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SERVICE MARK

PRINCIPAL REGISTER

THE AREA FUND (NEW YORK CORPORATION), DBA COMMUNITY FOUNDATION OF
PUTNAM COUNTY
80 WASHINGTON STREET, SUITE 201
POUGHKEEPSIE, NY 12601

FOR: CHARITABLE FOUNDATION SERVICES, NAMELY, PROVIDING FUND RAISING SERVICES AND ACTIVITIES, SUPPLEMENTAL FUNDING, CAPITAL IMPROVEMENT FUNDING, SCHOLARSHIPS AND FINANCIAL ASSISTANCE FOR PROGRAMS AND SERVICES FOR CHARITABLE CAUSES; PROVIDING IN-PERSON AND ONLINE CHARITABLE FUNDRAISING SERVICES AS AN ALTERNATIVE TO PRIVATE FOUNDATIONS; ACCEPTING AND ADMINISTERING MONETARY CHARITABLE CONTRIBUTIONS; FINANCIAL MANAGEMENT OF CHARITABLE ASSETS; FINANCIAL ADMINISTRATION OF SEVERAL DIFFERENT TYPES OF CHARITABLE FUNDS AND ENDOWMENTS; CHARITABLE FUND RAISING SERVICES, NAMELY, ELEEMOSYNARY SERVICES IN THE FIELD OF DISTRIBUTION OF COLLECTED FUNDS TO OTHERS INCLUDING, BUT NOT LIMITED TO INDIVIDUALS, CHARITABLE ORGANIZATIONS, MUNICIPALITIES, LIBRARIES, GOVERNMENT ENTITIES, AND CHARITABLE CAUSES; CHARITABLE FUND RAISING SERVICES, NAMELY, BY PROVIDING INDIVIDUALS, FAMILIES, GROUPS, ASSOCIATIONS, BUSINESSES, CORPORATIONS, SERVICE ORGANIZATIONS, TRUSTS AND NONPROFITS WITH THE INFORMATION AND OPPORTUNITY TO MAKE MONETARY DONATIONS TO CHARITIES, CHARITABLE CAUSES AND SCHOLARSHIPS; PROVIDING IN-PERSON AND ONLINE INFORMATION IN THE FIELD OF CHARITABLE MONETARY GIVING THROUGH FINANCIAL PLANNING; CHARITABLE FUNDRAISING SERVICES BY MEANS OF LIVE ENTERTAINMENT EVENTS; CHARITABLE FUNDRAISING SERVICES BY MEANS OF ENTERTAINMENT EVENTS THAT ARE BROADCAST VIA RADIO, TELEVISION, AND THE INTERNET; GRANT-MAKING SERVICES, NAMELY, PROVIDING FUNDING TO ORGANIZATIONS WORKING TO PROMOTE ARTS, HERITAGE, HEALTH, WELL-BEING OF CITIZENRY AND CIVIC LIFE, AND ANYTHING THAT IS CHARITABLE; PROVIDING IN-PERSON AND ONLINE FINANCIAL INFORMATION AND NEWS IN THE FIELD OF CHARITABLE GRANTS AND CHARITABLE FUNDRAISING SERVICES; PROVIDING IN-PERSON AND ONLINE FINANCIAL INFORMATION AND FINANCIAL CONSULTATION SERVICES TO ASSIST OTHERS IN CREATING SCHOLARSHIP FUNDS; FINANCIAL ADMINISTRATION OF SCHOLARSHIPS AND FINANCIAL MANAGEMENT OF CHARITABLE ASSETS; PROVIDING IN-PERSON AND ONLINE FINANCIAL INFORMATION AND NEWS IN THE FIELD OF SCHOLARSHIPS AND CHARITABLE FUNDRAISING SERVICES; CHARITABLE FUND RAISING SERVICES, NAMELY, ELEEMOSYNARY SERVICES IN THE FIELD OF DISTRIBUTION OF CHARITABLE FUNDS TO QUALIFYING RECIPIENTS, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).



FIRST USE 10-6-2009; IN COMMERCE 10-6-2009.

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

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LINDA LAVACHE, EXAMINING ATTORNEY

David J. Kyros

Director of the United States Patent and Trademark Office