

Generated on: This page was generated by TSDR on 2025-07-20 02:56:39 EDT

Mark: MICROGRAPH

US Serial Number: 73099161

Application Filing Date: Sep. 07, 1976

US Registration Number: 1090840

Registration Date: May 09, 1978

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



DEAD/REGISTRATION/Expired

The trademark application registered, but subsequently removed from the registry when the registration was not successfully maintained.

Status: This registration was not renewed and therefore has expired.

Status Date: Feb. 14, 2009

Mark Information

Mark Literal Elements: MICROGRAPH

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: WRITING AND DRAWING ARTICLES-NAMELY, LEAD HOLDERS

International Class(es): 016 - Primary Class

U.S Class(es): 037

Class Status: EXPIRED

First Use: Feb. 1971

Use in Commerce: Dec. 1974

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44D: No

Filed 44E: No

Currently 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: J.S. STAEDTLER GMBH & CO.

Owner Address: MOOSAECKERSTRASSE 3
90427 NUMBERG GERMANY

Legal Entity Type: CORPORATION

State or Country GERMANY
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: BREWSTER TAYLOR

Correspondent

Correspondent Name/Address: BREWSTER TAYLOR
LARSON & TAYLOR
TRANSPOTOMAC PLZ
1199 N FAIRFAX ST STE 900
ALEXANDRIA, VIRGINIA UNITED STATES 22314

Domestic Representative

** Domestic Representative Name:** LARSON & TAYLOR

Prosecution History

Date	Description	Proceeding Number
Feb. 14, 2009	CANCELLED SEC. 8 (10-YR)/EXPIRED SECTION 9	
Dec. 18, 2007	CASE FILE IN TICRS	
Jun. 16, 1998	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Apr. 30, 1998	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
Mar. 06, 1984	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: SCANNING ON DEMAND

Date in Location: Dec. 18, 2007

Assignment Abstract Of Title Information

Summary

Total Assignments: 2

Registrant: J. S. STAEDTLER

Assignment 1 of 2

Conveyance: CHANGE OF NAME 19860702

Reel/Frame: [0555/0106](#)

Pages: 19

Date Recorded: Mar. 02, 1987

Supporting Documents: No Supporting Documents Available

Assignor

Name: [J.S. STAEDTLER](#)

Execution Date: Sep. 06, 1986

Legal Entity Type: UNKNOWN

State or Country No Place of Organization Found
Where Organized:

Assignee

Name: [J.S. STAEDTLER GMBH & CO.](#)

Legal Entity Type: UNKNOWN

State or Country No Place of Organization Found
Where Organized:

Address: No Assignee Address Found

Correspondent

Correspondent Name: LARSON AND TAYLOR

Correspondent Address: 727 SOUTH 23RD STREET
ARLINGTON, VA 22202

Domestic Representative - Not Found

Assignment 2 of 2

Conveyance: CHANGE OF NAME

Reel/Frame: [2618/0874](#)

Pages: 3

Date Recorded: Nov. 13, 2002

Supporting Documents: [assignment-tm-2618-0874.pdf](#)

Assignor

Name: [J.S. STAEDTLER GMBH & CO.](#)

Execution Date: Jun. 26, 2002

Legal Entity Type: LIMITED PARTNERSHIP

State or Country Where Organized: GERMANY

Assignee

Name: [J.S. STAEDTLER GMBH & CO. KG](#)

Legal Entity Type: LIMITED PARTNERSHIP

State or Country Where Organized: GERMANY

Address: MOOSACKERSTR. 3, D-90427 NURNBERG
POSTFACH 4842, D-90026 NURNBERG, GERMANY

Correspondent

Correspondent Name: LARSON & TAYLOR PLC

Correspondent Address: BREWSTER TAYLOR
1199 NORTH FAIRFAX STREET, SUITE 900
ALEXANDRIA, VA 22314

Domestic Representative - Not Found



UNITED STATES DEPARTMENT OF COMMERCE

Patent and Trademark Office

ASSISTANT COMMISSIONER FOR TRADEMARKS

2900 Crystal Drive
Arlington, VA 22202-3513

REGISTRATION NO. 1090840

SERIAL NO. 73/099161

PAPER NO.

MAILING DATE: Jun 29, 1998

MARK: MICROGRAPH

REGISTRANT: J.S. STAEDTLER GMBH & CO.

CORRESPONDENCE ADDRESS:

BREWSTER TAYLOR
LARSON & TAYLOR
TRANSPOTOMAC PLZ
1199 N FAIRFAX ST STE 900
ALEXANDRIA VA 22314

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.

BEVERLY HILLIARD
AFFIDAVIT-RENEWAL EXAMINER
TRADEMARK EXAMINING OPERATION
(703) 308-9500 EXT. 137

POST REGISTRATION REVIEW WORKSHEET

Name: _____ Date _____ Reg. No: 1090840

I certify all information in the database matched the information in the file and no corrections were required.

INSTRUCTIONS: If the information in the database does not match the information in the file, the reviewer should check the ERROR column. After correction (text editing), the EDITED column should be checked. RETAIN IN FILE

Screen	Error	Edit	Error found during review requiring amendment of:
MK			AM Mark: Word _____ Drawing Code _____ New Drawing: Yes _____ No _____
			AM Mark Type: _____
			AM Register: _____
			AM Amended Register: _____ Date Register Amended: _____
CL			CL Prime Classification: _____
			CL Class Status Active _____ Inactive _____ Class Status Date: _____
			CL International Class: Add _____ Delete _____ Reclassify _____
			CL U.S. Class: Add _____ Delete _____ Reclassify _____
			GS Goods and Services: _____
CD			DL Deleted Goods [] Less Goods (())
	✓	✓	AT Attorney Name: _____
	✓	✓	CD Correspondence: Name ✓ St. Address ✓ City/ST/Cntry ✓ Zip ✓
AC			DR Domestic Representative: _____
			AO Amended/Registration Statement: _____
PY			BO Certification of Correction Statement: _____
			PY30 Registrant: _____ Name _____
			PY _____ Entity Type _____
			PY _____ Citizenship/State of Inc. _____
			PY Address _____ Inter _____ City _____ State/Co _____ Zip _____
			EN Entity Statement: _____
			CO Composed of Statement: _____
			DB Doing Business As (DBA) or (AKA) or (TA) Statement: _____
			NC30 _____
	✓	✓	PY40 Registrant ✓ Name ✓
	✓	✓	PY ✓ Entity Type ✓
	✓	✓	PY ✓ Citizenship/State of Inc. ✓
	✓	✓	PY Address ✓ Inter ✓ City ✓ State/Co ✓ Zip ✓
			EN _____
			CO _____
		DB _____	
		NC CHN	
		99 CHN	

OTHER: _____

REMARK: _____

I certify that all corrections have been entered in accordance with the above instructions and text editing guidelines.

TEXT EDITOR

DATE



200. 00
311 JM
#5

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Mark: MICROGRAPH

Reg. No.: 1,090,840

Issued: May 9, 1978

DECLARATION UNDER SECTIONS 8 & 15

To The Commissioner of Patents and Trademarks

Washington, D. C. 20231

S I R:

Hermann Lutzner, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the registration, declares: that he is Managing Partner of J. S. Staedtler, and is authorized to execute this declaration on behalf of said corporation; that J. S., Staedtler owns Registration No. 1,091,840 issued May 9, 1978, as shown by records in the Patent and Trademark Office; that the mark shown in said registration has been in continuous use in interstate commerce for five consecutive years from a date subsequent to the grant of the registration, to the present, and specifically for the five year period immediately preceding the date of execution of this declaration, on each of the following goods recited in the registration:

WRITING AND DRAWING ARTICLES - NAMELY, LEAD HOLDERS

that the mark is still in use in interstate commerce; that said mark is still in use as evidenced by the attached specimen showing the mark as currently used; that there has been no final decision adverse to registrant's claim of ownership of

01/03/84 1090840

3 311

200.00 CK

said mark, to its right to register the same or maintain it on the register; that ~~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; that all statements made herein of his own knowledge are true; and that all statements made on information and belief are believed to be true.

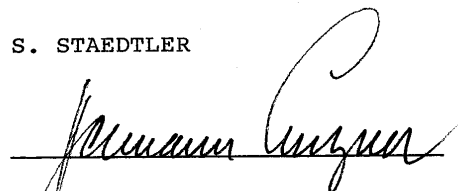
POWER OF ATTORNEY

Applicant hereby appoints Roberts B. Larson, Andrew E. Taylor, Walter C. Gillis, Marvin Petry, Thomas P. Sarro and Ross F. Hunt, Jr., each a member of the Bar of the State of Virginia, Harold L. Novick, Douglas E. Jackson and William E. Jackson, each a member of the Bar of the District of Columbia, and Brewster Taylor, a member of the Bar of the State of Massachusetts, of the firm of ~~Larson and Taylor~~, with offices at ~~727~~ Twenty-Third Street, South, Arlington, Virginia 22202, its attorneys to prosecute this Declaration and to transact all business in the Patent and Trademark Office in connection therewith.

J. S. STAEDTLER

Date 28th of July, 1983

By



Hermann Lutzner
Managing Partner

REGISTRATION NO.

1,090,840

ISSUED

12-C PUB

May 9, 1978

RECEIPT IS HEREBY ACKNOWLEDGED OF THE AFFIDAVIT FILED

BY J. S. Staedtler

ON Dec. 20, 1983

☒

SEC. 8 - AFFIDAVIT ACCEPTED

☒

SEC. 15 - AFFIDAVIT FILED

BY DIRECTION OF THE COMMISSIONER

FEB 28 1984

^{bw}
DIRECTOR, TRADEMARK EXAMINING OPERATION

FORM PTOL-136 A
(REV. 8-76)

AFFIDAVIT

ACKNOWLEDGMENT

Larson & Taylor
727 23rd St. South
Arlington, Va. 22202

U.S. DEPARTMENT OF COMMERCE - PATENT AND TRADEMARK OFFICE

 **STAEDTLER**

The New Fineline Range



SUGGESTED RETAIL PRICE LIST
MARCH 1980

Distributed by:

Article No.	Lead ϕ mm	List Price
LEAD ERASERS		
770 13	0.3	\$ 6.95 each
770 15	0.5	4.95 each
770 17	0.7	4.95 each
770 19	0.9	4.95 each
771 13	0.3	9.49 each
771 15	0.5	7.49 each
771 17	0.7	7.49 each
772 05	0.5	6.95 each
772 15	0.5	7.49 each
772 25	0.5	10.95 each
773 05	0.5	3.98 each
775 05	0.5	2.39 each
775 07	0.7	2.39 each
775 09	0.9	2.39 each
LEADS		
250 03	0.3	\$ 1.40 tube
250 05	0.5	.70 tube
250 07	0.7	.70 tube
250 09	0.9	.70 tube
254 05	0.5	1.25 tube
254 09	0.9	1.25 tube
255 05	0.5	1.25 tube
255 07	0.7	1.25 tube
255 09	0.9	1.25 tube
258 40 05	0.5	1.25 tube
REFILL ERASERS		
77 R526-5		\$.75 box
770 R526-5		.75 box

J. S. STAEDTLER, INC.

P.O. BOX 787, CHATSWORTH, CALIFORNIA 91311
P.O. BOX 68, MONTVILLE, NEW JERSEY 07045
P.O. BOX 65, ELK GROVE VILLAGE, ILLINOIS 60007
P.O. BOX 20257, DALLAS, TEXAS 75220

W 1527 e USA

Printed in Germany 04.80



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re: registration of
J. S. STAEDTLER

Registration No.: 1,090,840

Issued: May 9, 1978

Mark: MICROGRAPH

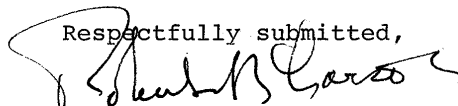
L E T T E R

To the Commissioner of Patents and Trademarks
Washington, D. C. 20236

S I R:

Enclosed herewith for filing in the United States
Patent and Trademark Office is a Declaration Under Sections
8 and 15 for the above-identified registration, a specimen
of the mark as it is currently used and our firm check in
the amount of \$200.00 in payment of the government filing fee.

Respectfully submitted,


Roberts B. Larson
LARSON AND TAYLOR
727 - 23rd Street, South
Arlington, Virginia 22202
(703) 920-7200

December 20, 1983



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

IN REPLY REFER TO THE FOLLOWING AND THE FILING DATE:

1. SER. NO. 099161	2. MARK MICROGRAPH	5. PAPER NO. 4
3. APPLICANT J. S. STAEDTLER		6. PUBLICATION DATE FEB 14 1978
4. ADDRESS LARSON, TAYLOR & HINDS 727 23RD ST. SOUTH ARLINGTON, VIRGINIA 22202		


FORM PTO 1293 (3-75) U.S. DEPT. OF COMM. Pat. & TM Office

NOTICE OF PUBLICATION UNDER SECTION 12(a)

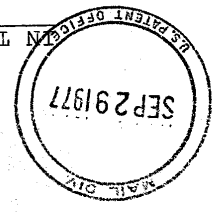
The mark of the application above identified appears to be entitled to registration. The mark will, in accordance with Section 12(a) of the Trademark Act of 1946, be published in the Official Gazette on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark. If no opposition is filed within the time specified by Section 13 of the Statute or by Rules 2.101 and 2.102 of the Trademark Rules, the Commissioner of Patents and Trademarks may issue a Certificate of Registration.

Copies of the Trademark portion of the Official Gazette containing the publication of the mark may be obtained at \$1.70 each from the Superintendent of Documents, Government Printing Office.

By direction of the Commissioner

EXAMINER: 
PHONE: (703) 557-

504
 3/8
 OCT 28 1977
 J.M. Webb
 7M



In re application of
 J. S. STAEDETLER
 Serial No. 099,161
 Filed: September 7, 1976
 Mark: MICROGRAPH
 Examiner Webb
 Int. Cl. 16

SUPPLEMENTAL AMENDMENT

Honorable Commissioner of Patents and Trademarks

Washington, D. C.

S I R :

Supplementing the amendment filed September 9, 1977
 in response to the outstanding Office Action of March 9, 1977,
 please amend the above identified application as follows:
 Amend the identification of goods to read as follows:

WRITING AND DRAWING ARTICLES, NAMELY LEAD HOLDERS

Cancel the drawing substitution request made in the
 amendment filed September 9, 1977.

REMARKS

Submitted herewith are one specimen of the mark
 MICROGRAPH and four facsimiles thereof, together with a declara-
 tion by the applicant supporting use of the specimen in commerce
 from a date at least as early as the filing date of the applica-
 tion. As was explained to the Examiner during a telephone con-
 ference on September 28, 1977, the applicant had intended to file
 specimens supporting use of the mark presented on the drawing
 which was originally filed with the application, but was unable
 to provide the specimens in time to be filed within the period
 set for responding to the Office Action of March 9. In order to
 file a responsive amendment which would avoid abandonment of the

application, it was requested in the September 9 amendment that a drawing presenting the mark MARS-MICROGRAPH be substituted for the drawing of record. Now that supporting specimens have been filed, it is desired that the original drawing be reinstated, and accordingly, a request has been made to cancel the drawing substitution contained in the September 9 amendment.

The identification of goods has also been amended to a form which applicant now deems to be preferable to that specified in the September 9 amendment.

It is respectfully submitted that the application as now amended remains in a condition for publication of the mark, and further and favorable action is therefore respectfully solicited.

Respectfully submitted,

LARSON, TAYLOR AND HINDS

By 

Roberts B. Larson
Registration No. 13,126

727 Twenty-Third Street South
Arlington, Virginia 22202

920-7200

September 29, 1977



3

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of)	
J. S. STAEDTLER)	
Serial No. 099,161)	Int. Cl. 16
Filed: September 7, 1976)	Examiner Webb
Mark: MICROGRAPH)	

DECLARATION AS TO SPECIMENS

Honorable Commissioner of Patents and Trademarks
Washington, D. C.

S I R :

Mr. Hans Kunz hereby declares: that
he is personally liable partner of the applicant
firm; that he is authorized to make this declaration on behalf
of the applicant; that the specimens submitted herewith were
used in commerce with the United States on or in connection with
the goods on a date at least as early as the filing date of the
above identified application and are now in use in such commerce
as of the date of this declaration; that this statement is made
with the knowledge that willful false statements and the like
so made are punishable by fine or imprisonment, or both, under
Section 1001 of Title 18 of the United States Code, and that such
willful false statements may jeopardize the validity of the
application or document or any registration resulting therefrom.

J. S. STAEDTLER

Date September 9, 1977 By Hans Kunz



Tm
2/a

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of)
J. S. STAEDTLER ✓)
Serial No. 099,161 ✓) Int. Cl. 16
Filed: September 7, 1976 ✓) Examiner Webb
Mark: MICROGRAPH)

A M E N D M E N T

Honorable Commissioner of Patents and Trademarks
Washington, D. C.

S I R :

Responsive to the Office Action dated March 9, 1977,
please amend the above identified application as follows:

Amend the identification of the applicant in the preamble
to read -- A firm of the Federal Republic of Germany --.

Cancel the identification of goods and substitute therefor
the following:

per B a'

~~STATIONERY ITEMS, NAMELY LEAD HOLDERS AND LEADS THEREFOR~~

Delete the paragraph in which a right of priority as
provided by Section 44(d) of the Trademark Act is claimed.

Cancel the drawing and substitute therefor the drawing
submitted herewith.

R E M A R K S

In response to the Examiner's objection to the identification
of the applicant as a "firm" for the reason that the designation
does not have a universally recognized meaning, the preamble has
been amended to specify that applicant is a firm of the Federal
Republic of Germany. Reference is made to the discussion in the file
of applicant's registration No. 1,018,572, wherein it is noted that
applicant is a "Kommanditgesellschaft", which although similar,

does not correspond exactly to a "partnership" under American law. The most important difference with respect to the Examiner's requirement that the names and citizenships of the "partners" be set forth is that, under German law, provision can be made whereby the members of a Kommanditgesellschaft firm may change without dissolution of the firm, as would be the case under American law. Accordingly, it is respectfully submitted that it might be misleading as to the actual ownership of the mark if the names of the current partners were included in the preamble. It is respectfully submitted that the designation "firm" most accurately describes applicant, and that the identification of the firm as a German firm gives the term a recognized meaning. It is also noted that applicant is the owner of numerous registrations, including 1,018,572; 1,016,529; 1,007,102; 882,148; 839,108; 834,691; 805,964; 783,659; and 721,623, in which applicant is referred to as a "firm" or a "German firm".

With regard to the variance noted by the Examiner between the mark as shown in the drawing, and the mark as shown in the specimens, a new drawing is submitted herewith in which the mark is depicted as MARS-MICROGRAPH.

The identification of the goods has been amended to list specific goods in response to the Examiner's objection to the identification as indefinite. It is respectfully submitted that the amended identification is definite.

With regard to the requirement for a certified copy of the foreign registration in the country of origin of the applicant, this requirement has been obviated by the deletion from the application of the claim of priority under Section 44(d) of the statute.

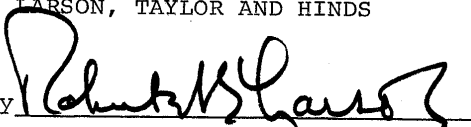
It is noted that a search of the Office records fails to show that the mark is confusingly similar to any registered mark. It is therefore respectfully submitted that the application is now

in a condition for publication of the mark, and further and favorable action is accordingly respectfully solicited.

Respectfully submitted,

LARSON, TAYLOR AND HINDS

By


Roberts B. Larson
Registration No. 13,126

727 Twenty-Third Street South
Arlington, Virginia 22202

920-7200

September 9, 1977



U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

IN REPLY REFER TO THE FOLLOWING AND THE FILING DATE:

1. SER. NO. 099161	2. MARK MICROGRAPH	ADDRESS COMMISSIONER OF PATENTS AND TRADEMARKS WASHINGTON D. C. 20231 AND FURNISH YOUR ZIP CODE AND TELEPHONE NUMBER IN ALL CORRESPONDENCE	5. PAPER NO. 1
3. APPLICANT J. S. STAEDTLER			6. MAILING DATE MAR 9 1977
4. ADDRESS LARSON, TAYLOR & HINDS 727 23RD ST. SOUTH ARLINGTON, VIRGINIA 22202			

FORM PTO 1293 (3-75) U.S. DEPT. OF COMM. Pat. & TM Office

It is noted that applicant is identified as a "firm", but said designation does not have a universally recognized meaning. TMEP, Section 802.03(b). In view of application declaration having been executed by a party identified as "personally liable partner", it is requested, if appropriate, that the identity of applicant in the preamble be amended to set forth applicant as a "partnership". Then, the names of the partners and their citizenship should also be set forth. Rule 2.33(a)(1)(ii).

The mark MICROGRAPH shown on the drawing does not agree with the mark MARS-MICROGRAPH actually used as evidenced by the specimens of record. Either the drawing should be amended so that the mark thereon agrees with the mark as actually used, or specimens showing use of the mark presented on the drawing should be submitted. In the latter event, the use of the substitute specimens as of a date at least as early as the filing date of this application must be supported either by a verification (affidavit) or by a declaration in accordance with Trademark Rule 2.20. TMEP sections 807.14 and 808.10.

The identification of goods as set forth is unacceptable as indefinite.

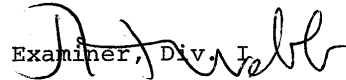
Since the term(s) "...articles" --and-- "teaching aids" includes a variety of different types of items which may be classified in more than one class, the term(s) should be deleted from the identification of goods and the names of the specific goods substituted therefor. TMEP section 804.04(a).

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

A certification or certified copy of the Certificate of Registration (and, if in a foreign language, an English translation thereof) in the country of origin of the applicant is required. Trademark Rule 2.39(b); TMEP sections 1003 and 1008.

A search of the Office records fails to show that the mark, when applied to applicant's goods and/or services, so resembles any registered mark as to be likely to cause confusion, or to cause mistake, or to deceive. TMEP section 1105.01.

JHWebb:jec (703)557-3273

Examiner, Div. I 



35.00-201-TM

99161

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Mark: MICROGRAPH

Class: Int. Cl. 16

To The Commissioner of Patents and Trademarks

*per B' (2)
F7(DEX)*
J. S. STAEDTLER
(A ~~FIRM~~ of the Federal Republic of Germany)
8500 Nurnberg 1
Postfach 2460, Kirchenweg 10
Germany

*sub B'
F8(16)*
The above-identified applicant has adopted and is using the trademark shown in the accompanying drawing for *at B'*

~~WRITING, DRAWING, PAINTING AND MODELING
ARTICLES AND PARTS THEREOF
AND TEACHING AIDS~~

and requests that said mark be registered in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946.

The mark is used by applying it to the goods and/or packages for the goods, and in other suitable ways, and five specimens showing the mark as actually used are presented herewith.

The trademark was first used on the goods in February 1971; was first used in commerce with the United States in December 1974; and is now in use in such commerce.

per a
~~Applicant has filed application for registration of said mark in Germany under No. St 10936/16 WZ dated April 10, 1976. A right of priority as provided by Section 44(d) of the Trademark Act is claimed.~~

09/10/76 MICROGRAPH

3 201

35.00CK

F9(VA)

POWER OF ATTORNEY

Applicant hereby appoints [Larson, Taylor and Hinds,] a firm comprised of Roberts B. Larson, Andrew E. Taylor, William R. Hinds, Walter C. Gillis, Marvin Petry, Thomas P. Sarro, and Ross F. Hunt, Jr., each a member of the Bar of the State of Virginia, with offices at [727 Twenty-Third Street South, Arlington, Virginia 22202,] Registration No. 18,240, its attorney to prosecute this application for registration, to transact all business in the Patent and Trademark Office in connection therewith, and to receive the Certificate of Registration.

F10

DESIGNATION OF DOMESTIC REPRESENTATIVE

/ Larson, Taylor and Hinds, whose postal address is 727 Twenty-Third Street South, Arlington, Virginia 22202, United States of America is hereby designated applicant's representative upon whom notices or process in proceedings affecting the mark may be served.

DECLARATION

The undersigned, Mr. Hans Kunz, declares: that he is the personally ^{liable partner} of J. S. Staedtler and is authorized to make this declaration on behalf of said firm; that he believes said firm to be the owner of the mark sought to be registered; that to the best of his knowledge and belief no other person, firm, corporation, or association has the right to use said mark in commerce either in the identical form or in such near resemblance thereto as may be likely, when applied to the goods of such other person, to cause confusion, or to cause mistake, or to deceive, that all statements made herein of his own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment,

or both, under section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or document or any registration resulting therefrom.

J. S. STAEDTLER

Date September 3rd, 1976 BY Hans Kries



ROBERTS B. LARSON
ANDREW E. TAYLOR
WILLIAM R. HINDS
WALTER
MARVIN PETRY
THOMAS P. SARRO
ROSS F. HUNT, JR.
KIRK M. HUDSON

LAW OFFICES OF
LARSON, TAYLOR AND HINDS
727 TWENTY-THIRD STREET SOUTH
ARLINGTON, VIRGINIA 22202
(703) 920-7200
CABLE ADDRESS: "LARSON"
TELEX NO. 89-2548

99161

PATENTS AND TRADE MARKS
WASHINGTON OFFICE
1625 EYE STREET, N.W.
WASHINGTON, D. C. 20006
(202) 331-1062

September 7, 1976

Honorable Commissioner of Patents and Trademarks
Washington, D. C. 20231

Sir:

Enclosed for filing in the United States Patent and
Trademark Office are a trademark application for
MICROGRAPH, five specimens of the mark as actually used,
and our check in the amount of \$38. *Appl.*

Respectfully submitted,

Roberts B. Larson

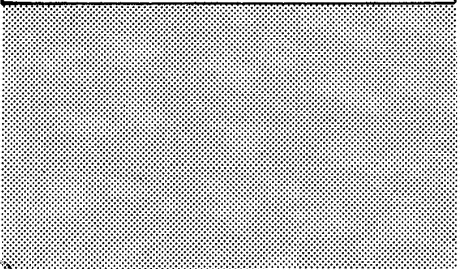
RBL:cjw
Enclosures

TRADEMARK APPLICATION FILE DATA WORK SHEET

SECTION A - BASIC APPLICATION DATA

F2	(1) SERIAL NUMBER 099 161	(2) TM <input type="checkbox"/> PRINT ID <input type="checkbox"/> DESIGN ONLY <input type="checkbox"/> PLUS DESIGN			
	MICROGRAPH				
F3	(1) INT. CL. 016	(2) PRIOR USCL 037	F4	(1) 1ST USE DATE 0002 1991	(2) 1ST COMM DATE 0012 1974
F5	(1) EXAMINER CODE 108	(2) REGISTER PR	Formats 6,7,8,9,10 SEE APPLICATION		

SECTION B - PRIOR REGISTRATION DATA

F11	(1) COUNTRY CODE	(2) TYPE CODE	(3) REGISTRATION	(4) DATE	Format 12 SEE APPLICATION 

SECTION C - REMARKS

		EMPLOYEE NAME AA

TRADEMARK ASSIGNMENT QUERY AS OF 5/29/1998 15:25:1
REEL/FRAME DATA

REEL: 0555
FRAME: 0106

DATE LAST UPDATED: 07/19/1990
DATE IN SYSTEM: 00/00/0000
DATE KEYED IN: 00/00/0000
RECORDATION DATE: 03/02/1987
DATE MAILED: 00/00/0000
ASSIGNMENT RECEIPT DATE:
CONVEY EFFECTIVE DATE:

NUMBER OF PAGES: 19

ELECTRONIC SUBMISSION:
PTAS SUBMISSION: N

CORRESPONDENCE

NAME: LARSON AND TAYLOR
727 SOUTH 23RD STREET
ARLINGTON, VA 22202

BRIEF CODE: 14
BRIEF TEXT:

CHANGE OF NAME

CONVEYING PARTY DATA

ENTRY: 001
NAME: J.S. STAEDTLER
FORMERLY:
ENTITY: 98 - UNKNOWN
ENTITY TEXT:
CITIZENSHIP: -
EXECUTION DATE: 09/06/1986

RECEIVING PARTY DATA

ENTRY: 600
NAME: J.S. STAEDTLER GMBH & CO.
COMPOSED OF:
DBA/AKA/TA:
ADDRESS:
STE/CTRY CODE:
ZIP CODE:
ENTITY: 98 - UNKNOWN
ENTITY TEXT:
CITIZENSHIP: -

40

DOMESTIC REPRESENTATIVE DATA

NAME:

PROPERTY DATA

SERIAL NUMBER: 099161 FILING DATE: 09/07/1976
REGISTRATION NUMBER: 00840 ISSUE DATE: 05/09/1978
WORD MARK: MICROGRAPH
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 30 - POST REGISTRATION
LOCATION DATE: 05/19/98
EXAMINER: NOT ASSIGNED

INT. CL.

16

99161

PRIOR U.S. CL.

37

J. S. Staedtler
8500 Nurnberg 1
Postfach 2460, Kirchenweg 10
Germany
(A Firm of the Federal Republic of Germany)

Date of first use: February 1971

Date of first use in commerce with the United States:
December 1974

Goods: WRITING, DRAWING, PAINTING AND MODELING
ARTICLES, AND PARTS THEREOF; AND TEACHING
AIDS

MICROGRAPH



3

1090840

REGISTERED

MAY 9 1978

PAT. & T.M. OFFICE

PUBLISHED

FEB 14 1978

B 249

Sub Dirg
Intel 16

99161

J. S. Staedtler
8500 Nurnberg 1
Postfach 2460, Kirchenweg 10
Germany
(A Firm of the Federal Republic of Germany)

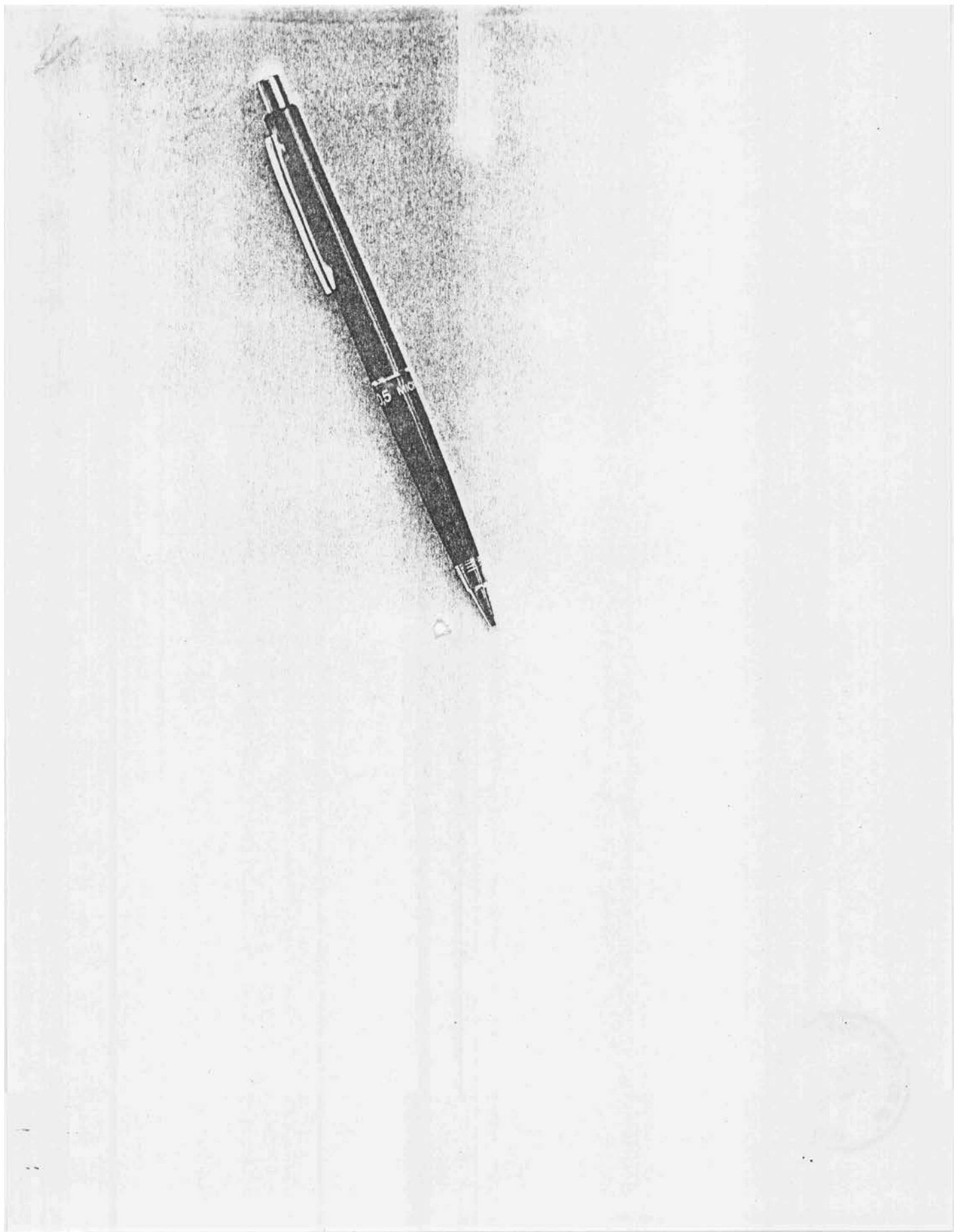
Date of first use: February 1971
Date of first use in commerce with the United States:
December 1974

Goods: STATIONERY ITEMS, NAMELY LEAD HOLDERS AND LEADS THEREFOR

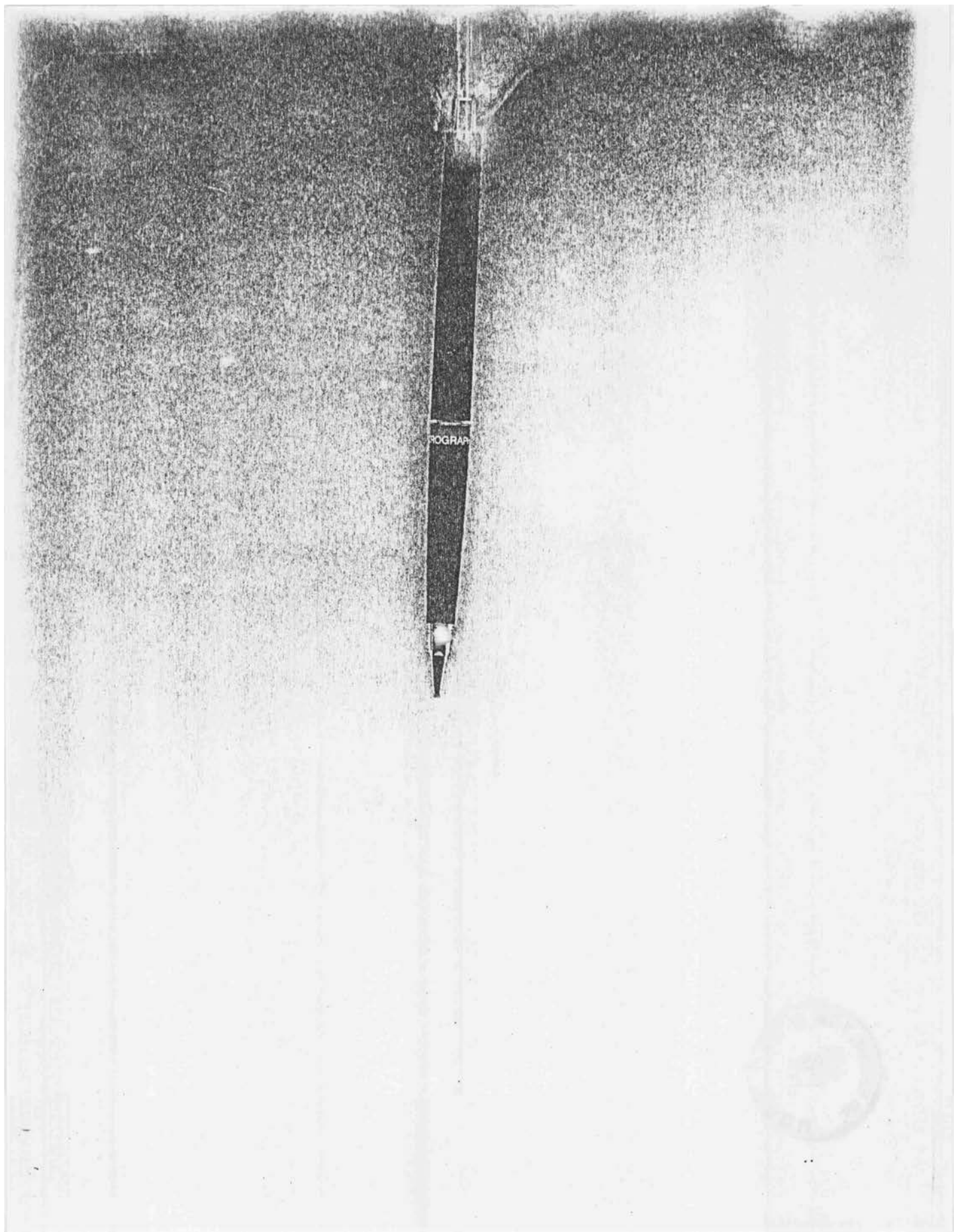
MARS-MICROGRAPH

cane















 **STAEDTLER**



Our MARS-LUMOGRAPH
development team now presents
THE COMPLETE MARS
FINELINE LEADS AND HOLDERS
PROGRAMME





The relentless work of our MARS-LUMOGRAPH development team has assured that the world-famous MARS-LUMOGRAPH pencils and leads provide optimal opacity, consistent grading, point strength, uniform density and excellent reproduction properties. With these same exacting standards, MARS fineline leads and lead holders have now been developed and perfected. The practical drawbacks normally associated with the use of fineline leads for technical drawing have at last been eliminated. Long-standing experience and expertise go to make these new STAEDTLER products absolutely reliable in performance.

STAEDTLER

Fineline lead holders for the technician



770

MARS-MICROGRAPH Fineline Lead Holders.

Desk model with slip-proof finger grip. Detachable clip. Reliable lead feed mechanism pushes leads forward in a constant length. After the first lead is used up, it will automatically be followed by the next lead from the feed chamber. MARS-MICROGRAPH 770 is supplied containing 6 MARS-MICROGRAPH HB fineline leads and is available for three lead diameters:

Art. No.	Lead Diameter	Colour Code on Barrel
770 05	0.5 mm	red
770 07	0.7 mm	yellow
770 09	0.9 mm	white

Packed singly in cardboard box, 10 holders per outer.



775 05

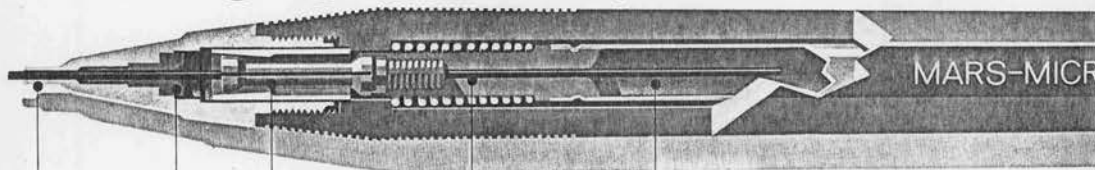
STAEDTLER-MICRO Fineline Lead Holder.

Short pocket model. Well balanced barrel with slip-proof finger grip. Detachable clip. Reliable, automatic lead feed mechanism pushes leads forward in a constant length.

STAEDTLER-MICRO 775 05 is supplied containing MARS-MICROGRAPH HB fineline leads and is available for 0.5 mm leads only.

Art. No.	Lead Diameter
775 05	0.5 mm

Packed 10 holders per outer.



Metal tube...
for accurate line work when using straight edges such as rulers, T-squares etc.

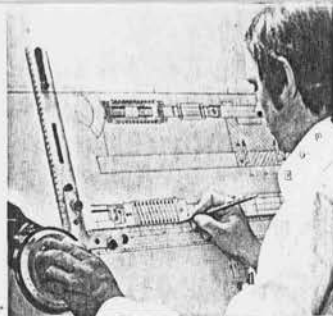
Lead brake
holds lead in vice-like grip and eliminates slipping.

Feed mechanism
feeds through next lead from feed chamber automatically when the first lead is used up.

Continuous lead guidance.
Eliminates risk of lead breakage inside holder. Lead is guided all the way from feed chamber to tube tip.

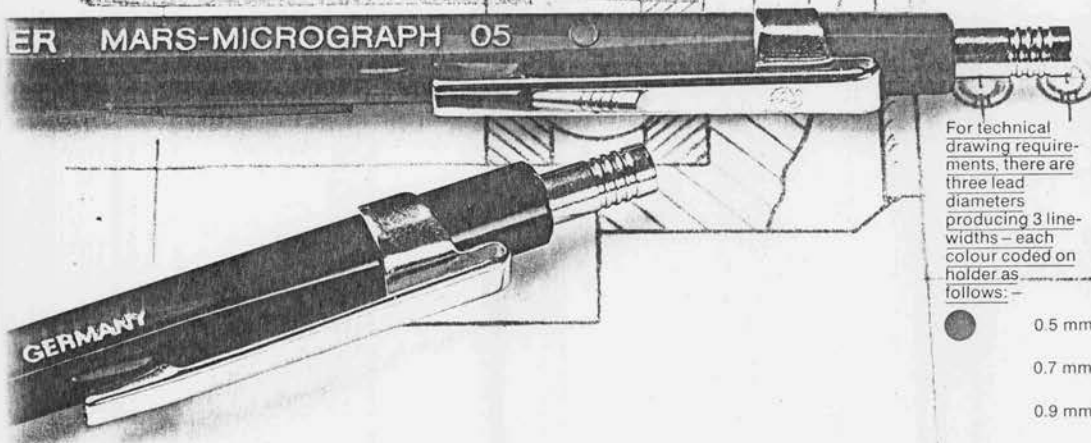
Feed chamber.
For absolutely reliable function of holder, use MARS fineline leads - as these have diameters within controlled tolerances.

MARS-MICRO



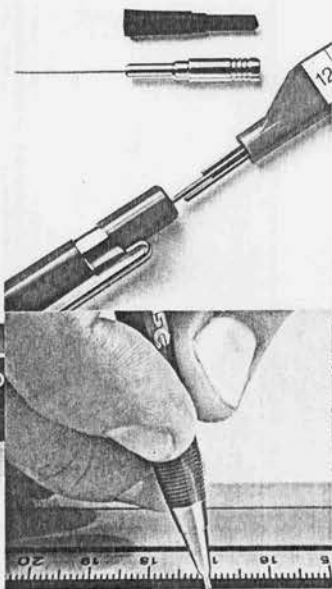
MARS-MICROGRAPH fineline lead holders allow drawing and lettering, without re-sharpening. The fineness of notations will not vary. If the holder is held at a consistent angle, then there is no fluctuation of line-width produced. This enables drawing to be recommenced without apparent line-width variation. MARS-MICROGRAPH fineline lead holders are cleaner because there is no sharpening required – more economical as the entire lead is used up completely for drawing without wastage through sharpening.

ER MARS-MICROGRAPH 05



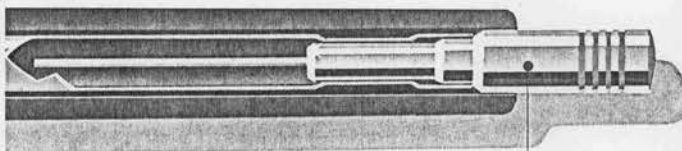
For technical drawing requirements, there are three lead diameters producing 3 line-widths – each colour coded on holder as follows: –

- 0.5 mm
- 0.7 mm
- 0.9 mm



Refilling MARS fineline lead holders is easy. The push-button is removed and about six leads are poured into the feed chamber from a MARS fineline lead refill tube.

(See page 6 for degree colour coding feature offered with MARS fineline leads.)



Removable nickel plated push-button with cleaning pin. Can be interchanged with push-button provided with each MARS fineline refill tube. (See colour code feature on page 6.)

The fine metal tube at the point of the MARS-MICROGRAPH fineline lead holder permits exact alignment when using rulers, T-squares and any other drawing aids with or without ink edges.

Fineline lead for every o

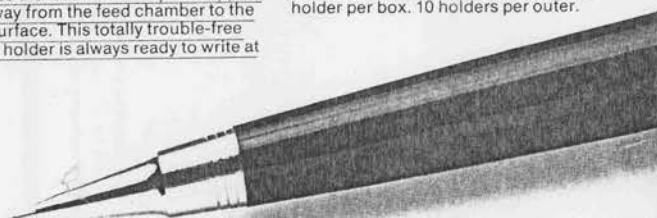


772
0.5 mm

MARS-MICROGRAPH "S" Fineline Lead Holder

This elegantly styled fineline lead holder incorporates a revolutionary mechanism that totally eliminates the risk of lead breakage at the point while writing or sketching. A sliding metal protector sleeve eliminates any lead protrusion and gives the lead uninterrupted support all the way from the feed chamber to the paper surface. This totally trouble-free fineline holder is always ready to write at

the push of a button. When the first lead is used up, the next is fed through from the feed chamber automatically. The body is well tapered, well balanced and incorporates a chrome-plated metal writing point, barrel band and pocket clip. Supplied with built-in eraser and cleaning pin. Contains 6 MARS-MICROGRAPH 0.5 mm HB leads. Packed one holder per box. 10 holders per outer.



772 10
0.5 mm

MARS-MICROGRAPH "S" Fineline Lead Holder

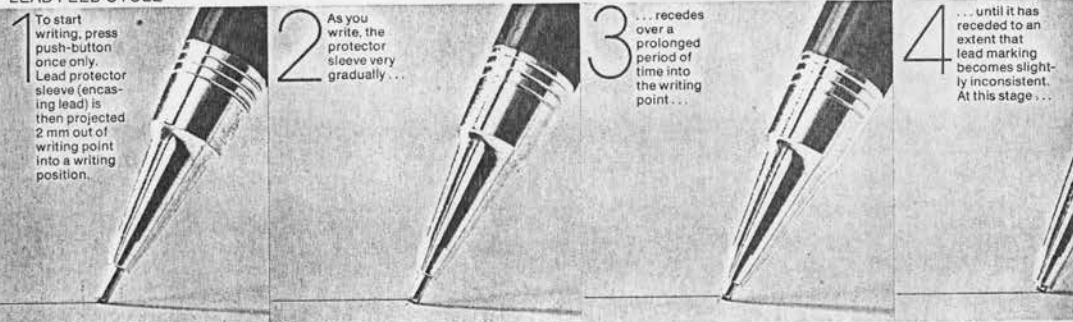
A distinctive executive model with upper part of barrel in matte chrome finish, making it ideal as a personal gift. The mechanism is identical to the 772 holder above and also affords absolute protection against lead breakage at the point. Supplied containing 6 MARS-MICROGRAPH 0.5 mm HB leads. Packed one holder per box. 10 holders per outer.

MARS-MICROGRAPH "S" Fineline Lead Holder

The ultimate in fineline holders. 0.3 mm line width model mechanically identical to the model illustrated. Executive model with matte chrome finish to upper part of barrel. Supplied containing 6 MARS-MICROGRAPH 0.3 mm HB leads. Packed one holder per box. 10 holders per outer.

772
0.3 mm

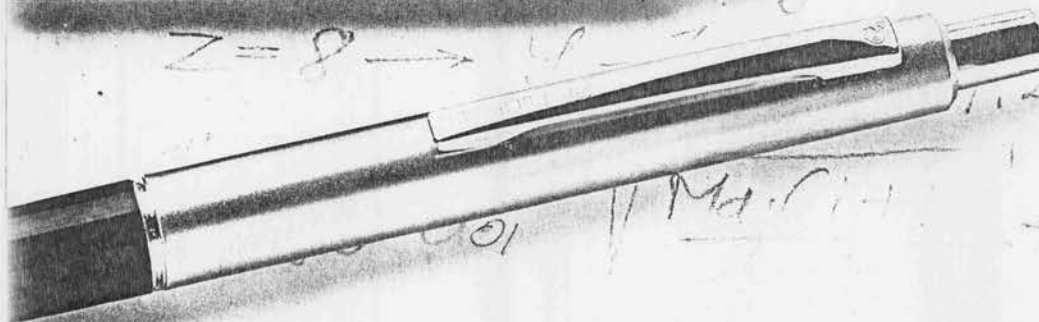
1200 Millimetre LEAD FEED CYCLE



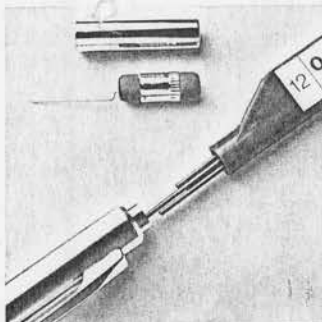
ad holders pplication



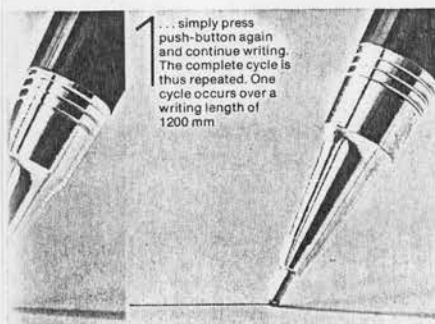
MARS fineline holders are as simple and convenient to operate as retractable ball-point pens. Owing to their revolutionary mechanism, they are clean and reliable pocket implements for just about every application. Their fine notations are also ideal in the office for drafts, sketches, tabulation and figure work.



72 13
mm



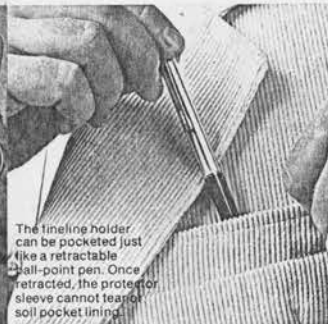
Refilling MARS fineline holders is easy. The push-button is removed and about six leads are poured into the feed chamber from the MICROGRAPH fineline lead refill tube.



1... simply press push-button again and continue writing. The complete cycle is thus repeated. One cycle occurs over a writing length of 1200 mm.

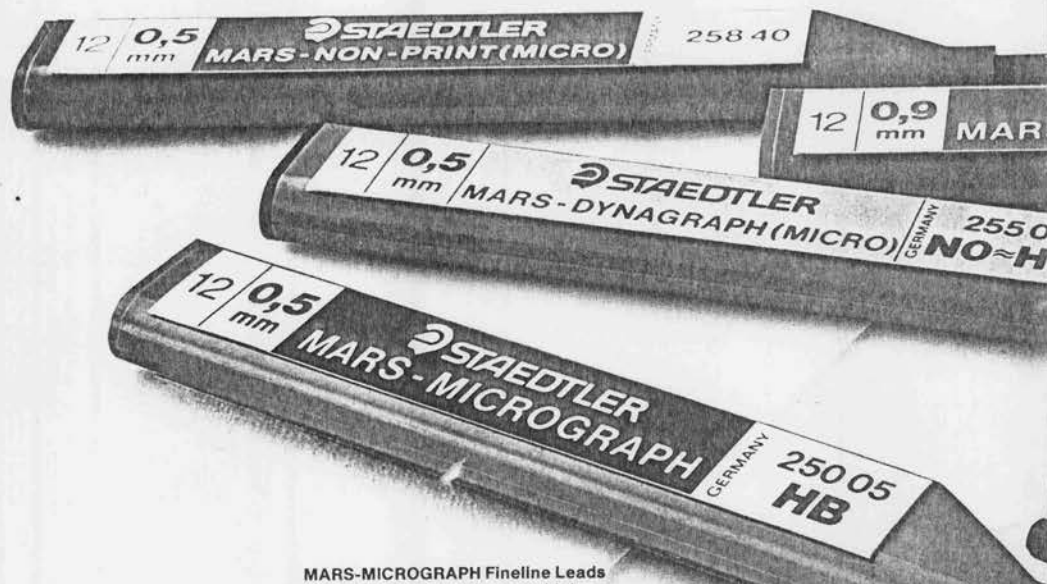


To store away the fineline holder, release the lead clutch by pressing push-button and simultaneously push protector sleeve back into writing point with finger.



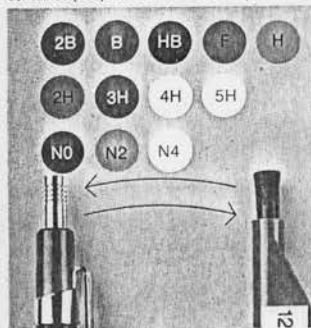
The fineline holder can be pocketed just like a retractable ball-point pen. Once retracted, the protector sleeve cannot fear soil pocket lining.

High polymer finel the core of t



DEGREE COLOUR CODE FOR MICROGRAPH & DYNAGRAPH.

For every degree of lead there is a colour code and the plug of the refill tube is in that colour. By simply interchanging the fineline holder push-button with this plug, it is possible to colour code the holder - thus allowing instant identification of degree contained (not possible with 772 series).



MARS-MICROGRAPH Fineline Leads are manufactured to the same high standards as the world-famous MARS-LUMOGRAPH drawing leads, assuring point strength, slow wear, opacity and exactly equidistant and consistent grading of all degrees. MARS-MICROGRAPH is ideal for use on paper and drafting film and produces uniformly dense and, therefore, opaque ink-like lines with excellent reproductive properties. Available in the choice of

diameters 0.3 mm, 0.5 mm, 0.7 mm and 0.9 mm and degrees of hardness ranging from 2B to 5H. Refill tubes with colour-coded plugs denoting degree of lead contained.

	Art. No.*	Lead Diameter	Degrees/Colour
MICROGRAPH blacklead for paper & film	250 03	0.3 mm	HB, H, 2H, 3H
	250 05	0.5 mm	2B, B, HB, F, H, 2H to 5H
	250 07	0.7 mm	2B, HB, 2H, 4H
	250 09	0.9 mm	2B, HB, 2H, 4H
DYNAGRAPH blacklead for film	255 05	0.5 mm	N0 = HB, N2 = H, N4 = 5H
	255 07	0.7 mm	N0 = HB, N2 = H, N4 = 5H
	255 09	0.9 mm	N0 = HB, N2 = H, N4 = 5H
MICROCHROM coloured lead for paper & film	254 05	0.5 mm	{ 1 = yellow, 3 = blue 2 = red, 5 = green, 7 = brown
	254 09	0.9 mm	
NON PRINT non reproducing leads	Art. No. 258 40 05	0.5 mm	special degree. Violet.

ine leads - he matter

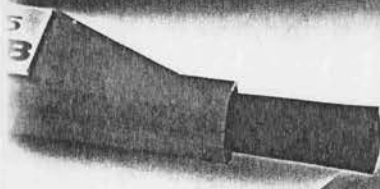


The performance of any fineline lead holder invariably depends on the quality of the lead contained. MARS fineline leads are high polymer based, assuring optimal resistance to breakage. Since the diameter of MARS fineline leads are maintained within controlled tolerances, it is recommended that only MARS leads should be used in MARS fineline lead holders.

MARS NON-PRINT Fineline Leads do not re-produce on diazo prints. Available with lead diameter 0.5 mm only and one special degree (approx. 2H).

MARS-MICROCHROM Coloured Fineline Leads are waterproof and will not fade. MARS-MICROCHROM does not smudge - yet can be completely erased. These characteristics, plus excellent point strength,

make these leads ideal for use on drafting film and tracing paper. Available in lead diameters 0.5 mm and 0.9 mm and up to 5 colours. Refill tubes with plugs repeating colour of lead contained.



MARS-DYNAGRAPH Fineline Leads for Film, specially formulated for use on drafting film. They lay down dense ink-like lines, resulting in superb line contrast and superior prints. The clean, smudge-free, non-feathered lines of Dynagraph also yield excellent results where micro-

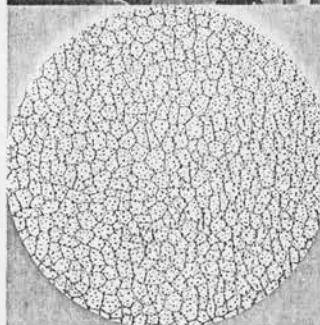
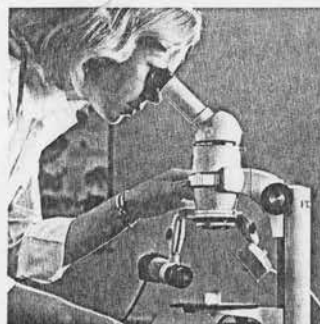
filming is a factor. Lines produced can be easily erased. MARS-DYNAGRAPH comes in 3 degrees of hardness identified by a special degree scale. Available in choice of lead diameters 0.5 mm, 0.7 mm and 0.9 mm. Refill tubes with colour-coded plugs denoting degree of lead contained.



Packed

One dozen leads of a degree or colour per refill tube, 1 gross per outer.

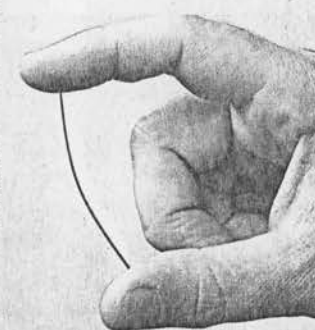
* When ordering, please add Degree or Colour No. to Art. No.



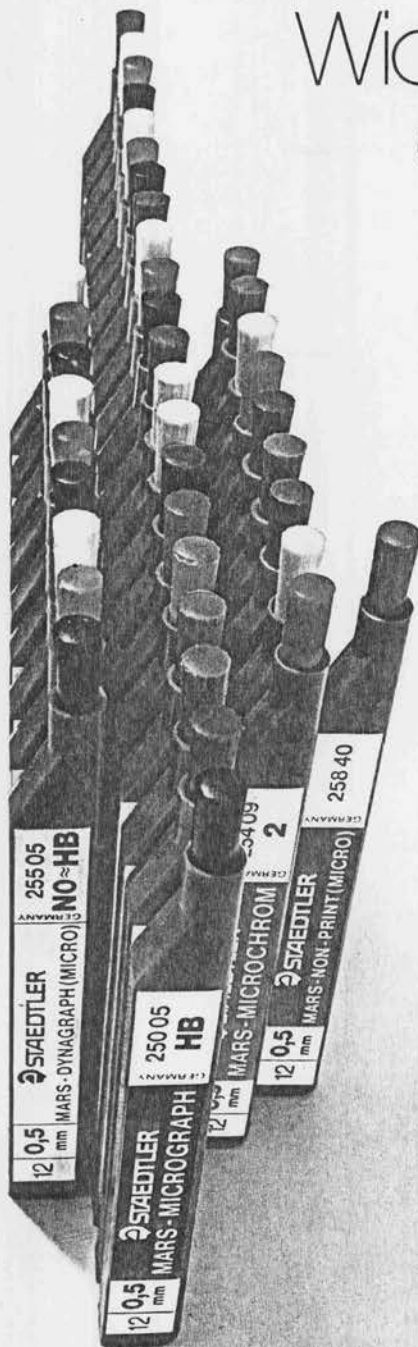
High polymer

For outstanding resistance to lead breakage.

Laboratory tests have revealed that High Polymer based fineline leads have a degree of pliability and strength never hitherto attained. The use of High Polymer resin in MARS fineline leads contributes substantially to their superior point strength and resistance to breakage. Continuous quality control ensures that the composition of modified high polymer and graphite (see diagram below) is exactly maintained. This guarantees the optimal strength and performance of every MARS fineline lead.



Widest ever choice of fineline leads - 41 executions!



Art. No.

MICROGRAPH

fineline blackleads
for film and paper.
Art. No. 250. (Add
degree suffixes
for ordering.)

0.3 mm diameter	0.5 mm diameter	0.7 mm diameter	0.9 mm diameter
colour code	colour code	colour code	colour code
250 03	250 05	250 07	250 09
	2B	2B	2B
	B		
HB	HB	HB	HB
	F		
H	H		
2H	2H	2H	2H
3H	3H		
	4H	4H	4H
	5H		

Art. No.

DYNAGRAPH

fineline blackleads
for film. Art. No.
255. (Add degree
suffixes for ordering.)

255 05	255 07	255 09
N0 = HB	N0 = HB	N0 = HB
N2 = H	N2 = H	N2 = H
N4 = 5H	N4 = 5H	N4 = 5H

Art. No.

MICROCHROM

Coloured fineline
leads for film and
paper. Art. No. 254.
(Add colour suffixes
for ordering.)

254 05	254 09
1	1
2	2
3	3
5	5

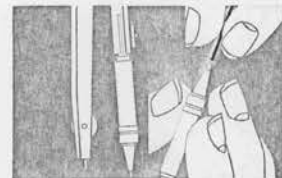
Art. No.

NON-PRINT

Non-reproducing
fineline leads.

258 40 05

Fineline compass attachment. A simple device for drawing fineline lead circles. Shank diameter 0.4 mm. Takes 0.3 mm diameter leads. Convenient propelling mechanism. No need to sharpen compass lead to chisel point. Matte chrome finish. Art. No. 553 73. Individually packed.



STAEDTLER

STAEDTLER MARS GmbH & Co
Manufacturers of Drafting and Writing Materials
Postfach 2460 · D-8500 Nürnberg 1 · W. Germany

W 7724 Nbg. Telephone: (0911) 39 41
Telex: 06 23 115 Telegrams: MARSGRAPHIT

 **STAEDTLER**



Our MARS-LUMOGRAPH
development team now presents
THE COMPLETE MARS
FINELINE LEADS AND HOLDERS
PROGRAMME

99161

99161





The relentless work of our MARS-LUMOGRAPH development team has assured that the world-famous MARS-LUMOGRAPH pencils and leads provide optimal opacity, consistent grading, point strength, uniform density and excellent reproduction properties. With these same exacting standards, MARS fineline leads and lead holders have now been developed and perfected. The practical drawbacks normally associated with the use of fineline leads for technical drawing have at last been eliminated. Long-standing experience and expertise go to make these new STAEDTLER products absolutely reliable in performance.



Fineline lead holders for the technician



770

MARS-MICROGRAPH Fineline Lead Holders.

Desk model with slip-proof finger grip. Detachable clip. Reliable lead feed mechanism pushes leads forward in a constant length. After the first lead is used up, it will automatically be followed by the next lead from the feed chamber. MARS-MICROGRAPH 770 is supplied containing 6 MARS-MICROGRAPH HB fineline leads and is available for three lead diameters:

Art. No.	Lead Diameter	Colour Code on Barrel
770 05	0.5 mm	red
770 07	0.7 mm	yellow
770 09	0.9 mm	white

Packed singly in cardboard box, 10 holders per outer.



775 05

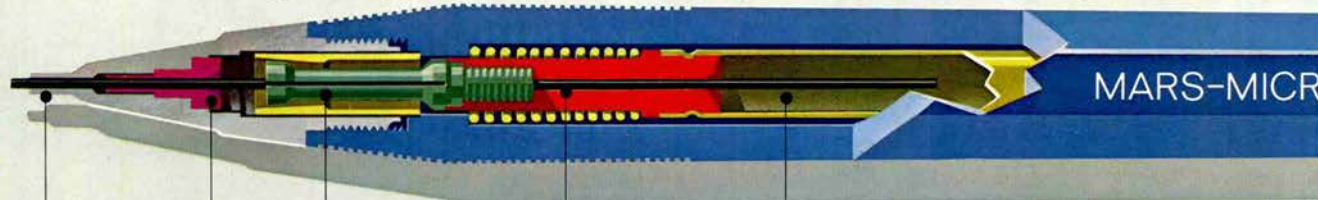
STAEDTLER-MICRO Fineline Lead Holder.

Short pocket model. Well balanced barrel with slip-proof finger grip. Detachable clip. Reliable, automatic lead feed mechanism pushes leads forward in a constant length.

STAEDTLER-MICRO 775 05 is supplied containing MARS-MICROGRAPH HB fineline leads and is available for 0.5 mm leads only.

Art. No.	Lead Diameter
775 05	0.5 mm

Packed 10 holders per outer.



Metal tube ...
for accurate line work when using straight edges such as rulers, T-squares etc.

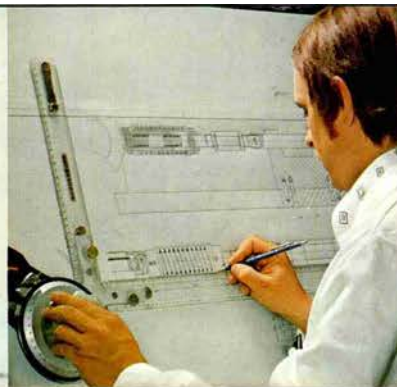
Lead brake
holds lead in vice-like grip and eliminates slipping.

Feed mechanism
feeds through next lead from feed chamber automatically when the first lead is used up.

Continuous lead guidance.
Eliminates risk of lead breakage inside holder. Lead is guided all the way from feed chamber to tube tip.

Feed chamber.
For absolutely reliable function of holder, use MARS fineline leads – as these have diameters within controlled tolerances.

MARS-MICRO



MARS-MICROGRAPH fineline lead holders allow drawing and lettering, without re-sharpening. The fineness of notations will not vary. If the holder is held at a consistent angle, then there is no fluctuation of line-width produced. This enables drawing to be recommended without apparent line-width variation. MARS-MICROGRAPH fineline lead holders are cleaner because there is no sharpening required – more economical as the entire lead is used up completely for drawing without wastage through sharpening.



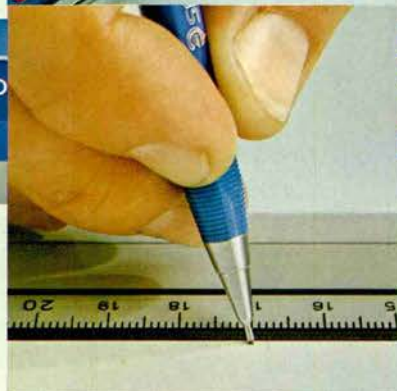
For technical drawing requirements, there are three lead diameters producing 3 line-widths – each colour coded on holder as follows: –

- 0.5 mm
- 0.7 mm
- 0.9 mm

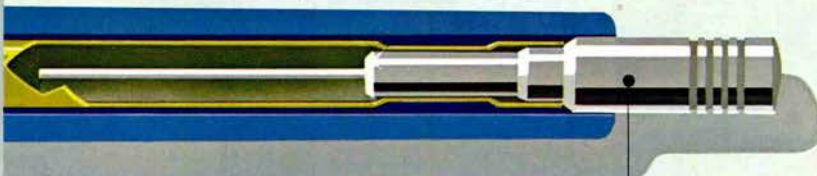


Refilling MARS fineline lead holders is easy. The push-button is removed and about six leads are poured into the feed chamber from a MARS fineline lead refill tube.

(See page 6 for degree colour coding feature offered with MARS fineline leads.)



The fine metal tube at the point of the MARS-MICROGRAPH fineline lead holder permits exact alignment when using rulers, T-squares and any other drawing aids with or without ink edges.



Removable nickel plated push-button with cleaning pin. Can be interchanged with push-button provided with each MARS fineline refill tube. (See colour code feature on page 6.)

Fineline lead for every c



772
0.5 mm

MARS-MICROGRAPH "S" Fineline Lead Holder

This elegantly styled fineline lead holder incorporates a revolutionary mechanism that totally eliminates the risk of lead breakage at the point while writing or sketching. A sliding metal protector sleeve eliminates any lead protrusion and gives the lead uninterrupted support all the way from the feed chamber to the paper surface. This totally trouble-free fineline holder is always ready to write at

the push of a button. When the first lead is used up, the next is fed through from the feed chamber automatically. The body is well tapered, well balanced and incorporates a chrome-plated metal writing point, barrel band and pocket clip. Supplied with built-in eraser and cleaning pin. Contains 6 MARS-MICROGRAPH 0.5 mm HB leads. Packed one holder per box. 10 holders per outer.



772 10
0.5 mm

MARS-MICROGRAPH "S" Fineline Lead Holder

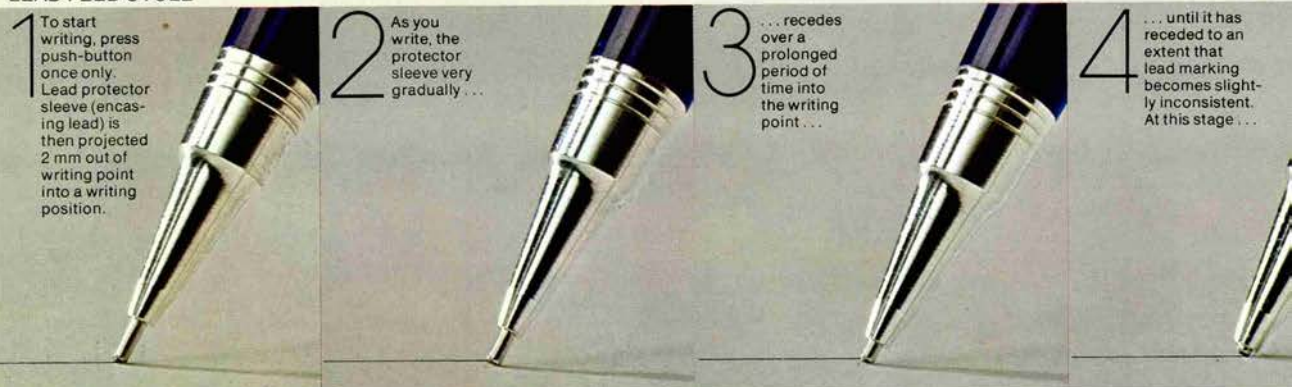
A distinctive executive model with upper part of barrel in matte chrome finish, making it ideal as a personal gift. The mechanism is identical to the 772 holder above and also affords absolute protection against lead breakage at the point. Supplied containing 6 MARS-MICROGRAPH 0.5 mm HB leads. Packed one holder per box. 10 holders per outer.

MARS-MICROGRAPH "S" Fineline Lead Holder

The ultimate in fineline holders. 0.3 mm line width model mechanically identical to the model illustrated. Executive model with matte chrome finish to upper part of barrel. Supplied containing 6 MARS-MICROGRAPH 0.3 mm HB leads. Packed one holder per box. 10 holders per outer.

772
0.3 mm

1200 Millimetre LEAD FEED CYCLE



1 To start writing, press push-button once only. Lead protector sleeve (encasing lead) is then projected 2 mm out of writing point into a writing position.

2 As you write, the protector sleeve very gradually ...

3 ... recedes over a prolonged period of time into the writing point ...

4 ... until it has receded to an extent that lead marking becomes slightly inconsistent. At this stage ...

ad holders pplication



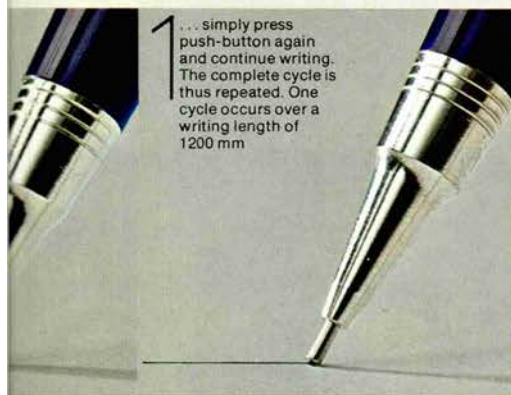
MARS fineline holders are as simple and convenient to operate as retractable ball-point pens. Owing to their revolutionary mechanism, they are clean and reliable pocket implements for just about every application. Their fine notations are also ideal in the office for drafts, sketches, tabulation and figure work.



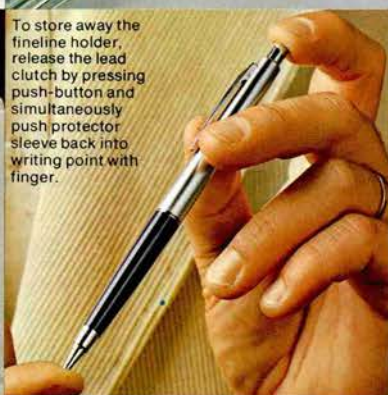
72 13
mm



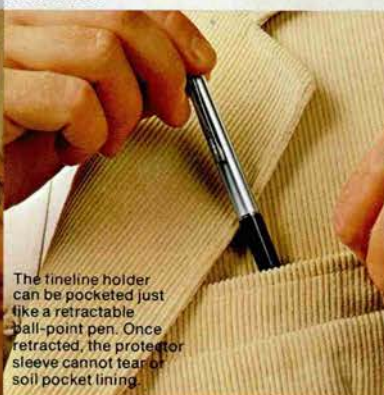
Refilling MARS fineline holders is easy. The push-button is removed and about six leads are poured into the feed chamber from the MICROGRAPH fineline lead refill tube.



1 ... simply press push-button again and continue writing. The complete cycle is thus repeated. One cycle occurs over a writing length of 1200 mm



To store away the fineline holder, release the lead clutch by pressing push-button and simultaneously push protector sleeve back into writing point with finger.



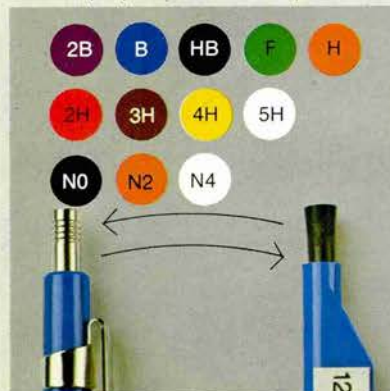
The fineline holder can be pocketed just like a retractable ball-point pen. Once retracted, the protector sleeve cannot tear or soil pocket lining.

High polymer finel the core of t



DEGREE COLOUR CODE FOR MICROGRAPH & DYNAGRAPH.

For every degree of lead there is a colour code and the plug of the refill tube is in that colour. By simply interchanging the fineline holder push-button with this plug, it is possible to colour code the holder – thus allowing instant identification of degree contained (not possible with 772 series).



MARS-MICROGRAPH Fineline Leads are manufactured to the same high standards as the world-famous MARS-LUMOGRAPH drawing leads, assuring point strength, slow wear, opacity and exactly equidistant and consistent grading of all degrees. MARS-MICROGRAPH is ideal for use on paper and drafting film and produces uniformly dense and, therefore, opaque ink-like lines with excellent reproductive properties. Available in the choice of

diameters 0.3 mm, 0.5 mm, 0.7 mm and 0.9 mm and degrees of hardness ranging from 2B to 5H. Refill tubes with colour-coded plugs denoting degree of lead contained.

	Art. No.*	Lead Diameter	Degrees/Colour
MICROGRAPH blacklead for paper & film	250 03	0.3 mm	HB, H, 2H, 3H
	250 05	0.5 mm	2B, B, HB, F, H, 2H to 5H
	250 07	0.7 mm	2B, HB, 2H, 4H
	250 09	0.9 mm	2B, HB, 2H, 4H
DYNAGRAPH blacklead for film	255 05	0.5 mm	N0 = HB, N2 = H, N4 = 5H
	255 07	0.7 mm	N0 = HB, N2 = H, N4 = 5H
	255 09	0.9 mm	N0 = HB, N2 = H, N4 = 5H
MICROCHROM coloured lead for paper & film	254 05	0.5 mm	{ 1 = yellow, 3 = blue 2 = red, 5 = green, 7 = brown
	254 09	0.9 mm	
NON PRINT non reproducing leads	Art. No. 258 40 05	0.5 mm	special degree. Violet.

ine leads - he matter



The performance of any fineline lead holder invariably depends on the quality of the lead contained. MARS fineline leads are high polymer based, assuring optimal resistance to breakage. Since the diameter of MARS fineline leads are maintained within controlled tolerances, it is recommended that only MARS leads should be used in MARS fineline lead holders.

MARS NON-PRINT Fineline Leads do not re-produce on diazo prints. Available with lead diameter 0.5 mm only and one special degree (approx. 2H).

MARS-MICROCHROM Coloured Fineline Leads are waterproof and will not fade. MARS-MICROCHROM does not smudge – yet can be completely erased. These characteristics, plus excellent point strength,

make these leads ideal for use on drafting film and tracing paper. Available in lead diameters 0.5 mm and 0.9 mm and up to 5 colours. Refill tubes with plugs repeating colour of lead contained.



MARS-DYNAGRAPH Fineline Leads for Film, specially formulated for use on drafting film. They lay down dense ink-like lines, resulting in superb line contrast and superior prints. The clean, smudge-free, non-feathered lines of Dynagraph also yield excellent results where micro-

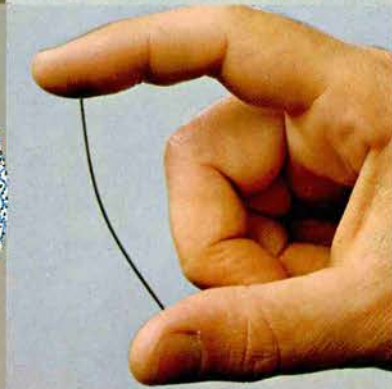
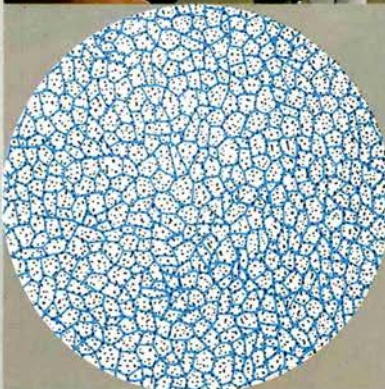
filming is a factor. Lines produced can be easily erased. MARS-DYNAGRAPH comes in 3 degrees of hardness identified by a special degree scale. Available in choice of lead diameters 0.5 mm, 0.7 mm and 0.9 mm. Refill tubes with colour-coded plugs denoting degree of lead contained.



High polymer

For outstanding resistance to lead breakage.

Laboratory tests have revealed that High Polymer based fineline leads have a degree of pliability and strength never hitherto attained. The use of High Polymer resin in MARS fineline leads contributes substantially to their superior point strength and resistance to breakage. Continuous quality control ensures that the composition of modified high polymer and graphite (see diagram below) is exactly maintained. This guarantees the optimal strength and performance of every MARS fineline lead.



Packed

One dozen leads of a degree or colour per refill tube, 1 gross per outer.

* When ordering, please add Degree or Colour No. to Art. No.

Widest ever choice of fineline leads - 41 executions!



Art. No.

MICROGRAPH
fineline blackleads
for film and paper.
Art. No. 250. (Add
degree suffixes
for ordering.)

0.3 mm diameter	0.5 mm diameter	0.7 mm diameter	0.9 mm diameter
colour code	colour code	colour code	colour code
250 03	250 05	250 07	250 09
2B	2B	2B	2B
B	B	B	B
HB	HB	HB	HB
F	F		
H	H		
2H	2H	2H	2H
3H	3H		
	4H	4H	4H
	5H		

Art. No.

DYNAGRAPH
fineline blackleads
for film. Art. No.
255. (Add degree
suffixes for ordering.)

255 05	255 07	255 09
N0=HB	N0=HB	N0=HB
N2=H	N2=H	N2=H
N4=5H	N4=5H	N4=5H

Art. No.

MICROCHROM
Coloured fineline
leads for film and
paper. Art. No. 254.
(Add colour suffixes
for ordering.)

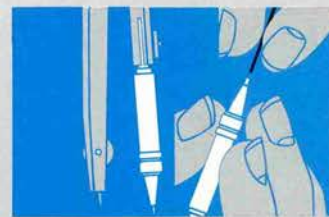
254 05	254 09
1	1
2	2
3	3
5	5
7	7

Art. No.

NON-PRINT
Non-reproducing
fineline leads.

258 40 05

Fineline compass attachment. A simple
device for drawing fineline lead circles.
Shank diameter 0.4 mm. Takes 0.3 mm
diameter leads. Convenient propelling
mechanism. No need to sharpen com-
pass lead to chisel point. Matte chrome
finish. Art. No. 553 73. Individually packed.



STAEDTLER

STAEDTLER MARS GmbH & Co
Manufacturers of Drafting and Writing Materials
Postfach 2460 · D-8500 Nürnberg 1 · W. Germany

Telephone: (0911) 39 41
Telex: 06 23 115
Telegrams: MARSGRAPHIT

1. SER. NO.
099161

2. MARK
MICROGRAPH

3. APPLICANT
J. S. STAEDTLER

4. ADDRESS

LARSON, TAYLOR & HINDS
727 23RD ST. SOUTH
ARLINGTON, VIRGINIA 22202

FORM PTO 1293 (3-75) U.S. DEPT. OF COMM. Pat. & TM Office

LARSON, TAYLOR & HINDS
727 23RD ST. SOUTH
ARLINGTON, VIRGINIA 22202

1. SER. NO.
099161

2. MARK
MICROGRAPH

3. APPLICANT
J. S. STAEDTLER

4. ADDRESS

LARSON, TAYLOR & HINDS
727 23RD ST. SOUTH
ARLINGTON, VIRGINIA 22202

FORM PTO 1293 (3-75) U.S. DEPT. OF COMM. Pat. & TM Office

1. SER. NO.
099161

2. MARK
MICROGRAPH

3. APPLICANT
J. S. STAEDTLER

4. ADDRESS

LARSON, TAYLOR & HINDS
727 23RD ST. SOUTH
ARLINGTON, VIRGINIA 22202

FORM PTO 1293 (3-75) U.S. DEPT. OF COMM. Pat. & TM Office

LARSON, TAYLOR & HINDS
727 23RD ST. SOUTH
ARLINGTON, VIRGINIA 22202

1. SER. NO.
099161

2. MARK
MICROGRAPH

3. APPLICANT
J. S. STAEDTLER

4. ADDRESS

LARSON, TAYLOR & HINDS
727 23RD ST. SOUTH
ARLINGTON, VIRGINIA 22202

FORM PTO 1293 (3-75) U.S. DEPT. OF COMM. Pat. & TM Office

99161

73099161
FILING DATE 09/07/1976
REGISTRATION # 1090840

CLASS
16

CONTENTS:

Application.....papers.

1. MAR 9 1977
2. *amdt A & Sub Aug Sept 9/77*
3. *amdt B, Dec & Specs Sept 29/77* ✓
4. N O F C
5. COMB. AEF, SEC 8 & 15 DEC 20 1983
6. *Renewal Ref. 4-30-98*
7.
8.
9.
10.
11.
12.
13.
14.
15.
16.
17.
18.
19.
20.
21.
22.
23.
24.
25.
26.
27.
28.
29.
30.
31.

6/22/18

99161

1. REG. NO. 1090840		3. MARK MICROGRAPH		4. SER. NO. 99161	
2. Registration Date MAY 9 1978				5. Examiner	
21. Other Data					
22. A M E N D E D	PRINCIPAL REGISTER		25. Supervisory Examiner		
			26. Examiner		
23. A F F A D A V I T	Section 8 <i>B. Smith</i>		27. Passed for Publication <i>[Signature]</i>		
	Section 15		28. Passed for Registration		
	Section 12C		29. O.G. Date		
24. R E N E W A L	Passed for Renewal <i>Beverly Hillier</i>		PUBLISHED FEB 14 1978 JUL 28 1998		
	Renewed From May 9, 1998				
<input type="checkbox"/> Less Goods					



XXII/T0365US0

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

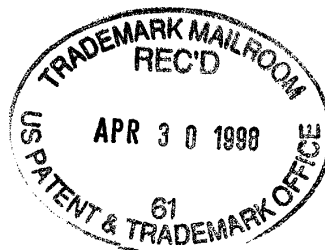
Here application of

J. S. STAEDTLER GMBH & CO.

Registration No. 1,090,840

Issued: May 9, 1978

Mark: MICROGRAPH



#6

To The Assistant Commissioner for Trademarks

2900 Crystal Drive

Arlington, Virginia 22202-3513

S I R:

Attached hereto for filing in the U.S. Patent and Trademark Office are the following:

[X] Application for Renewal;

[X] Specimens One per Class x 1 Class = 1;

[X] Renewal Fee - \$300.00 per Class x 1 Class = \$300.00.

If no check is enclosed, the Commissioner is authorized to charge any fee or additional fee due in connection herewith to Deposit Account No. 12-0555. A duplicate copy of this sheet is enclosed.

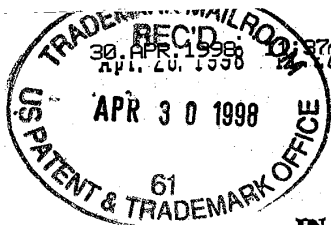
Respectfully submitted,

LARSON & TAYLOR

At
J
CD

Brewster Taylor
Brewster Taylor

Transpotomac Plaza
1199 North Fairfax St., Ste. 900
Alexandria, Virginia 22314
(703) 739-4900
April 30, 1998



300/365
STAEDTLER NUERNBERG
LARSON & TAYLOR

PRU

LARSON & TAYLOR, NR. 05717 S. 2/3/4

XXII/T0365US0

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Mark: MICROGRAPH

Reg. No.: 1,090,840

APPLICATION FOR RENEWAL

To the Assistant Commissioner for Trademarks

J. S. Staedtler GmbH & Co.
(a corporation of Germany)
Moosäckerstrasse 3
90427 Nürnberg
GERMANY

py
40

The above-identified applicant for renewal requests that the above-identified registration, granted to J. S. STAEDTLER on May 9, 1978, which applicant for renewal now owns as shown by records in the Patent and Trademark Office, 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 commerce between Germany and the United States in connection with all the goods which are recited in the registration, the attached specimen showing the mark as currently used.

The renewal fee is presented herewith.

DESIGNATION OF DOMESTIC REPRESENTATIVE

Larson & Taylor, whose postal address is 1199 North Fairfax Street, Suite 900, Alexandria, Virginia 22314, United States of America is hereby designated applicant's representative upon whom notices or process in proceedings affecting the mark may be served.

DR

001/0012 00000000 1030340

00 00000

000.00 00

POWER OF ATTORNEY

Applicant hereby appoints Andrew E. Taylor, Walter C. Gillis, Marvin Petry, Thomas P. Sarro and Ross F. Hunt, Jr., Linda R. Potcote and Kevin Dunleavy, each a member of the Bar of the State of Virginia, Douglas E. Jackson and William E. Jackson, each a member of the Bar of the District of Columbia, Brewster Taylor, a member of the Bar of the State of Massachusetts, and B. Aaron Schulman, a member of the Bar of the State of Maryland, of the firm of Larson & Taylor, with offices at 1199 North Fairfax Street, Suite 900, Alexandria, Virginia 22314, its attorneys to prosecute this Application for Renewal and to transact all business in the Patent and Trademark Office in connection with the registration.

DECLARATION

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of this document, declares: that he/she is duly authorized to execute this document on behalf of the registrant; that he/she believes the registrant to be the owner of the above-identified registration; that the mark is in use in commerce; that all statements made herein of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Nürnberg,

29 April 1998

Date

J. S. STAEDTLER GMBH & CO.

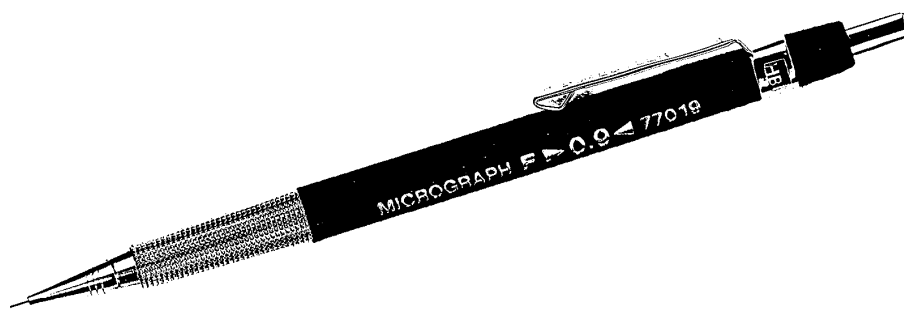
J. S. STAEDTLER GmbH & Co.

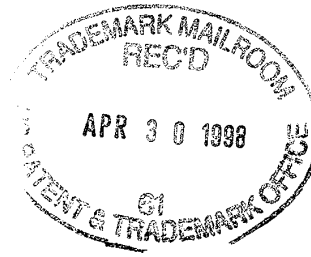
Postfach 842 3-50723 Nürnberg

Telefon (0911) 93 65-40 Fax (0911) 93 65-4 00

By: Dieter Karle

Title: Managing Director





IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of

J. S. STAEDTLER GMBH & CO.

Registration No. 1,090,840

Issued: May 9, 1978

Mark: MICROGRAPH



To The Assistant Commissioner for Trademarks

2900 Crystal Drive

Arlington, Virginia 22202-3513

S I R:

Attached hereto for filing in the U.S. Patent and Trademark Office are the following:

[X] Application for Renewal;

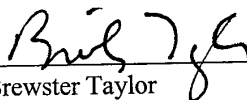
[X] Specimens One per Class x 1 Class = 1;

[X] Renewal Fee - \$300.00 per Class x 1 Class = \$300.00.

If no check is enclosed, the Commissioner is authorized to charge any fee or additional fee due in connection herewith to Deposit Account No. 12-0555. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

LARSON & TAYLOR


Brewster Taylor

Transpotomac Plaza
1199 North Fairfax St., Ste. 900
Alexandria, Virginia 22314
(703) 739-4900
April 30, 1998

Int. Cl.: 16

Prior U.S. Cl.: 37

Reg. No. 1,090,840

United States Patent and Trademark Office

Registered May 9, 1978

10 Year Renewal

Renewal Term Begins May 9, 1998

**TRADEMARK
PRINCIPAL REGISTER**

MICROGRAPH

J.S. STAEDTLER GMBH & CO. (FED
REP GERMANY CORPORATION)
MOOSAECKERSTRASSE 3

90427 NURNBERG, FED REP GERMANY,
BY CHANGE OF NAME FROM J. S.
STAEDTLER (FED REP GERMANY
FIRM), 8500 NURNBERG, FED REP
GERMANY

FOR: WRITING AND DRAWING AR-
TICLES—NAMELY, LEAD HOLDERS,
IN CLASS 16 (U.S. CL. 37).

FIRST USE 2-0-1971; IN COMMERCE
12-0-1974.

SER. NO. 73-099,161, FILED 9-7-1976.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on July 28, 1998.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 16

Prior U.S. Cl.: 37

United States Patent Office

Reg. No. 1,090,840
Registered May 9, 1978

TRADEMARK

Principal Register

MICROGRAPH

J. S. Staedtler (firm)
Postfach 2460, Kirchenweg 10
8500 Nurnberg 1, Germany

For: WRITING AND DRAWING ARTICLES—
NAMESLY, LEAD HOLDERS—in CLASS 16 (U.S. CL.
37).

First use February 1971; in commerce December 1974.

Ser. No. 99,161, filed Sept. 7, 1976.

Int. Cl.: 16

Prior U.S. Cl.: 37

United States Patent Office

Reg. No. 1,090,840

Registered May 9, 1978

TRADEMARK

Principal Register

MICROGRAPH

J. S. Staedtler (firm)
Postfach 2460, Kirchenweg 10
8500 Nurnberg 1, Germany

For: WRITING AND DRAWING ARTICLES—
NAMELY, LEAD HOLDERS—in CLASS 16 (U.S. CL.
37).

First use February 1971; in commerce December 1974.

Ser. No. 99,161, filed Sept. 7, 1976.

Int. Cl.: 16

Prior U.S. Cl.: 37

United States Patent Office

Reg. No. 1,090,840

Registered May 9, 1978

TRADEMARK

Principal Register

MICROGRAPH

J. S. Staedtler (firm)
Postfach 2460, Kirchenweg 10
8500 Nurnberg 1, Germany

For: WRITING AND DRAWING ARTICLES—
NAMELY, LEAD HOLDERS—in CLASS 16 (U.S. CL.
37).

First use February 1971; in commerce December 1974.

Ser. No. 99,161, filed Sept. 7, 1976.