

FILED

MAY 3 99 3 4 5 1 3 0

**APPLICATION FOR REGISTRATION  
OF TRADEMARK OR SERVICE MARK**

WYOMING  
SECRETARY OF STATE

1. Name of applicant: Cheyenne Frontier Days Properties, Inc.  
2. Business address of applicant: 4610 Carey Ave. Cheyenne WY 82001  
3. Mailing address of applicant: PO Box 2477 Cheyenne WY 82003  
4. Applicant is: (a) individual;  (b) corporation; (c) limited partnership; (d) general partnership; (e) limited liability company; (f) statutory trust; (g) other (CIRCLE ANSWER)  
If (b) (c) (e) or (f) show when and where incorporated or organized:  
(STATE) Wyoming (DATE) Jan. 7, 1992 / 10/16/79<sup>sc</sup>  
If (c) or (d) list the names of the general partners or partners: \_\_\_\_\_

If (e) or (f) list the names of the managers, members or trustees: \_\_\_\_\_

If (g) explain: \_\_\_\_\_

5. 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. The graphical design of an outline of an arrowhead.

6. Provide the class number and title of the goods or services (see reverse) use only one class code per registration  
Class # 101 - Advertising & Business

7. Provide a brief description of the goods or services within the class (i.e., what your product is, of what service you provide.) Printed ads (magazines, newspapers etc), Correspondence, internet

8. 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.) Mark will be in advertising, letterhead, internet

9. 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 therefor. \_\_\_\_\_

10. Date of first use by applicant or predecessor:  
(a) Anywhere \_\_\_\_\_  
(b) In this state 1975  
(The mark **must be in use** before it can be registered)

11. Three specimens or facsimiles of the mark **as it is actually used** must accompany this application.

12. 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.

Date: 4-28-99

Signed: Signature available on original document

Title: Executive Director

**Cheyenne Frontier Days™**  
181  
Sponsor  
**CHEYENNE  
OUTFITTERS**  
*Live the Legend*  
Saturday **1**  
July 19 1997

**Cheyenne Frontier Days™**  
181  
Sponsor  
Enjoy  
**Coca-Cola**  
Saturday **1**  
July 19 1997

**Cheyenne Frontier Days™**  
181  
Sponsor  
**CONOCO**  
HOTTEST BRAND GOING  
Saturday **1**  
July 19 1997

**Cheyenne Frontier Days™**  
181  
Sponsor  
ORIGINAL  
**Coors**  
Saturday **1**  
July 19 1997

**Cheyenne Frontier Days™**  
181  
Sponsor  
**Ford**  
Saturday **1**  
July 19 1997

**Cheyenne Frontier Days™**  
181  
Sponsor  
**FRONTIER**  
Saturday **1**  
July 19 1997

**Cheyenne Frontier Days™**  
181  
Sponsor  
**IBM**  
Saturday **1**  
July 19 1997

**Cheyenne Frontier Days™**  
181  
Sponsor  
Saturday **1**  
July 19 1997

**Cheyenne Frontier Days™**  
181  
Sponsor  
**Kodak**  
Saturday **1**  
July 19 1997

75

# Cheyenne Frontier Days™

## Fax Transmittal Cover Sheet

DATE: May 6, '99  
 TO: Sharon  
 FROM: Jennifer  
 FAX #: 777-5339



NUMBER OF PAGES INCLUDING COVER SHEET: 1

COMMENTS:

Sharon,  
Please consider this fax as official  
permission to correct item #4 and my trademark  
applications. Thank you for your help.  
Jennifer Hufnagle

**“Daddy of ’em All”®**  
**103<sup>rd</sup> Annual Celebration**  
**July 23–August 1, 1999**

P.O. Box 2477  
 Cheyenne, WY 82003  
 Headquarters Fax: (307) 778-7213  
 Ticket Office Fax: (307) 778-7229  
 web site: [www.cfdrodeo.com](http://www.cfdrodeo.com)

CHEYENNE FRONTIER DAYS PROPERTIES, INC. -  
P.O. BOX 2477  
EXECUTIVE DIRECTOR  
CHEYENNE, WY 82003

Arrowhead

FILED: 05/03/2004  
CID: 1999-00345130  
WY Secretary of State  
Doc. ID: 2004-00466593

99-345130  
(Class Code 101)

282471

Wyoming Secretary of State  
The Capitol Building, Room 110  
200 W. 24th Street  
Cheyenne, WY 82002-0020

Phone (307) 777-7311/7312  
Fax (307) 777-5339  
E-mail: corporations@state.wy.us

**APPLICATION FOR RENEWAL OF  
TRADEMARK OR SERVICE MARK REGISTRATION**

- 1. Name of applicant: Cheyenne Frontier Days Properties, INC.
- 2. Business address of applicant: 4610 CAREY Ave Cheyenne, WY 82001
- 3. Mailing address of applicant: PO Box 2477, Cheyenne, WY 82003
- 4. Applicant is: \_\_\_ (a) individual;  (b) corporation; \_\_\_ (c) limited partnership; \_\_\_ (d) general partnership; \_\_\_ (e) limited liability company; \_\_\_ (f) statutory trust; \_\_\_ (g) other (CHECK ANSWER)

If (b) (c) (e) or (f) show when and where incorporated or organized: (STATE) Wyoming  
(DATE) 10/16/79

If (c) or (d) list the names of the general partners: \_\_\_\_\_

If (e) or (f) list the names of the managers, members or trustees: \_\_\_\_\_

If (g) explain: \_\_\_\_\_

5. Date of original registration in the office of the Wyoming Secretary of State: 5-3-1999

6. Provide a written description of the trademark or service mark. Your description must include all words, names, symbols, devices and designs which appear on the mark. You may attach a separate sheet if needed; however, you must describe the trademark completely.

The graphical design of an outline of an arrowhead.

7. Provide the class number and title of the goods or services (see reverse) use only one class code per renewal.  
101 - Advertising & Business

8. Provide a brief description of the goods or services within the class (i.e., what your product is, or what service you provide.)  
MARK will be used in Advertising, letterhead, internet.

PRINTED ADS (MAGAZINES, NEWSPAPERS ETC.), CORRESPONDENCE.

RECEIVED  
WYOMING  
SECRETARY OF STATE  
2004 MAY 3 PM 3:05

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.)

MARK will be used in Advertising, letterhead, internet.

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 X

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 therefor.

11. Three specimens or facsimiles of the mark as it is actually used must accompany this renewal application.

12. The applicant is the owner of the mark. The mark has been and is still 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.

Date: 4/27/04

Signed: Signature available on original document

Title: Executive Director

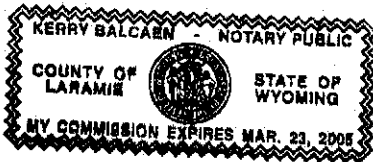
State of Wyoming )ss.  
County of Laramie )

Subscribed and sworn to before me this 27<sup>th</sup> day of April,  
2004 by David D. Johansen

Kerry Balcaen  
Notary Public

My commission expires: Mar. 23, 2005

SEAL



Cheyenne Frontier Days™

101

Sponsor



CHEYENNE  
OUTFITTERS  
*Live the Legend*

Saturday 1  
July 19 1997

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Enjoy  
Coca-Cola

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CONOCO  
HOTTEST BRAND GOING

Saturday 1  
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5

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Sponsor



ORIGINAL  
Coors

Saturday 1  
July 19 1997

Cheyenne Frontier Days™

101

Sponsor



Ford

Saturday 1  
July 19 1997

Cheyenne Frontier Days™

101

Sponsor



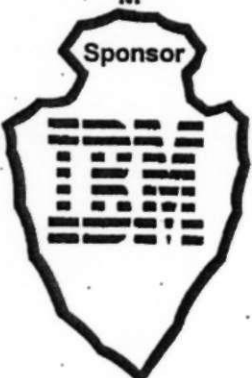
FRONTIER

Saturday 1  
July 19 1997

Cheyenne Frontier Days™

101

Sponsor



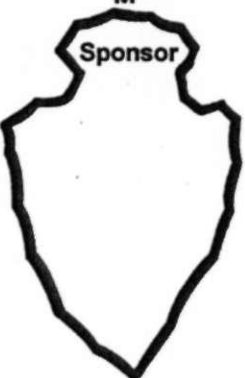
IBM

Saturday 1  
July 19 1997

Cheyenne Frontier Days™

101

Sponsor



Saturday 1  
July 19 1997

Cheyenne Frontier Days™

101

Sponsor



Kodak

Saturday 1  
July 19 1997

15

Max Maxfield, WY Secretary of State  
FILED: 10/24/2009 11:30 AM  
Original ID: 1999-000345130  
Amendment ID: 2009-000751184

Wyoming Secretary of State  
The Capitol Building, Room 110  
200 W. 24th Street  
Cheyenne, WY 82002-0020

99-345130

Phone (307) 777-7311/7312  
Fax (307) 777-5339  
E-mail: corporations@state.wy.us

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(DATE) 10-16-79

If (c) or (d) list the names of the general partners

If (e) or (f) list the names of the managers, men.

If (g) explain:

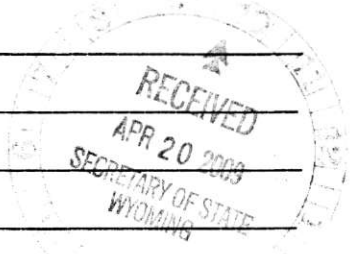
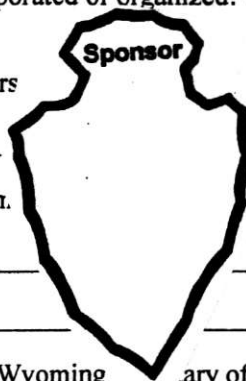
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101- Advertising & Business

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Date: 4/16/09

Signed: Signature available on original document

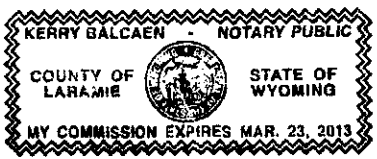
Title: Executive Director

State of Wyoming )ss.

County of Laramie )

Subscribed and sworn to before me this 16<sup>th</sup> day of April,  
2009 by David D. Johansen

Kerry Balcaen  
Notary Public  
My commission expires: Mar. 23, 2013



SEAL

\*\*\*\*\*  
Filing Fee: \$50.00 (Filing instructions are on the following page.)