



Wyoming Secretary of State

State Capitol Building, Room 110
200 West 24th Street
Cheyenne, WY 82002-0020
Ph. 307.777.7311
Fax 307.777.5339
Email: Business@wyo.gov

Ed Murray, WY Secretary of State

FILED: 08/30/2016 01:19 PM

ID: 2016-000724874

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:

Design of a rider with hat in hand atop a bucking horse.

2. Name of applicant:

Secretary of State

3. Business address of applicant:

2020 Carey Ave; Ste 700; Cheyenne, WY 82002-0020

4. Mailing address of applicant:

2020 Carey Ave; Ste 700; Cheyenne, WY 82002-0020

5. Applicant is (check one):

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

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

The state of incorporation or organization:

The date incorporated or organized:

(Date - mm/dd/yyyy)

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

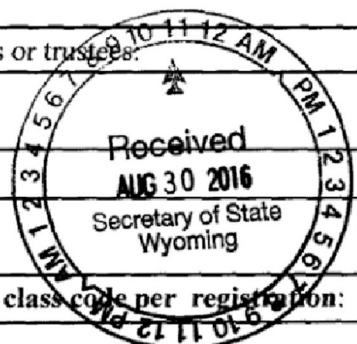
c. If a limited liability company or statutory trust, list the names of the managers, members or trustees:

d. If other, explain:

State of Wyoming - Government

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

50 - Merchandise Not Otherwise Classified



8. Provide a brief description of the goods or services within the class (i.e., what your product is, or what service you provide):

License Plates - Both embossed and printed

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.):

Bucking Horse and Rider image appears on license plates both embossed and printed

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:

See Attached

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

a. Anywhere: 02/11/1936
(Date - mm/dd/yyyy)

b. In this state: 02/11/1936
(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.

Date: 08/30/2016
(mm/dd/yyyy)

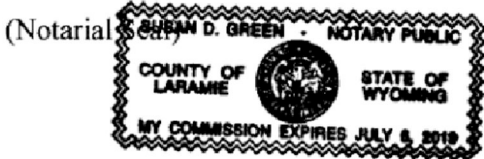
Signature: Karen L. Wheeler
Title: Karen L. Wheeler, Deputy Secretary of State

Contact Person: Tom Cowan

Daytime Phone Number: (307) 777-5348 Email: tom.cowan@wyo.gov

State of Wyoming)
County of Laramie)

Subscribed and sworn to before me this 30 day of August, 2016
by Karen L. Wheeler



Susan D. Green
Notary Public

My commission expires: 7/6/2019

Line #	Federal Registration #'s
	1682268
	1969265
	2001028
	2004142
	3849906
	3849907
	3849907
	3849908
	3849909
	3849910
	4018329



1953

Wyoming

2



LOYD

Wyoming Proud

Wyoming Authentic

Origin of Bucking Horse Debatable

By KEVIN LUMSDEN
Sunday Staff Writer
See related photo
on page 9

The year 1936 brought several milestones to the nation and the world such as Franklin D. Roosevelt's landslide re-election over Alfred Landon for the presidency and Jesse Owens' stunning track victories in the Munich Olympics.

Wyomingites who owned cars in 1936 would perform a small milestone as well when they purchased new license plates.

For the first time, a symbol graced the plates: a bucking horse and rider.

The new design not only helped to make the plates significant, but as years passed by, provided an identity as a symbol for the Cowboy State as a whole.

There's another significant point about the design: Who can really be given credit for the artwork?

Although there is one legitimate creator, several claims have been made concerning the origins of the bucking bronco symbol.

Four different versions exist, all centering around one man: Lester C. Hunt, former Wyoming governor and U.S. senator, who played a major role in the symbol's creation.

The version most widely accepted explains that Hunt, while serving as secretary of

state, thought about an idea to symbolize Wyoming's role in the cattle industry as well as the numerous rodeos staged across the state.

Hunt contacted a Littleton, Colo., artist named Allen T. True, a brother of James True, then Wyoming state highway engineer. The artist's work at the time was not new to Hunt or Wyoming since he painted several murals in the State Capitol's House and Senate chambers.

Mr. True was paid \$75 for the drawing.

The plate design was a success even before the first plates were released to the public. Advance sales for the plates in December 1935 totalled \$15,588 — about double the amount sold the previous year.

No real models represent a certain horse or rider in the original 20-by-26-inch drawing, which is currently stored in the archives of the Wyoming State Museum. However, Hunt was

well-known cowboy Tom Mix.

In later years, Hunt tried to deny the claim in his letter to Hamsher.

"Many stories have appeared in the press from time to time — their origin I do not know — saying that the bucking horse license plate was a certain horse and the rider was Mr. Farlow. Such is not the case, but I did have 'Stub' Farlow in mind when designing the plate."

Although Farlow may not have been the featured subject, some have claimed a Laramie cowboy, along with a notable horse, was the model for the design.

Maring began his career the same time as Farlow's, gaining notoriety for riding a horse known as Steamboat, considered by many to be the "worst" bucking horse ever, throwing riders off its back throughout his career (1901-14).

Maring's fame with the horse came when he became the only cowboy ever to ride the bronco to a standstill — an event recorded in a 1905 photograph.

It has been said, according to Laramie businessman Emery Miller in a 1987 article in the Laramie Daily Boomerang, the photo of Maring and Steamboat was presented to Hunt in 1932 during a visit to the Laramie Elks' Club. Hunt told Maring if —HORSE

(Continued on page 9)



Original 1936 design by Allen True

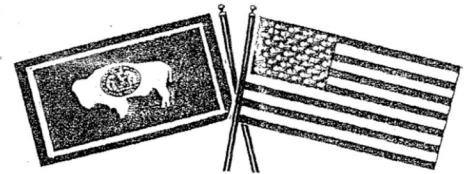
Hunt recalled the creation of the design in an August 1953 letter to Wyoming state archivist Lola Hamsher.

"I contacted Mr. True by telephone and asked him if he wouldn't mind coming to Wyoming, which he did one Sunday morning and I explained to him in detail what I had in mind. Mr. True said he would be glad to make such a drawing, and he returned the next Sunday with the drawing.

quoted by the Wyoming State Journal in December 1935 as saying the rider represents Lander cowboy A.J. "Stub" Farlow.

Farlow, whom Hunt called "the most typical cowboy that it was my pleasure to know," grew up with a knowledge of roping, and riding along with performing in several rodeos during the early 1900s, particularly in Charley Irwin's Wild West Show, which featured

The Wyoming Experience



MAY 27 1990

WYOMING NEWSPAPER
CLIPPING SERVICE
710 Garfield St. #248
LARAMIE, WYOMING

HORSE

(Continued from page 1)

he was elected governor, he would use the photo for the plate design.

Later, Hunt refused to give credit to Maring after a fight between the two occurred, caused by a poker game, Miller stated in the article.

However, Hunt was not seeking the office of governor at the time and he didn't assume the secretary of state position until 1935.

Another claim came from Leslie E. Wright, who said he created the now famous symbol after trying to devise an eye-catching sign for his Dubois tavern.

"After acquiring a sheet of tank steel, I drew an outline of a bucking horse and rider with chalk and had a mechanic cut it out with a torch," Wright told the Sheridan Press in 1973.

After putting up the 6-foot-by-5-foot sign, Wright claimed he presented a picture of the sign to then-governor Hunt, whom he said was acquainted with as his dentist prior to becoming governor.

Wright then told the newspaper Hunt approved his idea for the plate design.

"The governor wrote to me on this decision and thanked me for my cooperation. I am proud to say that although my bucking horse and rider took second money in a two-horse race, it was the inspiration which led the governor to put the bucking horse on every truck and trailer in Wyoming."

This claim is difficult to prove since Hunt wouldn't become governor until 1943 — seven years after the symbol was put onto the plates.

The closest dispute over the symbol came from George Ostrom, who said he originated the design while serving with the Wyoming National Guard during World War I.

He said the symbol was created as part of a contest to find a logo for the Wyoming guard unit stationed in France. Ostrom recalls the design in an October 1958 article in *Annals of Wyoming*.

"I decided to enter the contest and one quiet day I went back to where our noncombat equipment was stored along with paint and other things. When I arrived there, some of the boys were painting some equipment and I borrowed a brush and paint. Our band instruments were also stored there and I found a drum and painted a picture of Red Wing bucking."

Red Wing was the horse Ostrom rode on during the war.

Ostrom then wrote he took the design to the commander who thought it was the right design for their unit. He then wrote how the design became instantly popular during the war.

"We had all our equipment, our road signs, and helmets with the bucking broncho (sic) painted on them. When we got to Germany, the Germans even made jewelry with the bucking broncho (sic) on it."

When the design was made public in 1936, Ostrom claimed Hunt was the designer of the plate by matter of political gain and the former soldier demanded some credit for the design.

In 1973, then-Gov. Stan Hathaway issued a commendation to

Ostrom in which he was "commended for his original idea of his now famous insignia" as a dedication to all Wyoming veterans.

Yet Hunt, in the 1953 letter, took credit for the design.

"The idea of the Wyoming license plates was entirely original with me to the best of my knowledge. No other person had mentioned such a plate in my presence."

Hunt applied for a copyright in 1936 as a work of art. In 1942, Hunt turned the copyright over to the state of Wyoming where it remained until the copyright expired in 1963.

Today, Wyoming's bucking horse symbol, now registered under the secretary of state's office, can be used by anyone to symbolize the spirit and pride of the Cowboy State.

OTHER EVENTS: 1930-40

•Jan. 2, 1930 — The first Wyoming radio station began broadcasting in Casper.

•Dec. 9, 1932 — First aerial motion pictures taken near Devil's Tower.

•Feb. 9, 1933 — Coldest day ever recorded in Wyoming, 63 degrees below zero at Moran.

•June 1, 1933 — The first Wyoming Highway Patrol officers assumed duties.

•Jan. 1, 1935 — Wyoming's World War I veterans received more than \$6 million in delayed benefits.

Acknowledgements: Wyoming State Museum; Laramie Daily Boomerang, May 24, 1987; Sheridan Press, 1973; Office of the Secretary of State; Annals of Wyoming, July 1954 and October 1958; Wyoming Militia Society.

KIDNAPPERS



Wyoming Secretary of State

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WY Secretary of State
FILED: 07/12/2021 02:35 PM
Original ID: 2016-000724874
Amendment ID: 2021-003271090

Application for Renewal of Trademark or Service Mark Registration

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:**

Design of a Rider with hat in hand atop a bucking horse.

2. Name of applicant:

Secretary of State

3. Business address of applicant:

122 West 25th St.; Herschler Bldg.; 1st Floor East; Cheyenne, WY 82002-0020

4. The mailing address of applicant:

122 West 25th St.; Herschler Bldg.; 1st Floor East; Cheyenne, WY 82002-0020

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:

The date incorporated or organized:

(Date - mm/dd/yyyy)

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

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

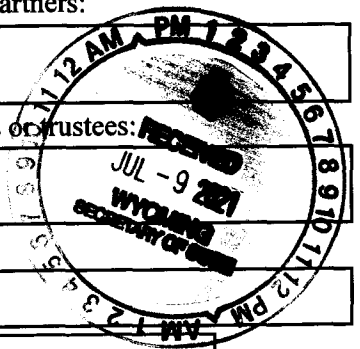
d. If other, explain:

The Office of Secretary of State is an Agency of State Government

7. Date of original registration in the office of the Wyoming Secretary of State:

8/30/2016

(Date - mm/dd/yyyy)



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

Class number: 50

Title: License plates/merchandise not otherwise classified

9. Provide a brief description of the goods or services within the class (i.e., what your product is, or what service you provide):

Embossed and printed Wyoming license plates, novelty license plates w/ BH&R; magnets, WY license plate re-purpose (bird house, photo album, lunch box); ornaments, floor mats, dog treats

10. 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.):

embossed on product, printed/painted on, stitched/woven/printed, product shape,

11. 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:

Please See Attachment

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

a. Anywhere: 2/11/1936
(Date - mm/dd/yyyy)

b. In this state: 02/11/1936
(Date - mm/dd/yyyy)

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

14. 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: Andrea Byrne

Date: 07.08.2021
(mm/dd/yyyy)

Print Name: Andrea Byrne

Contact Person: Kyndra Herrera

Title: Administration Division Director

Daytime Phone Number: (307) 777-5847

Email: BHR@wyo.gov

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

The foregoing instrument was subscribed and sworn before me by Andrea Byrne
Signatory

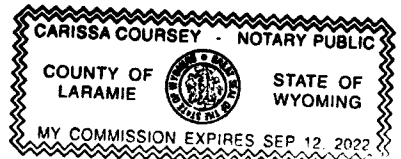
[Signature]
Notary Public

7/8/21
Notary Date (mm/dd/yyyy)

9/12/22
Notary Commission Expiration

State of Wyoming
County of Laramie

Notarial Seal



Trademark Design Information

Registration #: 2016-000724874

Registrant: Secretary of State

Date Registered: August 30th, 2016

Class Code: 50 – Merchandise not Otherwise Classified

Design Category:

Major: Figures: Horse & Rider

X-Ref: Animals: Wild

X-Ref: Figure: Male

Design Description:

Design of a rider with hat in hand atop a bucking horse.



ATTACHMENT TO TRADEMARK APPLICATION

Line #10 –

73/013096

74/697844

74/697845

74/155427

74/525745

Resulting in Registration

1,006,524 (not renewed)

1,682,268

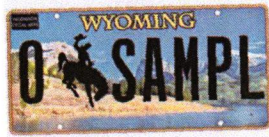
1,969,265

1,682,268

1,969,265



ALPCA Wyoming Bucking Bronco
alpcak.org



Vehicle registration plates of Wyoming
en.wikipedia.org



Near 1944 Wyoming license plate with
barntjackson.com



Wyoming 2 Y2K
plateshack.com



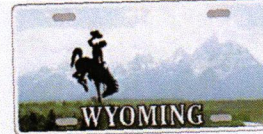
Bucking Horse and Rider
en.wikipedia.org



Wyoming
136.net



Vintage Wyoming Bronco Horse Cowboy
salesfca.com



Amazon.com: Smart Blonde Wyoming Cowboy
amazon.com



Tag 2 318K Cowboy on Bucking Horse
ebay.com

