

# Trademark/Service Mark Application, Principal Register

Serial Number: 86412188

Filing Date: 10/01/2014

The table below presents the data as entered.

Input Field	Entered
<b>SERIAL NUMBER</b>	86412188
<b>MARK INFORMATION</b>	
*MARK	<a href="#">YOUR WORLD REWARDS</a>
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	YOUR WORLD REWARDS
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
REGISTER	Principal
<b>APPLICANT INFORMATION</b>	
*OWNER OF MARK	PREFERRED GUEST, INC.
*STREET	ONE STARPOINT
*CITY	STAMFORD
*STATE (Required for U.S. applicants)	Connecticut
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	06902
EMAIL ADDRESS	JENNILYN.ESTACIO@STARWOODHOTELS.COM
<b>LEGAL ENTITY INFORMATION</b>	
TYPE	corporation
STATE/COUNTRY OF INCORPORATION	Delaware
<b>GOODS AND/OR SERVICES AND BASIS INFORMATION</b>	
INTERNATIONAL CLASS	035

<b>*IDENTIFICATION</b>	<b>LOYALTY PROGRAM</b>
<b>FILING BASIS</b>	SECTION 1(b)
<b>INTERNATIONAL CLASS</b>	039
<b>*IDENTIFICATION</b>	<b>travel reservation program</b>
<b>FILING BASIS</b>	SECTION 1(b)
<b>INTERNATIONAL CLASS</b>	043
<b>*IDENTIFICATION</b>	<b>hotels, resorts, temporary accommodation services</b>
<b>FILING BASIS</b>	SECTION 1(b)
<b>ATTORNEY INFORMATION</b>	
<b>NAME</b>	AINSLEE SCHREIBER
<b>ATTORNEY DOCKET NUMBER</b>	1143.USA
<b>FIRM NAME</b>	STARWOOD HOTELS & RESORTS WORLDWIDE, INC.
<b>STREET</b>	ONE STARPOINT
<b>CITY</b>	STAMFORD
<b>STATE</b>	Connecticut
<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	06902
<b>EMAIL ADDRESS</b>	JENNILYN.ESTACIO@STARWOODHOTELS.COM
<b>AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>CORRESPONDENCE INFORMATION</b>	
<b>NAME</b>	AINSLEE SCHREIBER
<b>FIRM NAME</b>	STARWOOD HOTELS & RESORTS WORLDWIDE, INC.
<b>STREET</b>	ONE STARPOINT
<b>CITY</b>	STAMFORD
<b>STATE</b>	Connecticut
<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	06902
<b>EMAIL ADDRESS</b>	JENNILYN.ESTACIO@STARWOODHOTELS.COM
<b>AUTHORIZED TO COMMUNICATE</b>	

<b>VIA EMAIL</b>	Yes
<b>FEE INFORMATION</b>	
<b>NUMBER OF CLASSES</b>	3
<b>FEE PER CLASS</b>	325
<b>*TOTAL FEE DUE</b>	975
<b>*TOTAL FEE PAID</b>	975
<b>SIGNATURE INFORMATION</b>	
<b>SIGNATURE</b>	/m/
<b>SIGNATORY'S NAME</b>	Marshall Donat
<b>SIGNATORY'S POSITION</b>	Vice President & Assistant Secretary
<b>DATE SIGNED</b>	10/01/2014

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## Trademark/Service Mark Application, Principal Register

**Serial Number: 86412188**

**Filing Date: 10/01/2014**

### To the Commissioner for Trademarks:

**MARK:** YOUR WORLD REWARDS (Standard Characters, see [mark](#))

The literal element of the mark consists of YOUR WORLD REWARDS.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, PREFERRED GUEST, INC., a corporation of Delaware, having an address of  
ONE STARPOINT  
STAMFORD, Connecticut 06902  
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 035: LOYALTY PROGRAM

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

International Class 039: travel reservation program

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

International Class 043: hotels, resorts, temporary accommodation services

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

The applicant's current Attorney Information:

AINSLEE SCHREIBER of STARWOOD HOTELS & RESORTS WORLDWIDE, INC.  
ONE STARPOINT  
STAMFORD, Connecticut 06902  
United States

The attorney docket/reference number is 1143.USA.

The applicant's current Correspondence Information:

AINSLEE SCHREIBER

STARWOOD HOTELS & RESORTS WORLDWIDE, INC.  
ONE STARPOINT  
STAMFORD, Connecticut 06902  
JENNILYN.ESTACIO@STARWOODHOTELS.COM (authorized)

A fee payment in the amount of \$975 has been submitted with the application, representing payment for 3 class(es).

### **Declaration**

The signatory believes that: if the applicant is filing the application under 15 U.S.C. Section 1051(a), the applicant is the owner of the trademark/service mark sought to be registered; the applicant or the applicant's related company or licensee is using the mark in commerce on or in connection with the goods/services in the application, and such use by the applicant's related company or licensee inures to the benefit of the applicant; the specimen(s) shows the mark as used on or in connection with the goods/services in the application; and/or if the applicant filed an application under 15 U.S.C. Section 1051(b), Section 1126(d), and/or Section 1126(e), the applicant is entitled to use the mark in commerce; the applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the goods/services in the application. The signatory believes that to the best of the signatory's knowledge and belief, no other person has the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion or mistake, or to deceive. The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements and the like may jeopardize the validity of the application or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

### **Declaration Signature**

Signature: /m/ Date: 10/01/2014  
Signatory's Name: Marshall Donat  
Signatory's Position: Vice President & Assistant Secretary  
RAM Sale Number: 86412188  
RAM Accounting Date: 10/02/2014

Serial Number: 86412188  
Internet Transmission Date: Wed Oct 01 18:05:11 EDT 2014  
TEAS Stamp: USPTO/BAS-107.188.49.1-20141001180511381  
177-86412188-500839294edd38d79246a9b8dfc  
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DA-4773-20141001175839683293

# YOUR WORLD REWARDS