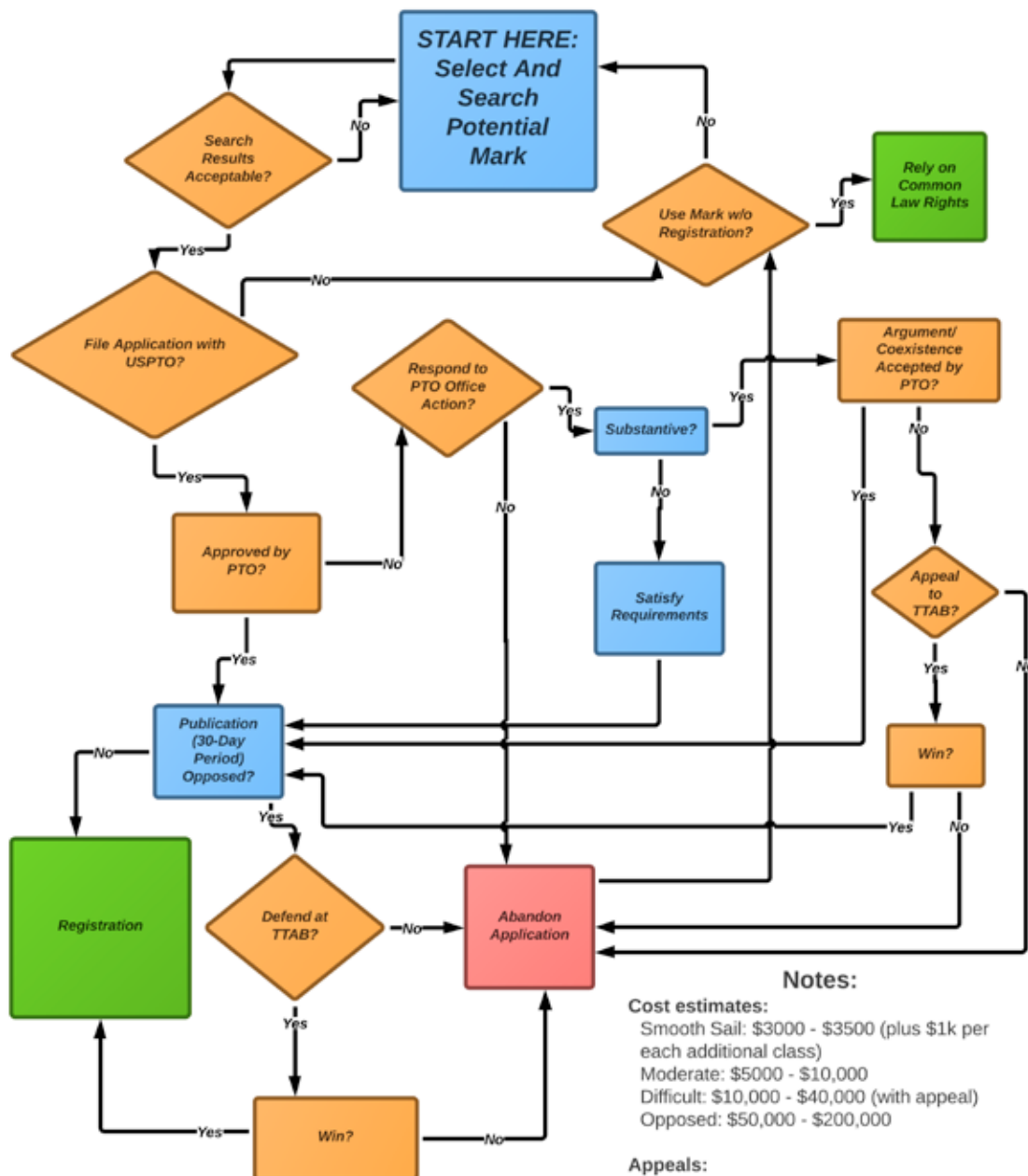


U.S. Trademark Registration Process



Notes:

Cost estimates:

Smooth Sail: \$3000 - \$3500 (plus \$1k per each additional class)
 Moderate: \$5000 - \$10,000
 Difficult: \$10,000 - \$40,000 (with appeal)
 Opposed: \$50,000 - \$200,000

Appeals:

All TTAB decisions (on appeal and/or from adverse proceeding) may be appealed to a federal court