

Sara Lee Corporation
Intellectual Property Law Department
1000 East Hanes Mill Road
Winston-Salem, NC 27105

Phone 336.519.2011
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(336) 519-7407



April 26, 2004

Assistant Commissioner for Trademarks
Post Registration Division
2900 Crystal Drive
Arlington, Virginia 22202-3514

RE: Renewal Application & Request to Amend Registered Mark of Sara Lee Corporation for Trademark Registration No. 759,305 BALL PARK & Design, in International Class 29

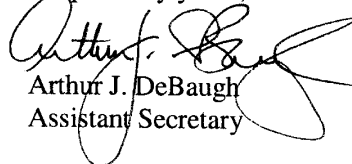
Dear Sir:

Enclosed is an application for renewal along with an application to amend registered mark for the above-referenced trademark.

Please charge Sara Lee Corporation PTO Account # 190142 the amount of Seven Hundred Dollars (\$700) to cover the late renewal fee and One Hundred Dollars (\$100) to cover the amendment fee.

Kindly direct all communications regarding this renewal application to the undersigned.

Respectfully yours,


Arthur J. DeBaugh
Assistant Secretary

Enclosures



04-29-2004

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #77

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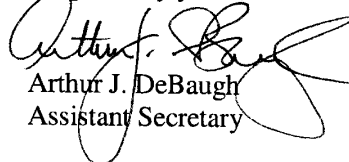
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
POST REGISTRATION DIVISION**

Mark: BALL PARK & DESIGN)
Registration No.: 759,305)
Issue Date: October 29, 1963)
_____)

Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-1978

APPLICATION TO AMEND REGISTERED MARK

Sir:

Pursuant to Section 7 (e) of the Trademark Act, 15 U.S.C. Section 1057 (e), and 37 C.F.R. Section 2.173, application, Sara Lee Corporation applies to amend trademark Registration No. 759,305 to the form shown in the accompanying drawing.

Applicant submits one specimen showing the mark as used in connection with the goods recited in the registration.

The original Certificate of Registration is submitted in order that the Commission may make appropriate entry thereon and in the records of the Office. Please charge PTO Account 19-0142 the amount of One Hundred Dollars (\$100) to cover the required fee.

The requested amendment does not involve such changes in the registration as to alter materially the character of the mark.

Respectfully submitted,

SARA LEE CORPORATION

Date: 27 April 2004

By: _____

Arthur J. DeBaugh
Assistant Secretary

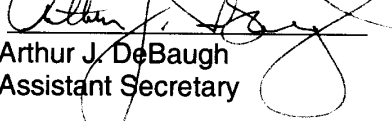
RN: 759,305

DECLARATION

The undersigned, Arthur J. DeBaugh, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18. U.S.C. 1001, and that such willful false statements may jeopardize the validity of the application or any resulting registration, declares that he is properly authorized to execute this Application to Amend Registered Mark on behalf of the applicant; he believes the applicant to be the owner of the trademark registration 759,305; the trademark is now in use in commerce; and all statements made of his own knowledge are true and all statements made on information and belief are believed to be true.

Sara Lee Corporation

Date: 27 April 2004

By: 
Arthur J. DeBaugh
Assistant Secretary

Applicant:

Sara Lee Corporation
(a Maryland Corporation)

Mailing Address:

1000 E. Hanes Mill Road
Winston Salem, North Carolina 27105

First Used:

June 15, 1960

First Used in Interstate Commerce:

August 6, 1961

Goods:

Frankfurters

Class:

29

The logo features the words "ball park" in a large, bold, white, lowercase sans-serif font. The letters are set against a thick black background that forms a stylized, angular shape behind the text. Below "ball park", the word "BRAND" is written in a smaller, bold, black, uppercase sans-serif font.

**ball
park**
BRAND



Franks
MADE WITH BEEF AND PORK, TURKEY

24
COUNT



**They plump when
you cook 'em!**

SERVING
SUGGESTION

**SATISFACTION
* GUARANTEED ***

www.ballparkfranks.com TOLL-FREE 1-888-317-5867 MON. - FRI., 8:00 - 4:30 E.S.T.

**Nutrition
Facts**

Serv. Size 1 frank (56g)
Servings 24
Calories 180
Fat Cal. 150

Amount/serving	%DV*	Amount/serving	%DV*
Total Fat 16g	25%	Total Carb. 3g	1%
Sat. Fat 6g	29%	Fiber 0g	0%
Cholest. 40mg	13%	Sugars 3g	
Sodium 560mg	23%	Protein 6g	
Potassium 340mg	10%		

Vitamin A 0% • Vitamin C 6% • Calcium 4% • Iron 4%

INGREDIENTS: BEEF AND PORK, MECHANICALLY SEPARATED TURKEY, WATER, CORN SYRUP, CONTAINS LESS THAN TWO PERCENT SALT, POTASSIUM LACTATE, PARTIALLY HYDROLYZED BEEF STOCK, SODIUM PHOSPHATES, FLAVORINGS, SODIUM DIACETATE, ASCORBIC ACID (VITAMIN C), SODIUM NITRITE, EXTRACTIVES OF PAPRIKA.

DISTRIBUTED BY BALL PARK BRANDS, CINCINNATI, OH 45242 © 2003 BALL PARK BRANDS
BALL PARK, THE BALL PARK LOGO AND PLUMP WHEN YOU COOK 'EM ARE REGISTERED TRADEMARKS OF THE SARA LEE CORPORATION

Heat and Eat

• **Stove:** Boil 4-5 mins.; if frozen, 8-9 mins. • **Grill:** Use medium heat, 6-10 mins., turn often; if frozen, thaw first. • **Microwave:** Place in bun; wrap in paper towel; cook 60-70 secs. on high. Add 40 secs. for each added frank. Let stand one minute before serving. (Ovens vary; times approximate); if frozen, thaw first. • **For Kids Under 5 Years:** Cut lengthwise then slice.

For best quality, use or freeze by date shown on package. Once opened, use within 7 days.

10037
666088
KEEP
REFRIGERATED
FULLY
COOKED



NET WT. 48 OZ. (3 LB.)



Nº 759305

THE UNITED STATES OF AMERICA

This is to certify that from the records of the Patent Office it appears that an application was filed in said Office for registration of the Mark shown herein, a copy of said Mark and pertinent data from the Application being annexed hereto and made a part hereof,

And there having been due compliance with the requirements of the law and with the regulations prescribed by the Commissioner of Patents,

Upon examination, it appeared that the applicant was entitled to have said Mark registered under the Trademark Act of 1946, and the said Mark has been duly registered this day in the Patent Office on the

PRINCIPAL REGISTER

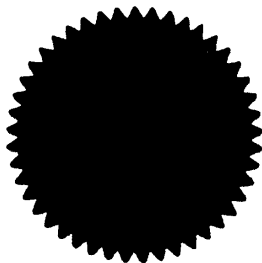
to the registrant named herein.

This registration shall remain in force for Twenty Years unless sooner terminated as provided by law.

In Testimony Whereof I have hereunto
set my hand and caused the seal of
the Patent Office to be affixed this
twenty-ninth day of October, 1963.

Edwin L. Reynolds

ACTING COMMISSIONER OF PATENTS



United States Patent Office

759,305
Registered Oct. 29, 1963

PRINCIPAL REGISTER Trademark

Ser. No. 131,045, filed Oct. 31, 1961



Hygrade Food Products Corporation (New York corporation)
2811 Michigan Ave.
Detroit 16, Mich.

For: FRANKFURTERS, in CLASS 46.
First use June 15, 1960; in commerce Aug. 6, 1961.