



# Fun Photo Guys®

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**FOR IMMEDIATE RELEASE**

## REGISTERED SERVICE MARK

Fun Photo Guys® Receives Official Registered Service Mark from the USPTO

Fun Photo Guys®, a professional photography company based in Pleasant Hill, California, announced today that it was awarded Certificate of Registration number 3507940 from the United States Patent and Trademark Office (USPTO) on September 30, 2008 for its Service Mark, Fun Photo Guys®.

This registration establishes Fun Photo Guys legal ownership of the name, establishes a brand identity in the marketplace, and demonstrates that Fun Photo Guys® claim to the term is unique, unusual, distinctive, and has been established through consistent long-term use.

The records of the USPTO show that an application for registration of "Fun Photo Guys®" filed in early 2008 was examined and determined to be in compliance with the requirements of the law and with the regulations prescribed by the Director of the USPTO; and that Fun Photo Guys® is entitled to registration of the "Fun Photo Guys®" mark under the Trademark Act of 1946.

Businesses use Service Marks to identify their services and distinguish them from others in their field. Trademarks, by contrast, are used to distinguish competing products, not services. Trademarks are normally affixed to a product by a label; Service Marks are displayed through websites, advertising and promotional materials.

Kevin Slovic, Co-founder, stated "Receiving the Registered Service Mark further solidifies our brand identity and distinguishes us as truly being Fun Photo Guys®". Kevin added "We have spent a lot of time, money and energy in promoting our name as a company that quickly provides high-quality digital images to our customers. Our registered Service Mark will help to distinguish us from others who might use confusingly similar names, particularly on the Internet."

### About Fun Photo Guys

Fun Photo Guys® provides professional photography services for Weddings, Social Events, and has portable studio equipment that can be used for on-location portraits, head shots, group shots, and prom-style photos. The company provides High-Resolution Digital Images to their clients over the Internet, and is a Green Business certified by the Bay Area Green Business Program. More information is available at [www.FunPhotoGuys.com](http://www.FunPhotoGuys.com).



[www.FunPhotoGuys.com](http://www.FunPhotoGuys.com)

925-676-5458

# The United States of America



## CERTIFICATE OF REGISTRATION PRINCIPAL REGISTER

*The Mark shown in this certificate has been registered in the United States Patent and Trademark Office to the named registrant.*

*The records of the United States Patent and Trademark Office show that an application for registration of the Mark shown in this Certificate was filed in the Office; that the application was examined and determined to be in compliance with the requirements of the law and with the regulations prescribed by the Director of the United States Patent and Trademark Office; and that the Applicant is entitled to registration of the Mark under the Trademark Act of 1946, as Amended.*

*A copy of the Mark and pertinent data from the application are part of this certificate.*

*To avoid CANCELLATION of the registration, the owner of the registration must submit a declaration of continued use or excusable non-use between the fifth and sixth years after the registration date. (See next page for more information.) Assuming such a declaration is properly filed, the registration will remain in force for ten (10) years, unless terminated by an order of the Commissioner for Trademarks or a federal court. (See next page for information on maintenance requirements for successive ten-year periods.)*



A handwritten signature in black ink that reads "Jon W. I. Dudas".

Director of the United States Patent and Trademark Office

Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 3,507,940

Registered Sep. 30, 2008

SERVICE MARK  
PRINCIPAL REGISTER

# Fun Photo Guys

SLOVICK, KEVIN (CALIFORNIA SOLE PROPRIETORSHIP)  
77 NORWICH WAY  
PLEASANT HILL, CA 94523

FOR: PHOTOGRAPHY SERVICES, IN CLASS 41  
(U.S. CLS. 100, 101 AND 107).

FIRST USE 8-14-2006; IN COMMERCE 8-14-2006.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PHOTO", APART FROM THE MARK AS SHOWN.

SER. NO. 77-400,907, FILED 2-19-2008.

WILLIAM BRECKENFELD, EXAMINING ATTORNEY