENCE RECEIVED IN LAW OFFICE 21-DEC-2017 TEAS RESPONSE TO OFFICE ACTION RECEIVED 21-JUN-2017 NOTIFICATION OF NON-FINAL ACTION E-MAILED

21-JUN-2017 NON-FINAL ACTION E-MAILED 21-JUN-2017 NON-FINAL ACTION WRITTEN 17-JUN-2017 ASSIGNED TO EXAMINER

YOU NEVER KNOW WHAT YOU WILL FIND, BUT YOU KNOW YOU'RE GOING TO LOVE IT

nal Class First Used: SEP-2016

In Commerce: SEP-2016

Trademark YOU NEVER KNOW WHAT YOU WILL FIND, BUT YOU KNOW YOU'RE GOING TO LOVE IT Cross YOU NEVER KNOW WHAT YOU WILL FIND BUT YOU KNOW YOU ARE GOING TO LOVE IT Reference Design BLOCK LETTERS Type Database U.S. Federal Applicatio 87448121 n Number Status ABANDONED FILED AS USE APPLICATION **USE APPLICATION - CURRENT** Status (602) ABANDONED-FAILURE TO RESPOND According to PTO **USPTO** 20-AUG-2018 Status Date Applicatio 12-MAY-2017 n Date Abandone 19-JUL-2018 d Internatio 35 (Advertising and business services) nal Class(es) Goods (INT. CL. 35) RETAIL DEPARTMENT STORE SERVICES and Services Internatio International Class: 35

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Applicant MARSHALLS OF MA, INC.
MASSACHUSETTS CORPORATION
```

770 COCHITUATE ROAD

FRAMINGHAM, MASSACHUSETTS 01701

Section This mark was issued a 2(d) Refusal. 2(d)

Cited in the refusal:

YOU Renewed 78539756

NEVER KNOW WHAT YOU'LL FIND, BUT YOU'LL ALWAYS FIND IT

FOR LESS

YOU Registered 85439591

NEVER KNOW WHAT YOU'LL FIND!

YOU Registered 85439591

NEVER KNOW WHAT YOU'LL FIND!

YOU Renewed 78539756

NEVER KNOW WHAT YOU'LL FIND, BUT YOU'LL ALWAYS FIND IT FOR LESS

YOU Renewed 85439591

NEVER KNOW WHAT YOU'LL FIND!

YOU Renewed 78539756

NEVER KNOW WHAT YOU'LL FIND, BUT YOU'LL ALWAYS FIND IT

FOR LESS

YOU Renewed 85439591

NEVER

KNOW WHAT YOU'LL FIND!

YOU Registered 78539756

NEVER KNOW WHAT YOU'LL FIND, BUT YOU'LL ALWAYS FIND IT FOR LESS

YOU Registered 85439591

NEVER KNOW WHAT YOU'LL FIND! TSDR

Filing MARTHA GAYLE BARBER

Attorney

Correspon MARTHA GAYLE BARBER dent Info ALSTON & BIRD LLP

101 SOUTH TRYON STREET, SUITE 4000

CHARLOTTE, NC 28280-4000

Design 999999 NO CODES

Codes

History 20-AUG-2018 ABANDONMENT NOTICE MAILED - FAILURE TO RESPOND

20-AUG-2018 ABANDONMENT - FAILURE TO RESPOND OR LATE RESPONSE

18-JAN-2018 NOTIFICATION OF FINAL REFUSAL EMAILED

18-JAN-2018 FINAL REFUSAL E-MAILED 18-JAN-2018 FINAL REFUSAL WRITTEN

21-DEC-2017 TEAS/EMAIL CORRESPONDENCE ENTERED

21-DEC-2017 CORRESPONDENCE RECEIVED IN LAW OFFICE

21-DEC-2017 TEAS RESPONSE TO OFFICE ACTION RECEIVED

21-JUN-2017 NOTIFICATION OF NON-FINAL ACTION E-MAILED

21-JUN-2017 NON-FINAL ACTION E-MAILED

21-JUN-2017 NON-FINAL ACTION WRITTEN

17-JUN-2017 ASSIGNED TO EXAMINER

17-MAY-2017 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM

16-MAY-2017 NEW APPLICATION ENTERED IN TRAM

YOU NEVER KNOW

Trademark YOU NEVER KNOW Design Type BLOCK LETTERS

Database U.S. Federal

Application Number 86200433

Status ABANDONED

Intent to Use - Filed Intent to Use

Status According to PTO (606) ABANDONED-NO STATEMENT OF USE FILED

USPTO Status Date 06-FEB-2017

Application Date 21-FEB-2014

Published 06-MAY-2014

Abandoned 06-FEB-2017

International Class(es) 44 (Medical, veterinary, agricultural and forestry services)

Goods and Services (INT. CL. 44) WALK-IN MEDICAL CLINIC FEATURING NON-EMERGENCY MEDICAL

DIAGNOSTIC SERVICES IN CONVENIENT LOCATIONS

Owner at Publication MINUTECLINIC, L.L.C.

DELAWARE LIMITED LIABILITY CO.

ONE CVS DRIVE

WOONSOCKET, RHODE ISLAND 02895

Applicant MINUTECLINIC, L.L.C.

DELAWARE LIMITED LIABILITY CO.

ONE CVS DRIVE

WOONSOCKET, RHODE ISLAND 02895

Filing Attorney SABRINA C. STAVISH

Reference Number 8335-281

Correspondent Info SABRINA C. STAVISH

SHERIDAN ROSS P.C.

1560 BROADWAY SUITE 1200

DENVER CO 80203

Design Codes 999999 NO CODES

History 06-FEB-2017 ABANDONMENT NOTICE MAILED - NO USE STATEMENT FILED

06-FEB-2017 ABANDONMENT - NO USE STATEMENT FILED

08-JUL-2016 NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED

07-JUL-2016 EXTENSION 4 GRANTED

20-JUN-2016 EXTENSION 4 FILED

20-JUN-2016 TEAS EXTENSION RECEIVED

17-MAR-2016 ATTORNEY REVOKED AND/OR APPOINTED

17-MAR-2016 TEAS REVOKE/APPOINT ATTORNEY RECEIVED

16-JAN-2016 NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED

15-JAN-2016 EXTENSION 3 GRANTED

29-DEC-2015 EXTENSION 3 FILED

14-JAN-2016 TEAS CHANGE OF CORRESPONDENCE RECEIVED

29-DEC-2015 TEAS EXTENSION RECEIVED

18-JUL-2015 NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED

17-JUL-2015 EXTENSION 2 GRANTED

22-JUN-2015 EXTENSION 2 FILED

15-JUL-2015 CASE ASSIGNED TO INTENT TO USE PARALEGAL

22-JUN-2015 TEAS EXTENSION RECEIVED

22-JUN-2015 TEAS CHANGE OF CORRESPONDENCE RECEIVED

01-JAN-2015 NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED

30-DEC-2014 EXTENSION 1 GRANTED

30-DEC-2014 EXTENSION 1 FILED

30-DEC-2014 TEAS EXTENSION RECEIVED

01-JUL-2014 NOA E-MAILED - SOU REQUIRED FROM APPLICANT

06-MAY-2014 OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED

06-MAY-2014 PUBLISHED FOR OPPOSITION

16-APR-2014 NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED

28-MAR-2014 APPROVED FOR PUB - PRINCIPAL REGISTER

27-MAR-2014 ASSIGNED TO EXAMINER

06-MAR-2014 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM

25-FEB-2014 NEW APPLICATION ENTERED IN TRAM

IF YOU KNEW JERSEY LIKE I NEW JERSEY

Trademark IF YOU KNEW JERSEY LIKE I NEW JERSEY

Design Type BLOCK LETTERS

Database U.S. Federal

Application Number 77302767

Status ABANDONED

Intent to Use - Filed Intent to Use

Status According to PTO (606) ABANDONED-NO STATEMENT OF USE FILED

USPTO Status Date 02-FEB-2009

Application Date 12-OCT-2007

Published 08-APR-2008

Abandoned 02-FEB-2009

International Class(es) 25 (Clothing)

Goods and Services (INT. CL. 25) SHIRTS; SPORTS SHIRTS; SWEAT SHIRTS; TEE SHIRTS; HEADGEAR,

NAMELY, HATS AND CAPS; GOLF SHIRTS; SHOES; GYM SHORTS; SHORTS

Owner at Publication TOMEO, MARC L.

UNITED STATES OF AMERICA INDIVIDUAL

SUITE 207

15 OSBORNE STREET

BLOOMFIELD, NEW JERSEY 07003

Applicant TOMEO, MARC L.

UNITED STATES OF AMERICA INDIVIDUAL

SUITE 207

15 OSBORNE STREET

BLOOMFIELD, NEW JERSEY 07003

Filing Attorney MICHAEL J. DOHERTY

Reference Number TOMEO 001

Correspondent Info MICHAEL J. DOHERTY

DOHERTY IP LAW GROUP LLC 5 MOUNTAIN RIDGE DRIVE

OXFORD, NJ 07863

Design Codes 999999 NO CODES

History 02-FEB-2009 ABANDONMENT NOTICE MAILED - NO USE STATEMENT FILED

02-FEB-2009 ABANDONMENT - NO USE STATEMENT FILED 01-JUL-2008 NOA MAILED - SOU REQUIRED FROM APPLICANT

08-APR-2008 PUBLISHED FOR OPPOSITION 19-MAR-2008 NOTICE OF PUBLICATION

29-FEB-2008 LAW OFFICE PUBLICATION REVIEW COMPLETED

29-FEB-2008 ASSIGNED TO LIE

04-FEB-2008 APPROVED FOR PUB - PRINCIPAL REGISTER

23-JAN-2008 ASSIGNED TO EXAMINER

17-OCT-2007 NEW APPLICATION ENTERED IN TRAM

IF YOU NEW JERSEY LIKE I KNEW JERSEY

Trademark IF YOU NEW JERSEY LIKE I KNEW JERSEY

Design Type BLOCK LETTERS

Database U.S. Federal

Application Number 77302789

Status ABANDONED

Intent to Use - Filed Intent to Use

Status According to PTO (606) ABANDONED-NO STATEMENT OF USE FILED

USPTO Status Date 02-FEB-2009

Application Date 12-OCT-2007

Published 08-APR-2008

Abandoned 02-FEB-2009

International Class(es) 25 (Clothing)

Goods and Services (INT. CL. 25) SHIRTS; SPORTS SHIRTS; SWEAT SHIRTS; TEE SHIRTS; HEADGEAR,

NAMELY, HATS AND CAPS; GYM SHORTS; SHORTS; SHOES; GOLF SHIRTS

Owner at Publication TOMEO, MARC L.

UNITED STATES OF AMERICA INDIVIDUAL

SUITE 207

15 OSBORNE STREET

BLOOMFIELD, NEW JERSEY 07003

Applicant TOMEO, MARC L.

UNITED STATES OF AMERICA INDIVIDUAL

SUITE 207

15 OSBORNE STREET

BLOOMFIELD, NEW JERSEY 07003

Filing Attorney MICHAEL J. DOHERTY

Reference Number TOMEO 002

Correspondent Info MICHAEL J. DOHERTY

DOHERTY IP LAW GROUP LLC 5 MOUNTAIN RIDGE RD OXFORD, NJ 07863-3603

Design Codes 999999 NO CODES

History 02-FEB-2009 ABANDONMENT NOTICE MAILED - NO USE STATEMENT FILED

02-FEB-2009 ABANDONMENT - NO USE STATEMENT FILED 01-JUL-2008 NOA MAILED - SOU REQUIRED FROM APPLICANT

08-APR-2008 PUBLISHED FOR OPPOSITION 19-MAR-2008 NOTICE OF PUBLICATION

29-FEB-2008 LAW OFFICE PUBLICATION REVIEW COMPLETED

29-FEB-2008 ASSIGNED TO LIE

04-FEB-2008 APPROVED FOR PUB - PRINCIPAL REGISTER

23-JAN-2008 ASSIGNED TO EXAMINER

17-OCT-2007 NEW APPLICATION ENTERED IN TRAM

Cancelled Similar Federal Trademark - Detail

THINGS YOU NEVER KNEW EXISTED

Trademark THINGS YOU NEVER KNEW EXISTED

Design Type BLOCK LETTERS

Database U.S. Federal

Application Number 86633367

Registration Number 4867134

Status CANCELLED

FILED AS USE APPLICATION USE APPLICATION - CURRENT

Status According to PTO (710) CANCELLED - SECTION 8

USPTO Status Date 24-JUN-2022

Application Date 18-MAY-2015

Published 22-SEP-2015

Registration Date 08-DEC-2015

Cancellation Recorded 24-JUN-2022

OG Cancellation 02-AUG-2022

Cancellation Section 8

International Class(es) 41 (Education and entertainment services)

Goods and Services (INT. CL. 41) ENTERTAINMENT, NAMELY, A CONTINUING TECHNOLOGY SHOW

BROADCAST OVER INTERNET AND TELEVISION

International Class International Class: 41

First Used: 26-APR-2014 In Commerce: 26-APR-2014

Registrant MBAE, PAUL

UNITED STATES INDIVIDUAL

912 NAIROBI NAIROBI 00300 KE (KENYA)

Owner at Publication MBAE, PAUL

UNITED STATES INDIVIDUAL

912 NAIROBI NAIROBI 00300 KE (KENYA)

Applicant MBAE, PAUL

UNITED STATES INDIVIDUAL

912 NAIROBI NAIROBI 00300 KE (KENYA)

Filing Attorney MATTHEW H. SWYERS

Correspondent Info MATTHEW H. SWYERS

THE TRADEMARK COMPANY 344 MAPLE AVE W PMB 151 VIENNA, VA 22180-5612

Design Codes 999999 NO CODES

History 24-JUN-2022 CANCELLED SEC. 8 (6-YR)

08-DEC-2020 COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED

08-DEC-2015 REGISTERED-PRINCIPAL REGISTER

22-SEP-2015 OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED

22-SEP-2015 PUBLISHED FOR OPPOSITION

02-SEP-2015 NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED

18-AUG-2015 APPROVED FOR PUB - PRINCIPAL REGISTER

12-AUG-2015 ASSIGNED TO EXAMINER

27-MAY-2015 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM

21-MAY-2015 NEW APPLICATION ENTERED IN TRAM

ALL THE STUFF YOU NEVER KNEW YOU CARED ABOUT AND MORE, KELLYGREEN BLOG

 $\textbf{Trademark} \ \ \textbf{ALL THE STUFF YOU NEVER KNEW YOU CARED ABOUT AND MORE, KELLYGREEN}$

BLOG

Cross References ALL THE STUFF YOU NEVER KNEW YOU CARED ABOUT AND MORE, KELLY GREEN

BLOG

Design Type BLOCK LETTERS

Database U.S. Federal

Application Number 85432863

Registration Number 4289840

Status CANCELLED

Intent to Use - Filed

USE APPLICATION - CURRENT

Status According to PTO (710) CANCELLED - SECTION 8

USPTO Status Date 13-SEP-2019

Application Date 27-SEP-2011

Published 10-APR-2012

Registration Date 12-FEB-2013

Cancellation Recorded 13-SEP-2019

OG Cancellation 22-OCT-2019

Cancellation Section 8

International Class(es) 41 (Education and entertainment services)

Goods and Services (INT. CL. 41) ON-LINE JOURNAL, NAMELY, A BLOG FEATURING COMMENTARY,

OPINION, INFORMATION, AND REVIEWS OF CURRENT EVENTS, CULTURE, ART,

DESIGN, FOOD, TRAVEL, FASHION, POLITICS

International Class International Class: 41

First Used: 17-APR-2012 In Commerce: 17-APR-2012 Registrant KELLY GREEN BLOG LLC

CALIFORNIA LIMITED LIABILITY CO.

2644 DWIGHT WAY

BERKELEY, CALIFORNIA 94704

Owner at Publication KELLY GREEN BLOG LLC

CALIFORNIA LIMITED LIABILITY CO.

2644 DWIGHT WAY

BERKELEY, CALIFORNIA 94704

Applicant KELLY GREEN BLOG LLC

CALIFORNIA LIMITED LIABILITY CO.

2644 DWIGHT WAY

#6

BERKELEY, CALIFORNIA 94704

Filing Attorney RAJ ABHYANKER

Correspondent Info RAJ ABHYANKER

LEGALFORCE RAPC WORLDWIDE, P.C.

446 E SOUTHERN AVE TEMPE AZ 85282

Disclaims "BLOG"

Design Codes 999999 NO CODES

History 13-SEP-2019 CANCELLED SEC. 8 (6-YR)

25-APR-2019 ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED

25-APR-2019 TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED

12-FEB-2018 COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED

22-JUN-2017 ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED

22-JUN-2017 TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED

12-FEB-2013 REGISTERED-PRINCIPAL REGISTER

10-JAN-2013 NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED

09-JAN-2013 LAW OFFICE REGISTRATION REVIEW COMPLETED

02-JAN-2013 ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED

13-DEC-2012 STATEMENT OF USE PROCESSING COMPLETE

05-DEC-2012 USE AMENDMENT FILED

13-DEC-2012 CASE ASSIGNED TO INTENT TO USE PARALEGAL

05-DEC-2012 TEAS STATEMENT OF USE RECEIVED

05-JUN-2012 NOA E-MAILED - SOU REQUIRED FROM APPLICANT

10-APR-2012 OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED

10-APR-2012 PUBLISHED FOR OPPOSITION

21-MAR-2012 NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED

07-MAR-2012 LAW OFFICE PUBLICATION REVIEW COMPLETED

06-MAR-2012 ASSIGNED TO LIE

16-FEB-2012 APPROVED FOR PUB - PRINCIPAL REGISTER

15-FEB-2012 TEAS/EMAIL CORRESPONDENCE ENTERED

14-FEB-2012 CORRESPONDENCE RECEIVED IN LAW OFFICE

14-FEB-2012 TEAS RESPONSE TO OFFICE ACTION RECEIVED

24-JAN-2012 NOTIFICATION OF NON-FINAL ACTION E-MAILED

24-JAN-2012 NON-FINAL ACTION E-MAILED

24-JAN-2012 NON-FINAL ACTION WRITTEN

17-JAN-2012 ASSIGNED TO EXAMINER

04-OCT-2011 NOTICE OF PSEUDO MARK MAILED

01-OCT-2011 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM

30-SEP-2011 NEW APPLICATION ENTERED IN TRAM

EVERYTHING YOU NEVER KNEW YOU REALLY WANTED

Trademark EVERYTHING YOU NEVER KNEW YOU REALLY WANTED

Design Type BLOCK LETTERS

Database U.S. Federal

Application Number 85382615

Registration Number 4224167

Status CANCELLED

FILED AS USE APPLICATION USE APPLICATION - CURRENT

Status According to PTO (710) CANCELLED - SECTION 8

USPTO Status Date 17-MAY-2019

Application Date 27-JUL-2011

Revived/Reinstated 31-MAY-2012

Published 31-JUL-2012

Registration Date 16-OCT-2012

Cancellation Recorded 17-MAY-2019

OG Cancellation 25-JUN-2019

Cancellation Section 8

International Class(es) 35 (Advertising and business services)

Goods and Services (INT. CL. 35) ON-LINE RETAIL GIFT SHOPS

International Class International Class: 35

First Used: 22-JUL-2011 In Commerce: 22-JUL-2011

Registrant BEDNAR HOLDINGS, LLC DBA ITZZE

OHIO LIMITED LIABILITY CO. 4034 PRINCE GEORGE LANE NEW ALBANY, OHIO 43054

Owner at Publication BEDNAR HOLDINGS, LLC DBA ITZZE

OHIO LIMITED LIABILITY CO. 4034 PRINCE GEORGE LANE NEW ALBANY, OHIO 43054

Applicant BEDNAR HOLDINGS, LLC DBA ITZZE

OHIO LIMITED LIABILITY CO. 4034 PRINCE GEORGE LANE NEW ALBANY, OHIO 43054

Correspondent Info BEDNAR HOLDINGS, LLC

BEDNAR HOLDINGS, LLC 4034 PRINCE GEORGE LN NEW ALBANY, OH 43054-8947

Design Codes 999999 NO CODES

History 17-MAY-2019 CANCELLED SEC. 8 (6-YR)

16-OCT-2017 COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED

16-OCT-2012 REGISTERED-PRINCIPAL REGISTER

31-JUL-2012 OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED

31-JUL-2012 PUBLISHED FOR OPPOSITION

11-JUL-2012 NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED 26-JUN-2012 LAW OFFICE PUBLICATION REVIEW COMPLETED 26-JUN-2012 APPROVED FOR PUB - PRINCIPAL REGISTER 21-JUN-2012 TEAS/EMAIL CORRESPONDENCE ENTERED

21-JUN-2012 CORRESPONDENCE RECEIVED IN LAW OFFICE

08-JUN-2012 ASSIGNED TO LIE

31-MAY-2012 NOTICE OF REVIVAL - E-MAILED

30-MAY-2012 TEAS RESPONSE TO OFFICE ACTION RECEIVED

30-MAY-2012 PETITION TO REVIVE-GRANTED

30-MAY-2012 TEAS PETITION TO REVIVE RECEIVED

22-NOV-2011 NOTIFICATION OF NON-FINAL ACTION E-MAILED

22-NOV-2011 NON-FINAL ACTION E-MAILED

22-NOV-2011 NON-FINAL ACTION WRITTEN

17-NOV-2011 ASSIGNED TO EXAMINER

01-AUG-2011 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM

30-JUL-2011 NEW APPLICATION ENTERED IN TRAM

DISCOVER THE DESERT YOU NEVER KNEW.

Trademark DISCOVER THE DESERT YOU NEVER KNEW.

Design Type BLOCK LETTERS

Database U.S. Federal

Application Number 78769613

Registration Number 3246502

Status CANCELLED

FILED AS USE APPLICATION USE APPLICATION - CURRENT

Status According to PTO (710) CANCELLED - SECTION 8

USPTO Status Date 03-JAN-2014

Application Date 08-DEC-2005

Published 13-MAR-2007

Registration Date 29-MAY-2007

Cancellation Recorded 03-JAN-2014

OG Cancellation 11-FEB-2014

Cancellation Section 8

International Class(es) 35 (Advertising and business services)

Goods and Services (INT. CL. 35) PROMOTING ARIZONA, AND IN PARTICULAR THE GREATER PHOENIX AREA, AS A TOURIST DESTINATION AND AS A LOCATION FOR MEETINGS AND

CONVENTIONS

International Class International Class: 35

First Used: 18-OCT-2005 In Commerce: 18-OCT-2005

Registrant GREATER PHOENIX CONVENTION & VISITORS BUREAU

ARIZONA CORPORATION

SUITE 600

400 E. VAN BUREN STREET PHOENIX, ARIZONA 85004

Owner at Publication GREATER PHOENIX CONVENTION & VISITORS BUREAU

ARIZONA CORPORATION

SUITE 600

400 E. VAN BUREN STREET PHOENIX, ARIZONA 85004

Applicant GREATER PHOENIX CONVENTION & VISITORS BUREAU

ARIZONA CORPORATION

SUITE 600

400 E. VAN BUREN STREET PHOENIX, ARIZONA 85004

Filing Attorney KENNETH A. NELSON

Reference Number 0194925

Correspondent Info KENNETH A. NELSON

BRYAN CAVE LLP

2 N CENTRAL AVE STE 2200 PHOENIX, AZ 85004-0935

Design Codes 999999 NO CODES

History 03-JAN-2014 CANCELLED SEC. 8 (6-YR)

29-MAY-2007 REGISTERED-PRINCIPAL REGISTER
13-MAR-2007 PUBLISHED FOR OPPOSITION

21-FEB-2007 NOTICE OF PUBLICATION

30-JAN-2007 LAW OFFICE PUBLICATION REVIEW COMPLETED 26-JAN-2007 APPROVED FOR PUB - PRINCIPAL REGISTER 04-JAN-2007 TEAS/EMAIL CORRESPONDENCE ENTERED 04-JAN-2007 CORRESPONDENCE RECEIVED IN LAW OFFICE

04-JAN-2007 ASSIGNED TO LIE

29-NOV-2006 TEAS RESPONSE TO OFFICE ACTION RECEIVED

12-JUN-2006 NON-FINAL ACTION MAILED 12-JUN-2006 NON-FINAL ACTION WRITTEN 09-JUN-2006 ASSIGNED TO EXAMINER

13-DEC-2005 NEW APPLICATION ENTERED IN TRAM

ALL THE NEWS YOU NEVER KNEW THAT YOU NEVER NEEDED TO KNOW

Trademark ALL THE NEWS YOU NEVER KNEW THAT YOU NEVER NEEDED TO KNOW

Design Type WORD ONLY

Database U.S. Federal

Application Number 74574679

Registration Number 1936830

Status CANCELLED

FILED AS USE APPLICATION USE APPLICATION - CURRENT

Affidavit Section REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED

Affidavit Date 19-JAN-2006

Status According to PTO (710) CANCELLED - SECTION 8

USPTO Status Date 17-APR-2020

Application Date 16-SEP-1994

Published 29-AUG-1995

Registration Date 21-NOV-1995

OG Renewal 28-FEB-2006

Cancellation Recorded 17-APR-2020

OG Cancellation 26-MAY-2020

Renewed 21-NOV-2005

Cancellation Section 8

International Class(es) 16 (Paper goods and printed matter)

Goods and Services (INT. CL. 16) NEWSPAPER DEVOTED TO ODD AND INTERESTING STORIES

International Class International Class: 16

First Used: 1989 In Commerce: 1989

Post Registration Owner TIDBITS MEDIA, INC.

CORPORATION 1430 I-85 PARKWAY,

SUITE 235

MONTGOMERY, ALABAMA 36106

Registrant STEELE, CECELIA A.

UNITED STATES OF AMERICA INDIVIDUAL

P.O. BOX 1255

BILLINGS, MONTANA 59103

STEELE, DAVID L.

UNITED STATES OF AMERICA INDIVIDUAL

P.O. BOX 1255

BILLINGS, MONTANA 59103

Owner at Publication STEELE, CECELIA A.

UNITED STATES OF AMERICA INDIVIDUAL

700 GARNET AVENUE BILLINGS, MONTANA 59105

STEELE, DAVID L.

UNITED STATES OF AMERICA INDIVIDUAL

700 GARNET AVENUE BILLINGS, MONTANA 59105 Applicant STEELE, CECELIA A.

UNITED STATES OF AMERICA INDIVIDUAL

700 GARNET AVENUE

BILLINGS, MONTANA 59105

STEELE, DAVID L.

UNITED STATES OF AMERICA INDIVIDUAL

700 GARNET AVENUE BILLINGS, MONTANA 59105

Assignment Information Assignee:

TIDBITS MEDIA, LLC

LIMITED LIABILITY COMPANY

1430 I-85 PARKWAY

MONTGOMERY, ALABAMA 36106

Assignor:

STEELE, DAVID L.

UNITED STATES OF AMERICA INDIVIDUAL

Assignor:

STEELE, CECILIA A.

UNITED STATES OF AMERICA INDIVIDUAL

Correspondent:

BROWNING BUSHMAN P.C.

C. JAMES BUSHMAN

5718 WESTHEIMER, SUITE 1800

HOUSTON, TEXAS 77057

Brief: ASSIGNS THE ENTIRE INTEREST

Signed: 09-AUG-2002 **Recorded:** 27-AUG-2002 **Reel/Frame:** 2579/0593

Assignee:

TIDBITS MEDIA, INC.

CORPORATION

1430 I-85 PARKWAY,

SUITE 235

MONTGOMERY, ALABAMA 36106

Assignor:

TIDBITS MEDIA, L.L.C.

LIMITED LIABILITY COMPANY

Correspondent:

NICOLE M. MEYER

1901 L STREET, N.W.

SUITE 800

WASHINGTON, DC 20036

Brief: NUNC PRO TUNC ASSIGNMENT EFFECTIVE 09242002

Signed: 10-JAN-2005 **Recorded:** 12-JAN-2006 **Reel/Frame:** 3226/0454

Correspondent Info NICOLE M. MEYER

DICKINSON WRIGHT PLLC

SUITE 1200

1875 EYE STREET, N.W. WASHINGTON DC 20006

History 17-APR-2020 CANCELLED SEC. 8 (10-YR)/EXPIRED SECTION 9

05-NOV-2008 TEAS CHANGE OF CORRESPONDENCE RECEIVED

15-JUN-2007 CASE FILE IN TICRS

23-MAY-2007 TEAS CHANGE OF CORRESPONDENCE RECEIVED

19-JAN-2006 REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)

19-JAN-2006 REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED

19-JAN-2006 ASSIGNED TO PARALEGAL

30-JUN-2005 REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED

30-JUN-2005 REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED

30-JUN-2005 TEAS SECTION 8 & 9 RECEIVED

21-AUG-2001 REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.

16-JUL-2001 REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED

21-NOV-1995 REGISTERED-PRINCIPAL REGISTER

29-AUG-1995 PUBLISHED FOR OPPOSITION

28-JUL-1995 NOTICE OF PUBLICATION

05-JUN-1995 APPROVED FOR PUB - PRINCIPAL REGISTER

16-FEB-1995 EXAMINER'S AMENDMENT MAILED

07-FEB-1995 ASSIGNED TO EXAMINER

THINGS YOU NEVER KNEW EXISTED...

Trademark THINGS YOU NEVER KNEW EXISTED...

Design Type WORD ONLY

Database U.S. Federal

Application Number 74295168

Registration Number 1788111

Status CANCELLED

FILED AS USE APPLICATION USE APPLICATION - CURRENT

Affidavit Section REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED

Affidavit Date 18-JUN-2003

Status According to PTO (710) CANCELLED - SECTION 8

USPTO Status Date 12-FEB-2016

Application Date 17-JUL-1992

Published 25-MAY-1993

Registration Date 17-AUG-1993

OG Renewal 29-JUL-2003

Cancellation Recorded 12-FEB-2016

OG Cancellation 22-MAR-2016

Renewed 17-AUG-2003

Cancellation Section 8

International Class(es) 16 (Paper goods and printed matter)

Goods and Services (INT. CL. 16) MAIL ORDER CATALOGS FOR GENERAL MERCHANDISE AND NOVELTY

PRODUCTS

International Class International Class: 16

First Used: 01-JUL-1980 In Commerce: 01-JUL-1980

Registrant JOHNSON SMITH/THE LIGHTER SIDE CO. DBA JOHNSON SMITH COMPANY

FLORIDA CORPORATION 4514 19TH ST. CT. EAST BRADENTON, FLORIDA 34203

Owner at Publication JOHNSON SMITH/THE LIGHTER SIDE CO. DBA JOHNSON SMITH COMPANY

FLORIDA CORPORATION 4514 19TH ST. CT. EAST BRADENTON, FLORIDA 34203

Applicant JOHNSON SMITH/THE LIGHTER SIDE CO.

FLORIDA CORPORATION 4514 19TH ST. CT. EAST BRADENTON, FLORIDA 34203

Correspondent Info KIM BOYD

JOHNSON SMITH/THE LIGHTER SIDE CO

4514 19TH ST CT E BRADENTON FL 34203

History 12-FEB-2016 CANCELLED SEC. 8 (10-YR)/EXPIRED SECTION 9

25-SEP-2007 CASE FILE IN TICRS

18-JUN-2003 REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS) 18-JUN-2003 REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED 18-APR-2003 REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED

18-APR-2003 PAPER RECEIVED

30-SEP-1999 REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.

03-MAY-1999 REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED

17-AUG-1993 REGISTERED-PRINCIPAL REGISTER 25-MAY-1993 PUBLISHED FOR OPPOSITION

23-APR-1993 NOTICE OF PUBLICATION

12-MAR-1993 APPROVED FOR PUB - PRINCIPAL REGISTER 08-FEB-1993 CORRESPONDENCE RECEIVED IN LAW OFFICE

07-OCT-1992 NON-FINAL ACTION MAILED 18-SEP-1992 ASSIGNED TO EXAMINER

YOU NEVER KNOW WHAT A FRIEND REQUEST CAN LEAD TO

Trademark YOU NEVER KNOW WHAT A FRIEND REQUEST CAN LEAD TO

Design Type BLOCK LETTERS

Database U.S. Federal

Application Number 85652335

Registration Number 4279804

Status CANCELLED

FILED AS USE APPLICATION
USE APPLICATION - CURRENT

Status According to PTO (710) CANCELLED - SECTION 8

USPTO Status Date 23-AUG-2019

Application Date 14-JUN-2012

Published 06-NOV-2012

Registration Date 22-JAN-2013

Cancellation Recorded 23-AUG-2019

OG Cancellation 01-OCT-2019

Cancellation Section 8

International Class(es) 9 (Electrical and scientific apparatus)

Goods and Services (INT. CL. 9) COMPUTER APPLICATION SOFTWARE FOR MOBILE PHONES, NAMELY,

SOFTWARE FOR ENABLING UPLOADING, POSTING, SHOWING, DISPLAYING, TAGGING, BLOGGING, SHARING OR OTHERWISE PROVIDING ELECTRONIC MEDIA OR INFORMATION IN THE FIELDS OF VIRTUAL COMMUNITIES, ENTERTAINMENT,

AND GENERAL INTEREST WITH THIRD PARTIES

International Class International Class: 09

First Used: 01-APR-2011 In Commerce: 01-JUN-2011

Registrant FRIENDTHEM LLC

NEW YORK LIMITED LIABILITY CO.

70 WEST 83RD, #2B

NEW YORK, NEW YORK 10024

Owner at Publication FRIENDTHEM LLC

NEW YORK LIMITED LIABILITY CO.

70 WEST 83RD, #2B

NEW YORK, NEW YORK 10024

Applicant FRIENDTHEM LLC

NEW YORK LIMITED LIABILITY CO.

70 WEST 83RD, #2B

NEW YORK, NEW YORK 10024

Filing Attorney DOUGLAS R. HUME

Correspondent Info DOUGLAS R. HUME

2960 PONDEROSA CIR

THOUSAND OAKS, CA 91360-6333

Design Codes 999999 NO CODES

History 23-AUG-2019 CANCELLED SEC. 8 (6-YR)

22-JAN-2018 COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED

22-JAN-2013 REGISTERED-PRINCIPAL REGISTER

06-NOV-2012 OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED

06-NOV-2012 PUBLISHED FOR OPPOSITION

17-OCT-2012 NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED

27-SEP-2012 APPROVED FOR PUB - PRINCIPAL REGISTER

27-SEP-2012 ASSIGNED TO EXAMINER

22-JUN-2012 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM

18-JUN-2012 NEW APPLICATION ENTERED IN TRAM

YOU NEVER KNOW WHERE YOUR CONVERSATIONS WILL GO

Trademark YOU NEVER KNOW WHERE YOUR CONVERSATIONS WILL GO

Design Type BLOCK LETTERS

Database U.S. Federal

Application Number 77765021

Registration Number 3823024

Status CANCELLED

Intent to Use - Filed

USE APPLICATION - CURRENT

Status According to PTO (710) CANCELLED - SECTION 8

USPTO Status Date 24-FEB-2017

Application Date 22-JUN-2009

Published 08-SEP-2009

Registration Date 20-JUL-2010

Cancellation Recorded 24-FEB-2017

OG Cancellation 04-APR-2017

Cancellation Section 8

International Class(es) 28 (Toys and sporting goods)

Goods and Services (INT. CL. 28) PARLOR GAMES

International Class International Class: 28

First Used: 05-APR-2010 In Commerce: 05-APR-2010

Registrant PRIORITIZE, LLC

ARIZONA LIMITED LIABILITY CO.

7020 E. FRIESS DRIVE

SUITE 125

SCOTTSDALE, ARIZONA 85254

Owner at Publication PRIORITIZE, LLC

ARIZONA LIMITED LIABILITY CO.

7020 E. FRIESS DRIVE

SUITE 125

SCOTTSDALE, ARIZONA 85254

Applicant PRIORITIZE, LLC

ARIZONA LIMITED LIABILITY CO.

7020 E. FRIESS DRIVE

SCOTTSDALE, ARIZONA 85254

Filing Attorney JOHN TITUS

Reference Number 45466-314

Correspondent Info JOHN D. TITUS

HARTMAN TITUS PLC

SUITE 205

7114 E. STETSON DR. SCOTTSDALE AZ 85251-3250

Design Codes 999999 NO CODES

History 24-FEB-2017 CANCELLED SEC. 8 (6-YR)

20-JUL-2015 COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED

21-APR-2011 TEAS CHANGE OF CORRESPONDENCE RECEIVED

20-JUL-2010 REGISTERED-PRINCIPAL REGISTER

15-JUN-2010 NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED

12-JUN-2010 LAW OFFICE REGISTRATION REVIEW COMPLETED

11-JUN-2010 ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED

22-APR-2010 STATEMENT OF USE PROCESSING COMPLETE

06-APR-2010 USE AMENDMENT FILED

22-APR-2010 CASE ASSIGNED TO INTENT TO USE PARALEGAL

06-APR-2010 TEAS STATEMENT OF USE RECEIVED

12-JAN-2010 TEAS CHANGE OF CORRESPONDENCE RECEIVED

01-DEC-2009 NOA MAILED - SOU REQUIRED FROM APPLICANT

08-SEP-2009 PUBLISHED FOR OPPOSITION

19-AUG-2009 NOTICE OF PUBLICATION

03-AUG-2009 LAW OFFICE PUBLICATION REVIEW COMPLETED

03-AUG-2009 ASSIGNED TO LIE

24-JUL-2009 APPROVED FOR PUB - PRINCIPAL REGISTER

24-JUL-2009 ASSIGNED TO EXAMINER

30-JUN-2009 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM

25-JUN-2009 NEW APPLICATION ENTERED IN TRAM

YOU NEVER KNOW WHAT'S OUT THERE

Trademark YOU NEVER KNOW WHAT'S OUT THERE

Cross References YOU NEVER KNOW WHAT IS OUT THERE

Design Type BLOCK LETTERS

Database U.S. Federal

Application Number 77386540

Registration Number 3492485

Status CANCELLED

FILED AS USE APPLICATION USE APPLICATION - CURRENT

Status According to PTO (710) CANCELLED - SECTION 8

USPTO Status Date 27-MAR-2015

Application Date 01-FEB-2008

Published 10-JUN-2008

Registration Date 26-AUG-2008

Cancellation Recorded 27-MAR-2015

OG Cancellation 05-MAY-2015

Cancellation Section 8

International Class(es) 36 (Insurance and financial services)

Goods and Services (INT. CL. 36) INSURANCE UNDERWRITING IN THE FIELD OF TRAVEL INSURANCE;

TRAVEL ASSISTANCE SERVICES, NAMELY, ARRANGING FOR PAYMENT FOR

EMERGENCY MEDICAL ASSISTANCE, EMERGENCY EXPENSES FOR

ACCOMMODATIONS AND MEALS AND ARRANGING FOR EMERGENCY FINANCIAL

ASSISTANCE FOR TRAVEL INSURANCE CUSTOMERS

International Class International Class: 36

First Used: 04-JAN-2008 In Commerce: 04-JAN-2008

Registrant AMERICAN INTERNATIONAL GROUP, INC.

DELAWARE CORPORATION

80 PINE STREET 13TH FLOOR

NEW YORK, NEW YORK 10005

Owner at Publication AMERICAN INTERNATIONAL GROUP, INC.

DELAWARE CORPORATION

70 PINE STREET

NEW YORK, NEW YORK 10270

Applicant AMERICAN INTERNATIONAL GROUP, INC.

DELAWARE CORPORATION

70 PINE STREET

NEW YORK, NEW YORK 10270

Filing Attorney MARK J. LISS

Reference Number 262236

Correspondent Info ELIZABETH PEARCE

AMERICAN INTERNATIONAL GROUP, INC.

13TH FLOOR 80 PINE STREET NEW YORK NY 10005

Design Codes 999999 NO CODES

History 27-MAR-2015 CANCELLED SEC. 8 (6-YR)

09-NOV-2010 APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE)

ENTERED

09-NOV-2010 TEAS CHANGE OF OWNER ADDRESS RECEIVED

26-AUG-2008 REGISTERED-PRINCIPAL REGISTER
10-JUN-2008 PUBLISHED FOR OPPOSITION

21-MAY-2008 NOTICE OF PUBLICATION

05-MAY-2008 LAW OFFICE PUBLICATION REVIEW COMPLETED

05-MAY-2008 ASSIGNED TO LIE

05-MAY-2008 APPROVED FOR PUB - PRINCIPAL REGISTER

28-APR-2008 ASSIGNED TO EXAMINER

25-MAR-2008 TEAS CHANGE OF CORRESPONDENCE RECEIVED

12-FEB-2008 TEAS AMENDMENT ENTERED BEFORE ATTORNEY ASSIGNED

12-FEB-2008 TEAS VOLUNTARY AMENDMENT RECEIVED

07-FEB-2008 NOTICE OF PSEUDO MARK MAILED 06-FEB-2008 NEW APPLICATION ENTERED IN TRAM Trademark YOU NEVER KNOW WHEN A BOTTLE WILL COME IN HANDY

Design Type WORD ONLY

Database U.S. Federal

Application Number 76102669

Registration Number 2597024

Status CANCELLED

Section 44(D) Intent to Use - Filed Section 44(d) Filed Section 44(e) Currently

Status According to PTO (710) CANCELLED - SECTION 8

USPTO Status Date 25-APR-2009

Application Date 03-AUG-2000

Published 30-APR-2002

Registration Date 23-JUL-2002

Cancellation Recorded 25-APR-2009

OG Cancellation 02-JUN-2009

Cancellation Section 8

International Class(es) 33 (Wines and spirits)

Goods and Services (INT. CL. 33) PREPARED ALCOHOLIC COCKTAILS, EXTRACTS OF SPIRITUOUS

LIQUORS, DISTILLED LIQUORS AND WINE

Registrant RAISIN SOCIAL LIMITED

UNITED KINGDOM CORPORATION LINDEN HOUSE 34 CROWHURST MEAD

GODSTONE RH9 8BF GB (UNITED KINGDOM)

Owner at Publication RAISIN SOCIAL LIMITED

UNITED KINGDOM CORPORATION

TRIPOD HOUSE

105-107 LANSDOWNE ROAD

CROYDON CR0 2BN GB (UNITED KINGDOM)

Applicant RAISIN SOCIAL LIMITED

UNITED KINGDOM CORPORATION

TRIPOD HOUSE

105-107 LANSDOWNE ROAD

CROYDON CR0 2BN GB (UNITED KINGDOM)

Foreign Application Claimed 2,234,357

Foreign Application Date 31-MAY-2000

Foreign Application United Kingdom

Country/Region

Foreign Registration Claimed 2234357

Foreign Registration Date 31-MAY-2000

Foreign Registration Expires 31-MAY-2010

Foreign Registration United Kingdom

Country/Region

Filing Attorney KEITH W. MEDANSKY, ESQ.

Correspondent Info KEITH W. MEDANSKY, ESQ.

PIPER MARBURY RUDNICK & WOLFE

CHICAGO IL 60664-0807

Domestic Representative PIPER MARBURY RUDNICK & WOLFE

History 25-APR-2009 CANCELLED SEC. 8 (6-YR)

30-OCT-2007 CASE FILE IN TICRS

05-JAN-2005 TEAS CHANGE OF OWNER ADDRESS RECEIVED

23-JUL-2002 REGISTERED-PRINCIPAL REGISTER

30-APR-2002 PUBLISHED FOR OPPOSITION

10-APR-2002 NOTICE OF PUBLICATION

27-NOV-2001 SEC. 44(D) CLAIM DELETED

18-SEP-2001 APPROVED FOR PUB - PRINCIPAL REGISTER

27-APR-2001 CORRESPONDENCE RECEIVED IN LAW OFFICE

30-JAN-2001 NON-FINAL ACTION MAILED

THE LAW FIRM TO KNOW IN NEW JERSEY

Trademark THE LAW FIRM TO KNOW IN NEW JERSEY

Design Type BLOCK LETTERS

Database U.S. Federal

Application Number 77574974

Registration Number 3612136

Status CANCELLED

FILED AS USE APPLICATION
USE APPLICATION - CURRENT

Status According to PTO (710) CANCELLED - SECTION 8

USPTO Status Date 04-DEC-2015

Application Date 20-SEP-2008

Published 10-FEB-2009

Registration Date 28-APR-2009

Cancellation Recorded 04-DEC-2015

OG Cancellation 12-JAN-2016

Cancellation Section 8

International Class(es) 45 (Personal, social and security services)

Goods and Services (INT. CL. 45) LEGAL SERVICES

International Class International Class: 45

First Used: 31-OCT-2003 In Commerce: 31-OCT-2003

Registrant MANDELBAUM, SALSBURG, GOLD, LAZRIS & DISCENZA, P.C. AKA MANDELBAUM

SALSBURG

NEW JERSEY CORPORATION 155 PROSPECT AVENUE

WEST ORANGE, NEW JERSEY 07052

Owner at Publication MANDELBAUM, SALSBURG, GOLD, LAZRIS & DISCENZA, P.C. AKA MANDELBAUM

SALSBURG

NEW JERSEY CORPORATION 155 PROSPECT AVENUE

WEST ORANGE, NEW JERSEY 07052

Applicant MANDELBAUM, SALSBURG, GOLD, LAZRIS & DISCENZA, P.C. AKA MANDELBAUM

SALSBURG

NEW JERSEY CORPORATION 155 PROSPECT AVENUE

WEST ORANGE, NEW JERSEY 07052

Filing Attorney GARY S. POPLASKI

Reference Number 999999-021

Correspondent Info GARY S. POPLASKI

MANDELBAUM SALSBURG 155 PROSPECT AVE STE 105 WEST ORANGE, NJ 07052-4298

Disclaims "LAW FIRM" AND "NEW JERSEY"

Design Codes 999999 NO CODES

History 04-DEC-2015 CANCELLED SEC. 8 (6-YR)

28-APR-2009 REGISTERED-PRINCIPAL REGISTER

10-FEB-2009 PUBLISHED FOR OPPOSITION

21-JAN-2009 NOTICE OF PUBLICATION

07-JAN-2009 LAW OFFICE PUBLICATION REVIEW COMPLETED

07-JAN-2009 ASSIGNED TO LIE

22-DEC-2008 APPROVED FOR PUB - PRINCIPAL REGISTER

22-DEC-2008 EXAMINER'S AMENDMENT ENTERED

22-DEC-2008 NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED

22-DEC-2008 EXAMINERS AMENDMENT E-MAILED

22-DEC-2008 EXAMINERS AMENDMENT -WRITTEN

21-DEC-2008 NOTIFICATION OF NON-FINAL ACTION E-MAILED

21-DEC-2008 NON-FINAL ACTION E-MAILED

21-DEC-2008 NON-FINAL ACTION WRITTEN

19-DEC-2008 ASSIGNED TO EXAMINER

24-SEP-2008 NEW APPLICATION ENTERED IN TRAM

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STATE RESULTS:

Currently Registered Similar State Trademark - Detail

CAKE PALATE DESIGNS, LLC "CONNOISSEUR OF SOPHISTICATED FLAVORS!" "THE FLAVORS YOU NEVER KNEW YOUR TASTE BUDS DESIRED!"

Trademark CAKE PALATE DESIGNS, LLC "CONNOISSEUR OF SOPHISTICATED FLAVORS!" "THE FLAVORS YOU NEVER KNEW YOUR TASTE BUDS DESIRED!"

Cross References CAKE PALATE DESIGNS LLC CONNOISSEUR OF SOPHISTICATED FLAVORS THE FLAVORS YOU NEVER KNEW YOUR TASTE BUDS DESIRED

Design Type WORD ONLY

Database U.S. State

Registered in OKLAHOMA

Registration Number 13057319

Status REGISTERED OK

Registration Date 24-JAN-2022

Expiry Date 26-JAN-2032

International Class(es) 35 (Advertising and business services)

Goods and Services THE COLORS FUCHSIA, TEAL AND PURPLE REPRESENT THE COMPANY COLORS AS

PART OF THE LOGO. "CONNOISSEUR OF SOPHISTICATED FLAVORS!", AND "FLAVORS YOU NEVER KNEW YOUR TASTE BUDS DESIRED!" ARE THE SLOGANS FOR THE BUSINESS. THE COMBINATION OF THE BUSINESS NAME, LOGO AND COLORS ALONG WITH THE SLOGAN IDENTIFY THE CAKE PALATE, DESIGNS LLC BUSINESS. GOOD AND SERVICES INCLUDE BUT NOT LIMITED TO, BAKED GOODS, CUSTOM CAKES, WEDDING CAKES, POUND CAKES, LOAFS, CUPCAKES, GLUTENFRIENDLY AND SUGAR-FREE GOODS, CAKE POPS, CHEESECAKES, CONFECTION ITEMS, AND OTHER MENU OFFERINGS. ADDITIONAL GOODS AND SERVICES INCLUDE BRANDING, MARKETING MATERIALS, WEB BASED ACTIVITY, SOCIAL MEDIA, EMAIL AND EMAIL SIGNATURES, LETTERHEAD, INVOICING, LABELING, FINANCIAL AND LEGAL DOCUMENTS WITH REGARDS TO OTHER PERTINENT BUSINESS ASPECTS INCLUDING INTELLECTUAL PROPERTY RIGHTS, AND LICENSURE.

Date First Use State 19-MAR-2016

Date First Use Anywhere 19-MAR-2016

Owner CAKE PALATE DESIGNS, LLC

LIMITED LIABILITY COMPANY

7121 E 100TH PL

TULSA, OKLAHOMA 74133

US (UNITED STATES OF AMERICA)

WE HAVE EVERYTHING YOUR NEVER KNEW YOU ALWAYS WANTED!

Trademark WE HAVE EVERYTHING YOUR NEVER KNEW YOU ALWAYS WANTED!

Cross References WE HAVE EVERYTHING YOUR NEVER KNEW YOU ALWAYS WANTED

Design Type WORD ONLY

Database U.S. State

Registered in WASHINGTON

Registration Number 54769

Status RENEWED WA

Registration Date 29-JUL-2011

International Class(es) 35 (Advertising and business services)

Goods and Services SALE OF FURNITURE AND OTHER ARTICLES

Date First Use State 01-JAN-2005

Date First Use Anywhere 01-JAN-2005

Owner SISTERS, INC. ANTIQUES AND COLLECTIBLES

WASHINGTON, CORPORATION

615 NW GILMAN BLVD.

ISSAQUAH, WASHINGTON 98027

Renewal Owner SISTERS, INC. ANTIQUES AND COLLECTIBLES

CORPORATION PO BOX 1612

WOODINVILLE, WASHINGTON 98072

Renewed: 13-JUL-2016

Manner of Display ADVERTISEMENTS, BUSINESS CARDS, SIGNS, SIGNAGE ON VEHICLE,
CORRESPONDENCE, WEBSITE, BLOG, ONLINE SITES, NEWSPAPER, MAGAZINE
ARTICLES, POSTERS, FLYERS

WE HAVE EVERYTHING YOU NEVER KNEW YOU ALWAYS WANTED!

Trademark WE HAVE EVERYTHING YOU NEVER KNEW YOU ALWAYS WANTED!

Design Type WORD ONLY

Database U.S. State

Registered in WASHINGTON

Registration Number 50827

Status REGISTERED WA

Registration Date 24-APR-2006

International Class(es) 20 (Furniture)

Official State Class(es) 20

Date First Use State JAN-2005

Owner SISTERS, INC. ANTIQUES AND COLLECTIBLES

WASHINGTON, CORPORATION

655 NW GILMAN BLVD.

ISSAQUAH, WASHINGTON 98027

Manner of Display USED IN ADVERTISEMENTS, BUSINESS CARDS, SIGNS, PRESS RELEASES,

NEWSPAPER/MAGAZINE ARTICLES, FLYERS, WEBSITE.

YOU NEVER KNOW WHERE THE WILD GOOSE GOES

Trademark YOU NEVER KNOW WHERE THE WILD GOOSE GOES

Design Type WORD ONLY

Database U.S. State

Registered in WISCONSIN

Registration Number 20220087490

Status REGISTERED WI

Registration Date 17-MAY-2022

Expiry Date 16-MAY-2032

International Class(es) 20 (Furniture)

42 (Scientific and technological services)

Goods and Services GOODS/SERVICES NOT LISTED

Date First Use State 06-JAN-2022

Date First Use Anywhere 06-JAN-2022

Owner KIMBERLY M MASSEY
SOLE PROPRIETOR
365 NAYMUT ST
MENASHA, WISCONSIN 54952

YOU NEVER KNOW WHEN YOU'RE GOING TO NEED A MEDICAL CENTER

Trademark YOU NEVER KNOW WHEN YOU'RE GOING TO NEED A MEDICAL CENTER

Cross References YOU NEVER KNOW WHEN YOU ARE GOING TO NEED A MEDICAL CENTER

Design Type WORD ONLY

Database U.S. State

Registered in IDAHO

Registration Number 28302

Status REGISTERED ID

Registration Date 14-FEB-2020

Expiry Date 14-FEB-2030

International Class(es) 5 (Pharmaceuticals)

44 (Medical, veterinary, agricultural and forestry services)

Goods and Services THE FULL RANGE OF SERVICES OFFERED AT A HOSPITAL OR OTHER MEDICAL

FACILITY, INCLUDING BUT NOT LIMITED TO SURGERY, MEDICAL

EVALUATION, CLINICAL CARE, PHARMACY, REHABILITATION, EMERGENCY CARE

AND MEDICAL REFERRAL.

Date First Use State 01-OCT-2019

Owner IDAHO WIRELESS CORPORATION

IDAHO, CORPORATION PO BOX 97 PAUL ANDERSON POCATELLO, IDAHO 83204

Manner of Display ADVERTISING AND PROMOTION OF MEDICAL SERVICES

YOU NEVER KNOW THE GAME SHOW

Trademark YOU NEVER KNOW THE GAME SHOW

Design Type WORD AND DESIGN

Database U.S. State

Registered in LOUISIANA

Registration Number 713043

Status REGISTERED LA

Registration Date 12-AUG-2019

Expiry Date 12-AUG-2029

International Class(es) 41 (Education and entertainment services)

Goods and Services EDUCATION & ENTERTAINMENT

Date First Use State 12-AUG-2019

Date First Use Anywhere 12-AUG-2019

Owner COREY J. GREEN 3056 ST. ANN STREET

NEW ORLEANS, LOUISIANA 70119

Design Phrase YOU NEVER KNOW THE GAME SHOW AND LOGO: YOU NEVER KNOW THE WORDS

UP TOP OF THE PAPER WITH THREE DICES UNDER THE WORDS YOU NEVER KNOW. THE GAME IN THE MIDDLE OF THE PAPER WITH THREE MORE DICES UNDER

THE GAME. WITH THE SHOW AT THE BOTTOM OF THE PAPER

YOU NEVER KNOW WHAT YOU'LL HEAR NEXT

Trademark YOU NEVER KNOW WHAT YOU'LL HEAR NEXT

Cross References YOU NEVER KNOW WHAT YOU WILL HEAR NEXT

Design Type WORD ONLY

Database U.S. State

Registered in MISSOURI

Registration Number S020043

Status REGISTERED MO

Registration Date 22-FEB-2016

International Class(es) 35 (Advertising and business services)

38 (Communications services)

Goods and Services PROMOTIONAL SLOGAN FOR RADIO BROADCASTING SERVICES

Date First Use State 27-JAN-2016

Date First Use Anywhere 27-JAN-2016

Owner HUBBARD RADIO ST. LOUIS, LLC LIMITED LIABILITY COMPANY 5415 UNIVERSITY AVENUE SAINT PAUL, MINNESOTA 55114

Tel.: 651-642-4336

Manner of Display OVER THE AIR & APPLIED TO VARIOUS PROMOTIONAL & ADVERTISING MATERIALS

RELATED TO APPLICANT'S RADIO BROADCASTING SERVICES

YOU NEVER KNOW WHAT YOU'LL HEAR NEXT

Trademark YOU NEVER KNOW WHAT YOU'LL HEAR NEXT

Cross References YOU NEVER KNOW WHAT YOU WILL HEAR NEXT

Design Type WORD ONLY

Database U.S. State

Registered in ILLINOIS

Registration Number 108833

Status REGISTERED IL

Registration Date 10-FEB-2016

International Class(es) 38 (Communications services)

Goods and Services RADIO STATION

Date First Use State 27-JAN-2016

Date First Use Anywhere 27-JAN-2016

Owner HUBBARD RADIO ST. LOUIS, LLC
DELAWARE, LIMITED PARTNERSHIP
3415 UNIVERSITY AVENUE
ST. PAUL, MINNESOTA 55114

Manner of Display PROMOTIONAL SLOGAN

COMMON LAW RESULTS:

Similar Company Names Listed in Common Law Business Name Database

Black People You Need to Know In New Jersey 856-533-0934
Books-Wholesale & Manufacturers
103 Sassafras Dr, Lumberton, NJ 08048

Did You Know Publishing 513-834-5349 Book PublishersPublishers 1 N Commerce Park Dr Ste 333, Cincinnati, OH 45215

Do You Know Him 904-259-9246 T-ShirtsClothing Stores Serving the FL Area

DO You Know Inc 320-220-5004 TruckingTrucking-Motor Freight 670 Cofield St S, Raymond, MN 56282

Do You Know the Catering Man 603-778-7700 Caterers 27 Greenleaf Dr, Exeter, NH 03833

DO You Know Who I AM Printing Company 281-895-0202 Printing ConsultantsComputer Printers & Supplies 14919 Stuebner Airline Rd, Houston, TX 77069

Everything You Never Knew You Wanted 210-687-6813 Fashion Designers Po box 701833, San Antonio, TX 78270

Expressions Knowing You

310-691-4570 School Supplies & ServicesEducational Materials 14855 Oka Rd, Los Gatos, CA 95032

I Know Who For You 855-280-1072 Advertising AgenciesAdvertising Specialties 3705 Ellison Rd NW Ste B1, Albuquerque, NM 87114

I Know You Like A Book 309-685-2665 Book Stores 4707 N Prospect Rd, Peoria Heights, IL 61616

If You Knew 212-300-4382
Beauty Salons-Equipment & Supplies-Wholesale & ManufacturersCosmetologists 114 Liberty St, New York, NY 10006

JamesWantsToKnowYou.com 323-366-0391 Human Resource Consultants West Hollywood, CA 90069

Just Sew You Know 970-723-8478 Sewing Instruction 176 Lafever St, Walden, CO 80480

Just Soy You Know Candles 916-215-9181 Candles 9181 Colonsay Way, Sacramento, CA 95829

Know Before You Buy 502-759-6355 Real Estate Inspection Service Serving the KY Area

Know Before You Buy 502-759-6355 Real Estate Inspection Service Serving the IN Area

Know Before You Go 929-328-1585 Funeral Supplies & Services Astoria, NY 11102

Know Before You Go 714-545-5669 Elementary SchoolsSchools 17821 17th St Ste 180, Tustin, CA 92780

Know Before You Go Corp 714-545-5669 Community Organizations 151 Kalmus Dr, Costa Mesa, CA 92626

Know Before You Go Inc 800-749-1993 Tourist Information & Attractions 800 International Dr, Orlando, FL 32819

Know the Truth About You 323-386-2882 Health & Wellness ProductsCommunity OrganizationsEducational Services 423 Thompson Ave #1, Glendale, CA 91201

Know You Can For Life 908-806-4699 Weight Control ServicesHealth & Fitness Program Consultants Flemington, NJ 08822

Knowing You Matter Inc 805-888-8100 Social Service Organizations 860 Pacific St, San Luis Obispo, CA 93401

Known You 661-360-3984 Seeds & Bulbs 26360 Ruether Ave, Santa Clarita, CA 91350

LetYouKnow, Inc. 844-873-8300 Personal Shopping Service 1511 3rd Ave Ste 601, Seattle, WA 98101

Lice Knowing You 206-654-5423 Medical ClinicsSchoolsChild Care 9725 SE 36th St Ste 100, Mercer Island, WA 98040 Lice Knowing You 425-379-5423 Beauty SalonsHair Supplies & Accessories 16030 Bothell Everett Hwy, Mill Creek, WA 98012

Lice Knowing You 253-835-4824 Pest Control Services 33710 9th Ave S, Federal Way, WA 98003

Lice Knowing You 877-670-5423 Pest Control Services 3003 Island Crest Way Ste 1, Mercer Island, WA 98040

Lice Knowing You 480-275-6469 Hair Supplies & AccessoriesBeauty Salons 21819 N Scottsdale Rd Ste 115, Scottsdale, AZ 85255

Lice Knowing You 480-275-6469 Directions Hair Supplies & Accessories 8585 E Hartford Dr, Scottsdale, AZ 85255

Lice Knowing You 206-232-4824 Wigs & Hair Pieces 13620 NE 20th St, Bellevue, WA 98005

Lice Knowing You 503-239-5423 Medical Clinics, Clinics 1125 SE Madison St, Portland, OR 97214

Lice Knowing You Inc 503-574-4824 Child Care Supplies, Pest Control Services, Health & Welfare Clinics 8225 SW Cirrus Dr, Beaverton, OR 97008

Life As You Know It Corp 323-451-3125 Advertising Agencies 3559 W Manchester Blvd, Inglewood, CA 90305 Make You Known Marketing 508-737-1095 Advertising Agencies 50 Birchill Rd, Centerville, MA 02632

Never Knew 910-443-4100 Furniture Designers & Custom Builders 2101 Market Street, Wilmington, NC 28403

Never Know Shop 563-875-0176 Consignment Service 613 1 2 16 Ave Se, Dyersville, IA 52040

Never Know Thrift Store 562-912-7117 Second Hand DealersThrift Shops 1850 E Pacific Coast Hwy, Long Beach, CA 90806

Never Knows Best Films 408-833-4487 85 Kingston Ave, Brooklyn, NY 11213 Film Production

Now That You Know Foundation Inc 858-488-0274 Foundations-Educational, Philanthropic, Research 827 Allerton Ct, San Diego, CA 92109

Now You Know Investigations 402-596-2880 Private Investigators & Detectives 7551 Main St Ste 216, Omaha, NE 68127

Now You Know Limo 614-446-5256 Wedding Supplies & Services Columbus, OH 43232

SEO You Should Know 650-504-9148 Marketing Consultants Serving the CA Area

Shoelaces You Never Tie 717-393-0061

Shoe RepairShoe DyersShoe Stores 1099A Landis Valley Rd, Lancaster, PA 17601

Shoelaces You Never Tie 717-393-0061 Shoe RepairShoe DyersShoe Stores PO Box 1099, Lancaster, PA 17608

Show What You Know Pub A Div 614-764-1211 Publishing ConsultantsBook PublishersPublishers 6344 Nicholas Dr, Columbus, OH 43235

Show You What I Know Music 573-438-3786 13587 N State Highway 21, Cadet, MO 63630 Music Production

That Guy You Know PC Repair 708-365-8495
Computer Software & ServicesComputer Network Design & SystemsComputer System Designers & Consultants
Bridgeview, IL 60455

The Never Know Shop 563-875-0176 Clothing Stores 613 16th Ave SE, Dyersville, IA 52040

The Truth Like You Never Seen Before 618-398-8873 Labor Organizations 1410 3rd Ave, Fairview Heights, IL 62208

Things You Never Knew Existed 800-843-0762 SouvenirsT-Shirts 4514 19th Street Ct E, Bradenton, FL 34203

U Never Know Repair 608-439-3385 Auto Repair & Service 307 W Grove St, South Wayne, WI 53587

You Better Know It Cafe 832-409-5571

Coffee Shops 3111 Anita St, Houston, TX 77004

You Didn't Know (YDK) INC. 832-353-8378 InvestmentsLogisticsRestaurant Management & Consultants 4122 Tiffany Dr, Houston, TX 77045

You Don't Know Jersey don@youdontknowjersey.com Publication New Jersey

You Know I Got IT 508-264-9794 Research Services 850 Pleasant St, New Bedford, MA 02740

You Know Its You Fashion 281-918-0636 Retail 8222 N Highway 146, Baytown, TX 77523

You Know Graphics 805-487-1481 Commercial ArtistsGraphic Designers 220 W 7th St, Oxnard, CA 93030

You Know Uno 479-571-8661 Bar & GrillsRestaurantsTaverns 326 N West Ave, Fayetteville, AR 72701

You Know Us Auto Glass 801-298-7701 Plate & Window Glass Repair & ReplacementGlass-Auto, Plate, Window, EtcMirrors 343 N Main St, Bountiful, UT 84010

You Know What Inc 469-906-5228 Motion Picture Film Services Video Production Services-Commercial 8700 Ambassador Row, Dallas, TX 75247

You Know Where 919-247-0548 Clubs 815 Shannon dr., Fayetteville, NC 28303 You Know Whose Pub 207-873-5255 Brew PubsBarsRestaurants 55 Concourse E, Waterville, ME 04901

You Need to Know 803-748-9293 Advertising-Broadcast & Film 1717 Gervais St, Columbia, SC 29201

You Need To Know, People 770-460-5995 Guide Service 115 Windsor Cir, Fayetteville, GA 30215

You Never Know 228-591-1152 Thrift Shops 11710 Highway 57, Vancleave, MS 39565

You Never Know 334-785-5496 Ceramics-Equipment & Supplies 5 Grove St, Headland, AL 36345

You Never Know 941-794-5200 Thrift Shops 5527 Manatee Ave W, Bradenton, FL 34209

You Never Know Show 773-495-4554 Entertainment Venue 1225 W Belmont Ave, Chicago, IL 60657

You Never Know Variety 706-245-1015 Discount Stores Variety Stores 132 Lee St, Royston, GA 30662

You never Know Who 203-249-5853 Charities 24 Saint Claire Ave, Old Greenwich, CT 06870

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Domain Name Search

As of March 21, 2025, The InterNIC Registration Services reported the following registration information:

A domain name can be up to 26 characters long -- including the characters used to identify the Top Level

(.NET, .COM, .ORG, .INFO, .BIZ, .US). The domain must consist only of letters, numbers and dashes (-

Domain name lookup for: YOUNEVERKNEWJERSEY.COM youneverknewjersey.com is available

Domain name lookup for: YOUNEVERKNEWJERSEY.NET youneverknewjersey.net is available

Domain name lookup for: YOUNEVERKNEWJERSEY.ORG youneverknewjersey.org is available

Domain name lookup for: YOUNEVERKNEWJERSEY.INFO youneverknewjersey.info is available

Domain name lookup for: YOUNEVERKNEWJERSEY.BIZ youneverknewjersey.biz is available

Domain name lookup for: YOUNEVERKNEWJERSEY.US youneverknewjersey.us is available

Social Media Name Search

As of March 21, 2025, following is a list of various Social Networking and Social Bookmarking outlets researched for the username: **YOUNEVERKNEWJERSEY**

The following outlets are available:

500px
Abouto
About.me
AngelList
Aviary
Badoo
Bandcamp
Basecamp
Behance
BitBucket
Bit.ly
olip.fm
plip.tv
Blinklist
Blogger
BuzzFeed
Buzznet
Cafe Mom
CashMe
Canva
Codecademy

Designspiration
deviantART
Disqus
Dribbble
Etsy
EyeEm
Flavors.me
Flickr
Flipboard
FollowId
Foodspotting
Fotolog
Foursquare
Geeklist
GetSatisfaction
Github
GogoBot
Good Reads
GooglePlus
Gravatar

CodeMentor

Coderwall

Coinbase

Crokes

ColourLovers

Creative Market

Instagram			
Instructables			
Kaboodle			
Keybase			
Kik			
Kongregate			
last.fm			
LinkedIn			
LiveJournal			
Meetup			
Migme			
Milverse			
Minecraft			
MixCloud			
MySpace			
Newgrounds			
OkCupid			
Pandora			
PayPal			
Pastebin			
Patreon			

Gumroad

HubPages

Houzz

IFTTT

iFunny

Imgur

Scribd
Shopify
Slack
Smashcast
SoundCloud
Soup.io Soup.io
Spotify
Steam
StreamMe
StumbleUpon
Team Treehouse
Technorati
Telegram
Tracky
Trakt
Trip
TripAdvisor
Tripit
tsu
Tumblr

Plancast

Plenty of Fish

ProductHunt

Quora

Rdio

Roblox

Twitpic
UStream
Venmo
Viddler
Vimeo
Vk
Vine
Wattpad
WeFollow
Webcred.it
Wikia
Wikipedia
Wishlistr
Witty
Wordpress
XFire
Yelp
Younow
YouTub
The following outlets are unavailable:
Ask FM
Contently
DailyMotion
Ebay

Ello
Facebook
Fanpop
Fiverr
Hackernews
Medium
Mix
Photobucket
Pinterest
Reddit
ReverbNation
Slideshare
TikTok
Twitch
Twitter
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World Wide Web Search

The following web sites were retrieved:

https://www.youdontknowjersey.com/

You Don't Know Jersey Publication about New Jersey

Email: don@youdontknowjersey.com

https://aweekend.in/new-jersey/new-jersey-best-kept-secrets-attractions/
Refers to: New Jersey's Best Kept Secrets: The 12 Coolest Attractions You Never Knew Existed

Article title

Written By James Stephens

Date: June 28, 2024

https://wobm.com/10-weird-facts-you-probably-never-knew-about-new-jersey/

Refers to: 10 Weird Facts You Probably Never Knew About New Jersey

Article title

Written by: Shawn Michaels Date: January 23, 2025

https://nj1015.com/10-real-facts-you-never-knew-about-new-jersey/

Refers to: 10 REAL facts you never knew about New Jersey

Article title

Written by: Judi Franco Date: June 27, 2017



Brand Standards





ABOUT THIS GUIDE

These brand standards were developed as a method for implementing and protecting the visual identity of the New Jersey Highlands. It is important to consult with and follow the enclosed guidelines to maintain the integrity of the brand. Departure from the established brand standards poses significant risks, including the potential to undermine credibility and erode trust within your community. It is imperative to maintain consistency in brand messaging and design to uphold your brand's reputation and foster strong connections with your audience.

If you need any additional information or guidance, please contact:

Maryjude Haddock-Weiler

PP/AICP Planning Manager maryjude.haddock-weiler@highlands.nj.gov Phone: (908) 879-6737 ext. 110

Fax: (908) 879-4205

New Jersey Highlands Council

100 North Road (Route 513) Chester, NJ 07930-2322 www.nj.gov/njhighlands

FILE TYPES, COLOR PROFILES & HOW TO USE THEM

The logo suite and PANTONE® color palette provided for the New Jersey Highlands will contain several different file types and color profiles you will need to implement your brand. See explanations below to gain a better understanding of the file types and color profiles provided to properly use each asset and maintain the integrity of your brand.

File Types:

PNG

Primarily used for web graphics, logos, charts, and illustrations. This file is the only type with a transparent background and typically has a larger file size.

JPG / JPEG

Primarily used for web graphics and photography. This file must have a background and typically has a smaller file size.

PDF

Primarily used for printing. This file is best for printing high-quality documents.

AI / SVG / EPS

Used for anything that requires a vector-based graphic. A vector is infinitely scalable without running the risk of losing image quality. This file is best for large format projects like billboards and digital boards.

Color Profiles:

HEX

Used to design websites, this code uses a combination of numbers and letters to communicate color values to web-building applications.

CMYK

Used for print materials, these color values represent the 4-Color printing process. Each number corresponds to a Cyan, Magenta, Yellow, and Black color value.

RGB

Used for digital materials, these color values represent a combination of Red, Green, and Blue. This profile is best when colors are being viewed on a digital screen such as a computer or TV.

LOGO USAGE GUIDELINES

The following guidelines illustrate the proper use of the New Jersey Highlands logo.



PRIMARY LOGO

The lockup of the logo with the tagline underneath is the preferred logo, and should be used in most circumstances.



LOGO (WITHOUT TAGLINE)

This logo may also be used without the tagline. This is generally recommended when the tagline is being used as a headline or graphic element in the same design in which the logo appears or when space is limited.



ICON

The icon should be used when the primary logo's size is too large for the space it will occupy. The icon can also be used as a standalone design element or identifier.



LOGO SAFE AREA

No other object should be placed within the safe area around the logo. The safe area is an area identified by the height of the 'H' in Highlands.





1-COLOR VERSIONS

The 1-color version of the logo should be used in circumstances where a limited palette is required, or when the logo is printed in black and white.

LOGO USAGE GUIDELINES

The following guidelines illustrate the proper use of the New Jersey Highlands logo.

















CO-BRANDING

Clear space should be doubled from the normal value to avoid being in close proximity to the other brand mark. Use a rule to create additional separation if needed. The New Jersey Highlands logo should be positioned first in the lineup of logos whenever feasible. The New Jersey Highlands logo should be displayed at a size proportionate to the other logo.

COUNTY LOGOS

A county logo may be used when the content or project specifically relates to initiatives, programs, or partnerships that involve the county government or represent a county-level effort within the New Jersey Highlands region.

LOGO USAGE GUIDELINES

The following guidelines illustrate the proper use of the New Jersey Highlands logo.







you never Knew Fersey.

COUNTY TOURISM LOCKUP

The minimum clear space between both logos must be doubled. This prevents visual crowding and maintains brand integrity.

A vertical rule equal to the height of the New Jersey Highlands county logo must be used to create a clear, intentional separation between the two brand marks. This rule serves as a visual boundary.

Both logos must be scaled proportionally to one another. Neither mark should overpower the other; visual balance is essential.

The official tagline should be centered vertically on the rule, maintaining a distance equal to 3x the height of the "NEW JERSEY" logotype.

IMPROPER USE OF LOGOS

The following are examples of improper modifications of the New Jersey Highlands logo that may violate the integrity of the brand. Please follow all guidelines herein when using the New Jersey Highlands logo or any partner/department logos. If you are unsure if a desired use is allowed, reach out to the contact listed on page 2.



DO NOT use any unofficial colors or any combination of colors different than those in the official color palette.



DO NOT try to recreate this logo. Use only the artwork provided. It should not be typeset or replaced with any other font.



DO NOT change the proportions of the logo.



DO NOT add unofficial copy or graphics within the safe area.



DO NOT alter the opacity of the logo or use behind text.



DO NOT change the orientation of any portion of the logo.



DO NOT delete, add or adjust any element of the logo.



DO NOT feature the logo on a color, background or image that makes it difficult to read.



DO NOT alter the logo for any other unapproved entity.

COLOR PALETTE

The color palette provides a guide for keeping a consistent color scheme within the brand. Consult the color palette shown below and work closely with professional printing services to ensure proper colors are used. The palette is intended to enhance the development of a cohesive brand. All designs should rely primarily (exclusively if at all possible) on the colors within the palette.



Keep in Mind:

The PANTONE® swatches above and their HEX/CMYK/RGB breakdowns are an accurate representation of your brand colors. Every design software has its own color management system that may cause the values to vary or appear incorrect. Use the color breakdown that best suits your design software and matches the swatches to keep your colors as accurate as possible.

TYPEFACES

Files have been provided in a variety of formats that allow use of the New Jersey Highlands logo without purchasing typefaces.

The logo itself is considered a piece of artwork and should not be changed. However, if additional customizations are made to the logo, such as adding an event name, it will be necessary to purchase the appropriate license for the typeface. Note: some typefaces may be available for use through any existing Adobe CC subscription that the city marketing department has.

Semplicita Pro

Semibold Primary Headline Font

Adobe Jenson Pro

Display Alternate Headline Font

Semplicita Pro

Light Primary Body Copy

Fave Script Pro

Variable Weights Tagline Base Font

Montserrat

Variable Weights Universal Web Font 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890 ABCDEFGHIJKLMNOPQRSTUVWXY2 abcdefghijklmnopqrstuvwxyz

1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

BRAND NARRATIVE

The New Jersey Highlands Brand Narrative uses emotional language to establish the written character of the brand. Stakeholders throughout the community should be encouraged to use all or some of the copy as-is when describing the New Jersey Highlands community or the relationship of New Jersey Highlands to an organization, event, or business. This narrative can also be used to guide the tone of new copy.

The Jersey You Never Knew

You think you know Jersey. What if we told you that you've only scratched the surface?

Just 40 miles west of Manhattan, the skyline fades, and something softer takes shape – rolling forests, mirror-still lakes, and winding backroads that lead not just to places, but to a new state of mind. This is the New Jersey Highlands, a region stretching across seven rugged and beautiful counties in New Jersey's north. And it's nothing like you expected.

This is a place of new discoveries – where water, nature, history, and culture converge in unfiltered, unhurried form. Where every turn invites a surprise. Where the familiar becomes unfamiliar and the unfamiliar becomes a source of wonder. Where you trade assumptions for awe.

Start with water. After all, we did. Water was the genesis of this place, and it's everywhere here; rushing, gliding, sparkling. Hidden waterfalls, ancient rivers, and still lakes shaped by the most valuable resource in the world – time. Paddle the quiet corners of Lake Hopatcong or trace the remnants of the Morris Canal, once a marvel of 19th-century engineering. Lose track of time along the banks of the Musconetcong or watching herons glide through the Great Swamp. These waters don't just reflect the trees above – they reflect you, too, a little more at ease, a little more at peace.

Venture into our protected nature, and you'll find yourself truly immersed. Towering hardwoods line ridgelines and valleys. Footpaths wind through state parks and forgotten woodlands, where every overlook feels like a secret, and every bend in the trail opens into possibility. Here, nature isn't an amenity, it's the main event. This isn't just a walk in the woods. It's a journey through some of the most ecologically rich watersheds on the East Coast.

And while nature may lead the way, history runs deep beneath it. The Highlands are steeped in Revolutionary stories, if you know where to look. In the forests where Washington's troops once marched. Along the stone-lined roads of charming boroughs and townships that once changed the course of a young country. From the region's largest town of Morristown to smaller townships and boroughs like Ringwood, Waterloo, Mahwah, and Hackettstown: these aren't just historic sites, they're invitations to walk in the footsteps of giants. As the nation approaches its 250th birthday, these places remind us of how it all began.

Culture here doesn't shout. It hums. It rises in music drifting from a festival or Main Street celebration, in roadside farm stands offering still-warm pies, and in the flicker of a neon sign at a roadside classic like Hot Dog Johnny's. Explore quaint communities where antique shops meet trendy boutiques, where diner breakfasts turn into hours-long conversations, and where makers, brewers, and musicians pour passion into every detail. It's the kind of culture that's best experienced slowly – with curiosity and an open heart.

BRAND NARRATIVE

The New Jersey Highlands Brand Narrative uses emotional language to establish the written character of the brand. Stakeholders throughout the community should be encouraged to use all or some of the copy as-is when describing the New Jersey Highlands community or the relationship of New Jersey Highlands to an organization, event, or business. This narrative can also be used to guide the tone of new copy.

And then there's the food. Not just the farm-to-table kind, but the field-to-fork, orchard-to-bottle, dirt-under-the-nails kind. Pick apples on crisp autumn mornings. Stroll sunflower fields in late summer. Taste honey from local hives. Whether you're sipping small-batch wine overlooking the vines or savoring the sweetest tomatoes grown on the East Coast, the Highlands feeds more than your appetite – it feeds your spirit.

And when the day winds down, rest comes easy here. The Highlands offers places to stay that are as varied as the landscape itself – from luxurious escapes like Crystal Springs Resort or the elegantly reimagined Pendry Natirar, to cozy inns tucked into hillsides, and rustic cabins that bring you closer to the stars. Whether you're seeking indulgence or simplicity, you'll find your retreat among the trees, with the sounds of nature as your lullaby.

The New Jersey Highlands Region is a reminder that you never knew Jersey – at least not like this. A green haven of protected lands and free-range ideas. A place that defies assumptions and invites exploration.

So take the drive. Take the detour. Take your time. Because around here, we know the best parts of New Jersey can't be summed up on a bumper sticker, and won't be found on a reality TV show. They aren't seen on congested highways, but wide-open rivers. They aren't loud and in-your-face, but peaceful and along-for-the-ride. This is the Jersey you never knew. Consider this your invitation to come and get acquainted.



My BrandPrint is Complete. Now What?

Steps leading to brand rollout: How to get started and set yourselves up for momentum and longevity

You may tackle these by month or by quarter. Depending on resources, you may find that it may take the full First Quarter to accomplish the tasks listed under Month 1 instead of only a month. Either is fine.



Choose a leader.

Even if you choose to form a committee to guide implementation, there needs to be one person with autonomy that will be responsible for coordination and progress.

Build brand presentation AND informational website (for process, decisions, vision and FAQ).

Keep informational website updated timely. Distribute website initially to your brand presentation audiences and then later to broader audiences.

Identify audiences and schedule of brand presentations for education, outreach, and engagement.

You **must** secure buy-in and approval of creative elements by City Council, Mayor, City Manager, core investors, etc. before implementing the brand to employees or the public. We recommend this shortly after creative decisions are made before the end of the BrandPrint process. But if that has not taken place, start there.

Organize database (system) of brand ambassadors across sectors of community.

Also organize system for idea bank (compilation of brainstorming ideas) from meetings with ambassadors and different groups.

NOTE: We recommend the creation of a group of brand ambassadors (named in the spirit of the brand) composed of local and regional community influencers (of a variety of cultural backgrounds) or leaders from targeted organizations that can formally serve as trusted experts on particular topics, influence their contacts and offer guidance regarding ongoing brand engagement within the community. We recommend equipping this group with the knowledge and tools needed to speak on behalf of the new brand. We also recommend engaging members on a monthly basis (beginning as soon as you make the brand presentation to your initial group of ambassadors) and hosting quarterly meetings to garner timely feedback from the members that will help inform the City and its marketing team. Members should also be encouraged to promote the City to their spheres of influence and perhaps participate in speaking engagements on behalf of the City. Recruiting more ambassadors through the process via presentations, events, and activities will be an ongoing effort. Some communities may have begun this process during the branding project with people registering on a branded website to get involved. This initial group of influencers should be charged by the brand leader to grow the ranks and plan quarterly events for ambassadors (and to secure more ambassadors). Brand ambassadors can help advance the brand at community events, volunteer opportunities, ribbon cuttings, beautification projects, etc.



Determine rules and guidelines for use of brand tools.

You may expand graphic standards for particular needs. You will add to this on an ongoing basis based on things you learn as you implement.

Develop preliminary toolkit to share with departments and partners.

This may start as logo files, graphic standards, and the brand presentation, but you can add templates and other items as you begin implementation (such as pre-approved tweets or social media posts that can be customized and shared). This can be online (password protected access) or a flash drive. It is more easily updated online.

Decide if you plan a public introduction of the brand at an organized event.

North Star recommends a gradual implementation of the brand (after planning and organizational focus on communication channels (such as web, newsletters, etc.) and some infrastructure installations) rather than drawing attention to a spectacle signalling implementation. If you do choose to work towards a grand event to the public it will take careful of planning, secrecy (preferably no leaks of brand tools), lots of partners, significant time and money, and a trusted partner in the media. You will need to add planning meetings to this schedule for that effort.

Begin to monitor pertinent social media channels such as Facebook, Twitter and Nextdoor.

Look for conversations about community events, whether residents are engaged with local government and get a better idea of the hot topics. Ultimately, what are local residents talking about? Perhaps the result is that residents are not banded together via social media and conversations are limited. Gathering this type of intel and listening via social media may help guide any forthcoming social strategy – whether to engage, how to engage and how active the overall social media environment really is within the community.



EDUCATE STAKEHOLDERS AND MAP YOUR COURSE

Be sure that the informational website is live before hosting brand presentations.

Develop some brand merchandise for giveaways at brand meetings.

Only develop items that people will regularly use or wear. Cheap, throwaway items consume resources with no benefit. Choose fewer items with greater quality (apparel, hats, coffee mugs/tumblers, reusable water bottles, totes, etc.).

Meet with identified groups (and others you choose) to train the trainers who can subsequently give presentations to their teams and circles of influence.

Start with department heads and then (in following weeks or months) meet with business community, non-profits, arts, etc. Always recruit brand ambassadors and brainstorm ideas. Share the presentation and toolkit. Avoid making this about a logo or line. Remember that the business community will want to see evidence of the brand in use.

Prepare press release for brand introduction (and in case something is leaked).

You may never distribute the press release, but it is good to have one prepared. The release should detail the strategy <u>behind</u> the brand and point to your informational website.



Inventory all communication materials for city and partners.

Also note usual production and distribution dates.

Inventory all materials currently with your old logo or planned for use with the new logo.

(Letterhead, merchandise, vehicles, uniforms, etc.).

Examine all consumer touchpoints between city employees and public.

Determine where brand can be applied immediately, in the near future, and long term. See implementation plan (BAIs) for full list.

Identify in-house, freelancer or agency talent to produce necessary items.

Add partner storefront decals, vehicle decals, etc. to broaden toolkit.

NOTE: If you are planning a public event, you will need to choose a venue and determine how you can apply the brand to infrastructure and temporary signage. People will need to leave the event and encounter the brand online (website and perhaps social media depending on your social media strategy discussed below), in the environment (pole banners, temporary wayfinding, banners, signage, selfie walls, vehicles, buses, etc.), and in print (newsletter, letterhead, etc.). You don't have to have all of these things ready but you need a range of things for people to notice and interact with after the event. They will need to see it in use to get excited about it. And of course have branded merchandise to give away or sell. Ambassadors working the event should proudly wear brand merchandise. So the production deadlines for all of this may determine when you have the event. Have interactive activities in the spirit of the brand. Have short speeches from folks who will use the brand and are excited about it. Don't make it a city-driven initiative. It should feel organic as coming from the community at-large. Partner with the media for a week's build up to the event with feature stories about history and culture that reinforce the strategic positioning for the brand (ahead of actually sharing the brand identity at your event) and get at the strategic distinction for the community. Make it feel like a celebration with some opportunities to educate about the brand since you are essentially launching the brand at this event. Do not make it about a logo.



MONTH 3

APPLY THE BRAND TO COMMUNICATIONS, ACTIVITIES AND INFRASTRUCTURE

Develop schedule for using old inventory and producing new stock with new brand.

This could be weeks, months, or a year, but preferably just a few months.

Meet with each department head and their key staff for brand integration plans.

Look at every touchpoint and evaluate appropriate brand integration. This should be done before meeting with all employees.

Create schedule for applying brand elements to communications (some immediate, some short-term and some long-term).

Re-skin website, design newsletter masthead, etc. You can re-skin (apply logo, line, color palette and brand language to current site) ahead of any website redesign with the brand. A redesign may come many months later, if at all.



Begin planning an event for city employees to introduce the brand into their work and lives.

Continue brand meetings (with customized PowerPoints) with brand ambassadors, community sectors and stakeholders.

Update ambassador database and brand integration idea bank so groups can benefit from each other's thinking.

Meet with annual event organizers to plan brand integration.

Inventory signage and infrastructure opportunities.

Develop priorities in the short term and then a 5-year plan to address all needs.

NOTE: In this timeframe people should start encountering the brand online, in print, and in the environment. Implementation can be incremental depending on human and financial resources available, but **avoid teasing out a logo and line and awaiting feedback**. A strong brand requires commitment even in the face of criticism.

Consider a social media strategy.

Channels change over time, but the importance of knowing the audience stays the same. Listening for questions and comments about the brand is important. Next, focus on how to provide a consistent experience across social, web, email, and more. Your social media ads should coordinate with other paid media initiatives. To create cohesion, make sure your creative, messaging, and targeting coincides with the rest of your traditional advertising.

Begin applying brand to communications materials and infrastructure.

Organize an ongoing PR effort to introduce brand to internal and external audiences.

Partner with local media for feature stories borne from the research and an inventory of ideas, initiatives, and personalities that are emblematic of your strategic positioning. The brand manager/PIO should develop a comprehensive media strategy for the brand to help spread the word about the city far and wide. The plan should include development of a list of knowledgeable sources for interviews and quotes, creation of a comprehensive media mailing list (organized by specialization), development of personal relationships with key contacts, creation of an editorial calendar, distribution of press releases, special events like media roundtables and FAM tours, and monitoring of media coverage for the community.

NOTE: To this point all, of your brand meetings have been educational to groups who can use and advance the brand. These are for buy-in and planning purposes. Public introductions to city employees, civic groups, the entire business community, and other potential brand ambassadors will be an ongoing effort.



MONTH 4

INFORM & EMPOWER CITY EMPLOYEES AND OTHER PARTNERS

NOTE: If you are choosing to have a public event then it might fall in the 4–5 Month timeframe. It will take that long to plan and execute. The materials and infrastructure items inventoried and planned initially should be installed and made available during the event.

Confirm that there is evidence of the brand online, in print, and in the environment (some signage and infrastructure).

NOTE: It is imperative that when you start implementing new branding tools that **staff and leadership including Council are demonstrably supportive** because you will get some negative citizen comments (just the nature of these efforts).

Introduce city employees to the brand at an exciting event.

Make venue awash in the brand and give out brand merchandise. Make it fun and engaging. Have a way for employees to get involved and sign on as brand ambassadors. This should occur before any public event. This is your first broad introduction of the brand beyond stakeholders, ambassadors and key partners.

Organize public-private partnerships to extend the brand across the community.

Continue meetings with local business community for brand extensions.

Distribute partner decals or branding toolkit.

Introduce brand via social media.

The social media rollout (which follows your application of the brand online, in print and in the environment) will need to adapt based on what you learn about your audiences during the listening and monitoring phase. Much like the rest of the brand activation, social needs to be focused more on the brand story and provide a link to a landing page for details – a tweet of a logo without context may only become a setback instead of a step forward. Social media should not be the first place people encounter the brand.

NOTE: Navigating potential negative feedback on social media – You should expect some level of negative chatter (it's the nature of the platform), but you don't always have to respond every time someone mentions your city/town. Sometimes it's better to let individual employees, influencers, or other members of the social community interject before — or instead of — you. If you jump in at the wrong time, you might send the wrong message. When someone has negative things to say about your brand, don't delete the post from your page. The deletion could be viewed as a sign your brand is dishonest and trying to hide the truth. Don't antagonize negative voices — stay focused on constructive criticism. If someone is clearly out to tarnish your name, it's best not to play into it on public social media. Instead, send them to a "contact us" page or provide an email address or phone number and ask them to contact you directly.





MONTH 5

EXPAND AMBASSADOR OUTREACH AND PARTICIPATION

Organize meetings and events (throughout the rest of the first year) focused on resident engagement to cultivate community pride (expand roster of ambassadors).

Start with civic groups and neighborhood associations. Use the employee event as a foundation in planning.



MONTHS 6-12

EXTEND BRAND INTEGRATION COMMUNITY-WIDE

Website redesign

Infrastructure

Signage and wayfinding

Signature event planning and visitor engagement

Local business brand integration; co-brand opportunities

Economic development messaging, website and collateral