



**Wyoming Secretary of State**

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**WY Secretary of State**

**FILED: 06/04/2019 11:04 AM**  
**ID: 2019-000859474**

**Application for Registration of Trademark or Service Mark**

1. Provide a written description of the trademark or service mark. Your description must include all words, names, symbols, devices and designs which the applicant wishes to be included within the mark. You may attach a separate sheet if needed; however, you must describe the trademark completely:

See attached information sheet

2. Name of applicant:

Cheyenne Downtown Development Authority/Downtown Cheyenne

3. Business address of applicant:

1601 Capitol Avenue Cheyenne, WY 82001

4. Mailing address of applicant:

1601 Capitol Avenue Cheyenne, WY 82001

5. Applicant is (check only one):

- individual;                       corporation;                       general partnership;
- limited partnership;               limited liability company;         statutory trust;
- unincorporated association;     other:

6. a. If the applicant is a corporation, limited partnership, limited liability company or statutory trust, list:

The state of incorporation or organization: Wyoming

The date incorporated or organized: 03/20/1984  
*(Date - mm/dd/yyyy)*

b. If a general partnership or limited partnership, list the names of the general partners or partners:

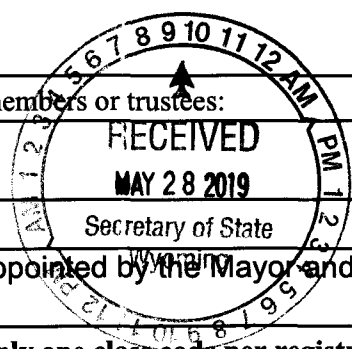
n/a

c. If a limited liability company or statutory trust, list the names of the managers, members or trustees:

n/a

d. If other, explain:

Downtown Development Authority where the Board of Directors are appointed by the Mayor and approved by the Council



7. Provide the class number **and** title of the goods or services (see attachment). Use only one class code per registration:

Class number: 38                      Title: Prints & Publications

8. Provide a brief description of the goods or services within the class (i.e., what your product is, or what service you provide): Marketing, including advertising of products made in Cheyenne.

9. List the mode or manner in which the mark is used to identify the goods or services (e.g.: goods - labels on cans, bags, wrappers, etc.; tags, nameplates affixed directly to product; services - labels on laundry bags, advertising, window signs, etc.): Goods: labels on cans, bags, wrappers; tags, nameplates affixed directly to product. Services: labels in advertising and marketing applications including window signs and printed materials.

10. An application to register the mark or portions or a composite has been filed by the applicant or a predecessor in interest in the U.S. Patent and Trademark office: Yes  No

If yes, provide filing date, serial number of each application, the status and, if any application was finally refused registration or has not otherwise resulted in registration, the reasons therefore:

n/a

11. Date of first use by applicant or predecessor (*the mark **must be in use** before it can be registered*):

a. Anywhere: 02/05/2019  
(Date - mm/dd/yyyy)

b. In this state: 02/05/2019  
(Date - mm/dd/yyyy)

12. **One** photocopy or facsimile of the mark **as it is actually used** must accompany this application.

13. The applicant is the owner of the mark. The mark is in use and to the knowledge of the person verifying this application, no other person has registered, either federally or in this state, or has the right to use such mark either in the identical form thereof or in such near resemblance as to be likely, when applied to the goods or services of such other person, to cause confusion or to cause mistake or to deceive.

Signature: *Vicki D. Dugger*

Date: 5/15/19  
(mm/dd/yyyy)

Print Name: Vicki D. Dugger

Contact Person: Vicki D. Dugger

Title: Executive Director

Daytime Phone Number: 307-433-9730

Email: vicki@downtowncheyenne.com

(Email provided will receive filing evidence)  
\*May list multiple email addresses

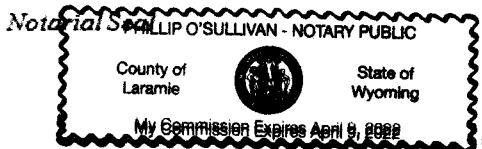
The foregoing instrument was subscribed and sworn before me by Vicki D. Dugger  
Signatory

*Phillip O'Sullivan*  
Notary Public

05/24/2019  
Notary Date (mm/dd/yyyy)

04/09/2022  
Notary Commission Expiration

State of WYOMING  
County of LARAMIE



#### Checklist

- Filing Fee: \$100.00** Make check or money order payable to Wyoming Secretary of State.
- The Application must be accompanied by one photocopy or a facsimile of the trademark or service mark as it is actually used.
- The sworn application must be executed by the individual applicant or a member, manager, trustee, partner, officer or director of the applicant.
- Please submit one **originally signed** document.
- Please review form prior to submitting to the Secretary of State to ensure all areas have been completed to avoid a delay in the processing of your documents.

#### Important Information:

- Registration is effective for a term of five years and is renewable for like term upon application filed within six months prior to expiration of such term.
- Renewal forms are mailed by the office of the Secretary of State to registrants whose trademark or service mark is up for renewal.
- A trademark or service mark may be canceled at any time upon written request to the Secretary of State and payment of a \$10.00 filing fee.
- Assignment forms are available on the internet or from the office of the Secretary of State upon request. The filing fee to assign a trademark or service mark is \$25.00.
- Copies of the Wyoming Trademark statutes are available via the internet at <http://legisweb.state.wy.us/statutes/statutes.aspx?file=titles/Title40/T40CH1.htm>

**The following general classes of goods and services are established for convenience of administration of this Act, but not to limit or extend the applicant's or registrant's rights. A single application for registration of a mark may include any and all goods upon which, or service with which, the mark is actually being used in a single class. IF GOODS OR SERVICES FALL WITHIN TWO SEPARATE CLASS CODES, A SEPARATE REGISTRATION MUST BE SUBMITTED FOR EACH CLASS.**

#### Class Number and Title

##### Goods

1. Raw or partly prepared materials
2. Receptacles
3. Baggage, animal equipment, portfolios, and pocketbooks
4. Abrasives and polishing materials
5. Adhesives
6. Chemicals and chemical compositions
7. Cordage
8. Smokers' articles, not including tobacco products
9. Explosives, firearms, equipments, and projectiles
10. Fertilizers
11. Inks and inking materials
12. Construction materials
13. Hardware and plumbing and steam-fitting supplies
14. Metals and metal castings and forgings
15. Oils and greases
16. Paints and painters' materials
17. Tobacco products
18. Medicines and pharmaceutical preparations
19. Vehicles
20. Linoleum and oiled cloth
21. Electrical apparatus, machines, and supplies
22. Games, toys, and sporting goods
23. Cutlery, machinery, and tools, and parts thereof
24. Laundry appliances and machines
25. Locks and safes
26. Measuring and scientific appliances
27. Horological instruments
28. Jewelry and precious-metal ware
29. Brooms, brushes and dusters
30. Crockery, earthenware, and porcelain
31. Filters and refrigerators

TM-RegistrationApplication - Revised January 2015

32. Furniture and upholstery
33. Glassware
34. Heating, lighting and ventilating apparatus
35. Belting, hose, machinery packing, non-metallic tires
36. Musical instruments and supplies
37. Paper and stationery
38. Prints and publications
39. Clothing
40. Fancy goods, furnishings and notions
41. Canes, parasols, and umbrellas
42. Knitted, netted and textile fabrics and substitutes therefor
43. Thread and yarn
44. Dental, medical, and surgical appliances
45. Soft drinks and carbonated waters
46. Foods and ingredients of foods
47. Wines
48. Malt beverages and liquors
49. Distilled alcoholic liquors
50. Merchandise not otherwise classified
51. Cosmetics and toilet preparations
52. Detergents and soaps

##### Services

100. Miscellaneous
101. Advertising and business
102. Insurance and financial
103. Construction and repair
104. Communications
105. Transportation and storage
106. Material treatment
107. Education and entertainment

2. Description of trademark for class number 38:

The trademark is made up of the colors orange and white. The background is an orange circular swatch. The inside of the swatch the word Cheyenne is listed across the top. Along the bottom is the word crafted and in the center are two letter c's. The C on the right is in its regular form and the one on the left is backwards and flipped. This logo will be used on door decals and point of sale for businesses who provide Cheyenne made products. It will also be used on stickers and hang tags to be placed on the products themselves. The logo will be used in advertising through social media, newspaper and street pole banners as well.



PRINTED/WOVEN  
BREWED/BAKED  
DESIGNED/BUILT  
MADE/SHARPENED  
ROASTED/COOKED  
BURNISHED/PICKLED  
PATTERNED



SEWN/DISTILLED  
WELDED/HONED  
GLAZED/BRADED  
DRAWN/STITCHED  
PAINTED/SPUN  
SHAPED/WIRED  
THROWN

## CRAFTED In Cheyenne

### Information Sheet

Cheyenne is a city full of artisans and local craftsman who find their inspiration within the four corners of this beautiful state. When we see their products sold in our city or throughout the state of Wyoming, we're proud to say they are Cheyenne Crafted.

This new program, created by the Cheyenne Downtown Development Authority, assists Cheyenne businesses in marketing their products both in and out of the state. The program helps build recognition for products that are "authentically Cheyenne". The goal is to support local businesses and people who create and produce products in Cheyenne.

Cheyenne Crafted participants include everyone from food and beverage products to fine arts and homey crafts makers; and so much more. To be eligible, the person or company producing the product must sign a "self-attest" form that states the product meets the Cheyenne Crafted product criteria. The statement appears as follows:

"I promise that my products meet the Cheyenne Crafted eligibility criteria of having either been created in Cheyenne, Wyoming and that I will only use Cheyenne Crafted logos on products that meet this description or in marketing as approved by the program".

- **Producers:** The product you create must be made in Cheyenne.
- **Retail Stores/Online Retailers:** Must carry a variety of Cheyenne Crafted registered products in their regular inventory.
- **Restaurants, Bars, Breweries & Distilleries:** Only restaurants that offer freshly made (not pre-packaged) menu items are eligible. Bars, breweries and Distilleries must serve a significant selection of Cheyenne-produced spirits, liquors or brews on tap.

**Joining the Program:** Joining Cheyenne Crafted is free, easy and offers valuable benefits for your business including: Marketing, brand awareness and recognition.

To be a part of the Cheyenne Crafted movement, contact Vicki Dugger ([vicki@downtowncheyenne.com](mailto:vicki@downtowncheyenne.com)) to register and obtain your window decals and other materials.

**Using the Logo:** The Cheyenne Crafted logo is a badge of recognition for artisans, craftspeople and manufacturers.

Placing the logo on your products, signage, storefront, or marketing materials lets buyers know you are selling genuine Cheyenne products and you are proud to be a part of our program. Participants can obtain hang tags, and decals from the DDA at no cost. Retail Stores, Restaurants and Distributors are eligible to use the logo on their signs, storefronts, point of sale, website, menus and other collateral.

Once you have received your decal, place it on an outside window or door that will be visible to public. The decals are UV Resistant. Request any additional materials from the DDA office including:

1. Additional decals to be used at point of sale
2. Hang tags to be attached to the item itself
3. Electronic logos for use on website, social media, menus, etc.

Participating businesses and their locations will be identified in the upcoming Downtown Visitor Guide produced by Downtown Cheyenne.



Trademark Design Information

Registration #: 2019-000859474

Registrant: Cheyenne Downtown Development  
Authority/Downtown Cheyenne

Date Registered: June.04, 2019

Class Code: 38

Design Category:

Major: Geometric Shape -Circle

X-Ref: Letter - C

Design Description: The trademark is made up of the colors orange and white. The background is an orange circular swatch. The inside of the swatch the word Cheyenne is listed across the top. Along the bottom is the word crafted and in the center are two letter c's. The C on the right is in its regular form and the one of the left is backwards and flipped. This logo will be used on door decals and point of sale for businesses who provide Cheyenne made products. It will also be used in advertising through social media, newspaper and street pole banners as well.

