

Trademark Snap Shot Prosecution History for Review Correspondence
(Table presents the data on Prosecution History for Review Correspondence)

OVERVIEW

SERIAL NUMBER	71502013	FILING DATE	05/13/1946
REG NUMBER	0443591	REG DATE	12/06/1949
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	TM ATTORNEY NOT ASSIGNED	L.O. ASSIGNED	NONE

PUB INFORMATION

RUN DATE	08/21/2009		
PUB DATE	N/A		
STATUS	800-REGISTERED AND RENEWED		
STATUS DATE	01/24/2000		
LITERAL MARK ELEMENT	WONDEROD		
DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	12/06/1999
DATE AMEND REG	N/A		

FILING BASIS

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	YES	1 (a)	YES	1 (a)	NO
1 (b)	NO	1 (b)	NO	1 (b)	NO
44D	NO	44D	NO	44D	NO
44E	NO	44E	NO	44E	NO
66A	NO	66A	NO		
NO BASIS	NO	NO BASIS	NO		

MARK DATA

STANDARD CHARACTER MARK	NO
LITERAL MARK ELEMENT	WONDEROD
MARK DRAWING CODE	1-TYPESET WORD(S)/LETTER(S)/NUMBER(S)
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

PARTY TYPE	40-SUBSEQUENT OWNER AFTER REGISTRATION
NAME	SHAKESPEARE COMPANY
ADDRESS	3801 WESTMORE DRIVE COLUMBIA, SC 29223
ENTITY	03-CORPORATION

CITIZENSHIP	Delaware
ASSIGNEE OF	BY MERGER WITH AND CHANGE OF NAME FROM
GOODS AND SERVICES	
U.S. CLASS	022
DESCRIPTION TEXT	FISHING RODS

GOODS AND SERVICES CLASSIFICATION							
INTERNATIONAL CLASS	028	FIRST USE DATE	08/01/1938	FIRST USE IN COMMERCE DATE	08/01/1938	CLASS STATUS	6-ACTIVE

MISCELLANEOUS INFORMATION/STATEMENTS	
CHANGE IN REGISTRATION	NO

PROSECUTION HISTORY				
DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
08/20/2009	CORV	P	REVIEW OF CORRESPONDENCE COMPLETE	009
10/07/2008	CFIT	O	CASE FILE IN TICRS	008
07/17/2002	TCCA	I	TEAS CHANGE OF CORRESPONDENCE RECEIVED	007
01/24/2000	RNL3	Q	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	006
01/24/2000	9G8P	O	REGISTERED - SEC. 9 GRANTED/CHECK RECORD FOR SEC. 8	005
10/18/1999	89AF	I	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	004
11/22/1989	RNL3	Q	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	003
09/11/1989	9.AF	I	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	002
12/06/1969	REN1	R	REGISTERED AND RENEWED (FIRST RENEWAL - 20 YRS)	001

CURRENT CORRESPONDENCE INFORMATION	
ATTORNEY	NONE
CORRESPONDENCE ADDRESS	Darren J. Jones K2 Inc. 19215 Vashon Highway SW Vashon WA 98070
DOMESTIC REPRESENTATIVE	NONE

PRIOR OWNER INFORMATION	
PARTY TYPE	30-ORIGINAL REGISTRANT
NAME	SHAKESPEARE COMPANY
ADDRESS	241 E. KALAMAZOO AVE. KALAMAZOO, MI
ENTITY	03-CORPORATION
CITIZENSHIP	Michigan

WONDEROD



UNITED STATES DEPARTMENT OF COMMERCE
Patent & Trademark Office
ASSISTANT COMMISSIONER FOR TRADEMARKS
2900 Crystal Drive
Arlington, VA 22202-3513

REGISTRATION NO. 0443591 SERIAL NO. 71/502013

PAPER NO.

MAILING DATE: Feb 17, 2000

MARK: WONDEROD

REGISTRANT: SHAKESPEARE COMPANY

CORRESPONDENCE ADDRESS:

SYLVIA A. PETROSKY
1050 GHENT ROAD
AKRON, OH 44333

TMPRU

Please furnish the following
in all correspondence:

1. Your phone number and ZIP Code.
2. Mailing date of this action.
3. Affidavit-Renewal Examiner's name.
4. Mark all correspondence to the attention of "PRU" using the above address.
5. Registration No.

RECEIPT IS ACKNOWLEDGED OF THE SUBMITTED REQUEST UNDER:

SECTION 9 OF THE TRADEMARK ACT AND 37 CFR SECS. 2.181-2.184.

YOUR REQUEST FULFILLS THE STATUTORY REQUIREMENTS AND RENEWAL HAS BEEN GRANTED.

FRANCES A. PFOHL
AFFIDAVIT-RENEWAL EXAMINER
TRADEMARK EXAMINING OPERATION
(703) 308-9500 EXT. 127



UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

REGISTRATION NO. 0443591

SERIAL NO. 71/502013

PAPER NO.

MAILING DATE: 11/28/89

MARK: WONDEROD

REGISTRANT: SHAKESPEARE COMPANY

CORRESPONDENCE ADDRESS:

RENNER, KENNER, GREIVE, BOBAK & TAYLOR
ATTN: JACK L. RENNER
1610 FIRST NATIONAL TOWER
AKRON, OH 44308-1456

Please furnish the following
in all correspondence:

1. Your phone number and zip code.
2. Mailing date of this action.
3. Affidavit-Renewal Examiner's name.
4. The address of all correspondence
not containing fees should include
the words "Box 5".
5. Registration No.

RECEIPT IS ACKNOWLEDGED OF THE SUBMITTED REQUEST UNDER:

SECTION 9 OF THE TRADEMARK ACT AND 37 CFR SECS. 2.181-2.184.

YOUR REQUEST FULFILLS THE STATUTORY REQUIREMENTS AND RENEWAL HAS BEEN
GRANTED.

PATRICIA ANN EVERETT
AFFIDAVIT-RENEWAL EXAMINER
TRADEMARK EXAMINING OPERATION
(703) 557-1988



300.00-302 TM/R

Mark: **WONDEROD**

Reg. No.: 443,591

Class: Int. 28

#12

Ren. Pet.

TO THE COMMISSIONER OF PATENTS AND TRADEMARKS

SHAKESPEARE COMPANY

a corporation of the State of Delaware
doing business at
3801 Westmore Drive
Columbia, South Carolina 29204

The above-identified applicant for renewal requests that the above-identified registration, which applicant for renewal now owns, be renewed in accordance with the provisions of Section 9 of the Act of July 5, 1946.

The mark shown in said registration is still in use in interstate commerce on each of the following goods recited in the registration: fishing rods -- the attached photographic facsimile showing the mark as actually used on the goods themselves.

The renewal fee is presented herewith.

The applicant for renewal hereby appoints **Jack L. Renner** (Reg. No. 20,116) as the principal attorney of record but in whose absence the Examiner should contact one or more of the following attorneys to whom a power of attor-

Mark: **WONDEROD**

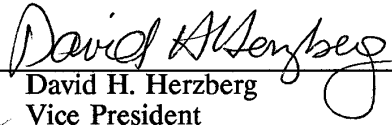
Reg. No.: 443,591

Class: Int. 28

ney is also hereby granted: Reese Taylor (Reg. No. 22,325), Phillip L. Kenner (Reg. No. 22,353), Edward G. Greive (Reg. No. 24,726), Donald J. Bobak (Reg. No. 27,182), Ray L. Weber (Reg. No. 26,519), Howard S. Robbins (Reg. No. 28,254) and Douglas J. Hura (Reg. No. 33,249), all members of the Bar of the State of Ohio, whose mailing address is Renner, Kenner, Greive, Bobak & Taylor, 1610 First National Tower, Akron, Ohio 44308-1456 (Telephone: 216/376-1242) to prosecute this application to register, to transact all business in the Patent and Trademark Office in connection therewith, and to receive the Certificate of Renewal from the Patent and Trademark Office.

SHAKESPEARE COMPANY

By


David H. Herzberg
Vice President

STATE OF SOUTH CAROLINA

COUNTY OF RICHLAND

)
) SS
)

David H. Herzberg, being sworn, states that the applicant for renewal owns the above-identified registration; and, that to the best of his knowledge and

Mark: **WONDEROD**

Reg. No.: 443,591

Class: Int. 28

belief, the facts set forth in this application for renewal are true.

David H. Herzberg
David H. Herzberg
Vice President
Shakespeare Company

1989.

Subscribed and sworn to before me this 30th day of August,

Doris A. Watson
Notary Public

My Commission Expires September 2, 1992

FROM

LAW OFFICES OF

RENNER, KENNER, GREIVE, BOBAK, TAYLOR & WEBER

SIXTEENTH FLOOR, FIRST NATIONAL TOWER • AKRON, OHIO 44308-1456

Shakespeare Company

Mark: WONDEROD

Reg. No. 443,591

Class: Int. 28

One photographic facsimile





REGISTRATION NO.

DEC 6 1949

443591

ISSUED

12-C PUB JAN 6 1970

RECEIPT IS HEREBY ACKNOWLEDGED OF THE AFFIDAVIT FILED
BY SHAKESPEARE COMPANY

ON JUN 6, 1975

☒

SEC. 8 - AFFIDAVIT ACCEPTED

☒

SEC. 15 - AFFIDAVIT FILED

BY DIRECTION OF THE COMMISSIONER

JUL 2 1975

jtw

DIRECTOR, TRADEMARK EXAMINING OPERATION

FORM POL-136 A

2-60

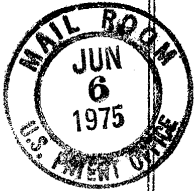
AFFIDAVIT

ACKNOWLEDGMENT

Hamilton, Renner & Kenner
1610 First National Tower,
Akron, Ohio 44308

U. S. DEPARTMENT OF COMMERCE-PATENT OFFICE

JUN 6 1975 -A



1A.00 213 T.M.

//

Mark: WONDEROD

Reg. No.: 443,591

Class: Int. 28: U. S. 22

AFFIDAVIT UNDER SECTIONS 8 AND 15
OF THE TRADEMARK ACT OF 1946

STATE OF SOUTH CAROLINA)
COUNTY OF RICHLAND) ss

BEN T. HARDESTY, being sworn, states that: He is the Vice President - Public Relations of Shakespeare Company; Shakespeare Company owns Registration No. 443,591, issued on December 6, 1949 and published under Section 12(c) on January 6, 1970, as shown by records in the United States Patent and Trademark Office; the mark shown therein is still in use, as evidenced by the attached specimen showing the mark as currently used; the mark shown therein has been in continuous use in interstate commerce for five consecutive years from January 6, 1970 to the present for the following goods recited in the registration -- fishing rods; said mark is still in use in interstate commerce; there has been no final decision adverse to the registrant's claim of ownership of said mark, to its right to register the same or maintain it on register; and there is no proceeding involving any of said rights pending and not disposed of either in the Patent and Trademark Office or in the courts.

06/16/75 0443591

2 213

10.00CK

Ben T. Hardesty

Ben T. Hardesty
Vice President - Public Relations
Shakespeare Company

Subscribed and sworn to before me this 2nd day of

June, 1975.

Lucy R. Mobley
Notary Public

My Commission Expires June 4, 1980

Shakespeare

W O N D E R O D

Howald Process Glass Fiber

MADE IN U.S.A.

**PAT. No's. 2,571,692-2,571,717
2,749,643**

CANADIAN PAT. No. 556,257

No.

Length

2-10-1975

W 8 1 1 5 8 8

U.S. AIR MAIL

POST OFFICE



Mark: WONDEROD

Reg. No.: 443,591

Class: Int. 28; U.S. 22

The registrant, Shakespeare Company, hereby designates E. R. Hamilton (Reg. No. 13,182), Jack L. Renner (Reg. No. 20,116), Phillip L. Kenner (Reg. No. 22,353), Edward G. Greive (Reg. No. 24,726), Donald J. Bobak (Reg. No. 27,182) and Bruce M. Winchell (Reg. No. 27,474), all members of the Bar of the State of Ohio, whose mailing address is Hamilton, Renner & Kenner, 1610 First National Tower, Akron, Ohio 44308, its attorneys with full power of substitution and revocation, to prosecute this affidavit, and to transact all business in and to receive all correspondence from the United States Patent and Trademark Office connected therewith.

Shakespeare Company

By Ben T. Hardesty
Ben T. Hardesty
Vice President - Public Relations



U.S. DEPARTMENT OF COMMERCE
PATENT OFFICE
WASHINGTON, D.C. 20231

Paper No. 10

ADDRESS ONLY
THE COMMISSIONER OF PATENTS
WASHINGTON, D.C. 20231

Mailed December 12, 1969

Hamilton, Cook, Renner and Kenner

Reg. No.: 443,591

1610 First National Tower
Akron, Ohio 44308

Registered to: Shakespeare
Company
Aff. Filed by: Same

Publication Date: Jan 6, 1970

NOTICE OF PUBLICATION UNDER SECTION 12(c)

Notice of the filing of the affidavit under the provisions of Section 12(c) of the Trademark Act of 1946 and a reproduction of the mark shown in the above identified registration will be published in the Official Gazette on the date indicated above.

This registration will be canceled by the Commissioner after the end of 6 years following the date of this publication unless within one year next preceding the expiration of such 6 years the registrant shall file in the Patent Office an affidavit showing that said mark is still in use or showing that its nonuse is due to special circumstances which excuse such nonuse and is not due to any intention to abandon the mark.

PUBLICATION UNDER SECTION 12(c) DOES NOT EXTEND THE TERM OF REGISTRATION, AND UNLESS RENEWED UNDER SECTION 9 OF THE TRADEMARK ACT OF 1946, THIS REGISTRATION WILL EXPIRE ON December 6, 1989.

By direction of the Commissioner.

Asst. Dir. J. J. Quinn
Director, Trademark
Examining Operation.



204

#7

Trademark: WONDEROD
Registration No.: 443,591
Date of Issue: December 6, 1949
To: Shakespeare Company

TO THE COMMISSIONER OF PATENTS:

SHAKESPEARE COMPANY
a corporation of the State of Delaware
doing business at 241 E. Kalamazoo Ave.
Kalamazoo, Michigan 49001

JUL-16-69 03709 A --HISCK 204 10.00

AFFIDAVIT FOR PUBLICATION UNDER SECTION 12(c)

STATE OF MICHIGAN)
COUNTY OF KALAMAZOO) ss

EVERETT R. HAMES, being sworn, states that: He is Vice-President of Shakespeare Company; Shakespeare Company owns Registration No. 443,591, as shown by records in the Patent Office; said Registration is now in force; the mark shown thereon is in use in interstate commerce on the following goods -- to wit: Fishing Rods -- recited in the aforesaid Registration No. 443,591; the attached specimen label shows the mark as currently used on such goods; and, the benefits of the Act of July 5, 1946, are hereby claimed for said Registration.

Everett R. Hames, Vice-President
SHAKESPEARE COMPANY

Subscribed and sworn to before me this 27 day of June,
1969.

Notary Public
HELEN GRAHAM
Notary Public, Kalamazoo County, Mich.
My Commission Expires Oct. 16, 1972



Shakespeare
WONDEROD

THE STRAIGHT FIBER PATENTED ROD TRADEMARKED BY THE SPIRAL MARKINGS

PAT. 2,571,717 & 2,749,643 • CANADIAN PAT. 556,297
HOWARD PROCESS • MADE IN U.S.A.

2. SLIDE FROM
BACKING PAPER
INTO POSITION.

3. REMOVE AIR

TRADEMARK: WONDEROD

SHAKESPEARE COMPANY hereby appoints Hamilton, Cook, Renner & Kenner, a firm consisting of Everett R. Hamilton, Mack D. Cook, II, Jack L. Renner and Phillip L. Kenner, 1610 First National Tower, Akron, Ohio 44308, Registration No. 14,437, members of the bar of the State of Ohio, to prosecute this application to register, to transact all business in the Patent Office in connection therewith and to receive the Notice of Publication.

SHAKESPEARE COMPANY

By 
Everett R. Hames, Vice-President



#9

IN THE UNITED STATES PATENT OFFICE

In the application of)	
SHAKESPEARE COMPANY)	
Serial No. 443,591)	Renewal Section
Filed July 8, 1969)	Examiner: R.C. Cole
Trademark WONDEROD)	

Honorable Commissioner of Patents

Washington, D. C. 20231

Sir:

In response to the Official Action dated September 19, 1969, the applicant replies with the following remarks.

The Examiner has quite properly noted that the assignment records, as of the date of the aforesaid action, indicated title of the registration for which renewal is sought by the subject application to be in the name of Shakespeare Company, a corporation of Michigan, rather than Shakespeare Company, a corporation of Delaware.

By way of explanation, the applicant effected a statutory merger on December 13, 1968, by which the State of incorporation for Shakespeare Company was changed from Michigan to Delaware. A short form certificate under the signature and seal of the Treasurer of the State of Michigan evidencing the statutory merger was filed with the Patent Office for recording on October 3, 1969. A Schedule denominating the Trademark Registrations effected by said merger accompanied the

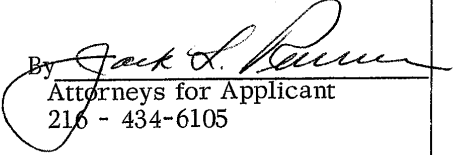
Ser. No. 443,591 - WONDEROD

Certificate, and the subject registration was included on said Schedule. For the Examiner's convenience, a Xerox copy of the Certificate, as filed, is attached hereto.

Because the evidence of ownership in the renewal applicant has now been filed for recording, the renewal of this registration is earnestly solicited.

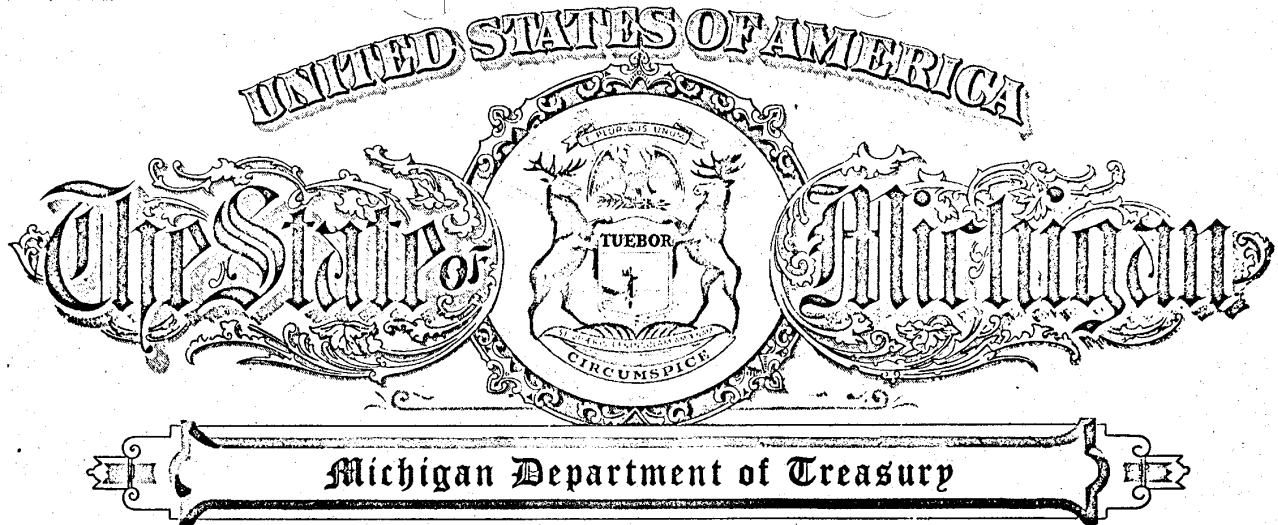
Respectfully submitted,

HAMILTON, COOK, RENNER & KENNER

By 
Attorneys for Applicant
216 - 434-6105

Akron, Ohio 44308

October 9, 1969



Lansing, Michigan

To All To Whom These Presents Shall Come:

*I, Allison Green, Treasurer of the State of Michigan, Do Hereby
Certify That*

a Plan and Agreement of Merger was filed in this office on December 13, 1968, merging SHAKESPEARE COMPANY, a Michigan corporation, into SHAKESPEARE CORPORATION, a Delaware corporation, whose name was changed by the merger to SHAKESPEARE COMPANY, qualifying simultaneously in Michigan.

This certificate is in due form and made by me as the proper officer, and is entitled to have full faith and credit given it in every court and office within the United States.

*In testimony whereof, I have hereunto set my
hand and affixed the Seal of the Department,
in the City of Lansing, this 24th day
of September, 1969.*

Allison Green

State Treasurer.



Paper No. 8

**U.S. DEPARTMENT OF COMMERCE
Patent Office**

Address Only: COMMISSIONER OF PATENTS
Washington, D.C. 20231

Date:

Reply to
Attn of:

Subject:

To: **Hamilton, Cook, Renner & Kenner**
1610 First National Tower
Akron, Ohio 44308

In Reply Please Refer To Registration Number and Date	
Mailed	SEP 19 1969
Reg. No.	443,591
Dated	Dec. 6, 1949
Mark	WONDEROD
Applicant for Renewal	Shakespeare Company

This will acknowledge receipt on Jul. 8, 1969 of an application for renewal of the above-identified registration presented under the provisions of Section 9 of the Trademark Act of 1946.

The assignment records indicate title in **Shakespeare Company, a corporation of Mich., rather than applicant for renewal, Shakespeare Company, a corporation of Delaware.**

Evidence of ownership in the renewal applicant, such as an assignment or change of name should be recorded, or other acceptable evidence of ownership must be submitted.

Renewal Section

[Signature]
EXAMINER

[Signature]
R.C. Cole:cbw

A proper response to this Office action must be received within 6 months from the date of this action in order to avoid **ABANDONMENT**.



20 2-76

Trademark: WONDEROD

Registration No.: 443,591

Class: 22

TO THE COMMISSIONER OF PATENTS:

SHAKESPEARE COMPANY
a corporation of the State of Delaware
doing business at 241 E. Kalamazoo Ave.
Kalamazoo, Michigan 49001

JUL-16-69 03708 A 2020X

25.00

The above-identified registrant requests that Registration No. 443,591, granted on December 6, 1949, to the Shakespeare Company, be renewed in accordance with the provisions of Section 9 of the Trademark Act of July 5, 1946, as revised on October 9, 1962.

The renewal fee is presented herewith.

The registrant, Shakespeare Company, hereby appoints Hamilton, Cook, Renner & Kenner, a firm consisting of Everett R. Hamilton, Mack D. Cook, II, Jack L. Renner and Phillip L. Kenner, 1610 First National Tower, Akron, Ohio 44308, Registration No. 14,437, members of the bar of the State of Ohio, to prosecute this application for renewal, to transact all business in the Patent Office in connection therewith, and to receive the Certificate of Renewal.

SHAKESPEARE COMPANY

By Everett R. Hames
Everett R. Hames, Vice-President

STATE OF MICHIGAN)
COUNTY OF KALAMAZOO) ss

EVERETT R. HAMES, being sworn, states that: He is Vice-



Shakespeare
WONDEROD

THE STRAIGHT FIBER PATENTED ROD TRADEMARKED BY THE SPIRAL MARKINGS

PAT. 2,371,717 & 2,749,643 • CANADIAN PAT. 556,257
HOWARD PROCESS • MADE IN U.S.A.

THE
MEYERCORD CO.
CAROL STREAM, ILLINOIS


P-48856 215-5-68

Trademark: WONDEROD

President of Shakespeare Company; Shakespeare Company owns Registration No. 443,591; the mark shown thereon is still in use in interstate commerce on the following goods recited in the registration: Fishing Rods; the mark is used by applying it to the goods themselves, to labels affixed to the goods, and to containers in which the goods are packaged, and a specimen showing such a label as actually used is presented herewith.


Everett R. Hannes, Vice-President
SHAKESPEARE COMPANY

Subscribed and sworn to before me this 27 day of June,
1969.


Notary Public
HELEN GRAHAM
Notary Public, Kalamazoo County, Mich.
My Commission Expires Oct. 16, 1972

16
 5711 Bow
 MAY 13 1946
 U.S. PATENT OFFICE
 PETITION and STATEMENT

MAY-13-46 202652 WA Che APPLICATION 15.00

No 502013

15

1 To the Commissioner of Patents:

2 Shakespeare Company, a corporation duly
 3 organized under the laws of the State of Michigan, and
 4 located at Kalamazoo, Michigan, and doing business at
 5 241 East Kalamazoo Avenue, Kalamazoo, Michigan, has
 6 adopted and used the trademark shown in the accompanying
 7 drawing for Fishing Rods, in Class 22, Games, Toys, and
 8 Sporting Goods, and presents herewith five specimens
 9 showing the trademark as actually used by applicant upon
 10 the goods, and requests that the same be registered in
 11 the United States Patent Office in accordance with the
 12 Act of February 20, 1905, as amended. The trademark
 13 has been continuously used and applied to said goods in
 14 applicant's business since August 1, 1938. The trade-
 15 mark is applied or affixed to the rods by means of labels
 16 applied to the rods.

17 ~~The word "Rod" is disclaimed apart from the association shown~~
 The undersigned hereby appoints OTIS A. EARL,

18 whose postal address is 344 South Park Street, Kalamazoo,
 19 Michigan, its attorney, to prosecute this application
 20 for registration, with full powers of substitution and
 21 revocation, and to make alterations and amendments therein,
 22 to receive the certificate, and to transact all business
 23 in the Patent Office connected therewith.

SHAKESPEARE COMPANY

24
 25
 26 BY *William J. Harrison*
 President

27 William J. Harrison
 28
 29
 30
 31
 32

DECLARATION

16

1 STATE OF MICHIGAN }
 2 COUNTY OF KALAMAZOO } ss

3 William J. Harrison, being duly sworn, deposes
 4 and says that he is the President of the corporation, the
 5 applicant named in the foregoing statement; that he
 6 believes the foregoing statement is true; that he believes
 7 said corporation is the owner of the trademark sought to
 8 be registered; that no other person, firm, corporation,
 9 or association, to the best of his knowledge and belief,
 10 has the right to use said trademark in the United States,
 11 either in the identical form or in any such near resemblance
 12 thereto as might be calculated to deceive; that said
 13 trademark is used by said corporation in commerce among
 14 the several States of the United States; that the description
 15 and drawing presented truly represent the trademark sought
 16 to be registered; and that the specimens show the trademark
 17 as actually used upon the goods.

18
 19
 20

William J. Harrison
 William J. Harrison

21 Subscribed and sworn to before me, a notary
 22 public, this 8 day of May, 1946.

23

Arthur C. Brown
 Notary Public

24

My commission expires

25

Oct 4-1947

26

27

28

29

Seal

30

31

32

ADDRESS ONLY
THE COMMISSIONER OF PATENTS
TRADE-MARK OPERATIONS
WASHINGTON 25, D. C.

DEPARTMENT OF COMMERCE
UNITED STATES PATENT OFFICE
WASHINGTON

All communications respecting
this application should give the
serial number, date of filing,
and name of the applicant.

U. S. PATENT OFFICE

NOV 10 1949

MAILED

Otis A. Earl
344 S. Park Street
Kalamazoo, Michigan

NOTICE OF ALLOWANCE

The issuance of a CERTIFICATE OF REGISTRATION has been approved in
the matter of the following application:

APPLICANT Shakespeare Company

SERIAL NO. 502013 FILED May 13 1946 CLASS 22
FOR MARK (WONDEROD)

The Certificate of Registration will be issued and mailed to you
on DEC 6 1949

By direction of the Commissioner.

Charles A. Kalk

Examiner.

ADDRESS ONLY
THE COMMISSIONER OF PATENTS
TRADE-MARK OPERATIONS
WASHINGTON 25, D. C.

DEPARTMENT OF COMMERCE
UNITED STATES PATENT OFFICE
WASHINGTON

PAPER No. 5

All communications respecting
this application should give the
serial number, date of filing,
and name of the applicant.

em

U. S. PATENT OFFICE

JUL 12 1949

MAILED

Otis A. Earl
344 South Park Street
Kalamazoo, Michigan

NOTICE OF PUBLICATION

The application for the Registration of a Trade-Mark filed by

Shakespeare Company

In Class 22 Ser. No. 502,013

Filed: May 13, 1946

T.M. (Wonderod)

has been examined and passed for publication, in compliance with section 6 of the
act authorizing the Registration of Trade-Marks, approved February 20, 1905.

The mark will be published in the Official Gazette of

AUG 2 1949

Any person who believes he would be damaged by the registration of this mark
may oppose the same by filing notice of opposition, stating the grounds therefor,
in the Patent Office within thirty days after the publication thereof, which said
notice of opposition shall be verified by the person filing the same before one of
the officers mentioned in section 2 of the act of February 20, 1905.

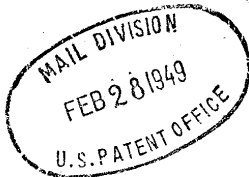
If no notice of opposition is filed within said time the Commissioner may
issue a certificate of registration.

Copies of the Trade-Mark portion of the Official Gazette containing the pub-
lication of the mark may be obtained as soon as published at 15 cents each, from
the Superintendent of Documents, Government Printing Office. 20

Very truly yours

Lawrence B. Kingland

Commissioner of Patents.



P

21109

TM #1
And #3

UNITED STATES PATENT OFFICE

In the matter of application of Shakespeare Company
Trade-Mark
For a ~~Process~~ for WONDEROD
Filed July 29, 1946 Serial No. 502,013
Division No. T.M. 7 Room No. 6829

TRADE MARKS of last office letter March 4, 1948

COMMISSIONER OF PATENTS,
MAR 1 1949 Washington, D. C.

Dear Sir:
S. PATENT OFFICE

It is desired to amend the above entitled application by cancelling the disclaimer inserted by amendment after the period in line 16 of the Petition and Statement.

Reconsideration of the rejection is respectfully requested. The Examiner's analysis and reasoning to the effect that "Black" is descriptive and therefore cannot be considered the dominant part of the mark is, we believe, without point and contrary to the facts. In the first place, marks are to be considered in their entirety. There are a multitude of decisions supporting this rule, among them being Hygienic Products Co. v. Huntington Laboratories, Inc., 60 USPQ 205; Franco-Italian Packing Corp. v. Van Camp Sea Food Co., Inc. 61 USPQ 369; and Coca-Cola Co. v. Snow Crest Beverages, Inc., 73 USPQ 518.

That the adjective "Black" of the registered mark cannot be disregarded is, we believe, demonstrated by reversing the position of "Wonder" and "Black", the mark then reading "Wonder Black". That would entirely destroy the registered mark and would convey no such concept as "Black Wonder". Unless they convey an idea or thought, trade-marks are meaningless and "Wonder Black" conveys an entirely different thought from "Black Wonder" - that is, if "Wonder Black"

Serial No. 502,013

conveys any thought other than that of a wonderful black.

The applicant's "Wonderod" mark is an inventive word. It is not a misspelling of wonder rod. It is true that the applicant's mark is pronounced as two words but that is true of many single words, for example railroad, household, and the like. "Wonderod" has no similarity in sound to "Black Wonder" when pronounced and there is no similarity in appearance. As a matter of fact, the applicant's mark has been extensively used for more than ten years and apparently no one other than the Examiner has ever thought there was any similarity to the "Black Wonder" mark.

If the Examiner desires to have an affidavit showing somewhat the extent of use of the applicant's mark and the character of the use and the fact ther there has been no thought of confusion in the minds of anyone other than the Examiner, such an affidavit will be furnished.

Therefore, it is believed that the applicant's mark should receive favorable consideration.

Respectfully submitted,

SHAKESPEARE COMPANY

By


Attorney-in-Fact

-4-

February 26, 1949

ADDRESS ONLY
THE COMMISSIONER OF PATENTS
TRADE-MARK OPERATIONS
WASHINGTON 25, D. C.

DEPARTMENT OF COMMERCE
UNITED STATES PATENT OFFICE
WASHINGTON

PAPER No. 3

All communications respecting
this application should give the
serial number, date of filing,
and name of the applicant.

MAILED

Please find below a communication from the EXAMINER in
charge of this application.

Lawrence B. Kingland

Commissioner of Patents.

MAR 4 1948

Otis A. Earl
344 South Park Street
Kalamazoo, Michigan

GPO 16-53825-1

Division: TM 7, Room 6829
Applicant: Shakespeare Company

Serial No. 502,013
Filed July 29, 1946
For Trade-Mark

Responsive to communication filed October 14, 1947.

The disclaimer of the word "Rod" should be cancelled.

Because of a change in Office Policy, disclaimers of part of
a mark presented in a single word are no longer required.

Applicant's argument has been duly noted and seriously
considered. However, it is the Examiner's position that the
reference cited is a valid bar to the registration of ap-
plicant's mark.

In the cited mark, the word "Black" is descriptive and
as such cannot be considered the dominant part of the mark.
The dominant word in the cited mark is "Wonder". Applicant's
mark "Wonderod" though spelled as one word, may be pronounced
as two words "Wonder Rod". Thus applicant's mark is merely
an appropriation of the word "wonder" and the generic name
of the goods "rod". It is still believed that concurrent use
of the marks upon goods of the same descriptive properties is
likely to result in confusion.

Registration is again refused on the reference of
record.

O. M. Key
Examiner

(WONDEROD)

WALD:cs
sh

A proper response to this Office action must be received within 12 months from the date of this ac-
tion in order to avoid the question of abandonment.



#2
Amst. A
Tm

TRADE MARKS PATENT OFFICE

OCT 16 1947

UNITED STATES PATENT OFFICE

U. S. PATENT OFFICE
In the matter of application of Shakespeare Company
For a Patent for Trade-Mark
Filed May 13, 1946 Serial No. 502,013
Division No. _____ Room No. _____
Date of last office letter April 17, 1947
COMMISSIONER OF PATENTS,
Washington, D. C.

Dear Sir:

It is desired to amend the above application as follows:
✓ Line 16 of the Petition and Statement, after the period, insert
-- The word "rod" is disclaimed apart from the association
shown. ---.

REMARKS

While the applicant has disclaimed the word "rod" apart from the association shown, "rod" is an important part of the applicant's Mark. That is, the Mark is not "Wonder", but it is "Wonderod".

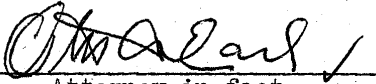
Registration has been refused on the Horton Company's registration of "Black Wonder" as applied to fishing lines. It is respectfully urged that "Black" is the dominating part of "Black Wonder" whether it is viewed or spoken. In the applicant's Mark, "Wonderod", there is no such emphasis.

The applicant's Mark is a one word Mark. It is not "Wonder-Rod". There is only one "r" which furthers its distinctiveness. There would be no chance of confusion between "Wonderod" and "Black Wonder", although both are used on items of fishing tackle.

It is respectfully urged that the Mark should be registered.

Respectfully submitted,

SHAKESPEARE COMPANY

By 
Attorney-in-fact

October 13, 1947

4-

TRADE MARK DIVISION
ADDRESS ONLY
"THE COMMISSIONER OF PATENTS
WASHINGTON 25, D. C."
AND NOT ANY OFFICIAL BY NAME

DEPARTMENT OF COMMERCE
UNITED STATES PATENT OFFICE
WASHINGTON

PAPER NO. 1

ALL COMMUNICATIONS RESPECTING THIS
APPLICATION SHOULD GIVE THE SERIAL
NUMBER, DATE OF FILING, AND NAME
OF THE APPLICANT.

Please find below a communication from the EXAMINER ST/hm
in charge of this application

Casper W. Ooms
Commissioner of Patents

Otis A. Earl
344 South Park Street,
Kalamazoo, Michigan.

Applicant: Shakespeare Company

Ser. No. 502,013
Filed May 13, 1946 MAILED
For Trade-Mark

APR 17 1947

*withdrawn
2-26-48*
The word -Rod- in applicant's mark is merely descriptive,
Suitable disclaimer is required.

*W.S.P.
6/22/49
OK (Wonderod)
JRS*
Registration is refused however, in view of 298,096
The Horton Manufacturing Company, Registered October 11, 1932.

J. H. Merchant
Head of Trade-Mark Operations
Per *H.E.B.*
H. E. B.

APPLICATION
No. 502013

TRADE MARKS
CLASS 22, GAMES, TOYS,
AND SPORTING GOODS

REGISTERED

DEC 6 1949

443591

C 6

WONDEROD

PUBLISHED UNDER
S.C. 12(C) IN O. G.

JAN 6 1970

U. S. PATENT OFFICE

PUBLISHED IN O. G.

AUG 2 1949

U. S. PATENT OFFICE

PROPRIETOR.

Shakespeare Company

BY

Otis A. Earl

ATTORNEY.

21129

DRAFTSMAN
JUL 15 '46
U.S. PATENT OFFICE

PHOTOGRAPHS
JUL 12 1946
FOR EXAMINER

U.S. PATENT OFFICE

MAY 13 1946

MAIL DIVISION

MADE IN U.S.A.



No. 1107

Length 5 ft.

WONDEROD

Double Offset Handle

SPLIT - BAMBOO

CASTING ROD

MADE IN U.S.A.



No. 1107

Length 5 ft.

WONDEROD

Double Offset Handle

SPLIT - BAMBOO

CASTING ROD



71502013
FILING DATE 05/13/1946
REGISTRATION # 443591

CLASS.

CONTENTS:

Application papers.

1.
2.
3.
4.
5.
6. *Ren. Pet.* *July 8, 1969*
7. *12 Affid.* *July 8, 1969*
8. *LETTER* *SEP 19 1969*
9. *Letter & encl.* *Oct. 13, 1969*
10. *N OF PUB 12 (C)*
11. *COMB. AFR. SEC 8 & 15* *JUN 6 1975*
12. *Ren. Pet.* *Sept. 11, 1989*
13. *Ren. Pet* *10/18/99*
14.
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27 NOV 1989

[Handwritten signature]

1.7/1.2000

THIRD RENEWAL

REG. NO. 443591		MARK WONDEROD		SER. NO.	
Registered (date) DEC. 6, 1949		Type of Mark		Examiner	
Class 22	Filed Complete JULY 8, 1969	Serial No.		PRINCIPAL REGISTER	
Applicant and Post Office SHAKESPEARE COMPANY, KALAMAZOO, MICH. <i>Shakespeare Company</i>				Amended	
Pub. by Registrant <i>Del. Corp. Columbia, SC Kalamazoo, Mich.</i>				Application..... Verification..... Parts Filed..... Specimens..... Drawings..... Fees..... 10.00 2.50	
<input type="checkbox"/> Assignee of <input type="checkbox"/> By change of name from				DAVID O. DER(13) SUPERVISORY EXAMINER	
Mark <i>Int. Cl. 28</i>				EXAMINER	
Send Correspondence to Renner, Kenner, Greive, Bobak & Taylor Attn: Jack L. Renner 1610 First National Tower Akron, OH 44308-1456					
Attorney HAMILTON, COOK, RENNER & KENNER				Passed for Publication	
Associate Attorney				Passed for Registration	
Other Data #300. Sept. 11, 1989				A Sec. 8 F F I Sec. 15 D A V Sec. 12c I T <i>Bausch & Lomb</i>	
Claims Ownership of Registration				Passed for Renewal Renner 6, 1969 <i>ewb</i> EXAMINED FOR RENEWAL <i>ewb</i> Renewed From Dec. 6, 1989 <i>examined for rev: J. A. Foltz</i> 12/6/89	
Goods—Services FOR FISHING RODS				PUBLISHED UNDER SEC. 12(C) IN O. G. JAN 6 1970 U. S. PATENT OFFICE	
First Use <i>Int. Cl. - 28</i>					
In Commerce					

JAN 02 1990

NOV 25 1969

22

CONTENTS:

Application *OK* papers. BRIEFED

1. REJECTION APR 17 1947

2. *Amst. A* Oct. 14, 1947

3. REJECTION MAR 4 1948

4. *Amst. B* Feb 28, 1949 ✓5. ~~REJECTION~~ N O F P JUL 6 1949

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31. _____

TRADE MARKS
CLASS 22, GAMES, TOYS,
AND SPORTING GOODS

502013

T-M. SERIAL No. (Series of 1905)

502013

GRUBB
22

WONDER ROD

RENEWAL
443591

TRADE-MARK No.

TRADE MARKS
CLASS 22, GAMES, TOYS,
AND SPORTING GOODS

REGISTERED DEC 6 1949

cl. 22

Name

SHAKESPEARE COMPANY

Shakespeare Company

Del. Corp

of

KALAMAZOO,

State of

MICHIGAN

For

FISHING RODS

ACT OF FEB. 20, 1905

JUL 8 1969

JUL 6 - 1949

NOV 7 1949

NOV 8 1949

By Commissioner.

Parts of Application
filed

Petition

Declaration

Statement

Specimens

Drawing

Fee \$25.00

\$10.00

Application filed complete

MAY 13 1946

Examined and passed for publication

Examined for registration

Notice of allowance

Application for renewal filed

Examined for renewal

Renewed:

Representative

Attorney

OTIS A. EARL, 544 SOUTH PARK STREET, KALAMAZOO, MICHIGAN

Atty. Hamilton, Cook, Renner & Kenner

Associate Attorney

1610 First National Tower,

Akron, Ohio 44308

Trade mark: The word "ROD" is disclaimed apart from
the association shown

Merchandise

Fishing rods &c

Claims use since

Aug. 1, 1938

11-10378

PUBLISHED IN O. G.

AUG 2 1949

U. S. PATENT OFFICE

<SERIAL NUMBER>	71502013
<MARK>	WONDEROD
<LAW OFFICE ASSIGNED>	
<CONTACT TYPE>	Correspondent
<ORIGINAL ADDRESS>	SYLVIA A. PETROSKY 1050 GHENT ROAD AKRON, OH 44333 US
<NEW ADDRESS>	
<CORRESPONDENT>	Darren J. Jones
<ORGANIZATION>	K2 Inc.
<STREET ADDRESS>	19215 Vashon Highway SW
<CTIIY>	Vashon
<STATE>	WA
<POSTAL CODE>	98070
<PHONE>	206-463-8268
<FAX>	206-463-8880
<EMAIL>	trademarks@k2sports.com
<EMAIL AUTHORIZED>	Y
<SUBMIT DATE>	Jul 17, 2002
<BOILERPLATE>	
<EMAIL>	The USPTO is authorized to communicate with the applicant at the listed email address.
<SIGNATURE>	
<SIGNATURE-NAME>	/Lisa Miller/
<SIGNATORY-DATE>	20020717
<SIGNATORY-NAME>	Lisa Miller
<SIGNATORY-POSITION>	Paralegal



10-18-1999

U.S. Patent & TMO/c/TM Mail Rpt Dt. #61

THE UNITED STATES PATENT AND TRADEMARK OFFICE

Mark: WONDEROD

Registration No.: 443,591

International Class: 28

To the Assistant Commissioner for Trademarks

Name: Shakespeare Company

Address: 3801 Westmore Drive, Columbia, South Carolina 29223

State of Incorporation: Delaware

The above-identified Registrant requests that Registration No. 443,591, issued December 6, 1949, be renewed in accordance with the provisions of Section 9 of the Act of July 5, 1946.

The mark shown in said registration is still in use in interstate commerce on the following goods recited in the registration: fishing rods.

The renewal fee and specimen of the mark as presently used are presented herewith.

The undersigned 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 this application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the registrant; and that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

10/21/1999 TEVANS 00000146 443591

01 FC:365

300.00 OP

SHF.T. U50010

POWER OF ATTORNEY

Applicant hereby consents and appoints **Sylvia A. Petrosky** as the principal attorney of record but in whose absence one or more of the following attorneys should be contacted and, to whom a power of attorney is also hereby granted: Phillip L. Kenner (Reg. No. 22,353); Edward G. Grieve (Reg. No. 24,726); Donald J. Bobak (Reg. No. 27,182); Reese Taylor (Reg. No. 22,325); Ray L. Weber (Reg. No. 26,519); Joseph G. Curatolo (Reg. No. 28,837); Rodney L. Skoglund (Reg. No. 36,010); Andrew B. Morton (Reg. No. 37,400); and Arthur M. Reginelli (Reg. No. 40,139); all members of the Bar of the State of Ohio, as its duly authorized agents and attorneys in the matter of the above-identified application, to prosecute this application, to transact all business in the Patent and Trademark Office and in the United States courts in connection with the application, to sign their name to all papers which may hereinafter be filed in connection therewith, and to receive all communications relating to the same. Sylvia Petrosky's mailing address and phone number is: 1050 Ghent Road, Akron, Ohio 44333 (Telephone: 330/668-3940).

Date:

10/11/99 ✓

By:

SHAKESPEARE COMPANY

Scott M. Hogsett ✓
Scott M. Hogsett
Vice President

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE


Mark: WONDEROD

Registration No.: 443,591

International Class: 28

CERTIFICATE OF MAILING

I hereby certify that the following RENEWAL APPLICATION submitted herewith was deposited with the United States Postal Service as first class mail in an envelope addressed to: BOX POST REG FEE, Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513 on October 14, 1999.


Sylvia A. Petrosky
1050 Ghent Road
Akron, Ohio 44333
(330) 668-3940

Attorney for Registrant

Shakespeare®

SINCE 1897

Wonderod®

- 100% Fiberglass Blank
- Legendary Double-Built Construction
- Durable EVA Foam Grips
- Blank-Through-Handle Design For Added Strength and Sensitivity
- Graphite Reel Seats with Stainless Steel Hoods



BLANKS MADE IN
U.S.A.

2019-0689-00



Shakespeare®

SINCE 1897

Wonderod®



BLANKS MADE IN
U.S.A.



One Year Limited Warranty

For one year from the date of purchase, the Shakespeare Company will repair or replace and return the covered items found to be defective in material or workmanship at no charge. Shakespeare will have no other obligation and will not be liable for incidental or consequential damages. Shakespeare makes no implied warranty of MERCHANTABILITY OR FITNESS for any period beyond the one-year duration of this limited warranty. This warranty does not cover damage by addition to or alteration of the product, accident, abuse or normal expected wear. Damage that is determined to be of this nature will be repaired at the consumer's expense. This warranty does not extend to products which are put to commercial or rental use.

Some state laws do not allow exclusion of incidental or consequential damages or limitation of the duration of implied warranties,

so the above exclusion and limitation might not apply to you. This warranty gives you specific legal rights, and you may have other rights which vary from state to state.

To obtain service under this warranty, U.S. residents should return the rod or reel, freight postpaid, with proof of date of purchase, plus \$5.00 shipping and handling to:

Shakespeare Service Center
3801 Westmore Drive
Columbia, SC 29223.

Do not send cash or checks to cover the cost of repair for merchandise on which a limited warranty has expired. Shakespeare will return the repaired item C.O.D. for the amount due, including handling and return shipping charges. If you prefer to pay in advance and save C.O.D. fees, request an estimate of charges when returning merchandise.

Int. Cl.: 28

Prior U.S. Cl.: 22

Reg. No. 443,591

United States Patent and Trademark Office

Registered Dec. 6, 1949

10 Year Renewal

Renewal Term Begins Dec. 6, 1999

**TRADEMARK
PRINCIPAL REGISTER**

WONDEROD

SHAKESPEARE COMPANY (DELA-
WARE CORPORATION)
3801 WESTMORE DRIVE
COLUMBIA, SC 29223, BY MERGER
WITH AND CHANGE OF NAME
FROM SHAKESPEARE COMPANY
(MICHIGAN CORPORATION) KALA-
MAZOO, MI

FOR: FISHING RODS, IN CLASS 22
(INT. CL. 28).

FIRST USE 8-1-1938; IN COMMERCE
8-1-1938.

SER. NO. 71-502,013, FILED 5-13-1946.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Mar. 7, 2000.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 28

Prior U.S. Cl.: 22

United States Patent and Trademark Office
10 Year Renewal

Reg. No. 443,591

Registered Dec. 6, 1949

Renewal Approved Nov. 22, 1989

**TRADEMARK
PRINCIPAL REGISTER**

WONDEROD

SHAKESPEARE COMPANY (DELA-
WARE CORPORATION)
3801 WESTMORE DRIVE
COLUMBIA, SC 29204, BY MERGER
WITH AND CHANGE OF NAME
FROM SHAKESPEARE COMPANY
(MICHIGAN CORPORATION) KALA-
MAZOO, MI

FOR: FISHING RODS, IN CLASS 22
(INT. CL. 28).

FIRST USE 8-1-1938; IN COMMERCE
8-1-1938.

SER. NO. 71-502,013, FILED 5-13-1946.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Jan. 2, 1990.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Registered Dec. 6, 1949

Trade-Mark 443,591

Property of the U. S. Patent Office.
Not to be taken from the Files

UNITED STATES PATENT OFFICE

Shakespeare Company, Kalamazoo, Mich.

Act of February 20, 1905

Application May 13, 1946, Serial No. 502,013

WONDEROD

STATEMENT

Shakespeare Company, a corporation duly organized under the laws of the State of Michigan, and located at Kalamazoo, Michigan, and doing business at 241 East Kalamazoo Avenue, Kalamazoo, Michigan, has adopted and used the trade-mark shown in the accompanying drawing, for FISHING RODS, in Class 22, Games, toys, and sporting goods, and presents herewith five specimens showing the trade-mark as actually used by applicant upon the goods, and requests

that the same be registered in the United States Patent Office in accordance with the act of February 20, 1905, as amended. The trade-mark has been continuously used and applied to said goods in applicant's business since August 1, 1938. The trade-mark is applied or affixed to the rods by means of labels applied to the rods.

SHAKESPEARE COMPANY,
By WILLIAM J. HARRISON,
President.

Registered Dec. 6, 1949

Trade-Mark 443,591

UNITED STATES PATENT OFFICE

Shakespeare Company, Kalamazoo, Mich.

Act of February 20, 1905

Application May 13, 1946, Serial No. 502,013

WONDEROD

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that the same be registered in the United States Patent Office in accordance with the act of February 20, 1905, as amended. The trade-mark has been continuously used and applied to said goods in applicant's business since August 1, 1938. The trade-mark is applied or affixed to the rods by means of labels applied to the rods.

SHAKESPEARE COMPANY,
By WILLIAM J. HARRISON,
President.

Int. Cl.: 28

Prior U.S. Cl.: 22

United States Patent and Trademark Office

10 Year Renewal

Reg. No. 443,591

Registered Dec. 6, 1949

Renewal Approved Nov. 22, 1989

**TRADEMARK
PRINCIPAL REGISTER**

WONDEROD

SHAKESPEARE COMPANY (DELA-
WARE CORPORATION)
3801 WESTMORE DRIVE
COLUMBIA, SC 29204, BY MERGER
WITH AND CHANGE OF NAME
FROM SHAKESPEARE COMPANY
(MICHIGAN CORPORATION) KALA-
MAZOO, MI

FOR: FISHING RODS, IN CLASS 22
(INT. CL. 28).

FIRST USE 8-1-1938; IN COMMERCE
8-1-1938.

SER. NO. 71-502,013, FILED 5-13-1946.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Jan. 2, 1990.*

COMMISSIONER OF PATENTS AND TRADEMARKS