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NOTICE OF PUBLICATION UNDER §12(a)

MAILING DATE: Dec 17, 2008

PUBLICATION DATE: Jan 6, 2009

The mark identified below will be published in the Official Gazette on Jan 6, 2009. Any party who believes they will be damaged by registration of the mark may oppose its registration by filing an opposition to registration or a request to extend the time to oppose within thirty (30) days from the publication date on this notice. If no opposition is filed within the time specified by law, the USPTO may issue a Notice of Allowance. To view the Official Gazette online or to order a paper copy, visit the USPTO website at <http://www.uspto.gov/web/trademarks/tmog/> any time within the five-week period after the date of publication. You may also order a printed version from the U.S. Government Printing Office (GPO) at <http://bookstore.gpo.gov> or 202-512-1800. To check the status of your application, go to <http://tarr.uspto.gov/>.

SERIAL NUMBER: 77552067

MARK: BOOK BROS.

OWNER: Priforce, Kalimah Atreyu

Side - 2

UNITED STATES PATENT AND TRADEMARK OFFICE
COMMISSIONER FOR TRADEMARKS
P.O. BOX 1451
ALEXANDRIA, VA 22313-1451

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PRIFORCE, KALIMAH ATREYU
1647 STERLING PL APT 4C
BROOKLYN, NY 11233-4932

Trademark Snap Shot Publication & Issue Review Stylesheet
 (Table presents the data on Publication & Issue Review Complete)

OVERVIEW

SERIAL NUMBER	77552067	FILING DATE	08/20/2008
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	TENG, SIMON	L.O. ASSIGNED	105

PUB INFORMATION

RUN DATE	12/04/2008		
PUB DATE	01/06/2009		
STATUS	681-PUBLICATION/ISSUE REVIEW COMPLETE		
STATUS DATE	12/03/2008		
LITERAL MARK ELEMENT	BOOK BROS.		
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	RE PUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

FILING BASIS

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	NO	1 (a)	NO	1 (a)	NO
1 (b)	YES	1 (b)	YES	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	YES

LITERAL MARK ELEMENT	BOOK BROS.
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Johnson Jr., Marcus Eugene
ADDRESS	1647 Sterling Place 4C Brooklyn, NY 11233
ENTITY	01-INDIVIDUAL
CITIZENSHIP	United States of America

GOODS AND SERVICES

INTERNATIONAL CLASS	036
DESCRIPTION TEXT	Venture capital services, namely, providing investing funds to start-up companies and non-profit entities

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	036	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
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MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
DISCLAIMER W/PREDETER TXT	"BROS."
PSEUDO MARK	BOOK BROTHERS

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
12/03/2008	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	009
12/03/2008	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	008
11/26/2008	XAEC	I	EXAMINER'S AMENDMENT ENTERED	007
11/26/2008	GNEA	O	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	006
11/26/2008	GNEA	F	EXAMINERS AMENDMENT E-MAILED	005
11/26/2008	CNEA	R	EXAMINERS AMENDMENT -WRITTEN	004

11/26/2008	DOCK	D	ASSIGNED TO EXAMINER	003
09/16/2008	ALIE	A	ASSIGNED TO LIE	002
08/25/2008	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	NONE
CORRESPONDENCE ADDRESS	PRIFORCE, KALIMAH ATREYU 1647 STERLING PL APT 4C BROOKLYN, NY 11233-4932
DOMESTIC REPRESENTATIVE	NONE

PRIOR OWNER INFORMATION

Book Bros.

Trademark Snap Shot Publication Stylesheet
 (Table presents the data on Publication Approval)

OVERVIEW

SERIAL NUMBER	77552067	FILING DATE	08/20/2008
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	TENG, SIMON	L.O. ASSIGNED	105

PUB INFORMATION

RUN DATE	12/04/2008		
PUB DATE	01/06/2009		
STATUS	681-PUBLICATION/ISSUE REVIEW COMPLETE		
STATUS DATE	12/03/2008		
LITERAL MARK ELEMENT	BOOK BROS.		
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	RE PUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

FILING BASIS

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	NO	1 (a)	NO	1 (a)	NO
1 (b)	YES	1 (b)	YES	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	YES
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LITERAL MARK ELEMENT	BOOK BROS.
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Johnson Jr., Marcus Eugene
ADDRESS	1647 Sterling Place 4C Brooklyn, NY 11233
ENTITY	01-INDIVIDUAL
CITIZENSHIP	United States of America

GOODS AND SERVICES

INTERNATIONAL CLASS	036
DESCRIPTION TEXT	Venture capital services, namely, providing investing funds to start-up companies and non-profit entities

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	036	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
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MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
DISCLAIMER W/PREDETER TXT	"BROS."
PSEUDO MARK	BOOK BROTHERS

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
12/03/2008	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	009
12/03/2008	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	008
11/26/2008	XAEC	I	EXAMINER'S AMENDMENT ENTERED	007
11/26/2008	GNEA	O	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	006
11/26/2008	GNEA	F	EXAMINERS AMENDMENT E-MAILED	005
11/26/2008	CNEA	R	EXAMINERS AMENDMENT -WRITTEN	004

11/26/2008	DOCK	D	ASSIGNED TO EXAMINER	003
09/16/2008	ALIE	A	ASSIGNED TO LIE	002
08/25/2008	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	NONE
CORRESPONDENCE ADDRESS	PRIFORCE, KALIMAH ATREYU 1647 STERLING PL APT 4C BROOKLYN, NY 11233-4932
DOMESTIC REPRESENTATIVE	NONE

PRIOR OWNER INFORMATION

Book Bros.

Trademark Snap Shot Amendment & Mail Processing Stylesheet
 (Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

SERIAL NUMBER	77552067	FILING DATE	08/20/2008
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	TENG, SIMON	L.O. ASSIGNED	105

PUB INFORMATION

RUN DATE	12/01/2008		
PUB DATE	N/A		
STATUS	647-EXAMINERS AMENDMENT - MAILED		
STATUS DATE	11/26/2008		
LITERAL MARK ELEMENT	BOOK BROS.		
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	RE PUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

FILING BASIS

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	NO	1 (a)	NO	1 (a)	NO
1 (b)	YES	1 (b)	YES	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	YES

LITERAL MARK ELEMENT	BOOK BROS.
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Johnson Jr., Marcus Eugene
ADDRESS	4C 1647 Sterling Place Brooklyn, NY 11233
ENTITY	01-INDIVIDUAL
CITIZENSHIP	United States of America

GOODS AND SERVICES

INTERNATIONAL CLASS	036
DESCRIPTION TEXT	Venture capital services, namely, providing investing funds to start-up companies and non-profit entities

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	036	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
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MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
DISCLAIMER W/PREDETER TXT	"BROS."
PSEUDO MARK	BOOK BROTHERS

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
11/26/2008	XAEC	I	EXAMINER'S AMENDMENT ENTERED	007
11/26/2008	GNEA	O	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	006
11/26/2008	GNEA	F	EXAMINERS AMENDMENT E-MAILED	005
11/26/2008	CNEA	R	EXAMINERS AMENDMENT -WRITTEN	004
11/26/2008	DOCK	D	ASSIGNED TO EXAMINER	003
09/16/2008	ALIE	A	ASSIGNED TO LIE	002

08/25/2008	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001
CURRENT CORRESPONDENCE INFORMATION				
ATTORNEY			NONE	
CORRESPONDENCE ADDRESS			PRIFORCE, KALIMAH ATREYU 1647 STERLING PL APT 4C BROOKLYN, NY 11233-4932	
DOMESTIC REPRESENTATIVE			NONE	
PRIOR OWNER INFORMATION				

Book Bros.

Trademark/Service Mark Application, Principal Register

Serial Number: 77552067

Filing Date: 08/20/2008

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77552067
MARK INFORMATION	
*MARK	Book Bros.
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	Book Bros.
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
APPLICANT INFORMATION	
*OWNER OF MARK	Priforce, Kalimah Atreyu
*STREET	1647 Sterling Place
INTERNAL ADDRESS	4C
*CITY	Brooklyn
*STATE (Required for U.S. applicants)	New York
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	11233
PHONE	(347) 350-5512
EMAIL ADDRESS	bookbros@gmail.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
LEGAL ENTITY INFORMATION	

TYPE	individual
COUNTRY OF CITIZENSHIP	United States
APPLICANT INFORMATION	
*OWNER OF MARK	Johnson Jr., Marcus Eugene
*STREET	1647 Sterling Place
INTERNAL ADDRESS	4C
*CITY	Brooklyn
*STATE (Required for U.S. applicants)	New York
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	11233
PHONE	(347) 350-5512
EMAIL ADDRESS	bookbros@gmail.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
LEGAL ENTITY INFORMATION	
TYPE	individual
COUNTRY OF CITIZENSHIP	United States
GOODS AND/OR SERVICES AND BASIS INFORMATION	
*INTERNATIONAL CLASS	
*DESCRIPTION	Venture capital services, namely, providing investing funds merging and acquiring start-up companies and non-profit entities
FILING BASIS	SECTION 1(b)
ADDITIONAL STATEMENTS SECTION	
MISCELLANEOUS STATEMENT	"The nature of the relationship of the applicants is that of Joint Applicants"
CORRESPONDENCE INFORMATION	
NAME	Priforce, Kalimah Atreyu
STREET	1647 Sterling Place
INTERNAL ADDRESS	4C

CITY	Brooklyn
STATE	New York
COUNTRY	United States
ZIP/POSTAL CODE	11233
PHONE	(347) 350-5512
EMAIL ADDRESS	bookbros@gmail.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
NUMBER OF CLASSES	1
FEE PER CLASS	325
*TOTAL FEE DUE	325
*TOTAL FEE PAID	325
SIGNATURE INFORMATION	
SIGNATURE	/Kalimah Atreyu Priforce/
SIGNATORY'S NAME	Kalimah Atreyu Priforce
SIGNATORY'S POSITION	Authorized Signatory
DATE SIGNED	08/20/2008
SIGNATURE	/Marcus Eugene Johnson Jr./
SIGNATORY'S NAME	Marcus Eugene Johnson Jr.
SIGNATORY'S POSITION	Authorized Signatory
DATE SIGNED	08/20/2008

Trademark/Service Mark Application, Principal Register

Serial Number: 77552067

Filing Date: 08/20/2008

To the Commissioner for Trademarks:

MARK: Book Bros. (Standard Characters, see [mark](#))

The literal element of the mark consists of Book Bros..

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

The applicants, Kalimah Atreyu Priforce, a citizen of United States, having an address of 4C, 1647 Sterling Place, Brooklyn, New York, United States, 11233, Marcus Eugene Johnson Jr., a citizen of United States, having an address of 4C, 1647 Sterling Place, Brooklyn, New York, United States, 11233, request 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.

International Class _____: Venture capital services, namely, providing investing funds merging and acquiring start-up companies and non-profit entities

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 nature of the relationship of the applicants is that of Joint Applicants"

Correspondence Information: Priforce, Kalimah Atreyu

4C

1647 Sterling Place

Brooklyn, New York 11233

(347) 350-5512(phone)

bookbros@gmail.com (authorized)

A fee payment in the amount of \$325 has been submitted with the application, representing payment for 1 class(es).

Declaration

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. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /Kalimah Atreyu Priforce/ Date Signed: 08/20/2008
Signatory's Name: Kalimah Atreyu Priforce
Signatory's Position: Authorized Signatory

Signature: /Marcus Eugene Johnson Jr./ Date Signed: 08/20/2008
Signatory's Name: Marcus Eugene Johnson Jr.
Signatory's Position: Authorized Signatory

RAM Sale Number: 14989
RAM Accounting Date: 08/21/2008

Serial Number: 77552067
Internet Transmission Date: Wed Aug 20 20:42:21 EDT 2008
TEAS Stamp: USPTO/BAS-204.94.57.36-20080820204221444
105-77552067-400f932fd932e751d242584ddbf
f18e973-DA-14989-20080820145448081202

Book Bros.