MSU INFORMATION

Logos and Graphics

See Also Spartan Logo

APPENDIX B

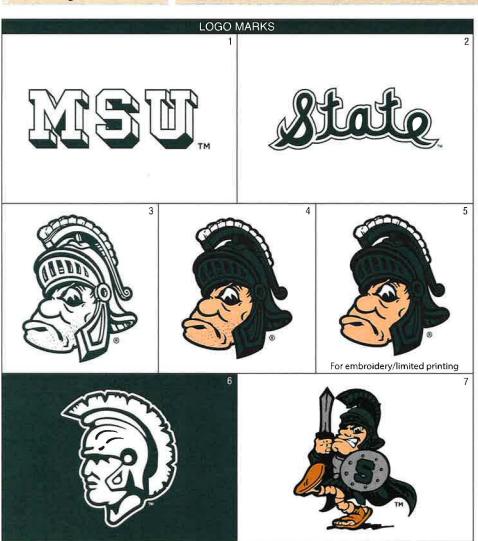
MICHIGAN STATE UNIVERSITY is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

College Vault

MICHIGAN STATE UNIVERSITY

JANUARY 26, 2016





GENERAL INFORMATION *Michigan State University ®/TM LOCATION: FOUNDED State TM Michigan State Spartans TM EAST LANSING, MI Izzone TM CONFERENCE: *Michigan State ®/TM MASCOT: MSU TM Spartans Will TM **SPARTANS** BIG TEN Victory for MSU TM Spartans TM MASCOT NICKNAME: Go Green Go White TM SPARTY

*Marks have different designations depending on product categor



NOTE: The marks of Michigan State University are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from Collegiate Licensing Company.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by MICHIGAN STATE UNIVERSITY shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.

GREEN PMS 567

MICHIGAN STATE UNIVERSITY

Print and Digital Communications

MSU green OLD - PMS 341

NEW - PMS 567

MSU wordmark

OLD - MICHIGAN STATE
UNIVERSITY









Simplify the transition to new stationery standards

Several changes to MSU graphic identity standards have been introduced recently. MSU green is now PMS 567, and the MSU Board of Trustees has adopted enhanced versions of the MSU wordmark and seal. In addition, the seal is to be used in place of a unit logo on all university stationery. (Review new standards and download marks and graphic elements at **ur.msu.edu**.)

Although there is not a requirement to immediately replace existing materials, the new graphic identity standards should be followed as new materials are produced. Print and Digital Communications can assist you in making these changes.

Visit stationery.msu.edu to order business cards, letterhead, and envelopes that reflect the new standards.

MICHIGAN STATE UNIVERSITY

Print and Digital CommunicationsMichigan State University
1330 S. Harrison Road
East Lansing, MI 48823-5200

stationery.msu.edu

- Business cards
- Letterhead
- Envelopes

WHITNEY ANNE MILLER 101 CONRAD HALL EAST LANSING MI 48824-1327

stationery.msu.edu • 1330 S. Harrison Road • East Lansing, MI 48823-5200 Office: 517-355-6610 • Fax: 517-353-9724 • pdc@ur.msu.edu

MICHIGAN STATE UNIVERSITY

The name MICHIGAN STATE UNIVERSITY Established 1964

GOSTATE 60 GREEN 60 WHITE 60 GREEN!

The phrase GO STATE Established as early as 1925

The phrase GO GREEN GO WHITE or in the form GO WHITE GO GREEN Established as early as 1975

ersity Crest

versity Seal ent form 1965

> Contemporary design of Spartan soldier headpiece Established as early as 1961

Block S Established as early as 1956



Cartoon of Spartan soldier head Established as early as 1955

The name SPARTANS Established April 5, 1926

The Selling of MSU

The scene has been repeated in so many movies it's positively ludicrous to think of it happening here in East Lansing: the virtuous young woman is suddenly left alone in the world due to heartbreaking circumstances and must provide food and shelter for her five younger siblings. Not knowing what to do, she sells herself and becomes the prostitute with a heart of gold and is loved by everyone. The movie makes millions of dollars and leaves everyone with a warm glow.

Cut to East Lansing. MSU President Cecil Mackey is watching his university crumble bit by bit because of budget crunches. What to do? Hock the silver? No, hmm...how about selling Sparty; now there's a catchy idea!

And so it has come to pass. After reading an article about how other schools were trademarking their symbols, Mackey put his researchers on it and rights were applied for in October. The trademarks were approved in January and an Office of University Licensing was created. Jan Curschman, manager of University Licensing, said it is not really that revolutionary an idea.

"About 150 schools are into licensing, including the University of Michigan," she said.

The trademarking is retroactive, so any manufacturer who was selling something with a MSU logo on it had to go to Curschman and get approval for the item before continuing to produce it.

"We want to make sure it's a quality product and upholds the integrity of the University," she said.

Curschman said that there has been limited negative feedback because the policy is equal in its treatment of both on- and off-campus stores.

"It hasn't cut back on the variety of products at all," said Curschman. "In fact, it seems as if people are getting more creative. We've got some great new products coming out soon."

Roger Foster, assistant manager of the MSU Bookstore, said that it is really too early to tell if the licensing has brought a drop in products or an increase in consumer prices.

"We really haven't ordered any new merchandise yet," he said.

And has the packaging and selling of Sparty brought in the expected riches?

Red Gedur Log

1983

"Right now it's too early to compute how much money will come in," Curschman said, "but the University gets 6.5 percent of the net selling price (the price that the retailer pays) for the product."

The money goes into the General Scholarship Fund and the Inter-Collegiate Athletic Fund.

"A lot of times the amount of money people spend on these items depends on the reputation of the school and its sports teams, especially the football team," Curschman said. (Maybe the new uniforms George Perles is designing will improve the team and sales.)

Enforcing the licensing is not too big a problem, according to Curschman, because most of the larger manufacturers and retailers are used to dealing with licensing regulations, and also a large number of the products are sold here in East Lansing.

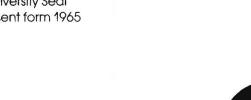
And will virtuous Sparty save the University by making people pay for his services? By all accounts it is still too premature to tell, but the outlook is good and even if the University isn't saved, he will still bring some badly needed extra



Michigan State University Crest Established 1976



Michigan State University Seal Established in its present form 1965



Contempo

of Spartan sola

Established as

MICHIGAN STATE

The name MICHIGAN STATE Established 1925



The initials MSU Established 1964

46

MICHIGAN STATE UNIVERSITY

Graphic Standards Guidelines

5

Contents

- 2 Board of Trustees resolution
- 3 Letter from President Peter McPherson
- 4 Why a graphic identity system?
- **5** The logotype
- 7 The block "S"
- 8 Other graphic marks, university colors, and university publications
- 9 Letterhead
- 13 Business cards
- 17 Advertising
- 19 Reproducible logotypes and block "S"



MSU BOARD OF TRUSTEES RESOLUTION

RESOLUTION

Be it resolved that the Trustee Policy Committee recommends that the Board of Trustees endorses the existing MSU logotype/wordmark and the Block S as the official institution-wide graphic symbols and Pantone Matching System Color 341 as the official Spartan Green, and hereby directs the administration to implement a graphic standards system.

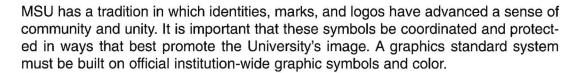
Approved by the MSU Board of Trustees on October 24, 1997

DOLORES M. COOK, CHAIRPERSON
JOHN D. SHINGLETON, VICE CHAIRPERSON
DOROTHY GONZALES
BOB TRAXLER

COLLEEN MCNAMARA DONALD W. NUGENT JOEL FERGUSON ROBERT E. WEISS

BACKGROUND

At the meeting of the Trustee Policy Committee on September 12, 1997, Vice President Denbow reviewed the concept of establishing the Block S as the official University graphic symbol along with the existing MSU logotype/wordmark. At the meeting it was agreed that the Board would subsequently take action to endorse the Block S as well as Pantone Matching System Color (PMS) 341 as the official Spartan Green.



The action of the Board of Trustees to endorse the existing Michigan State University logotype/wordmark and Block S as the official graphic symbols and PMS 341 as the official color provides the foundation for the development of an effective graphics standard for the University.

Based on this action, the Office of the President and Vice President for University Relations will work to assure the effective use of the MSU logotype/wordmark, the Block S and official color in materials that represent Michigan State University.



BOARD OF TRUSTEES

450 Administration Building East Lansing, MI 48824-1046 517/353-4647 FAX: 517/355-4670

> Dolores M. Cook Chairperson

John D. Shingleton Vice Chairperson Joel Ferguson

Dorothy Gonzales Colleen M. McNamara

Donald W. Nugent

Donaid W. Nugent

Bob Traxler Robert E. Weiss

MICHIGAN STATE UNIVERSITY

October 24, 1997

Dear Colleagues:

As we work to develop an even greater sense of community at Michigan State University, we have been working together to develop visual identities and images that reflect our commitment. In that spirit, the Division of University Relations has developed this graphic identity system that calls us to take university-wide advantage of our sense of community. The Board of Trustees formally directed implementation of the system on October 24, 1997.

An effective identity program brings coherence and dignity to how an organization represents itself. This particular system presents to external and internal audiences visual symbols of our unity, without mandating unnecessary uniformity.

By following the guidelines and standards set forth in this manual, we all can be part of advancing the graphic identities and images of Michigan State University in effective and unified ways. Any questions or comments should be directed to Publications and Design, 355-3290.

Sincerely,

THE PRESIDENT

OFFICE OF

Michigan State University 450 Administration Building East Lansing, MI 48824-1046

517/355-6560 FAX: 517/355-4670 Peter McPherson

President

Why A Graphic Identity System?

Michigan State University is a complex organization. Much of its success depends on the ability to communicate meaningfully with many different audiences. The university must strategically convey its relationship with these audiences if it is to be perceived as a cohesive, credible institution.

A graphic identity system manages that relationship visually. It is a signal that all parts of the university are committed to a common mission. Whatever the medium—publications, advertising, signage, video productions, letterhead, or business cards—layout, color, and typography are orchestrated to convey a unified "signature."

These graphic standards guidelines present the strategy for managing the university's graphic identity system.

The Logotype

Description

The words "Michigan State University," a registered trademark, are represented graphically in a logotype that comprises electronically produced letterforms in the Arrow typeface. The distribution of space between the letterforms in the logotype has been carefully manipulated to establish a consistent rhythm despite the variation in the shapes of the characters.

The logotype is intended to emphasize "Michigan State," the two words that distinguish this university from others in the state. The words "Michigan State" always appear above and are separated by a bar from the word "University," which is 66 percent smaller in size.

It is difficult to recreate a correctly spaced logotype. Therefore, various sizes of the logotype in both positive and

reversed versions are included on a sheet of reproducible quality at the back of this manual. To acquire electronic versions of the logotype, call Publications and Design, 355-3290.

Use

The logotype may be used in either of two versions: a positive, shown here with black letters and bar; or a reverse, shown here with white letters and bar in a black block.

The logotype may not be commingled with other marks. It may not be altered in any way except to be enlarged or reduced proportionally. The typeface may not be changed; the size and spacing of individual elements may not be changed. The logotype may not be adorned with boxes, bars, rules, or other embellishments.

MICHIGAN STATE UNIVERSITY

positive version



reversed version

SOME EXAMPLES OF UNACCEPTABLE LOGOTYPE USE

MICHIGAN STATE UNIVERSITY

Unacceptable: Do not distort the proportions.

MICHIGAN STATE

Unacceptable: Do not change the typeface.



Unacceptable: Do not alter the proportions of the box.

Michigan State University

Unacceptable: Do not use lower case letters.



Unacceptable: Do not add drop shadow or other embellishments.



Unacceptable: Do not enclose the positive version in a box.

The Block "S"

Description

Michigan State University's block "S," a registered trademark, is vertical in stature and contains subtle graphic styling that makes it unique among similar letterforms. There are two distinctive graphic characteristics of the block "S": the white space within the body is smaller on the top than on the bottom, and the corner cuts are deeper on the top than on the bottom.

Because of this custom graphic treatment, it is impossible to communicate a verbal or mechanical blueprint for construction of the block "S." Therefore, various sizes of the block "S" are included on a sheet of reproducible quality

at the back of this manual. To acquire an electronic version of the block "S," call Publications and Design, 355-3290.

Use

The block "S" may be used in either of two versions: a positive, shown here in black; or a reverse, in which a white letterform appears on a continuous dark field or background. The block "S" may not be commingled with other marks. It may not be altered in any way except to be enlarged or reduced proportionally. It may not be contained within other graphic devices. The block "S" may not be used as a replacement letterform in any name or word.



EXAMPLES OF UNACCEPTABLE BLOCK "S" USE



Unacceptable: Do not enclose in oval or other devices.



Unacceptable: Do not use outlined block "S."



Unacceptable: Do not add drop shadow or other embellishments.



Unacceptable: Do not co-mingle with any other graphic.



Unacceptable: Do not add type within in the "S."



Unacceptable: Do not use "S" as a replacement letterform.

Other Graphic Marks

The logotype and the block "S" are the Michigan State University marks available for use by all units of the university. The official seal of the university, which features Old College Hall, is reserved for use by the Michigan State University Board of Trustees and university officers.

An individual university unit may have a graphic mark developed for its use. A unit mark cannot contain the university name (Michigan State University, Michigan State, MSU, etc.) subservient to the unit name.

Unit graphic marks should be recorded with Publications and Design, 355-3290. Keeping a record of all unit marks will enable a search of existing marks so that, as new marks are developed, similarities and duplications can be minimized.

University Colors

Michigan State University's colors are green and white. The official green is the dark green color represented by the Pantone Matching System ink color 341 (PMS 341). For a color swatch, call Publications and Design, 355-3290.

University Publications

The university logotype must appear on all publications representing any part of Michigan State University. It must be the dominant graphic mark, and it may not be commingled with other graphic marks.

Traditionally, the university's affirmative action statement appears on all printed material. The form is:

MSU is an affirmative-action, equal-opportunity institution.

Letterhead

Description

The logotype takes the primary position in the letterhead grid. Information identifying the particular unit is positioned in the "scholar's margin" on the left. The proportion of white space in the left margin has two functions:

- Visual cohesion: It leads the eye to the next most important element in the grid—the individual unit.
- Visual separation: It provides enough room for the unit to make its own statement.

Typeface weight and size, line length, location of a graphic mark, and order of materials in the left margin are prescribed to highlight the organization of the university as well as to conform with postal regulations.

Order of Information

The major administrative unit name should come first, followed by a subdivision name. The order of the address information is prescribed to conform with postal regulations: Michigan State University, room number and building name, East Lansing, MI with zip and extension. The telephone, fax, e-mail, and Internet information should be separated from the mailing address.

The type sizes and weights provide a typographic solution to portraying the complex hierarchy of Michigan State University. The typeface is Helvetica Condensed.

Options

Within the context of the university image, individual units have several options with which to create a distinctive look:

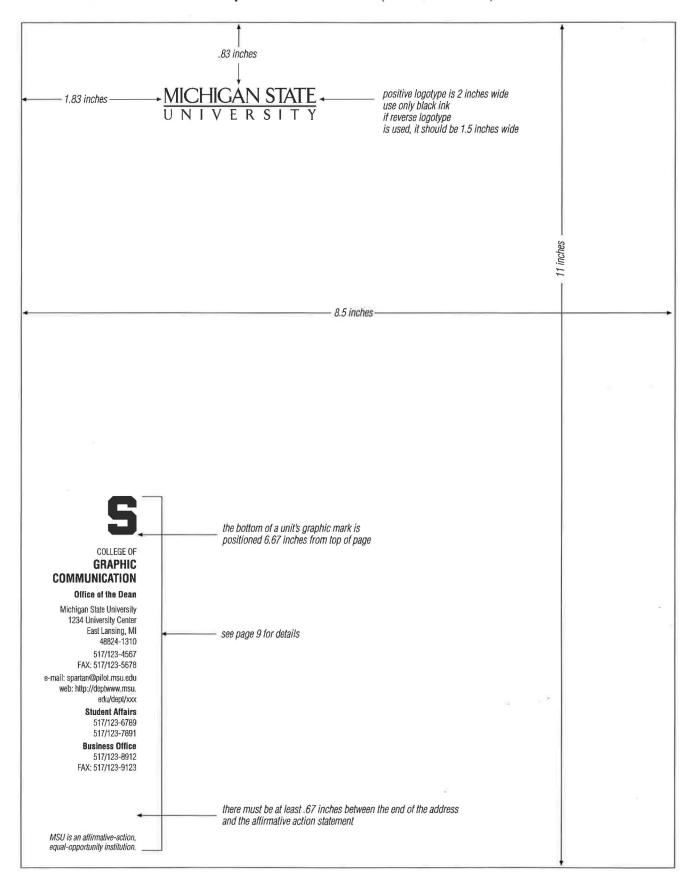
- The logotype may be used in either its positive or reversed version. The positive version requires larger letterforms to carry the same graphic weight as the reversed version; thus, on letterhead the positive logotype is larger than the reversed logotype.
- The "scholar's margin" may contain type only or may include a graphic mark. If used, a graphic mark may be no higher than 1 inch and no wider than 1 inch. It must be aligned on the right. The block "S" may be used by any unit as this graphic mark. The block "S" must be 3/8 inch wide and 1/2 inch high. An individual university unit may have a graphic mark developed for its use. Such marks must conform with the guidelines in this manual.
- The logotype is to be printed in black on letterhead and envelopes. If the block "S" is used in the "scholar's margin" on the letterhead, it must be printed in black or the university's official green (PMS 341). Other colors may be used for unit graphic marks. The information beneath a unit's graphic mark is always printed in black.

Printing

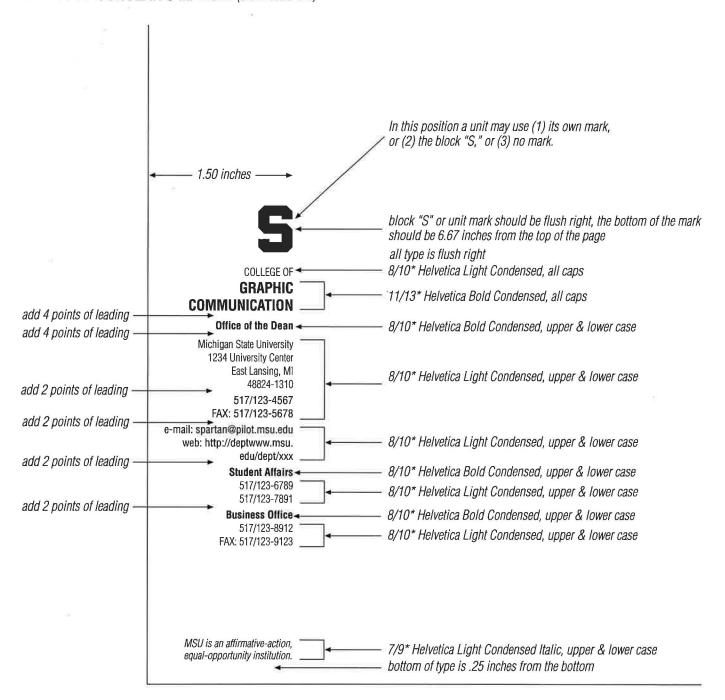
University Printing prints letterhead on university watermarked recycled paper. For information, call 355-6610, or visit the World Wide Web at: http://usdinfo.msu. edu.

Letterhead also may be produced electronically within units. For assistance with reproduction on IBM-compatible equipment, call Administrative Information Services, 353-4420. For assistance with production on Macintosh equipment, call the Computer Laboratory, 355-4500.

SAMPLE OF LETTERHEAD with specifications in inches (shown 80% of actual size)

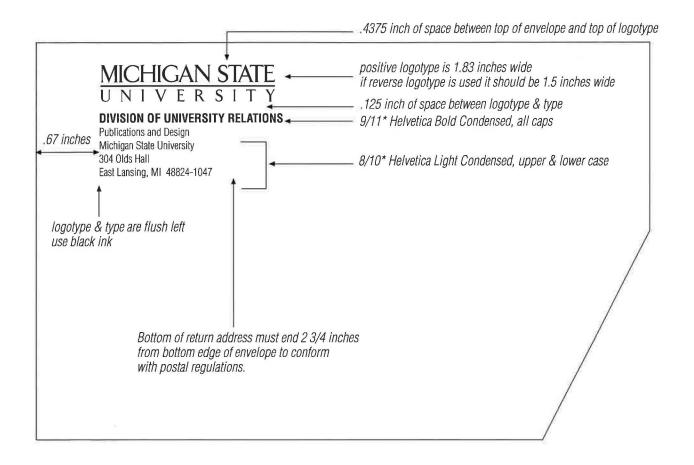


DETAIL OF SCHOLAR'S MARGIN (shown actual size)



^{*}The first number refers to the type size; the second number refers to the leading or space between lines.

SAMPLE OF RETURN ADDRESS ON ENVELOPE (shown actual size)



Business Cards

Description

Business cards are an important component of the university's graphic identity system, but are very small fields for conveying complex information. Therefore, it is recommended that only the logotype be used on business cards, along with the necessary personal and address information.

The logotype should appear at the top of the card. It may appear in either its positive version or its reversed version. The positive logotype is specified to be a larger size than the reversed logotype because the solid area of the reversed logotype carries more graphic weight.

Order of Information

The bearer's name, title, and address information are to be set in various weights and sizes as specified. The typeface is Helvetica Condensed. If more than eight lines of type are required, a vertical format may be used.

Options

The logotype must be printed in either black or the university's official green (PMS 341). It may not be altered in any way. If the logotype is printed in green, all other material on the card must be printed in black.

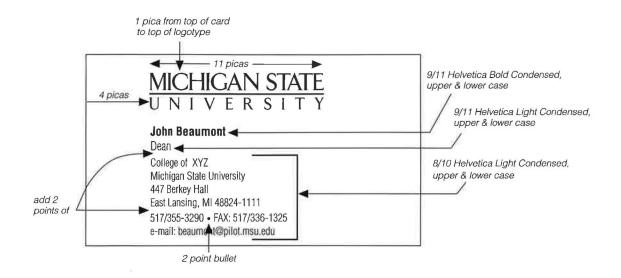
A graphic mark may be printed in the margin of a horizontal card only. This should be the same graphic mark used on unit letterhead. If the block "S" is used, it must measure 5/16 inch by 7/16 inch. If a unit graphic mark is used, it should be no higher than 3/4 inch and no wider than 9/16 inch.

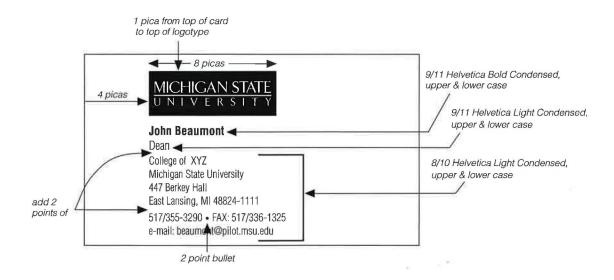
If the logotype at the top of the card is printed in green, the unit graphic mark should be printed in black or a screen of black. The block "S" must be printed in solid black. If the logotype is printed in black, the unit graphic mark may be printed in color to match the unit's letterhead. The block "S" must be printed in black or PMS 341.

Printing

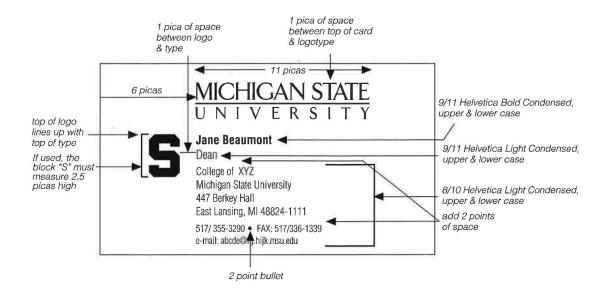
University Printing prints business cards on card stock. For information, call 355-6610 or visit the World Wide Web at: http://usdinfo.msu.edu/prt/bc.htm

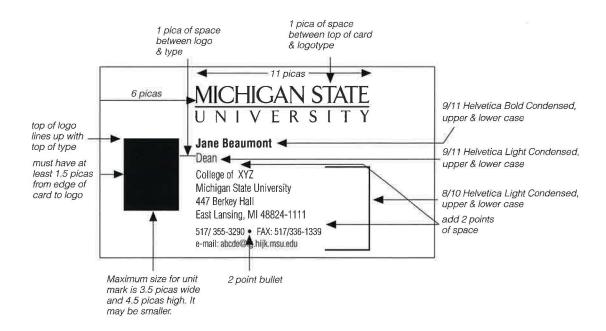
SAMPLES OF THE PREFERRED BUSINESS CARD WITH SPECIFICATIONS SHOWN IN PICAS (shown actual size)



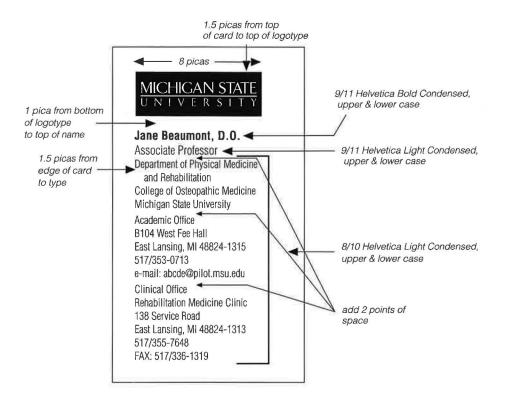


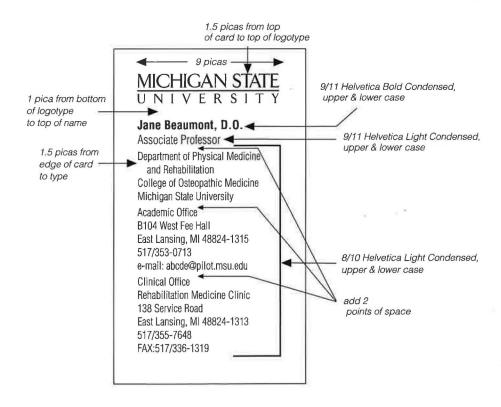
OTHER VERSIONS OF BUSINESS CARDS WITH SPECIFICATIONS SHOWN IN PICAS (shown actual size)





SAMPLES OF VERTICAL BUSINESS CARD WITH SPECIFICATIONS SHOWN IN PICAS (shown actual size)





Advertising

The university logotype must appear in all advertising efforts to promote the university. This includes magazine and newspaper advertising, posters, banners, and billboards.

Generally, when advertising is used for personnel hiring notices, there is a lot of type in a small space. Because of reproduction quality, the positive version of the logotype should be used when the logotype must run smaller than 1 1/2 inches wide. The logotype must always be the dominant graphic form. The block "S" may be used as an additional graphic if separated from the logotype by sufficient white space, but it can be no taller than the height of the logotype. A unit mark can be used, but it must not visually conflict with the logotype. Since heavy or ornamental borders will detract from the logotype, framing should be done with a narrow black line.

When advertising is used to promote an event, the logotype must be used prominently, but sizing should reflect the relative roles of the event, the sponsoring unit, and the university. The logotype can be used in either its positive or reversed version and can be printed in any one color that is compatible with the ad.

SAMPLES OF HIRING NOTICES

MICHIGAN STATE

Michigan State University is seeking experienced Information Technology Professionals interested in joining a team-oriented environment with long-term growth opportunities. We offer an excellent benefit package, including medical, dental, life, educational assistance, paid vacations, holidays and sick days, company-paid retirement plan.

Programmer Analysts

Multiple opportunities for developing applications in mainframe, client/server or web environments.

Please send your resume to College of Graphic Communication, Michigan State University, 1234 University Center, East Lansing, MI 48824-1310.

Applications will be accepted through Oct. 27, 1997.

MSU is an affirmative-action, equal-opportunity institution.

MICHIGAN STATE

S

Michigan State University is seeking experienced Information Technology Professionals interested in joining a team-oriented environment with long-term growth opportunities. We offer an excellent benefit package, including medical, dental, life, educational assistance, paid vacations, holidays and sick days, company-paid retirement plan.

Programmer Analysts

Multiple opportunities for developing applications in mainframe, client/server or web environments.

LAN Analys

Opportunity for installing and supporting Novell and/or NT servers, including hardware and software evaluation, technical consulting and troubleshooting.

Please send your resume to College of Graphic Communication, Michigan State University, 1234 University Center, East Lansing, MI 48824-1310. Applications will be accepted through Oct. 27, 1997.

MSU is an affirmative-action, equal-opportunity institution.

MICHICAN STATE UNIVERSITY

Michigan State University is seeking experienced INFORMATION TECH-NOLOGY PROFESSIONALS interested in joining a team-oriented environment with long-term growth opportunities. We offer an excellent benefit package, including medical, dental, life, educational assistance, paid vacations, holidays and sick days, company-paid retirement plan.

PROGRAMMER ANALYSTS

Multiple opportunities for developing applications in mainframe, client/server or web environments.

SYSTEM ANALYST

Opportunity for support of the Client Based Computing environment using DYL280 II, OS/JCL and MS SQL Server including technical documentation preparation and classroom presentation.

LAN ANALYST

Opportunity for installing and supporting Novell and/or NT servers, including hardware and software evaluation, technical consulting and troubleshooting. Please send your resume to College of Graphic Communication, Michigan State University, 1234 University Center, East Lansing, MI 48824-1310.

Applications will be accepted through Oct. 27, 1997.

MSU is an affirmative-action, equal-opportunity institution

MICHIGAN STATE UNIVERSITY

MICHIGAN STATE
UNIVERSITY

letterhead size

MICHIGAN STATE UNIVERSITY

MICHIGAN STATE UNIVERSITY

MICHIGAN STATE UNIVERSITY

MICHIGAN STATE UNIVERSITY

MICHIGAN STATE

business card size

business card size

MICHIGAN STATE UNIVERSITY

MICHIGAN STATE UNIVERSITY

letterhead size

MICHIGAN STATE

S S S

MICHICAN STATE UNIVERSITY

155

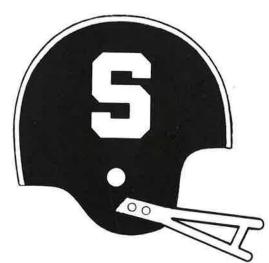
MICHIGAN STATE UNIVERSITY





HONMART, FREDERICK UN ARCH & HIST COL 101 CONRAD HALL

Michigan State Logos











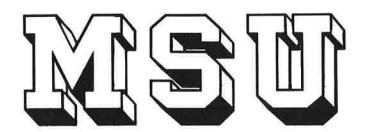




SPARTAN COLORS ARE:
GREEN (PMS 348)

& WHITE Michigan State Logos

GO GREEN GO WHITE!









SPARTAN COLORS:

GREEN (PMS 348) & WHITE

MICHICAN STATE

MICHIGAN STATE UNIVERSITY

MICHIGAN STATE Official Color Standard



This eye chart provides an accurate example of the official color of Michigan State University, "Spartan Green."

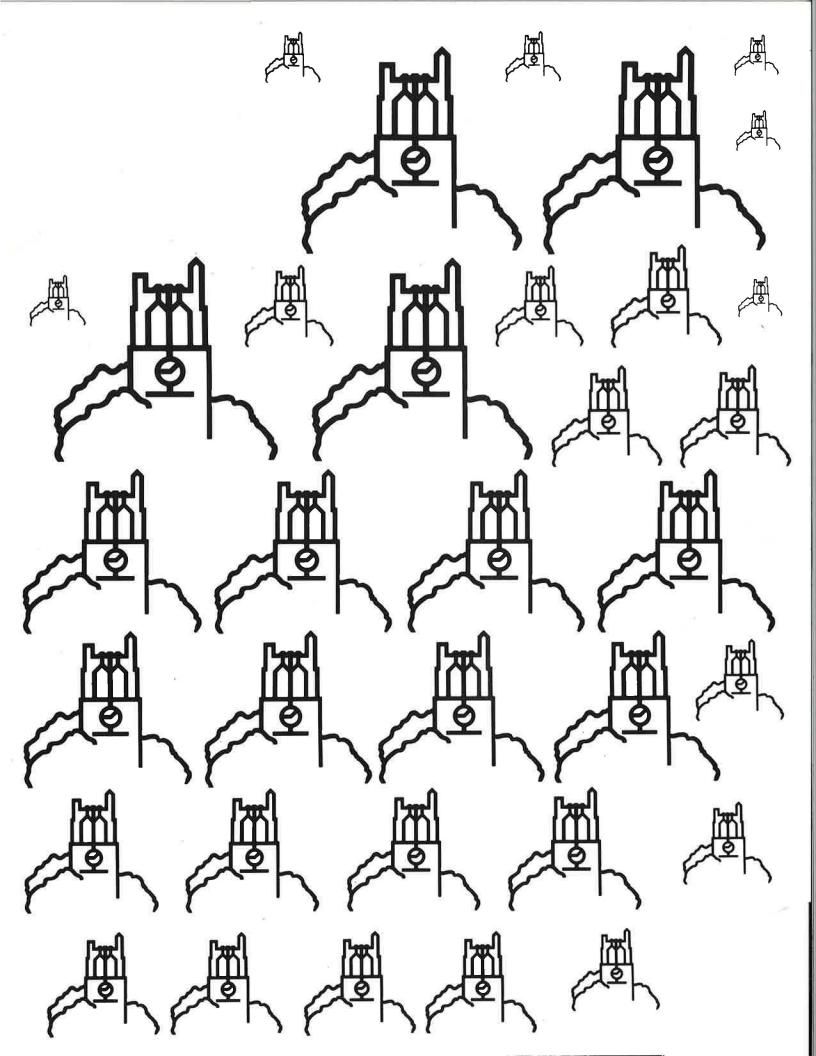
This color swatch is the appropriate way to determine that your product meets the color standard of an officially licensed MSU product.

Color variances do occur based on materials (plastic, ink, thread, fabric, etc.) and reflectivity. Without access to the exact color standard (Pantone 341 for Spartan Green), a visual comparison with this chart is the best method.

For additional swatches of color and information regarding use, please contact:

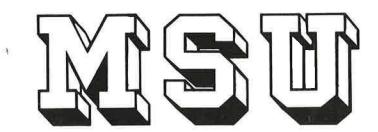
University Licensing Programs Michigan State University MSU Union East Lansing, MI 48824-1029 517/355-3434 FAX: 517/432-2045





Michigan State Logos

GO GREEN GO WHITE!









MICHIGAN STATE UNIVERSITY

SPARTAN COLORS:

GREEN (PMS 348) & WHITE

MICHICAN STATE



United States Patent and Trademark Office

Home Site Index Search FAQ Glossary Contacts eBusiness eBiz alerts News

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Fri Aug 28 02:28:23 EDT 2020

TESS HOME

NEW USER STRUCTURED FREE FORM BROWSE DICT SEARCH OG

Воттом

HELP

PREV LIST CURR LIST NEXT LIST

FIRST DOC PREV DOC NEXT DOC LAST DOC

Logout Please logout when you are done to release system resources allocated for you.

Start

List At:

Jump

Record 32 out of 177

TSDR

ASSIGN Status

TTAB Status

Use the "Back" button of the Internet Browser to return to

TESS)



Goods and Services

IC 044. US 100 101. G & S: Healthcare. FIRST USE: 20190831. FIRST USE IN COMMERCE: 20190831

Mark Drawing

Code

Code

(2) DESIGN ONLY

Design Search 02.01.13 - Gladiators; Men, Roman, Greek and other ancient soldiers, gladiators and Vikings; Vikings 02.01.37 - Busts of men in profile; Heads of men in profile; Men - heads, portraiture, or busts in profile;

Portraiture of men in profile

09.05.25 - Batting helmets; Caps, nurses; Caps, swimming; Dunce caps; Football helmets; Helmets, athletic;

Helmets, construction; Helmets, military; Helmets, protective; Safety helmets

23.05.01 - Helmets, armor

Serial Number 88184024

Filing Date

November 6, 2018

Current Basis 1A

Original Filing 1B **Basis**

Published for

April 16, 2019

Opposition Registration

Number

5951402

Registration

December 31, 2019

Date Owner

(REGISTRANT) Board of Trustees of Michigan State University constitutional corporation MICHIGAN 426

AUDITORIUM RD - RM 494 East Lansing MICHIGAN 48824

Attorney of

Record

R. Scott Keller

Description of The color(s) green is/are claimed as a feature of the mark. The mark consists of a profile image of a green

Mark

Spartan helmet.

Type of Mark

SERVICE MARK

8/28/2020

Trademark Electronic Search System (TESS)

Register

PRINCIPAL

Live/Dead

LIVE

Indicator

TESS HOME NEW USER

STRUCTURED FREE FORM BROWSE DICT SEARCH OG

TOP HELP PREVISE CURRLIST NEXT LIST

FIRST DOC PREV DOC NEXT DOC LAST DOC

| HOME | SITE INDEX | SEARCH | BUSINESS | HELP | PRIVACY POLICY



United States Patent and Trademark Office

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Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Fri Aug 28 02:28:23 EDT 2020

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Please logout when you are done to release system resources allocated for you.

OR Jump Start Record 58 out of 177 List At:

TSDR

ASSIGN Status

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TESS)



Goods and Services

IC 025. US 022 039. G & S: Dresses; Footwear; Headwear; Jackets; Jerseys; Leggings; Pants; Shirts; Shirts for infants, babies, toddlers and children; Shorts; Sweat pants; Sweaters; Swim suits; Athletic shirts; Hooded sweat shirts; Polo shirts; Sport shirts; Sweat shirts; T-shirts. FIRST USE: 19610000. FIRST USE IN COMMERCE: 19610000

IC 041. US 100 101 107. G & S: Educating at university or colleges; Education services in the nature of courses at the university level. FIRST USE: 19610000. FIRST USE IN COMMERCE: 19610000

Mark

Drawing

(2) DESIGN ONLY

Code

Design **Search Code**

23.05.01 - Helmets, armor

Serial

Number

87468832

Filing Date

May 30, 2017

Current

1A

Basis

Original Filing Basis

1A

Published for September 5, 2017 Opposition

Registration

5340796

Number International

Registration

1359756

Number

Registration

Date

November 21, 2017

Owner

(REGISTRANT) Board of Trustees of Michigan State University constitutional corporation MICHIGAN 426

8/28/2020

Trademark Electronic Search System (TESS)

AUDITORIUM RD - RM 494 East Lansing MICHIGAN 48824

Attorney of

Record

R. Scott Keller

Prior

Registrations

1345570

Description

The color(s) green is/are claimed as a feature of the mark. The mark consists of a profile of a green Spartan

of Mark

Type of Mark TRADEMARK. SERVICE MARK

Register

PRINCIPAL

Live/Dead

LIVE

Indicator

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HE

AMERICAN SEMESTER

Michigan State.

Word Mark

THE AMERICAN SEMESTER · MICHIGAN STATE ·

Goods and Services

IC 041. US 100 101 107. G & S: Educating at university or colleges; Education services in the nature of courses at the university level. FIRST USE: 20160529. USED IN ANOTHER FORM The mark was first used anywhere in

a different form other than that sought to be registered at least as early as 05/21/2012. FIRST USE IN

COMMERCE: 20160529

Mark Drawing

Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search 01.01.03 - Star - a single star with five points

Code

26.17.01 - Bands, straight; Bars, straight; Lines, straight; Straight line(s), band(s) or bar(s)

of Study Abroad 427 N. Shaw Lane, Room 109 East Lansing MICHIGAN 48824

26.17.05 - Bands, horizontal; Bars, horizontal; Horizontal line(s), band(s) or bar(s); Lines, horizontal

Serial Number 87094234 **Filing Date**

July 6, 2016

Current Basis

Original Filing

1A

Basis

Published for Opposition

January 24, 2017

Registration

5283728

Number Registration

September 12, 2017

Date

Owner

(REGISTRANT) Board of Trustees of Michigan State University constitutional corporation MICHIGAN c/o Office

Attorney of

R. Scott Keller

Record Prior

Registrations

1348875;4941148;4941150

Disclaimer

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "AMERICAN SEMESTER" APART FROM THE

MARK AS SHOWN

Description of

Mark

Color is not claimed as a feature of the mark. The mark consists of the word "THE" centered between two horizontal lines above the words "AMERICAN SEMESTER" in slightly rounded display above the words

"Michigan State" in script lettering with dots on each side of the words, above a star, all in a slightly weathered

looking print.

Type of Mark

SERVICE MARK

Register

PRINCIPAL-2(F)-IN PART

Live/Dead

Indicator

LIVE

Distinctiveness

Limitation

As to "MICHIGAN STATE"

Statement

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TSDR ASSIGN Status

TTAB Status

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TESS)

Word Mark WHARTON

Goods and Services

IC 041. US 100 101 107. G & S: Provision of performing arts theater facilities. FIRST USE: 20170816. USED IN ANOTHER FORM The mark was first used anywhere in a different form other than that sought to be registered at least as early as 00/00/1982. FIRST USE IN COMMERCE: 20170816

Mark

Drawing

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Code

Serial

87428401

Number Filing Date

April 27, 2017

Current **Basis**

1A

Original

1B Filing Basis

Published

for

September 5, 2017

Opposition

Registration 5398081

Number

Date

Registration February 6, 2018

Owner

(REGISTRANT) Board of Trustees of Michigan State University constitutional corporation MICHIGAN 426 AUDITORIUM RD - RM 494 East Lansing MICHIGAN 48824

Attorney of

R. Scott Keller

Record

of Mark

Description Color is not claimed as a feature of the mark. The mark consists of the word "WHARTON" in stylized letters with the

"WH" above "ART" above "ON".

Type of

SERVICE MARK

8/28/2020

Trademark Electronic Search System (TESS)

Mark

Register

PRINCIPAL

Other Data

The name(s), portrait(s), and/or signature(s) shown in the mark identifies Clifton Wharton and Delores Wharton, whose consent(s) to register is made of record.

Live/Dead

Indicator

LIVE

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ASSIGN Status

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SPARTY

Word Mark SPARTY

Goods and Services

IC 016. US 002 005 022 023 029 037 038 050. G & S: children's books; bumper stickers; calendars; decals. FIRST USE: 20030000. FIRST USE IN COMMERCE: 20030000

IC 025. US 022 039. G & S: clothing for adults and youths, namely, t-shirts, shirts, sweatshirts, and headwear, [cloth bibs and plastic baby bibs,] baby clothing, namely, t-shirts, shirts, sweatshirts, headwear and infant one-piece clothing. FIRST USE: 20050000. FIRST USE IN COMMERCE: 20050000

(CANCELLED) IC 030. US 046. G & S: [candy]. FIRST USE: 20010000. FIRST USE IN COMMERCE: 20010000

IC 041. US 100 101 107. G & S: Entertainment services in the nature of personal appearances by a costumed mascot character. FIRST USE: 19890000. FIRST USE IN COMMERCE: 19890000

Standard Characters Claimed

Mark **Drawing**

(4) STANDARD CHARACTER MARK

Code

Serial 86115932

Number

Filing Date

November 11, 2013

Current **Basis**

1A

Original Filing Basis

Published for

October 14, 2014

Opposition

Change In Registration

CHANGE IN REGISTRATION HAS OCCURRED

Registration 4662048

Number

Date

Registration December 30, 2014

Owner

(REGISTRANT) Board of Trustees of Michigan State University constitutional corporation MICHIGAN 450

Administration Building East Lansing MICHIGAN 48824

Attorney of

Record

R. Scott Keller

Type of Mark

TRADEMARK. SERVICE MARK

Register

PRINCIPAL

Affidavit

SECT 15. PARTIAL SECT 8 (6-YR).

Text

Live/Dead

LIVE

Indicator

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ASSIGN Status

TTAB Status

Use the "Back" button of the Internet Browser to return to

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Word Mark

MSU DAIRY STORE

Goods and Services

IC 035. US 100 101 102. G & S: Wholesale and retail store services featuring ice cream and cheese. FIRST USE: 20100819. USED IN ANOTHER FORM The mark was first used anywhere in a different form other than that

sought to be registered at least as early as 00/00/2000. FIRST USE IN COMMERCE: 20100819

Mark

Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

26.01.06 - Circles, semi; Semi-circles

Serial

87685833 Number

Filing Date

November 15, 2017

Current

1A

Basis Original

1A

Filing Basis

Opposition

Published for March 13, 2018

Registration

5481121

Number

Registration

May 29, 2018

Date Owner

(REGISTRANT) Board of Trustees of Michigan State University constitutional corporation MICHIGAN 426

AUDITORIUM RD - RM 494 East Lansing MICHIGAN 48824

Attorney of Record

R. Scott Keller

Prior

1326001 Registrations

8/28/2020

Trademark Electronic Search System (TESS)

Disclaimer

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DAIRY STORE" APART FROM THE MARK AS

SHOWN

Description

of Mark

The color(s) green is/are claimed as a feature of the mark. The mark consists of the acronym "MSU" under a semicircle in dark green above the stacked script words "Dairy Store" starting in light green to the left and progressively

getting darker to the right.

Type of Mark SERVICE MARK

PRINCIPAL

Register Live/Dead

Indicator

LIVE

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GO GREEN GO WHITE

Word Mark

GO GREEN GO WHITE

Goods and Services

IC 025. US 022 039. G & S: Dresses; Headwear; Scarves; Sweatshirts; T-shirts. FIRST USE: 19750000. FIRST

USE IN COMMERCE: 19750000

IC 041. US 100 101 107. G & S: Educating at university or colleges; Education services in the nature of

courses at the university level. FIRST USE: 19750000. FIRST USE IN COMMERCE: 19750000

Standard Characters Claimed

Mark Drawing

(4) STANDARD CHARACTER MARK

Serial Number

86750996

Filing Date

September 9, 2015

Current Basis
Original Filing

1A

Basis

Code

1A

Published for Opposition

February 2, 2016

Registration

4941154

Number Registration

Registration Date

April 19, 2016

Owner

(REGISTRANT) Board of Trustees of Michigan State University constitutional corporation MICHIGAN c/o University Licensing Programs 49 Abbot Rd., Room #13 East Lansing MICHIGAN 48824

Attorney of Record

R. Scott Keller

Type of Mark

TRADEMARK. SERVICE MARK

Register

PRINCIPAL

Live/Dead Indicator

LIVE

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MICHIGAN STATE

Word Mark

MICHIGAN STATE

Goods and Services

IC 025. US 022 039. G & S: Collared shirts; Headwear; Jackets; Jerseys; Scarves; Shorts; Sweatshirts; T-shirts. FIRST USE: 20090701. USED IN ANOTHER FORM The mark was first used anywhere in a different form other than that sought to be registered at least as early as 00/00/1925. FIRST USE IN COMMERCE: 20090701

IC 041. US 100 101 107. G & S: Educating at university or colleges; Education services in the nature of courses at the university level. FIRST USE: 20090701. USED IN ANOTHER FORM The mark was first used anywhere in a different form other than that sought to be registered at least as early as 00/00/1925. FIRST USE IN COMMERCE: 20090701

Mark Drawing

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Code

86750976

Number

00700070

Filing Date

September 9, 2015

Current Basis

1A

Original

1A

Filing Basis

Published for March 29, 2016

Opposition Registration

4976722

Number Registration

Date

June 14, 2016

Owner

(REGISTRANT) Board of Trustees of Michigan State University constitutional corporation MICHIGAN c/o University Licensing Programs 49 Abbot Rd., Room #13 East Lansing MICHIGAN 48824

Attorney of

Record

R. Scott Keller

Prior

1325430;1344639;1348875

Registrations

Description

The color(s) green is/are claimed as a feature of the mark. The mark consists of the stylized words "MICHIGAN

of Mark

STATE" in green.

Type of Mark TRADEMARK. SERVICE MARK

Register

PRINCIPAL-2(F)

Live/Dead Indicator

LIVE

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MICHIGAN STATE

Word Mark

MICHIGAN STATE

Goods and Services IC 014. US 002 027 028 050. G & S: Earrings; Jewelry; Rings. FIRST USE: 19650000. FIRST USE IN

COMMERCE: 19650000

Standard Characters

Claimed

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Serial Number

88530486

Filing Date

July 23, 2019

1A

Current Basis

Original Filing Basis 1A

Published for

Opposition

November 19, 2019

Registration Number 5977398

International

Registration Number

1491666

Registration Date

February 4, 2020

Owner

(REGISTRANT) Board of Trustees of Michigan State University constitutional corporation MICHIGAN 426

AUDITORIUM RD - RM 494 East Lhansing MICHIGAN 48824

Attorney of Record

R. Scott Keller

Prior Registrations

1325430;4941150;4976722

Type of Mark

TRADEMARK

Register

PRINCIPAL-2(F)

Live/Dead Indicator

LIVE

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SPARTANS WILL.

Word Mark

SPARTANS WILL.

Goods and Services

IC 025. US 022 039. G & S: Headwear; Sweatshirts; T-shirts; Tank tops; Hooded sweatshirts. FIRST USE:

20100000. FIRST USE IN COMMERCE: 20100000

IC 041. US 100 101 107. G & S: Educating at university or colleges; Education services in the nature of

courses at the university level. FIRST USE: 20100601. FIRST USE IN COMMERCE: 20100601

Standard Characters Claimed

Mark Drawing

(4) STANDARD CHARACTER MARK

Serial Number **Filing Date**

87043728 May 19, 2016

Current Basis

Original Filing

1A

Basis

Code

1A

Published for Opposition

May 16, 2017

Registration Number

5253964

Registration

Date

August 1, 2017

Owner

(REGISTRANT) Board of Trustees of Michigan State University constitutional corporation MICHIGAN c/o University Licensing Programs 49 Abbot Rd., Room #13 East Lansing MICHIGAN 48824

Attorney of Record

R. Scott Keller

Prior

Registrations

1470709;4941152

8/28/2020

Trademark Electronic Search System (TESS)

Type of Mark

TRADEMARK. SERVICE MARK

Register

PRINCIPAL

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FRIDAY June 16, 1995

East Lansing, Michigan

w design

1948-56

56-65

1935-1947

Helmet History

By TONY HANSEN

S

STATE NEWS STAFF WRITER

A new era in MSU football began with the hiring of head coach Nick Saban. Now, the Spartans will have a fresh look with newly designed helmets.

The University is leaning toward a new

1905-75

white contemporary Spartan adoming each side.
The official announcement should come within a week, according to the Sports Information Official announcement of the Sports Information Official announcement should come within a week, according to the Sports Information Official

9952

mation Office.

The new design would replace the old block "S" helmets worn during former head coach George Perles' tenure between 1983 and 1994.

1977-82

It would also feature a 1-inch white stripe flanked by two quarter-inch white stripes running down the middle of the helmet.

This design is one of many changes Spar-

bers and the width of the stripe, Spartan hel-

Except for the placement of player num-

mets have remained virtually the same block "S" design since 1983.

tan helmets have gone through over the years. From 1896 to 1957, Spartans wore a

leather-winged helmet with only a small

block "S" on the front.

In 1948, gridders began wearing the modern plastic helmets. That version was plain

green with white stripes.

Player numbers were added to the design in 1957. The helmets remained that way until 1964, when the Spartan logo was added to

the sides of the helmet.
For the 1969 season, the logo was replaced by a decal commemorating the 100th anniversary of college football.

The new helmet most resembles the ones worn in the 1977 to 1982 seasons — including 1978, when MSU won a Big Ten championship.

State News/KHIEM TANG

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