

Doctor. Author. Innovator.

Marisa C. Weiss, M.D., Founder & Chief Medical Officer at Breastcancer.org

Nancy Rubner Frandsen, Partner at BakerHostetler

Stephanie A. Lodise, Ph.D., Partner at BakerHostetler



BREASTCANCER.ORG

BakerHostetler



Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

Reg. No. 2,426,905

United States Patent and Trademark Office

Registered Feb. 6, 2001

**SERVICE MARK
PRINCIPAL REGISTER**

IBREAST.COM

WEISS, MARISA (UNITED STATES CITIZEN)
370 AUBREY ROAD
WYNNEWOOD, PA 19096

FIRST USE 8-0-1999; IN COMMERCE 8-0-1999.

SER. NO. 75-917,909, FILED 2-14-2000.

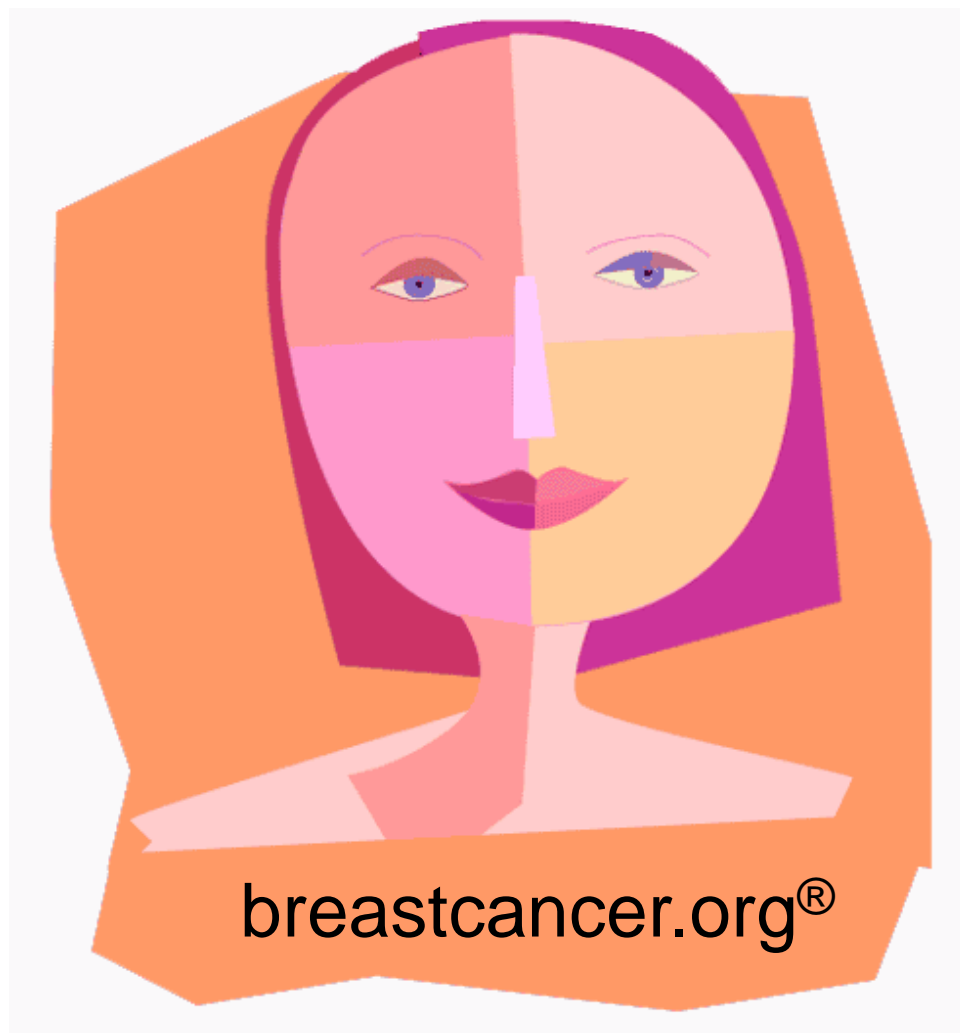
FOR: ON-LINE MEDICAL INFORMATION SERVICES FOR WOMEN, IN CLASS 42 (U.S. CLS. 100 AND 101).

VERNA BETH RIRIE, EXAMINING ATTORNEY



BREASTCANCER.ORG

BakerHostetler



BREASTCANCER.ORG

Int. Cls.: 16, 38, 41, and 42

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 50, 100, 101, 104, and 107

United States Patent and Trademark Office

Reg. No. 2,828,665

Registered Mar. 30, 2004

**TRADEMARK
SERVICE MARK
SUPPLEMENTAL REGISTER**

BREASTCANCER.ORG

BREASTCANCER.ORG (PENNSYLVANIA CORPORATION)
370 AUBREY ROAD
WYNNEWOOD, PA 19096

FOR: NEWSLETTERS FOR WOMEN CONCERNING BREAST CANCER, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 3-15-2001; IN COMMERCE 3-15-2001.

FOR: PROVIDING ON-LINE ELECTRONIC BULLETIN BOARDS AND CHAT ROOMS FOR WOMEN FOR THE TRANSMISSION OF MESSAGES AMONG COMPUTER USERS CONCERNING BREAST CANCER, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 3-15-2001; IN COMMERCE 3-15-2001.

FOR: EDUCATIONAL SERVICES, NAMELY, PROVIDING CONFERENCES AND DISCUSSION

GROUPS FOR WOMEN CONCERNING BREAST CANCER, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 3-15-2001; IN COMMERCE 3-15-2001.

FOR: PROVIDING MEDICAL INFORMATION FOR WOMEN WITH BREAST CANCER; PROVIDING AN ON-LINE COMPUTER WEBSITE FOR WOMEN FEATURING COMPREHENSIVE CONTENT IN THE FIELD OF BREAST CANCER AND ANSWERS TO SUBMITTED QUESTIONS REGARDING BREAST CANCER, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 3-15-2001; IN COMMERCE 3-15-2001.

SER. NO. 76-276,177, FILED P.R. 6-25-2001; AM. S.R. 2-28-2002.

ALICIA COLLINS, EXAMINING ATTORNEY

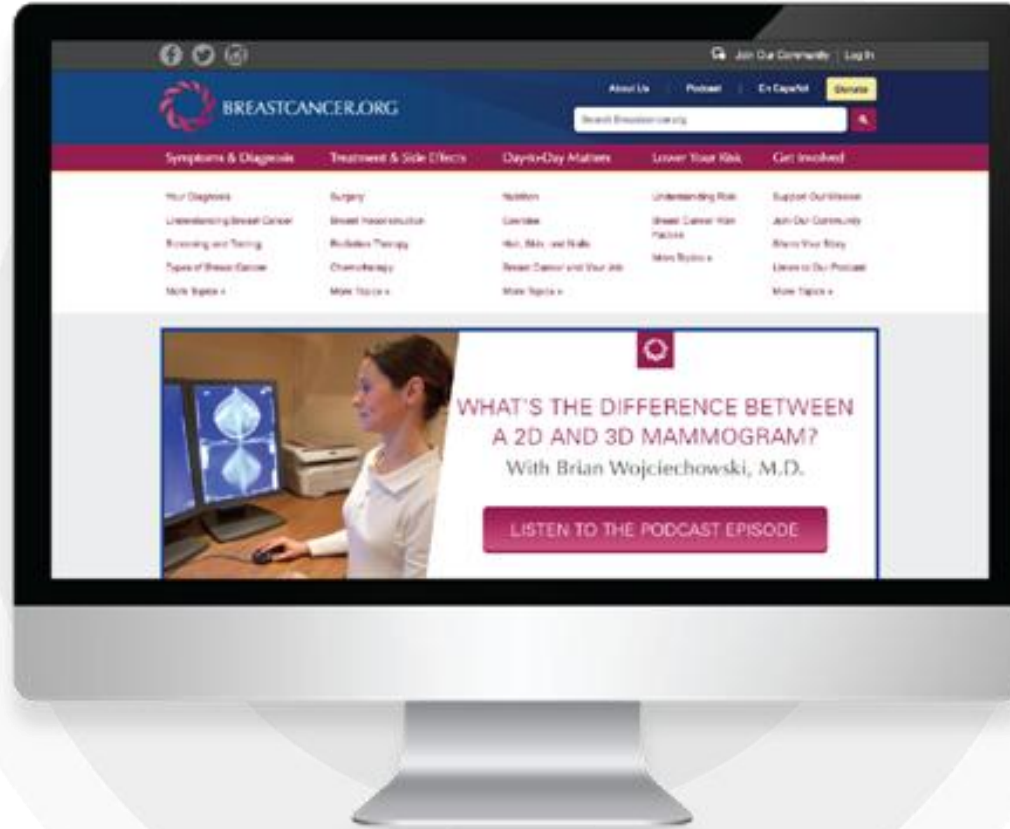


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Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 2,461,577
Registered June 19, 2001

SERVICE MARK
PRINCIPAL REGISTER

SHRINK THE WHALE

IBREAST.COM, INC. (PENNSYLVANIA NON-
PROFIT CORPORATION)
370 AUBREY ROAD
WYNNEWOOD, PA 19096

FOR: PROVIDING SELF-HELP HEALTH INFOR-
MATION, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 4-1-2000; IN COMMERCE 4-1-2000.

SER. NO. 76-040,579, FILED 5-4-2000.

BRIAN BROWN, EXAMINING ATTORNEY



BREASTCANCER.ORG

SHRINK THE
WHALE

KEEP THAT
WHALE SMALL

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 2,461,576
Registered June 19, 2001

SERVICE MARK
PRINCIPAL REGISTER

KEEP THAT WHALE SMALL

IBREAST.COM, INC. (PENNSYLVANIA COR-
PORATION)
370 AUBREY ROAD
WYNNEWOOD, PA 19096

FOR: PROVIDING SELF-HELP HEALTH INFOR-
MATION, IN CLASS 42 (U.S. CLS. 100 AND 101).

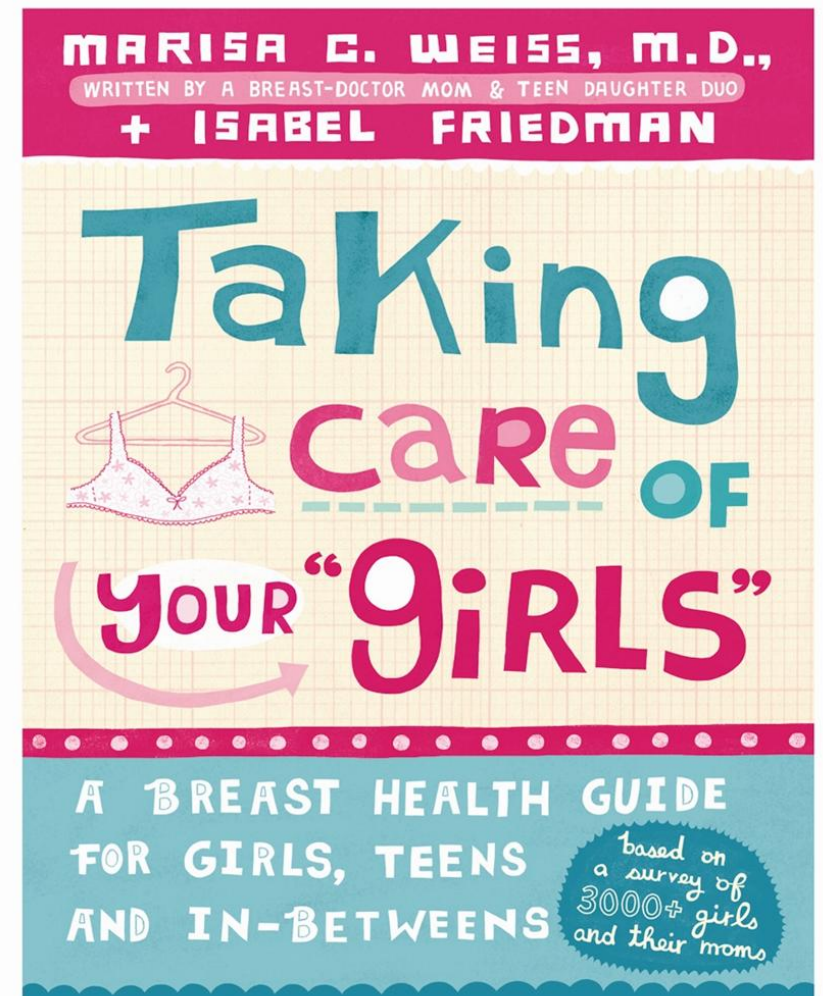
FIRST USE 4-1-2000; IN COMMERCE 4-1-2000.

SER. NO. 76-040,578, FILED 5-4-2000.

BRIAN BROWN, EXAMINING ATTORNEY



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United States of America
United States Patent and Trademark Office

PROTECT YOUR BREAST HEALTH

Reg. No. 4,508,904

Registered Apr. 8, 2014

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

WEISS, MARISA C. (UNITED STATES INDIVIDUAL)
7 EAST LANCASTER AVENUE, 3RD FLOOR
ARDMORE, PA 19003

FOR: PROVIDING ON-LINE RESOURCE GUIDES FOR REDUCING THE RISK OF BREAST
CANCER, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 3-1-2011; IN COMMERCE 3-1-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-
TICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 85-682,372, FILED 7-20-2012.

DAWN FELDMAN, EXAMINING ATTORNEY

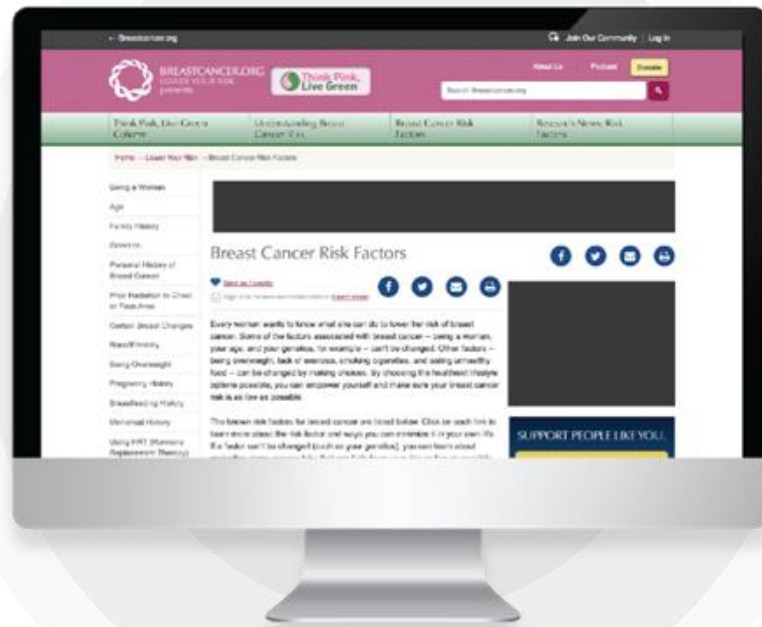


Michelle K. Lee
Deputy Director of the United States
Patent and Trademark Office

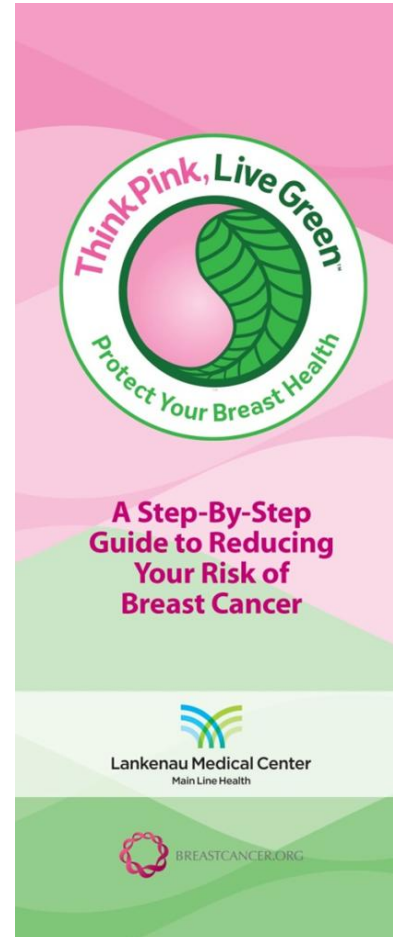


BakerHostetler

THINK PINK, LIVE GREEN



BREASTCANCER.ORG



United States of America
United States Patent and Trademark Office



Reg. No. 4,328,524
Registered Apr. 30, 2013
Int. Cls.: 29 and 44

WEISS, MARISA C. (UNITED STATES INDIVIDUAL)
7 EAST LANCASTER AVENUE, 3RD FLOOR
ARDMORE, PA 19003

FOR: FOOD, NAMELY, YOGURT, IN CLASS 29 (U.S. CL. 46).

FIRST USE 9-1-2011; IN COMMERCE 9-1-2011.

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER

FOR: PROVIDING INFORMATION THROUGH A GLOBAL COMPUTER NETWORK, NAMELY, MEDICAL, DIETARY AND NUTRITIONAL INFORMATION ABOUT ENVIRONMENTALLY-FRIENDLY WAYS TO KEEP BREASTS HEALTHY; CONSULTING SERVICES IN THE FIELD OF THE BREAST HEALTH AND BREAST CANCER, IN CLASS 44 (U.S. CLS. 100 AND 101).

FIRST USE 11-4-2010; IN COMMERCE 11-4-2010.

THE MARK CONSISTS OF A CIRCLE DESIGN WITH A PORTION OF THE INTERIOR OF THE CIRCLE BEING BLANK AND THE REMAINDER OF THE INTERIOR OF THE CIRCLE BEING COMPRISED OF A STYLIZED DESIGN OF A LEAF. THE COLOR DARK GREEN APPEARS IN THE OUTLINE OF THE CIRCLE AND IN THE VEINS OF THE LEAF; THE COLOR LIGHT GREEN APPEARS IN THE REMAINDER OF THE LEAF; AND THE COLOR PINK APPEARS IN THE REMAINING BLANK PORTION OF THE CIRCLE.

THE COLOR(S) DARK GREEN, LIGHT GREEN AND PINK IS/ARE CLAIMED AS A FEATURE OF THE MARK.

SN 77-476,187, FILED 5-16-2008.

DARRYL SPRUILL, EXAMINING ATTORNEY



Lisa Spruill
Acting Director of the United States Patent and Trademark Office



BakerHostetler

THINK PINK, LIVE GREEN: A PLANT-FRIENDLY GUIDE TO HEALTHY BREASTS



THINK PINK, LIVE GREEN: A PLANT-FRIENDLY GUIDE TO HEALTHY BREASTS

▼ Owner	WEISS, MARISA C.
Last Reported Owner	WEISS, MARISA C. UNITED STATES INDIVIDUAL 7 EAST LANCASTER AVENUE 3RD FLOOR ARDMORE, PENNSYLVANIA, 19003
Applicant	WEISS, MARISA C. UNITED STATES INDIVIDUAL 7 EAST LANCASTER AVENUE 3RD FLOOR ARDMORE, PENNSYLVANIA, 19003
Filing Attorney	NANCY RUBNER FRANDSEN
Reference Number	PRBN-0043
Filing Correspondent	NANCY RUBNER FRANDSEN WOODCOCK WASHBURN LLP 2929 ARCH ST STE 1200 PHILADELPHIA, PA 19104-2891
▼ Status	Abandoned - 77513783 Intent to Use USPTO Status: Abandoned-failure to respond USPTO Status Date: 04-DEC-2009
Chronology	Filed: 02-JUL-2008 Application Number: 77513783 Abandoned: 11-SEP-2009
Goods and Services	16 21 25 29 41 44 INT. CL. 16 SCHOOL SUPPLIES, NAMELY, WRITING INSTRUMENTS, PENS, PENCILS, MECHANICAL PENCILS, ERASERS, MARKERS, CRAYONS, HIGHLIGHTERS, FOLDERS, NOTEBOOKS, PAPER, PROTRACTORS, PAPER CLIPS, PENCIL SHARPENERS, WRITING GRIPS, GLUE AND BOOK MARKS, UNGRADUATED RULERS, DRAWING RULERS, INDEX CARDS, PENCIL BOXES, PAPER PACKAGING, NAMELY, PAPER BAGS FOR PACKAGING, PAPER PACKAGING CONTAINERS AND PAPER CONTAINERS INT. CL. 21 THERMAL INSULATED CONTAINERS FOR FOOD OR BEVERAGES; THERMAL INSULATED MUGS AND CUPS; WATER BOTTLES FOR DRINKING WATER SOLD EMPTY INT. CL. 25 APPAREL, NAMELY, PANTS, SHIRTS, SKIRTS, BLOUSES, DRESSES, HATS, CAPS, T-SHIRTS, SWEATSHIRTS, SWEAT PANTS, JACKETS, ROBES, PAJAMAS, LINGERIE INT. CL. 29 FOOD, NAMELY, YOGURT, CHEESE AND PROCESSED EDIBLE SEEDS AND NUTS INT. CL. 41 EDUCATIONAL SERVICES, NAMELY, PROVIDING CLASSES, SEMINARS, AND WORKSHOPS IN THE FIELD OF THE ENVIRONMENT, BREAST HEALTH AND BREAST CANCER; EDUCATIONAL AND ENTERTAINMENT SERVICES, NAMELY, PROVIDING EDUCATIONAL RADIO AND TELEVISION PROGRAMS IN THE FIELD OF THE ENVIRONMENT, BREAST HEALTH AND BREAST CANCER INT. CL. 44 PROVIDING INFORMATION THROUGH A GLOBAL COMPUTER NETWORK, NAMELY, MEDICAL, DIETARY AND NUTRITIONAL INFORMATION ABOUT ENVIRONMENTALLY-FRIENDLY WAYS TO KEEP BREASTS HEALTHY; CONSULTING SERVICES IN THE FIELD OF THE BREAST HEALTH AND BREAST CANCER
Design Type	BLOCK LETTERS

THINK PINK, LIVE GREEN: A
PLANT-FRIENDLY GUIDE TO
HEALTHY BREASTS



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THINK PINK, LIVE GREEN: A PLANET-FRIENDLY GUIDE TO HEALTHY BREASTS



THINK PINK, LIVE GREEN: A PLANET-FRIENDLY GUIDE TO HEALTHY BREASTS

▼ Cross References	THINK PINK, LIVE GREEN A PLANT FRIENDLY GUIDE TO HEALTHY BREASTS
▼ Owner	MARISA C. WEISS
Last Reported Owner	MARISA C. WEISS UNITED STATES INDIVIDUAL 7 EAST LANCASTER AVENUE, 3RD FLOOR ARDMORE, PENNSYLVANIA, 19003
Owner at Publication	MARISA C. WEISS UNITED STATES INDIVIDUAL 7 EAST LANCASTER AVENUE, 3RD FLOOR ARDMORE, PENNSYLVANIA, 19003
Applicant	MARISA C. WEISS UNITED STATES INDIVIDUAL 7 EAST LANCASTER AVENUE, 3RD FLOOR ARDMORE, PENNSYLVANIA, 19003
Filing Attorney	NANCY RUBNER FRANDSEN
Reference Number	PRBN-0061
Filing Correspondent	NANCY RUBNER FRANDSEN WOODCOCK WASHBURN LLP 2929 ARCH ST STE 1200 PHILADELPHIA, PA 19104-2891
▼ Status	Abandoned - 77829401 Intent to Use USPTO Status: Abandoned-after inter-partes decision USPTO Status Date: 10-AUG-2012
Chronology	Filed: 18-SEP-2009 Application Number: 77829401 Published: 12-APR-2011 Abandoned: 10-AUG-2012
▼ TTAB	Opposition Number: 91199713 Date: 09-MAY-2011 Outcome: TERMINATED, 10-AUG-2012 Defendant: MARISA C. WEISS Mark: THINK PINK, LIVE GREEN: A PLANET-FRIENDLY GUIDE TO Registration Number: 0000000 Application Number: 77829401 Trademark Defendant Correspondent: NANCY RUBNER FRANDSEN WOODCOCK WASHBURN LLP 2929 ARCH ST STE 1200 PHILADELPHIA, PENNSYLVANIA 19104-2891

THINK PINK, LIVE GREEN: A
PLANET-FRIENDLY GUIDE TO
HEALTHY BREASTS



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AREOLOCATION

United States of America
United States Patent and Trademark Office

AREOLOCATION

Reg. No. 4,235,005

Registered Oct. 30, 2012

Int. Cl.: 44

SERVICE MARK

PRINCIPAL REGISTER

WEISS, MARISA C. (UNITED STATES INDIVIDUAL)
370 AUBREY ROAD
WYNNWOOD, PA 19096

FOR: MEDICAL SERVICES, NAMELY, PRECISION POSITIONING OF THE NIPPLE/AREOLA DURING THE BREAST RECONSTRUCTION, IN CLASS 44 (U.S. CLS. 100 AND 101).

FIRST USE 8-15-2011; IN COMMERCE 8-15-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-392,885, FILED 8-9-2011.

JEFFERY COWARD, EXAMINING ATTORNEY



BREASTCANCER.ORG

David J. Kyppas

Director of the United States Patent and Trademark Office

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DON'T BE LIKE BREAST CANCER

DON'T BE LIKE BREAST CANCER

▼	
▼ Cross References	DO NOT BE LIKE BREAST CANCER
▼ Owner	BREASTCANCER.ORG
Last Reported Owner	BREASTCANCER.ORG PENNSYLVANIA CORPORATION 7 EAST LANCASTER AVENUE, 3RD FLOOR ARDMORE, PENNSYLVANIA, 19003
Owner at Publication	BREASTCANCER.ORG PENNSYLVANIA CORPORATION 7 EAST LANCASTER AVENUE, 3RD FLOOR ARDMORE, PENNSYLVANIA, 19003
Applicant	BREASTCANCER.ORG PENNSYLVANIA CORPORATION 7 EAST LANCASTER AVENUE, 3RD FLOOR ARDMORE, PENNSYLVANIA, 19003
Filing Attorney	NANCY RUBNER FRANDSEN
Reference Number	PRBN-0112
Filing Correspondent	NANCY RUBNER FRANDSEN WOODCOCK WASHBURN LLP 2929 ARCH ST FL 12 PHILADELPHIA, PA 19104-2891
▼ Status	Abandoned - 85786634 Intent to Use USPTO Status: Abandoned-no statement of use filed USPTO Status Date: 18-AUG-2014
Chronology	Filed: 26-NOV-2012 Application Number: 85786634 Published: 19-NOV-2013 Abandoned: 18-AUG-2014
Goods and Services	41 INT. CL. 41 EDUCATIONAL SERVICES IN THE NATURE OF CLASSES IN THE FIELD OF BREAST CANCER
Design Type	BLOCK LETTERS
History	18-AUG-2014 ABANDONMENT NOTICE MAILED - NO USE STATEMENT FILED



BREASTCANCER.ORG

BakerHostetler



BREASTCANCER.ORG

BakerHostetler

THE PATIENT DOCTOR



Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 2,342,650

Registered Apr. 18, 2000

**SERVICE MARK
PRINCIPAL REGISTER**

THE PATIENT DOCTOR

**WEISS, MARISA (UNITED STATES CITIZEN)
370 AUBREY ROAD
WYNNEWOOD, PA 19096**

**AND HEALTH RELATED TOPICS, IN CLASS
41 (U.S. CLS. 100, 101 AND 107).
FIRST USE 11-18-1998; IN COMMERCE
11-18-1998.**

**FOR: EDUCATIONAL SERVICES, NAMELY,
CONDUCTING COURSES, SEMINARS AND
CONFERENCES IN THE FIELD OF HEALTH**

SER. NO. 75-560,403, FILED 9-28-1998.

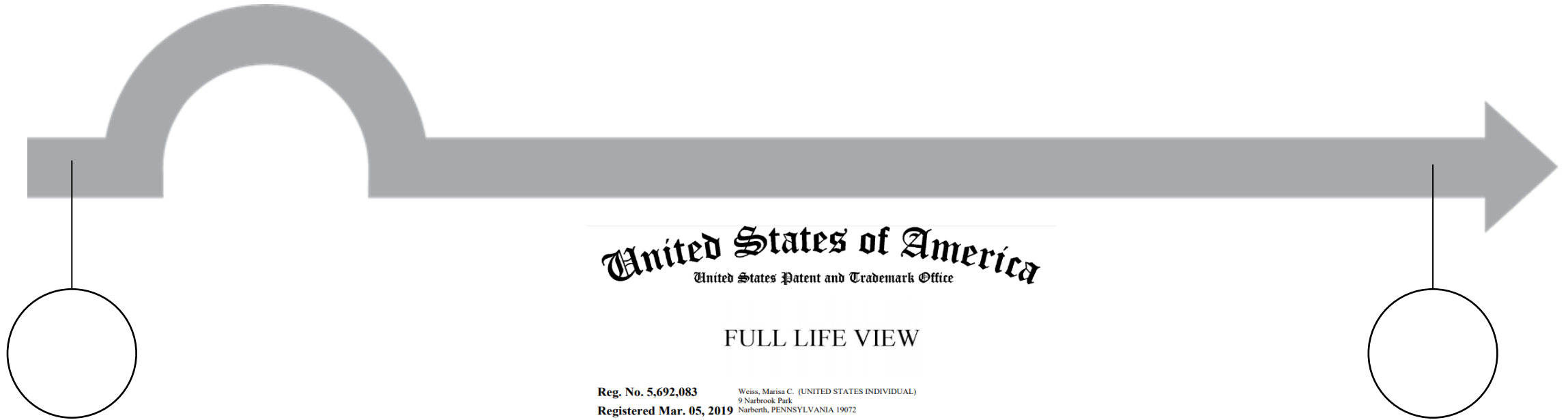
SANDY SWITZER, EXAMINING ATTORNEY



BREASTCANCER.ORG

BakerHostetler

FULL LIFE VIEW®



United States of America
United States Patent and Trademark Office

FULL LIFE VIEW

Reg. No. 5,692,083

Registered Mar. 05, 2019

Int. Cl.: 44

Service Mark

Principal Register

Weiss, Marisa C. (UNITED STATES INDIVIDUAL)
9 Narbrook Park
Narberth, PENNSYLVANIA 19072

CLASS 44: Medical evaluation services, namely, functional assessment program for patients receiving cancer treatment for purposes of guiding treatment; medical counseling

FIRST USE 3-16-2014; IN COMMERCE 3-16-2014

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 86-926,607, FILED 03-02-2016



Andrew L. Karm
Director of the United States
Patent and Trademark Office



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SocannaSM

Advancing the science of
cannabis to improve
personal health



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COALA-T

A Randomized Double-Blind
Clinical Trial of Cannabidiol
(CBD) Treatment of
Chemotherapy-Induced
Peripheral Neuropathy for
Patients with Breast, Ovarian,
and Colon Cancer



BREASTCANCER.ORG

BakerHostetler

THANK YOU!

Marisa C. Weiss, M.D.

Founder & Chief Medical
Officer

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@drmarisaweiss

mweiss@breastcancer.org

Nancy Rubner Frandsen

Partner

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nfrandsen@bakerlaw.com

Stephanie A. Lodise, Ph.D.

Partner

BakerHostetler

slodise@bakerlaw.com



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