

NO. 2269

APPLICATION FOR
REGISTRATION OF
TRADE MARK

"PARADISE"

STATE OF WYOMING }
Office of the Secretary } ss.

This instrument was filed on the
17th day of August
A. D., 1945, at o'clock 9:30 A. M.,
and is recorded in Book No 6
Records of Corporations, page #440
By *U. E. Johnson*
DEPUTY.

D.



APPLICATION FOR REGISTRATION OF TRADE MARK

TO THE SECRETARY OF THE STATE OF WYOMING:

The undersigned, BISCEGLIA BROTHERS WINE CO.,

being the owner of a trade-mark adopted and used, and now being used, and desiring to file the same for record in the office of the Secretary of the State of Wyoming, does hereby certify:

1. The name of the corporation so filing is BISCEGLIA BROTHERS WINE CO, organized under the laws of the State of California

2. The place of business of said corporation is in Fresno, California

3. The class of merchandise for which said trademark has been and/or is intended to be used is:

Specifications and claims of this trade mark are more fully described in Schedule hereto attached and incorporated herein with the same force and effect as if herein set forth at length.

4. The trademark consists of the word (or words) "PARADISE" the exclusive right to the use of which the applicant claims by priority of adoption and employment.

Facsimile

5. The trademark has been in continuous use by applicant since:

May 1, 1933

BISCEGLIA BROTHERS WINE CO.

By Fred Becker (Title)

Dated August 14, 1945 Fred Becker, its attorney

STATE OF NEW YORK } COUNTY OF NEW YORK } ss.

Personally appeared before me, this 14th day of August, 1945

Fred Becker, who being by me duly sworn according to law,

doth depose and say that the statements contained in the foregoing instrument are true; that

BISCEGLIA BROTHERS WINE CO., the corporation so filing such trademark has the right to use the same, and that no other person or persons, firm or corporation or association has the right to such use, and that the facsimiles filed herewith are true and correct.

Sworn to and subscribed before me the day and year aforesaid.

(Notarial Seal)

BEEKMAN AITKEN 342 Madison Ave., N. Y. 17, N. Y. NOTARY PUBLIC, New York County New York Co. Clerk's No. 42, Register's No. 27-A-6 Commission Expires March 30, 1946 My Commission Expires

Beekman Aitken Notary Public.

Fees: For registration, \$5.00: For certificate of registration (required by Law) \$5.00.

"SCHEDULE"

BISCEGLIA BROTHERS WINE CO, the applicant herein has adopted, used and appropriated a trade-mark and brand name (as shown in facsimile submitted) which has been used and/or is intended principally for the purpose of designating, labelling, and making known beverages of every description, alcoholic and non-alcoholic, particularly (but not limited to) wines, vermouth, brandy, whiskey, gin, rum, cordials, cocktails, bitters, beer, ale, grape juice,

The said brand name or trade-mark has been applied to said merchandise, products of labor, forms of advertising, etc., in the applicant's business since May 1, 1933

Trade-mark and brand name is also intended for every attachment, appurtenance, supply, part, device, tool, accessory, machine or part of a machine used in manufacture, use, sale, application, transportation, distribution or storage of any of the foregoing, and upon all present or future scientific, patented, or other improvements on any of the foregoing; also on prints, publications, pamphlets, circulars, invoices, letters, letterheads, premiums, tokens, facsimile letters, advertising copy, materials, mailing lists, billheads, envelopes, order blanks, containers, dispensers, jackets, caps, seals, bags, cartons, and corrugated cartons, receptacles, bottles, boxes, calendars, advertising novelties, material in sheet form, composed or consisting of paper and textile combined, and for use in wrapping, packing and lining or for covers or containers for merchandise and articles of the foregoing manufacture and like purpose.

While the foregoing list mentions specific articles, applicant's right, title and interest in and to said trade-mark and brand name whether derived from this registration or otherwise acquired, is not to be construed as limited to the articles specified; but all other articles of the same general class or classes are hereby reserved and included; whether the trade-mark and brand name appear individually, or in combination. The right is further claimed for the trade-mark and brand name as property by reason of use and this instrumentality; the further right is reserved to applicant for the use of the trade-mark and brand name for signs and displays on stores and dispensaries.

Claim is made for the essential feature of label comprising the word "PARADISE"

Claim is made to the use of the words "PARADISE" as distinctively displayed, alone, or in any other arrangement and claim is made for words which are assonant or onomatopoeic thereto and similar in meaning.

Claim is made whereby the essential features of the label are not limited to the size of the lettering shown on the facsimile, nor to the color indicated therein, nor to the style of lettering, nor to any particular color, but the right is claimed to use substantially any style, color or arrangement, either with or without ornamentation, symbol, illustration, or slogans in association with the said trade-mark and brand name or any of the component parts thereof.

Present facsimile as follows: -

PARADISE

