

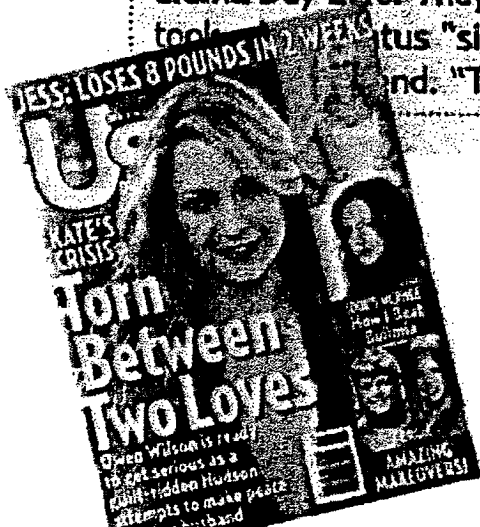


Goodwin visited
Klein's New York City
Serenade set Aug. 16.

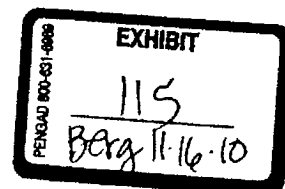
Will
They Last?
YES 58%
NO 42%

Chris & Ginnifer

Katie Holmes' ex Klein, 27, found romance
with *Big Love*'s Goodwin, 28, filming the upcoming
drama *Day Zero*. They began seeing each other in April but
took a hiatus "since Chris was partying too much,"
and. "They just started dating again."



Spy's Mode sunglass
AS SEEN IN
US WEEKLY on
Chris Klein



Product seeding: Getting our product to cool and/or influential people for daily use and influence on others. We aim for extended brand reach, visibility and to ultimately impact sales with this strategy.



SIGNATURE GOGGLE

SPY

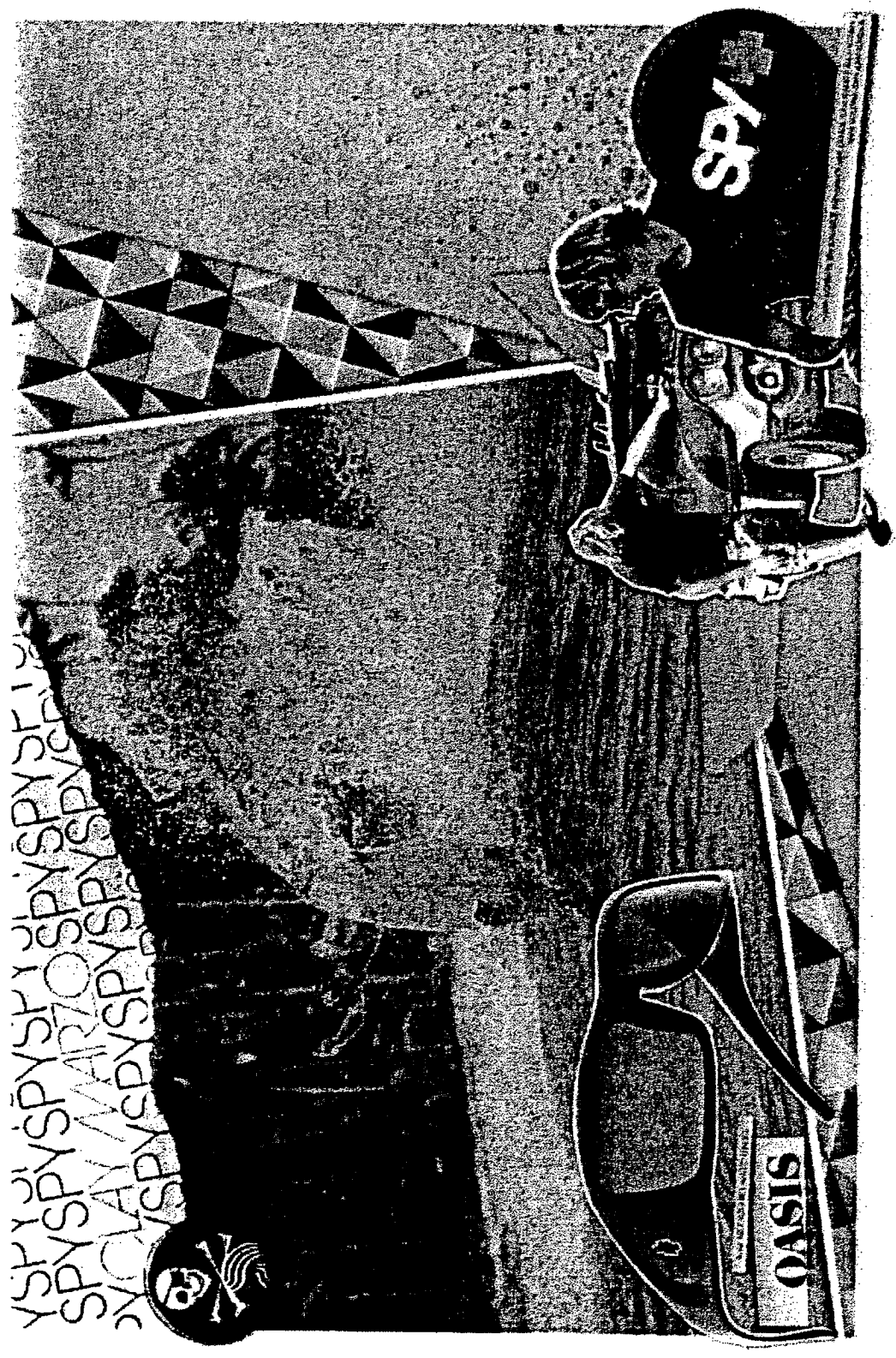
SPY

MAGNETO

JEFFREY MCDONALD KEVIN WINDHAM DEATH WOLF ANDREW SHOOT
SPYOPTIC.COM

SPY

SPY



SPY000396

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ABC International Promotion
Jimmy Kimmel Theater-Hollywood, CA

SPY000397





SPY000398



SPY

Spy's Stratos, Clash
& Thirteen sunglasses
AS SEEN IN
WEEKLY SCOOP
(CANADA) on OASIS
band mates





Valderrama walked out
of NYC's Soho Grand
Hotel on February 27 at
about 3:25 P.M.



SPY

Spy's MC sunglass
AS SEEN ON
Wilmer Valderrama
in US Weekly



under the bridge

Left Pages: Paul's '100 the Poor' LBL, www.LBL.com.
 Several silver pincap pendant and chain from The Reed Space.
 Cooper sunglasses by Spy Optics.

Right Pages: Paul's hoodie by Arnel Dodge, necklace model's own.
 Maharishi jeans from The Reed Space.
 Julie's jacket by Lurika, tank top Dickles Girl and spotted jeans best Vee.

84 VAPORS



Spy's Cooper sunglass
 AS SEEN IN Vapors magazine

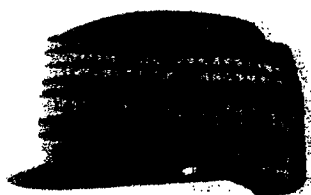


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February 2008

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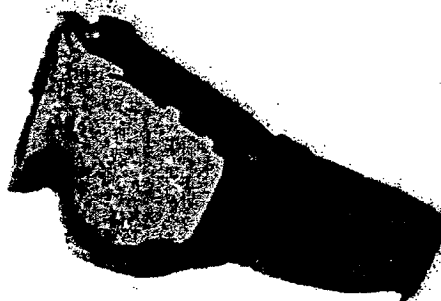
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Spy beanie

INCognito

Spy's two-in-one hat folds up into a visor beanie or down into a face-mask. To order, check out spyoptic.com for more information.



Spy DCP Signature Omega goggles

MSRP \$109.99

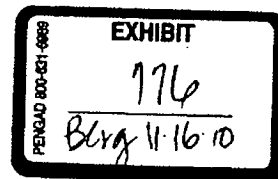
The Omega is all new for 2006/07. The Omega's stealth lines and angular details are paired with an oversized dual-pane lens for a crystal clear, panoramic view. For more info contact Spy at www.spyoptic.com.



Spy's Incognito beanie
& DCP Signature Omega
goggle AS SEEN IN
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STREET	75 Enterprise Suite 250
CITY	Aliso Viejo
STATE	California
ZIP/POSTAL CODE	92656
COUNTRY	United States
PHONE	(949) 855-1246
FAX	(949) 855-6371
EMAIL	trademark@stetinalaw.com
AUTHORIZED EMAIL COMMUNICATION	No
FILING INFORMATION	
SUBMIT DATE	Mon Apr 18 13:36:00 EDT 2005
TEAS STAMP	USPTO/BAS-641475207-20050 418133600694239-78610877- 200ded51b278d9716aad12a8d 0dce98261-DA-1574-2005041 8133503443910

PTO Form 1470 (Rev. 02/2005)
OMB No. 0651-2070 (E.O. 7557) (4-2004)



Trademark/Service Mark Application, Principal Register

Serial Number: 78610877

Filing Date: 04/18/2005

To the Commissioner for Trademarks:

MARK: (Stylized and/or Design, see mark)

The applicant, Spy Optic, Inc., a corporation of California, residing at 2070 Las Palmas Drive, Carlsbad, California, United States, 92009, requests 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.

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related

SPY000216

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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)).

International Class 009: SUNGLASSES, SPORTS GOGGLES, FRAMES AND LENSES
THEREFORE

The applicant hereby appoints Kit M. Stetina, Esq. of STETINA BRUNDA GARRED & BRUCKER, 75 Enterprise Suite 250, Aliso Viejo, California, United States, 92656 to submit this application on behalf of the applicant. The attorney docket/reference number is SPYNO-173T.

A fee payment in the amount of \$325 will be 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:

Signatory's Name: Tracy Meier

Signatory's Position: Vice President

Mailing Address:

Kit M. Stetina, Esq.
75 Enterprise Suite 250
Aliso Viejo, California 92656

RAM Sale Number: 1574

RAM Accounting Date: 04/18/2005

Serial Number: 78610877

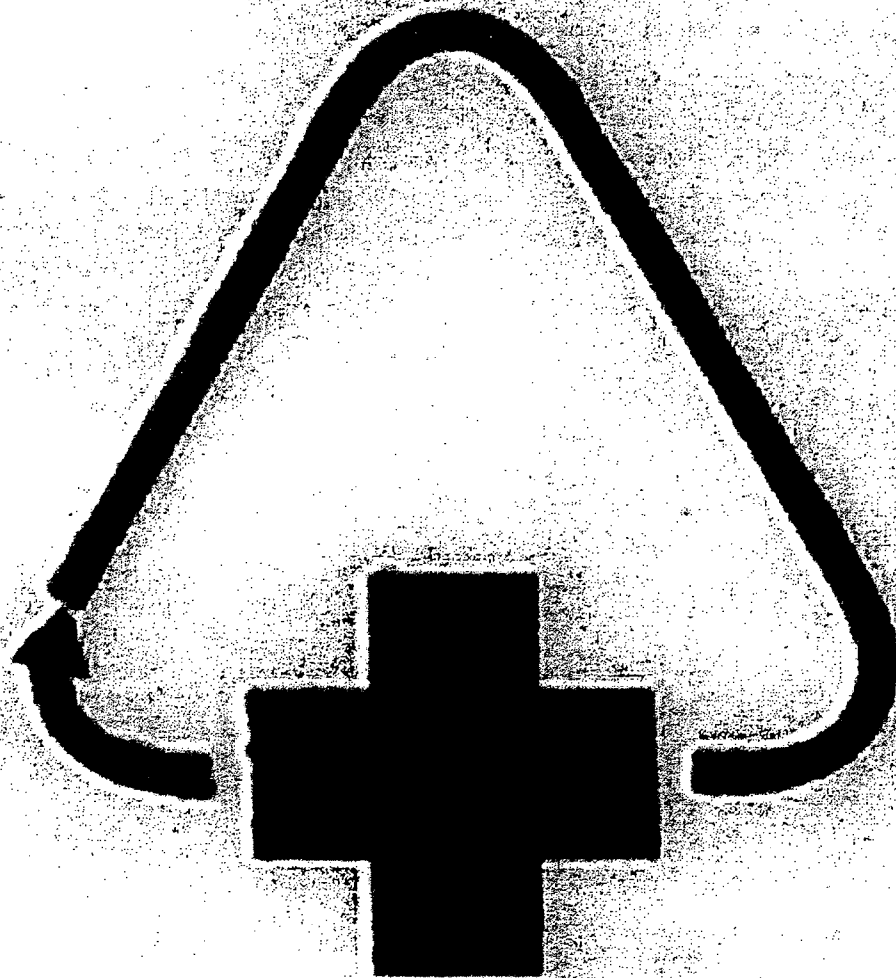
Internet Transmission Date: Mon Apr 18 13:36:00 EDT 2005

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SPY000217



SPY000218

United States of America

United States Patent and Trademark Office



Reg. No. 3,687,866 FRONTIER FASHION, INC. (CALIFORNIA CORPORATION)
Registered Sep. 29, 2009 2520 CONTINENTAL AVE.
EL MONTE, CA 91733

Int. Cl.: 9 FOR: EYEWEAR, NAMELY, SUNGLASSES, SPECTACLES AND EYE GLASSES, ACCESSORIES OF GLASSES, SPECTACLES OR SUNGLASSES, NAMELY LENSES, FRAMES AND CASES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

TRADEMARK
PRINCIPAL REGISTER FIRST USE 9-29-2003; IN COMMERCE 9-29-2003.

THE MARK CONSISTS OF THE LETTER "D" AND DESIGN, COMPRISING A SLANTED LETTER "D", WHEREIN A CROSS DESIGN IS INCORPORATED THEREWITHIN.

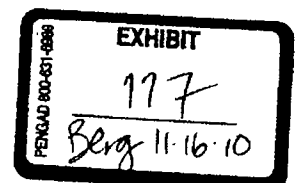
SER. NO. 76-570,977, FILED 1-15-2004.

VERNA BETH RIRIE, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office




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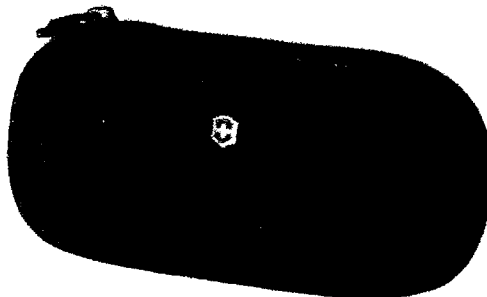
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Sunglasses Case

Protective Eyewear Holder

Suggested Retail Price: \$26.00

Style Number: 30372501

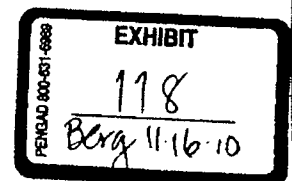
Size: 7" w x 3.5" h x 2.5" d

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PRODUCT DETAILS

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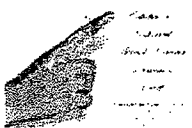


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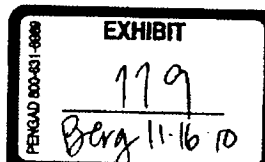
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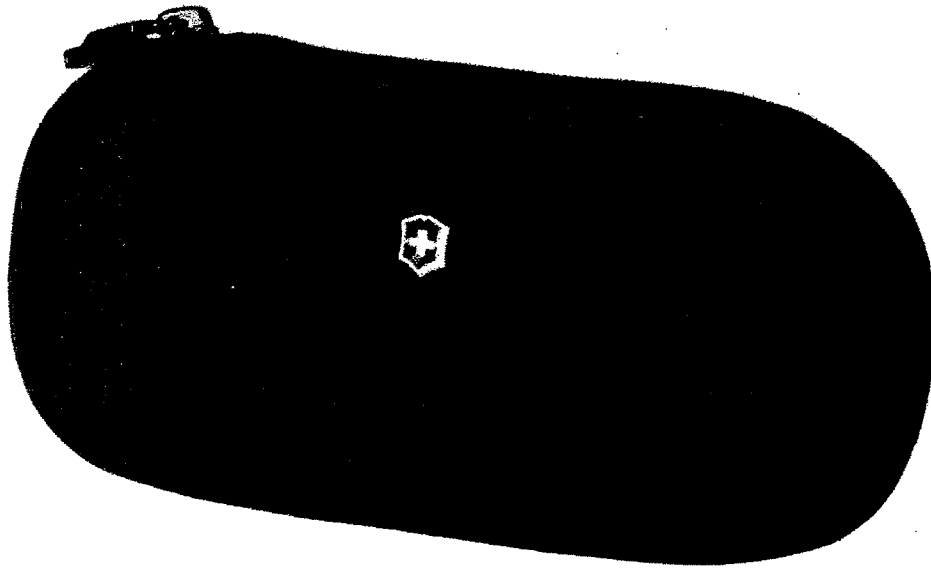


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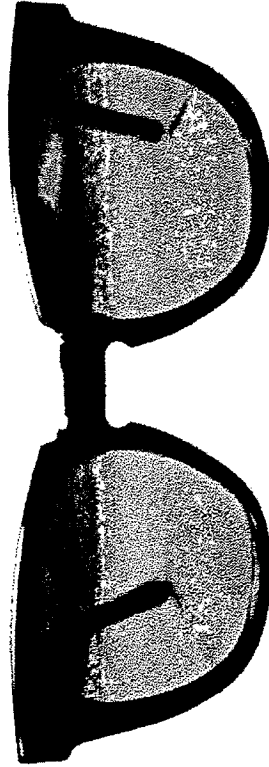


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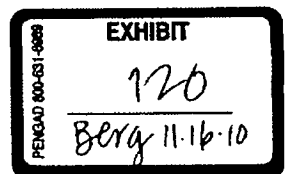
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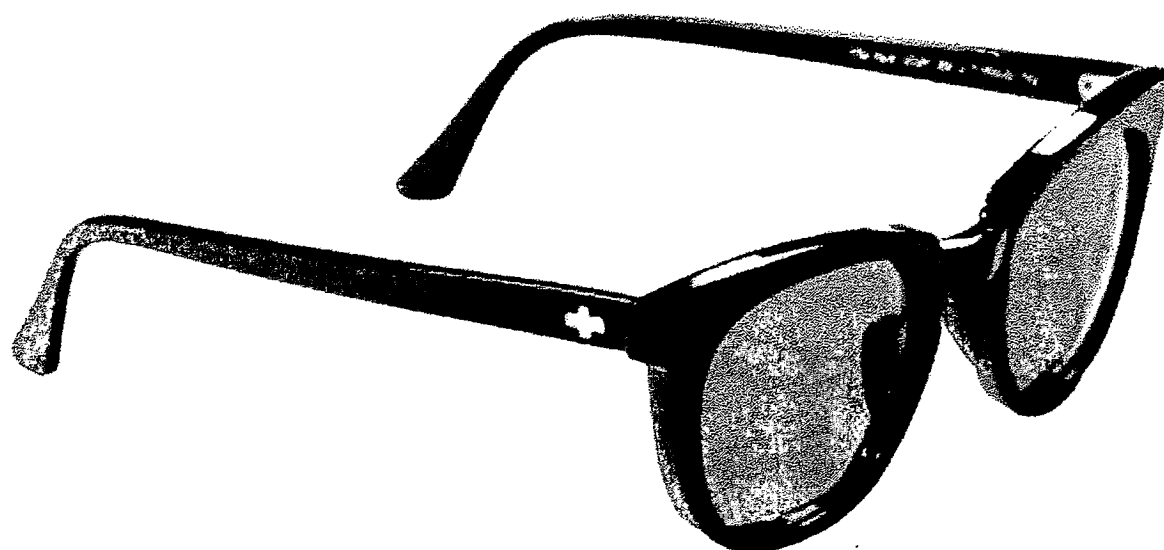
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Diego Black Sanded

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Diego Grey Sanded

Diego Brown

Diego Seaweed

83's Green

83's Green Sanded

83's Navy

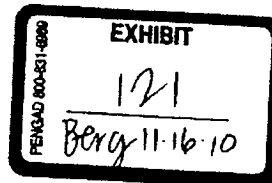
83's Navy Sanded

83's Red

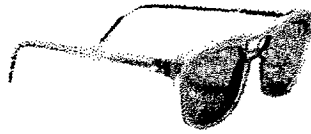
83's Red Sanded

83's Yellow

83's Yellow Sanded



121



83's Rose

83's Rose Sanded



83's Grey with Brown

83's Grey Sanded



83's Grey with Grey

Costalots

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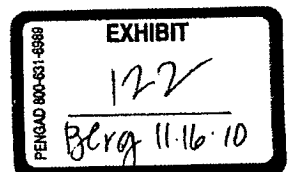
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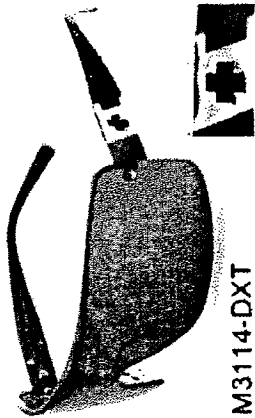


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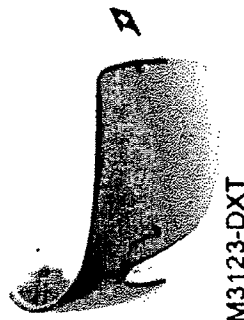


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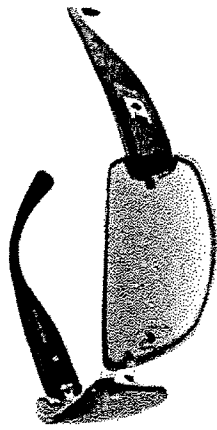
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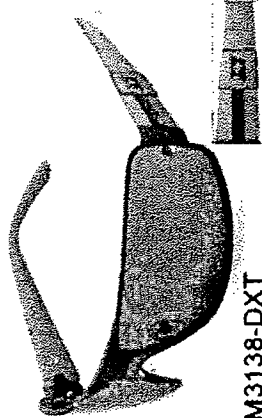
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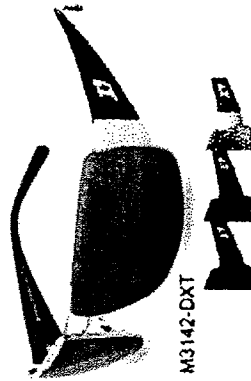
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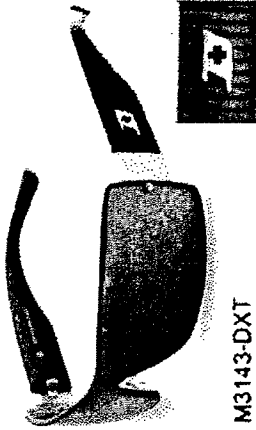
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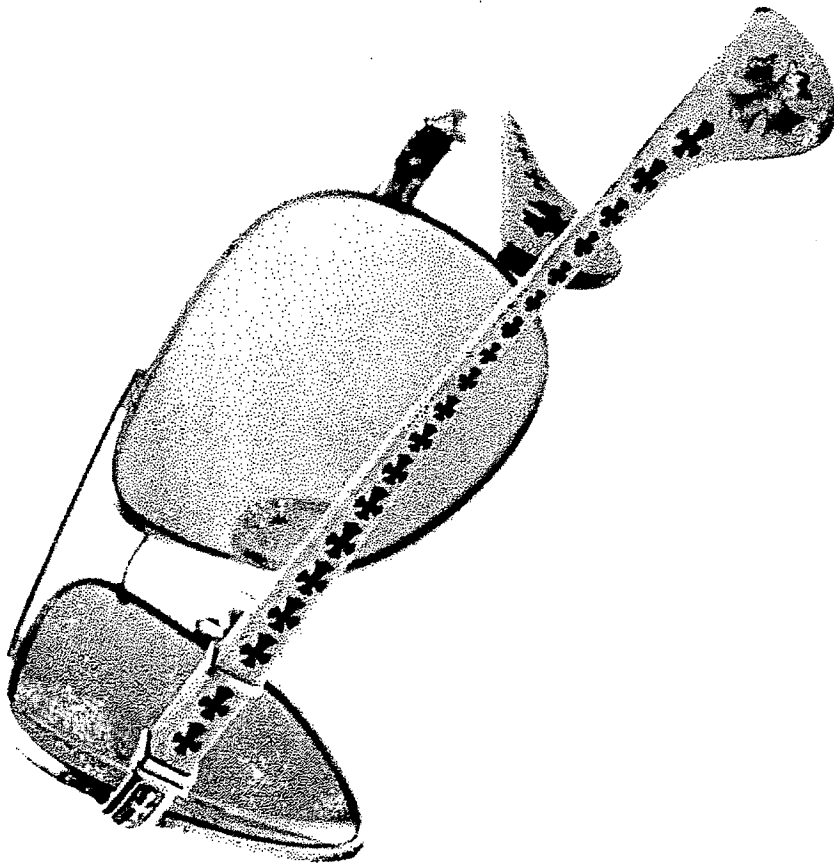
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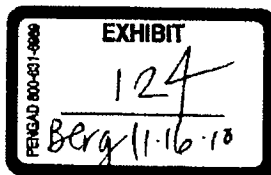
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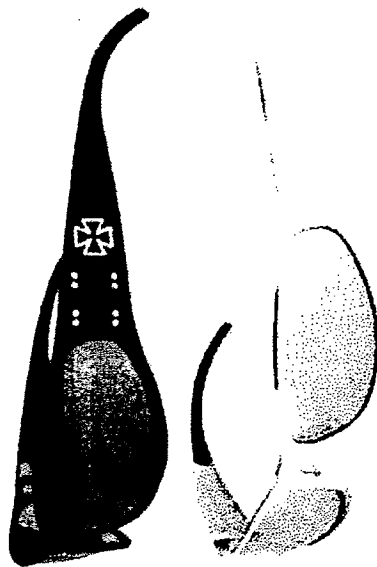


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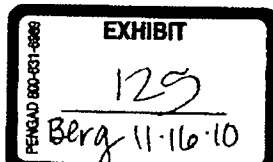
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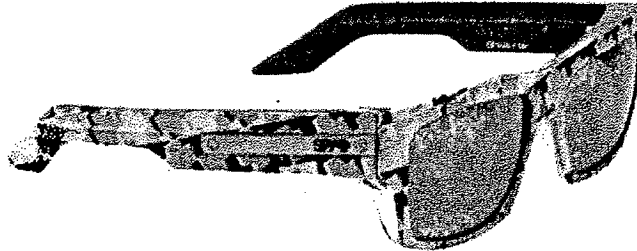
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PRODUCT DESCRIPTION

TICE GREY w/ WHIT CROSS - GYwBLACK
MIR Lens

PRODUCT RETAIL PRICE

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Specifications

- Custom-built from high quality propionate • Overlapping three barrel hinge system • 6-Bank lenses
- 100% UVA, B & C protection • Frame Measures: 55-17-135

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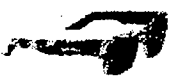
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Lens



TICE BLACK - GREY
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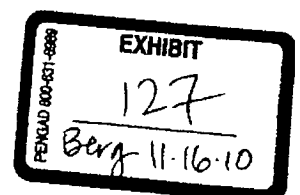
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TICE BLACK w/ SILVER
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TECHNICAL INFORMATION

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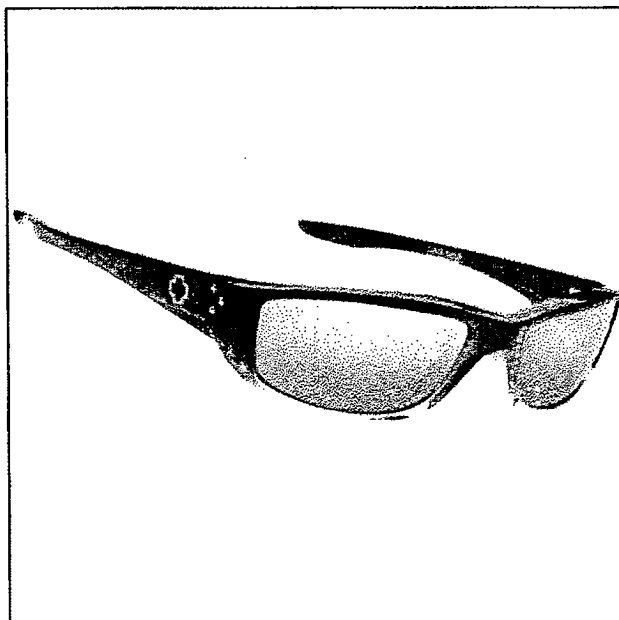
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Spy's Curtis polarized sunglasses will accent your confident style with intense lines and the aggressive support of metal rivets. The Curtis also features a metal Spy cross logo and offset 5-barrel hinges to enhance its bold look. Polarization cuts down on glare from snow, roads, and water, gives you an unparalleled perspective. You already have the upper hand, and the Curtis' optically correct 8-base ARC polycarbonate lenses guarantee you'll keep it.

Bottom Line: You know where you're going, and you're not waiting for anything. Count on the polarized Curtis to keep up.

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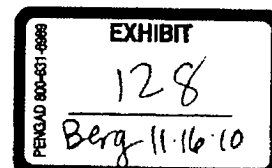
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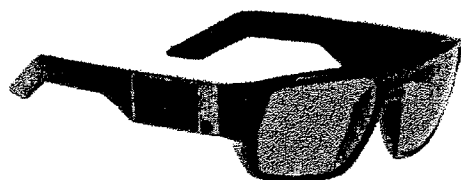


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Spy Sunglasses - Blok Black Polarized

Price: \$149.95

One Size

Black

Quantity 1

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BLOK Bold and confrontational, Blok makes its presence known. Max headroom-esque sculptured temple detailing and unique lens angles are not for the faint of heart.

- Custom-built from high quality propionate
- 6-BasE lenses
- Custom metal details
- 100% UV protection
- Frame measures: 57-16-123

The Spy Optic sunglasses brand was created with the passion of a group of over-achieving athletes and enthusiasts seeking a new visual perspective on technical eyewear products. Spy Optics values are not bound by tradition, but based on the core ideals of young-at-heart pioneers, those whose needs to express freedom and innovation are stronger than the rules and conventions of the day. Originating in North County San Diego, Spy Optic's sunglasses heritage is deeply rooted in action sports. Legendary surf breaks, world-renowned skate parks, and nearby mountains makes Spy Optic's backyard the definitive product testing ground for our employees and world class athletes. All Spy sunglass lenses meet the highest optical standards, protecting the wearer's eyes 100% from UVA, UVB, and UVC rays.

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Spy Sunglasses - Jaws
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EXHIBIT
130
Berg 11.16.10

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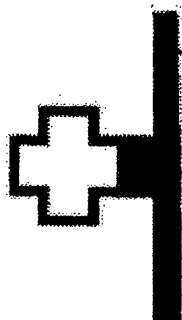
Prior U.S. Cls.: 21, 23, 26, 36, and 38

United States Patent and Trademark Office

Reg. No. 3,436,802

Registered May 27, 2008

**TRADEMARK
PRINCIPAL REGISTER**



SPY OPTIC, INC. (CALIFORNIA CORPORATION)
2070 LAS PALMAS DRIVE
CARLSBAD, CA 92009

FOR: SUNGLASSES, IN CLASS 9 (U.S. CLS. 21, 23,
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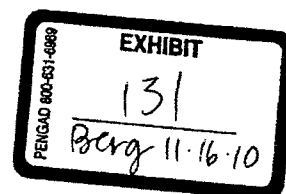
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SN 77-033,042, FILED 10-31-2006.

JILL PRATER, EXAMINING ATTORNEY



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Keith Malloy
Ben Bourgeois
Mike Losness
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EXHIBIT

132

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Spy's Clash & Dynasty
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SPY000405

SEEING RED, WHITE AND BLUE



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Spy Optic, \$190, available at Verge SoHo,
13 Crosby St., New York



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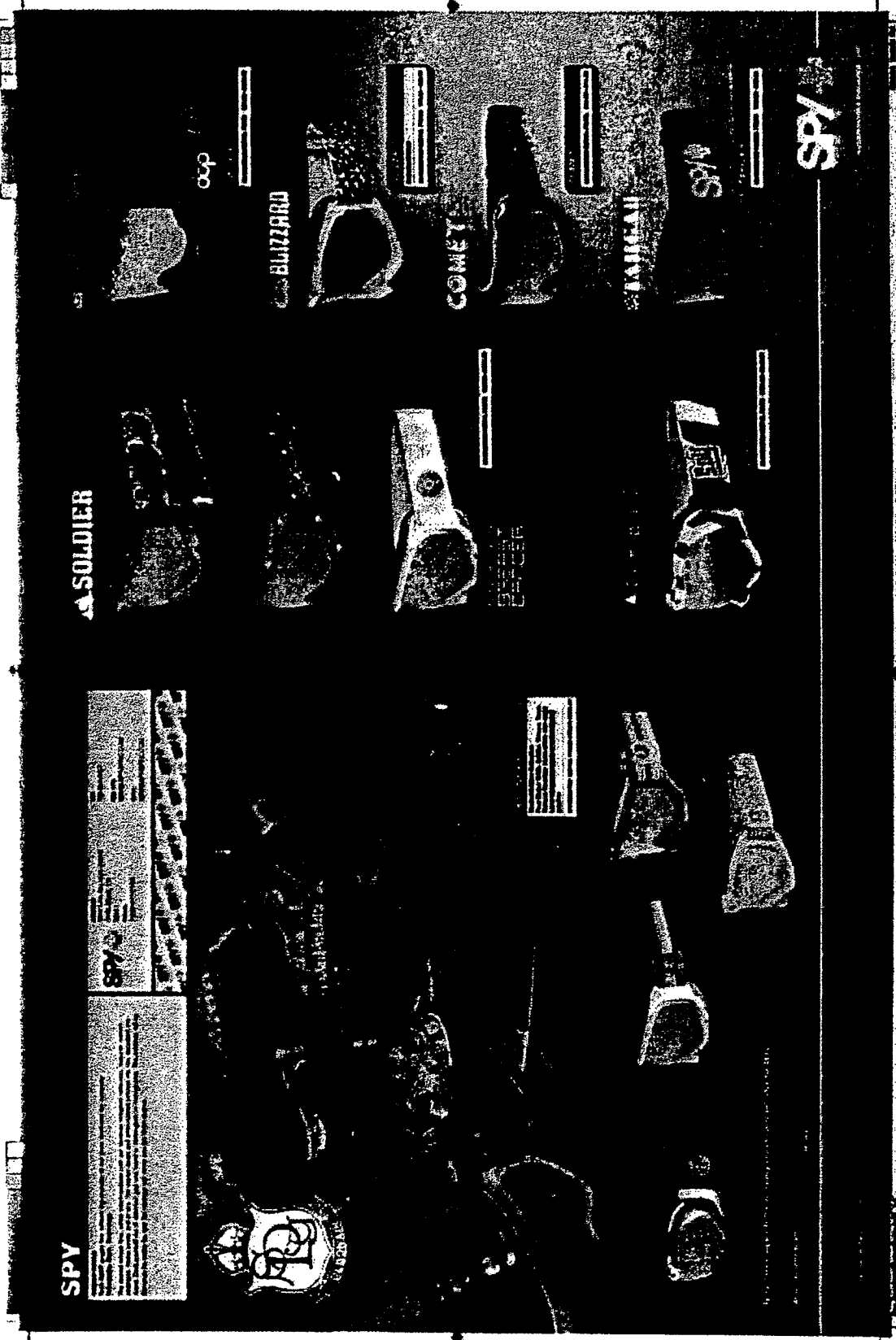
David Mann, \$250, available at Robert Mann, 1000 Broadway St., New York



Robert Mann, \$250, available at Robert Mann, 1000 Broadway St., New York



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PRODUCT REVIEWS

Goods (9/1)
By Evan

Aug 18, 2008

Spy DCP Omega Goggle

Spy's newest frame, the Omega, boasts an oversized dual-pane lens for a "crystal clear, panoramic view." Senior Editor and certified Check-Pol Code Dreamer explains, "These lenses are the clearest and the over-baked strength—breathing with them is the another sport."

Shown here in the official DCP outterway, the Omega also features triple-layer surface face foam with moisture-wicking Del-Pore technology, ensuring that the thing that. Other features are Spy's patented Scent ventilation system to eliminate lens fogging, and, of course, the ultra-ripped strap to keep the goggle securely fastened at all times.

\$ 119

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Spy's DCP Omega Goggle
AS SEEN IN
TRANSWORLD SNOWBOARDING.COM



Alyssa hits the snack bar herself!

While taking in a baseball game last week in LA, Alyssa Milano waited in line just like anybody else for her nachos and drinks. She gets no special treatment at Dodger Stadium for being a star—or for dating Dodgers pitcher Brad Penny!



Alyssa Milano SEEN IN
the Zoe sunglass



SPY000410

SPRING 2007 OFFICIAL PRESS RELEASE

HARD AND HANDSOME: THE TOURING

Spy announces the release of the Touring. With aggressive and oversized styling fit for a super sized muscle car, Touring is America's most wanted sunglass. Touring is handsome and tough with a high back temple, metal nose grill, a big black hinge and a requisite rear temple spoiler. Touring is strong enough for any man.

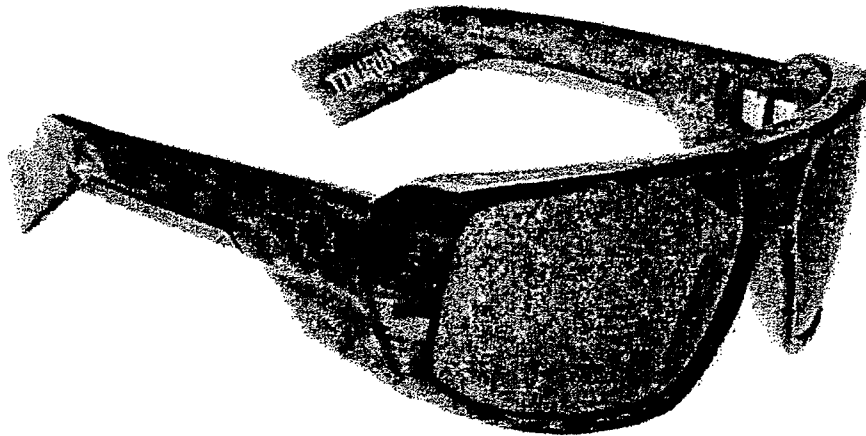
Touring is available in three color choices: shiny black, clear brown, and X-ray tortoise.

Design Features:

- Large frame
- Sturdy temples with spoiler details
- Industrial inspired design
- Made in Italy

Technical Features:

- 8x4 base Toric ARC® lenses
- Sturdy 8mm hinge
- Proplonate frame
- 100% UV protection
- Frame measures: 64-14.5-122



FOR MORE INFORMATION OR FOR PRODUCT AND IMAGE REQUESTS CONTACT:

GLOBAL HEADQUARTERS: Jessica Trent Nichols, jessica@spyoptic.com or 760.804.8420 x 1158

EUROPE: Xavier Mora, xmora@spyoptic.com or 39 0332 949833 x 104

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SPY000411

SPRING 2007 OFFICIAL PRESS RELEASE**BEAUTIFULLY ORGANIC DESIGN: THE RICHELLE FOR WOMEN**

Spy announces the release of the Richelle sunglass for women. Richelle is a concept of retro-organic design with sculpted metal details and a futuristic twist. Part of Spy's Look collection, Richelle was created for the fashion-forward female and is the next step for Spy lovers who already own Spy's Dynasty style in many colors. The sleek and sexy Richelle sunglass is the perfect choice for a stroll along the French Riviera.

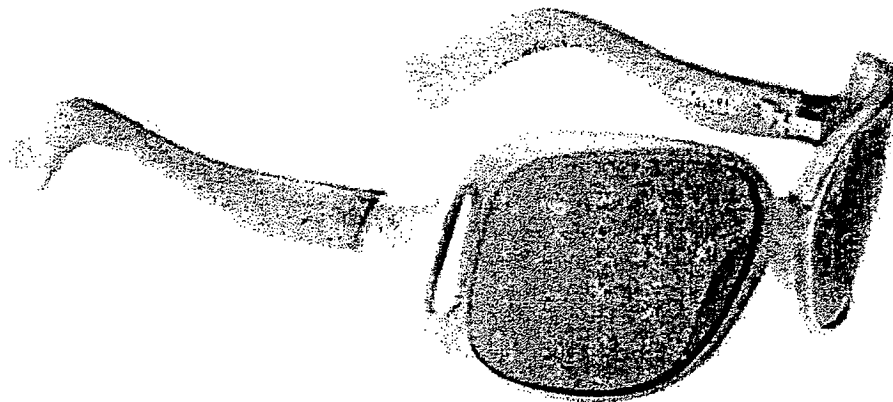
Richelle is available in four color choices: aqua terra, shiny black, peach powder, and milky tortoise.

Design Features:

- Oversize frame with a slight wrap
- Sculpted metal details
- Organic, flowing design
- Made in Italy

Technical Features:

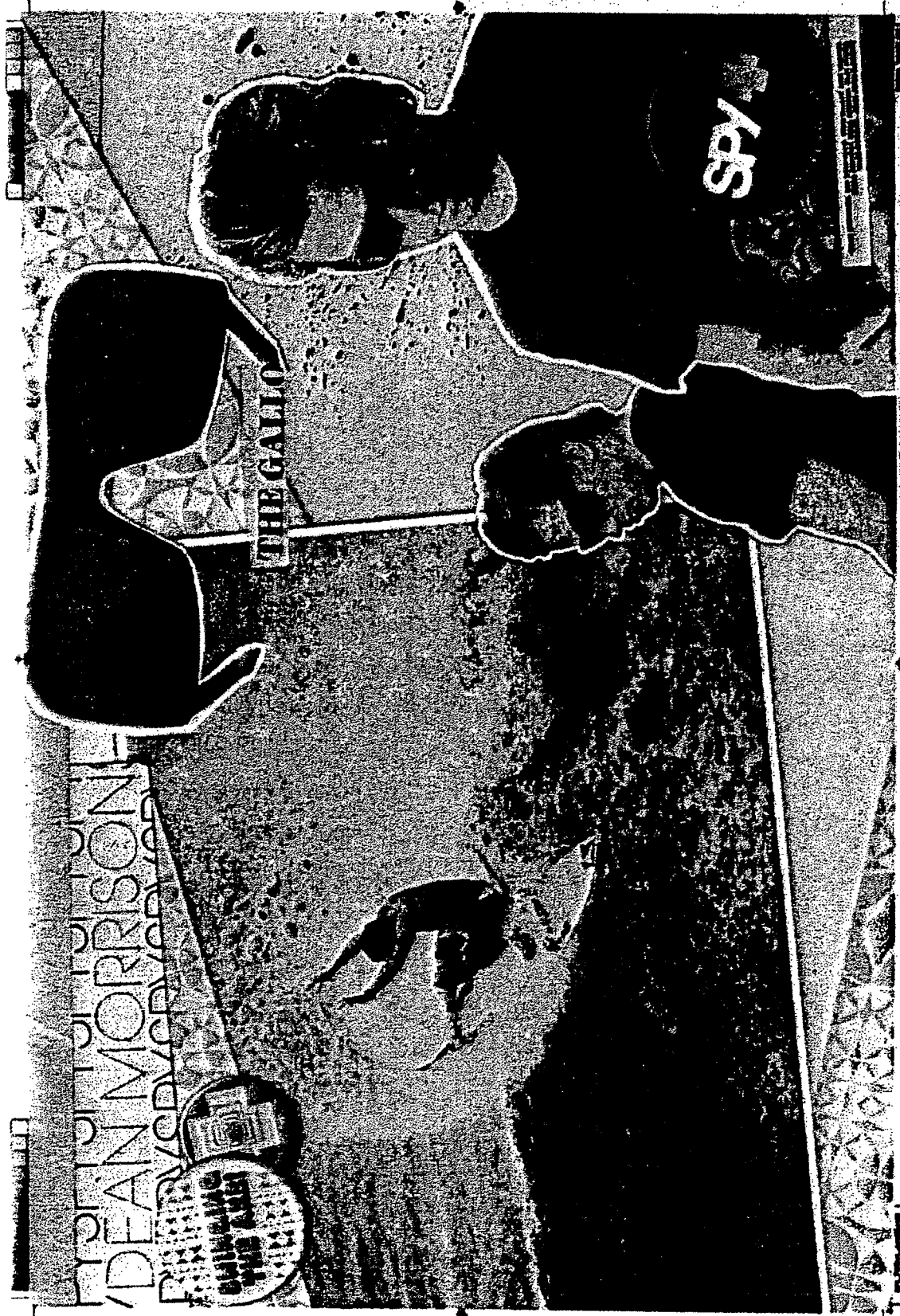
- 9x3 toric ARC® lenses
- Zamac metal frame
- Proplonate frame
- 100% UV protection
- Frame measures: 58-17.5-118



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EUROPE: Xavier Mora, xmora@spyoptic.com

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BOOGIE NIGHTS #6 - Valentines "PINK"

Event #6 of Sun Diego's Party Series "Boogie Nights" was the very special Valentines "Pink" Party which brought over 700 party people down to the world famous La Jolla Brewhouse for their special one night. Spy, 2001 and Myra's friends hosted the Party and treated all one of the evening to a special surprise. All the dance floors were closed to the public and the party was held in a private room. A big shout to Myra and Spy who were the hosts for the night and the party was a huge success. The night was a great time and the party was a huge success. The night was a great time and the party was a huge success. The night was a great time and the party was a huge success.



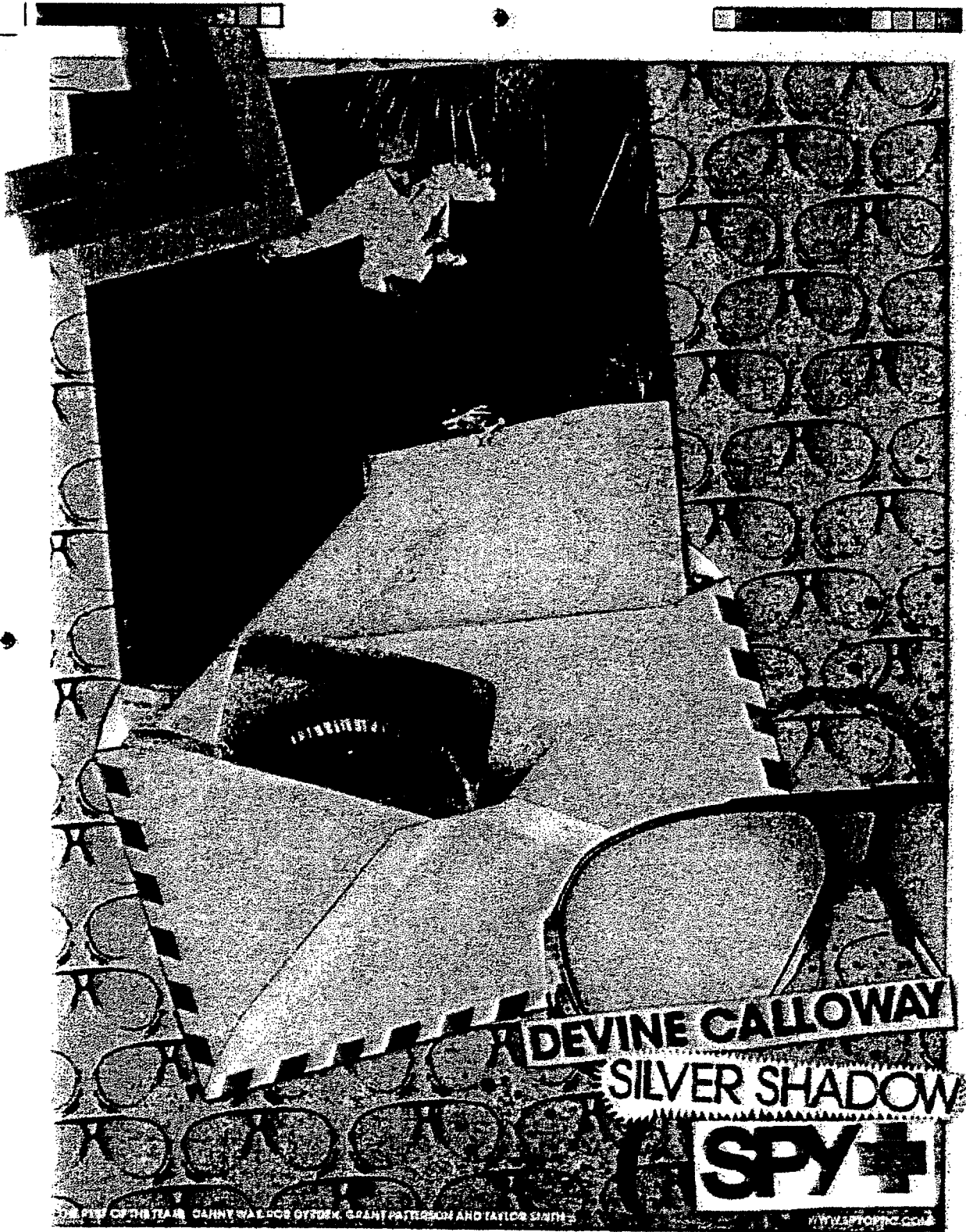
SPY+

Spy hosted Event #6 of Sun Diego's "Boogie Nights" featuring a special Valentine's "Pink" party with over 700 people at the La Jolla Brewhouse.

Spy's Silver Shadow, Astral & Woody sunglasses AS SEEN IN *Revolt*

SIC SHADES FOR SPRING 2006





A **cross** is a geometrical figure consisting of two lines or bars perpendicular to each other, dividing one or two of the lines in half. The lines usually run vertically and horizontally; if they run diagonally, the design is technically termed a saltire.

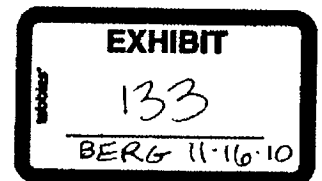
The cross is one of the most ancient human symbols, and is used by many religions, such as Christianity. It is frequently a representation of the division of the world into four elements (Chevalier, 1997) (or cardinal points), or alternately as the union of the concepts of divinity, the vertical line, and the world, the horizontal line (Koch, 1955).



1600 BCE marble sacrificial cross from the Temple Repositories of Knossos. (Heraklion Archaeological Museum, Greece)

Contents

- 1 Etymology
- 2 History
- 3 As markings
- 4 As emblems and symbols
- 5 In heraldry
- 6 In flags
 - 6.1 Sovereign state flags with crosses
 - 6.2 Other selected flags and arms with crosses
- 7 Other noteworthy crosses
- 8 See also
- 9 References
- 10 External links



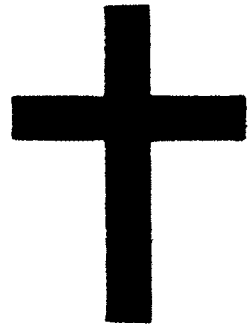
Etymology

The word *cross* was introduced to English in the 10th century as the term for the instrument of the torturous execution of Christ (gradually replacing the earlier word *rood*), ultimately from Latin *crux*, via Old Irish *crois*. The word can nowadays refer to the geometrical shape unrelated to its Christian significance. The Latin *Crux* (translating Greek *stauros*) was a Roman torture device used for crucifixion.

History

It is not known when the first cross image was made; after circles, crosses are one of the first symbols drawn by children of all cultures. There are many cross-shaped incisions in European cult caves, dating back to the earliest stages of human cultural development in the stone age. Like other symbols from this period, their use continued in the Celtic and Germanic cultures in Europe. For example, celtic coins minted many centuries before the Christian era may have an entire side showing this type of cross,

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A cross in this simple form is known as the Latin cross or *crux ordinaria* and, representing the sacrifice of Jesus Christ, is the most common symbol of Christianity.



A famous Armenian khachkar at Goshavank.

sometimes with the cardinal points marked by concave depressions in the same style as in stone age carvings. Other coins may be showing the cross held by a rider on a horse and springing a fern leaf, sometimes identified as a Tree of Life symbol.

As markings

Written crosses are used for many different purposes, particularly in mathematics.

- The Roman numeral for ten is X.
- In the Latin alphabet, the letter X and the minuscule form of t are crosses.
- The Chinese character for ten is 十; (see Chinese numerals).
- The dagger or *obelus* (†)
- The addition (or *plus*) sign (+) and the multiplication (or *times*) sign (×).

A cross is often used as a check mark because it can be clearer, easier to create with an ordinary pen or pencil, and less obscuring of the text or image that is already present than a large dot. It also allows marking a position more accurately than a large dot.

A large cross through a text often means that it is wrong or should be considered deleted.

As emblems and symbols

Cross Name	Description	Picture
Ankh	Also known as the Egyptian Cross , the Key of the Nile , the Looped Tau Cross , and the Ansate Cross . It was an Ancient Egyptian symbol of life and fertility, predating the modern cross. Sometimes given a Latin name if it appears in specifically Christian contexts, such as the <i>crux ansata</i> ("handled cross").	
Christian cross	Also known as the Latin cross or <i>crux ordinaria</i> . It is the most common symbol of Christianity, intended to represent the death of Jesus when he was crucified on the True Cross and his resurrection in the New Testament.	
Coptic ankh	The Coptic ankh is an adaptation of the Ancient Egyptian Ankh used by early Gnostic Christians in Egypt Coptic cross.	

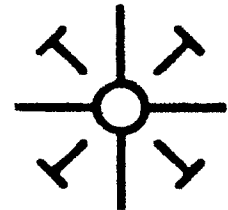
⦿ **Original Coptic Cross**

The original Coptic cross used by early Gnostic Christians in Egypt.



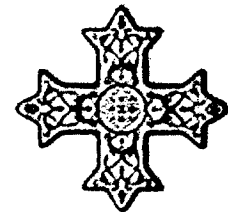
⦿ **Coptic Cross**

A small circle from which emanate four arms of equal length, with angled T shapes in the corners, cross-pieces outward, representing the nails used in Jesus' crucifixion. This cross receives its name from Coptic Christianity, which centered around Alexandria, Egypt.



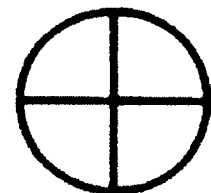
⦿ **New Coptic Cross**

This new Coptic Cross is the cross currently used by the Egyptian Christians and the Coptic Orthodox Church of Alexandria. It evolved from the older Coptic Crosses depicted above. A gallery of Coptic Crosses can be found [here](#).



⦿ **Sun cross**

Also known as the **Sunwheel**, **solar cross**, **Odin's cross** or **Woden's cross**. Used in Europe since the Neolithic era and by ancient and contemporary Native American culture to represent respectively Neopagan beliefs and the great Medicine Wheel of life. It is also the symbol used by the Gnostic Movements.



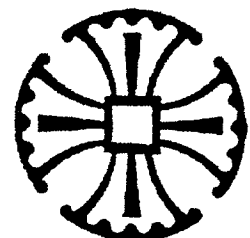
⦿ **High cross**

Free-standing Celtic crosses commonly found in Ireland and to a lesser extent in Great Britain, very common in churches and graveyards.



⦿ **Canterbury cross**

Used in the Anglican Churches. It has four arms of equal length, each widening at the outer end in a hammer shape so that their rims nearly form a circle. Each arm bears a triangular panel incised with a triquetra symbolizing the Trinity. In the center of the cross is a small square. The Anglo-Saxon original, as a brooch, dates from c. 850 A.D. and was excavated in 1867 in Canterbury, England. A stone replica can be found in Canterbury Cathedral and in



many other Anglican cathedrals around the world. [1]
(<http://www.seiyaku.com/customs/crosses/canterbury.html>)

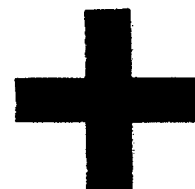
Crucifix

A cross with a representation of Jesus' body hanging from it. It is primarily used in the Catholic Church, Anglican churches, and Eastern Orthodox churches, and it emphasizes Christ's sacrifice— his death by crucifixion.



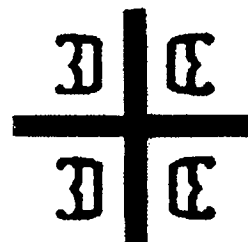
Greek cross

Used especially by Eastern Orthodoxy and Early Christianity Also known as the *crux immissa quadrata*. Has all arms of equal length. Often the arms curve wider as they go out.



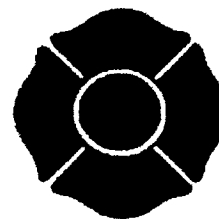
Serbian cross (Tetragrammatic cross)

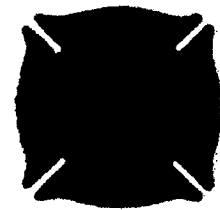
The motif of a cross between four objects is derived from Constantine's labarum and has figured on Byzantine coins, since the 6th c. Later, the 4 symbols of the cross have been interpreted as flints or firestones, but also as the initials (letters β) of the imperial motto of the Palaiologos dynasty: King of Kings, Ruling Over Kings (Greek: βασιλεύς βασιλέων, βασιλεύων βασιλευόντων - Basileus Basileōn, Basileuōn Basileuontōn). The cross has been used by Serbian states and the Serbian Orthodox Church since the Middle Ages after Dušan the Mighty was crowned Emperor (Tsar) of the Serbs and Greeks (16 April 1345). Today it is the national, religious and ethnic symbol of Serbs and Serbia.



Florian cross

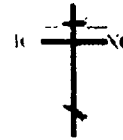
Adopted as an emblem by the fire service, this cross is named for Saint Florian, the patron saint of Poland, Austria and firefighters. Although similar to the Maltese Cross and Cross pattée, it differs in having arms rounded outwards at the ends. Two different versions are included here; the one above is commonly found on fire service badges, patches, and emblems; the one below is typical of the St. Florian medallion or medal.





Eastern cross

Used in the Eastern Orthodox Church. The top line is said to represent the headboard, and the bottom, slanted line represents the footrest, wrenched loose by Jesus' writhing in intense agony. It is raised to the left side, because that was the side of the righteous criminal who said to Jesus: "remember me when you come into your kingdom". This symbolises the victory of good over evil. The letters IC XC found at the end of the main arm of most Eastern Orthodox Crosses are a Christogram, representing the name of Jesus Christ (Greek: Ιησούς Χριστός). See also the Cross of Salem



St. Brigid's Cross

This cross is found throughout Ireland. It is told that the cross was made by Brigid, daughter of a pagan king from reeds to be used as an instrument of conversion. However, Brigid's name is derived from Brigit (also spelled Brigid, Brighde, Bride, and Bríde), a Celtic Goddess of fire, poetry, and smithcraft, and today the cross is used to protect houses from fire. This is an example of the integration of religious traditions.



Chi-Rho

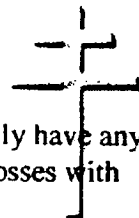
Constantine I's emblem, the Chi-Rho (from the two Greek letters that make it up) is also known as the *labarum* or Christogram. Several variants exist.



In heraldry

Lorraine Cross

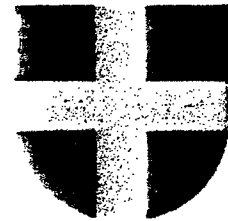
Used in heraldry. It is similar to a patriarchal cross, but usually has one bar near the middle and one near the top, rather than having both near the top. Is part of the heraldic arms of Lorraine in eastern France. It was originally held to be a symbol of Joan of Arc, renowned for her perseverance against foreign invaders of France. These crosses are ones used primarily or exclusively in heraldry and do not necessarily have any special meanings commonly associated with them. Not all the crosses of heraldry and the crosses with commonly known contexts are listed below.



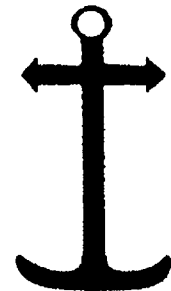
Cross name**Description****Picture****The cross as heraldic "ordinary"**

A simple heraldic cross (the default if there are no additional specifying words) has arms of roughly equal length, artistically proportioned to the particular shape of the shield, which extend to the edges of the shield. Illustrated is the blazon "Azure, a cross Or" (i.e. a gold cross on a blue shield).

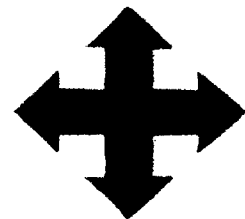
A cross which does not extend to the edges of the shield is *humetty*, in heraldic terminology.

**Cross anchry**

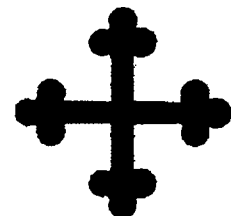
A stylized cross in the shape of an anchor. Also known as the **anchored cross** or **mariner's cross**.

**Cross barbée**

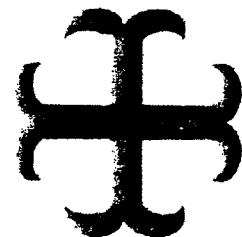
Also known as the **cross barby** or **arrow cross**, this symbol consists of two double-ended arrows in a cross configuration. Best known today for its use by the fascist Arrow Cross Party in the 1930s, the symbol actually dates to ancient times and was used by Hungarian tribes in the Middle Ages. In Christian use, the ends of this cross resemble the barbs of fish hooks, or fish spears. This alludes to the Ichthys symbol of Christ, and is suggestive of the "fishers of men" theme in the Gospel.

**Cross bottony**

A cross with the ends of the arms bottony (or botonny), i.e. shaped like an architectural trefoil. It occurs counterchanged on the flag of Maryland.

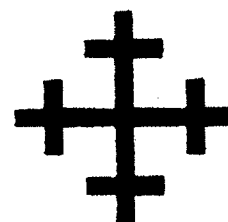
**Cross cercelée**

A cross which, opening at the ends, turns round both ways, like a ram's horns.



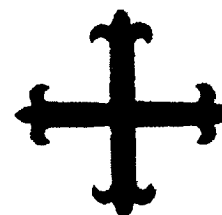
Cross crosslet

A cross with the ends of each arm crossed.



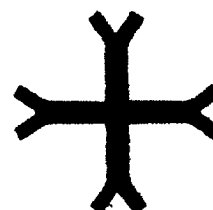
Cross fleury

A cross with the ends of the arms fleury (or flory), having a shape like a fleur-de-lys.



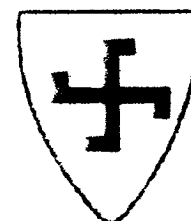
Cross fourchee

One form of the heraldic cross fourchee (fourchée, fourchy) or cross fourche (meaning "forked").



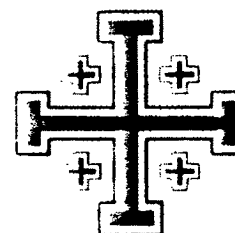
Cross fylfot

Upright cross with truncated bent arms



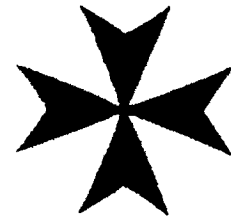
Jerusalem cross

Also known as the **Crusader's Cross**. This cross was the symbol of the Crusader Kingdom of Jerusalem, which existed for almost two hundred years after the First Crusade. The four smaller crosses are said to symbolize either the four books of the Gospel or the four directions in which the Word of Christ spread from Jerusalem. Alternately, all five crosses can symbolize the five wounds of Christ during the Passion. This symbol is also used in the flag of Georgia. It is also the logo for the Knights and Dames of the Holy Sepulcher of Jerusalem as well as the Franciscan order's Custody of the Holy Land. Many retreats including the Ignatian Kairos Retreat, and the Marian L.I.F.E. retreat bestow this cross on its participants as a sign of shared spirituality.



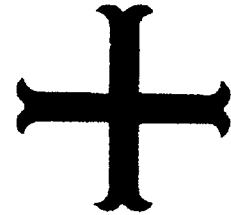
Maltese cross

With arms which narrow towards the center, and are indented at the ends. The "eight-pointed cross" (with no curved lines).



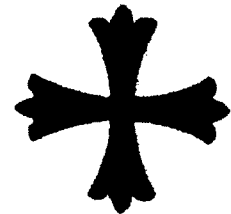
Cross moline

In a cross moline, the ends of the arms are split and curved back.



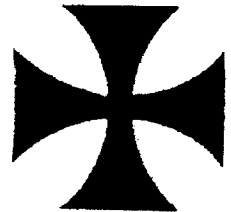
Cross patonce

A cross patonce is more or less intermediate between a cross pattée and a cross flory (or fleury).



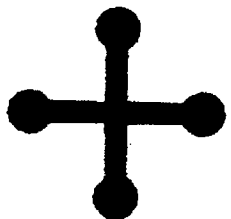
Cross pattée

A cross pattee (pattée, patty), or formée (formy) has arms narrowing towards the centre, but with non-indented ends. See also Iron Cross.



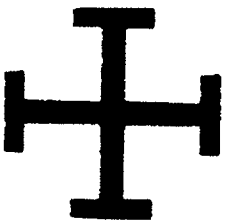
Cross pommee

A cross pommee (pommée, pommy) has a circular knob at the end of each arm.



Cross potent

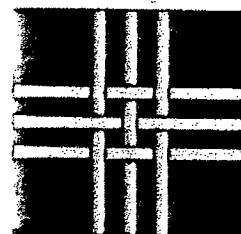
This cross has a crossbar at the end of each of its arms. "Potent" is an old word for a crutch, and is used in heraldic terminology to describe a T shape. It is used by many, mostly Roman Catholic, Scouting and Guiding organisations in their logos and insignia.



Quadrante A cross with a square at the intersection point.

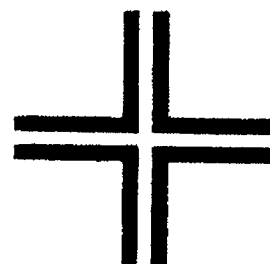


Cross triple parted and fretted In heraldry, a "cross triple parted and fretted" (or "treble parted and fretted") is interlaced. Here, a version which is "Or on an Azure field" (gold on blue) is shown.



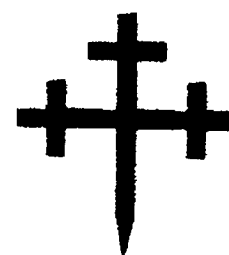
Cross voided

A "cross voided throughout", also known as the **Gammadia**, can be seen as a Greek cross with its centre lines removed, or as composed of four angles (L shapes) separated by a thin space. So the name "gammadia" refers to its being made up of four shapes similar to a capital Greek letter gamma; the word *gammadion* can also refer to a swastika.



Cross fitchy

A **cross fitchy** is a variation where the lower part is fashioned as a spike or sword blade, perhaps to plant the cross in the ground as a worshipping aid when its carrier stopped to worship where there was no church or chapel. This can be combined with other variations, e.g. *cross crosslet fitchy*, shown here.



Cross of St James

The **Cross of St. James**, similar to a Cross Flory Fitch, is formed by a Cross Flory, where the lower part is fashioned as a sword blade (fitched)—making this a cross of a warrior. It is most frequently depicted in red. (The version depicted here is the one used by the order of Santiago.)



There are numerous other variations on the cross in heraldry. See heraldry for background information.

The semi-classic book *A Glossary of Terms Used in Heraldry* by James Parker (1894) (<http://www.heraldsnet.org/saitou/parker/Jpglossc.htm#Cross>) is online, and contains much information about variants of crosses used in heraldry.

In flags

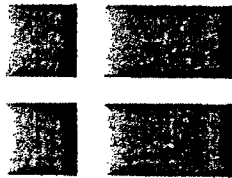
Main articles: flag terminology and gallery of flags with crosses

Several flags have crosses, including all the nations of Scandinavia, whose crosses are known as Scandinavian crosses, and many nations in the Southern Hemisphere, which incorporate the Southern Cross. The Flag of Switzerland since the 17th century has displayed an equilateral cross in a square (the only square flag of a sovereign state apart from the Flag of the Vatican City); the Red Cross emblem was based on the Swiss flag.

Sovereign state flags with crosses



Flag of Burundi



Flag of Denmark



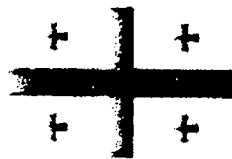
Flag of Dominica



Flag of Dominican Republic



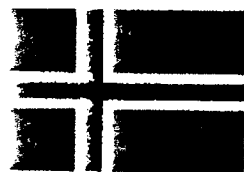
Flag of Finland



Flag of Georgia



Flag of Greece



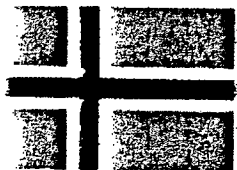
Flag of Iceland



Flag of Jamaica



Flag of Malta



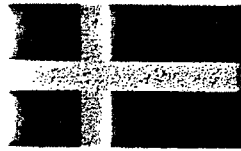
Flag of Norway



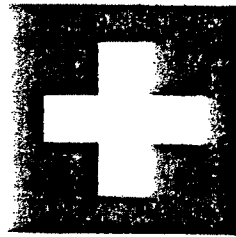
Flag of Serbia



Flag of Slovakia



Flag of Sweden



Flag of Switzerland



Flag of Tonga

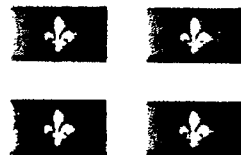


Flag of United
Kingdom

Other selected flags and arms with crosses



Flag of Scotland and
San Andres



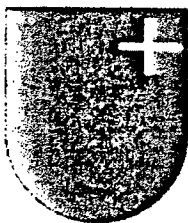
Flag of Quebec



Flag of Red Cross



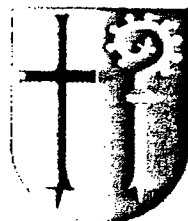
Flag of the Navy, Italy



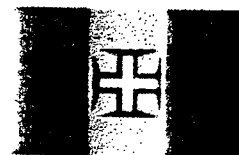
Arms of Schwyz,
Switzerland



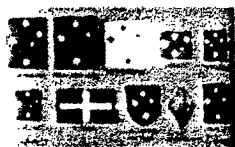
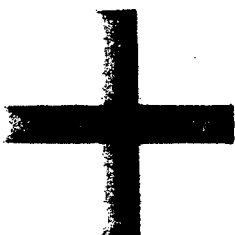
Flag of the Carabinieri
gendarmerie, Italy



Arms of Kreuzlingen,
Switzerland



Flag of Madeira
Autonomous Region



● Southern cross
Flag of Portugal (1095) appearing on a number of flags

● Other noteworthy crosses

● The Crux, or Southern Cross, is a cross-shaped constellation in the Southern Hemisphere. It appears on the national flags of Australia, Brazil, New Zealand, Niue, Papua New Guinea and Samoa.

● The tallest cross, at 152.4 metres high, is part of Francisco Franco's monumental "Valley of the Fallen", the *Monumento Nacional de Santa Cruz del Valle de los Caidos* in Spain.

● A cross (<http://www.crossusa.org/>) at the junction of Interstates 57 and 70 in Effingham, Illinois, is purportedly the tallest in the United States, at 198 feet (60.3 m) tall.

● The tallest freestanding cross (<http://wikimapia.org/6951390/World-s-Tallest-Free-Standing-Cross-The-Great-Cross>) is located in St. Augustine, FL and stands 260 feet.

● The tombs at Naqsh-e Rostam, Iran, made in the 5th century BC, are carved into the cliffside in the shape of a cross. They are known as the "Persian crosses".

● See also

- - Cross in Christian Art
 - Christian cross
 - Christianity
 - Cross and Crown
 - Crossbuck
 - Cross burning
 - Crucifixion
 - Armenian memorial Cross-stone

1. ^ <http://nasrani.net/2008/02/29/analogical-review-on-st-thomas-cross-the-symbol-of-nasranis/>

● References

- Chevalier, Jean (1997). "The Penguin Dictionary of Symbols". Penguin ISBN 0140512543
- Koch, Rudolf (1955). *The Book of Signs*. Dover, NY. ISBN 0-486-20162-7.
- Drury, Nevill (1985). *Dictionary of Mysticism and the Occult*. Harper & Row ISBN 0060620935
- Webber, F. R. (1927, rev 1938). *Church Symbolism: an explanation of the more important symbols of the Old and New Testament, the primitive, the mediaeval and the modern church*. Cleveland, OH. OCLC 236708 (<http://www.worldcat.org/oclc/236708>) .

External links

- seiyaku.com: All Crosses (<http://www.seiyaku.com/customs/crosses/index-all.html>)
- Variations of Crosses - Images and Meanings (<http://www.lutheransonline.com/trinitybillings/seals>)
- Indian Cross (<http://nasrani.net/2008/02/29/analogical-review-on-st-thomas-cross-the-symbol-of-nasranis/>)
- The Cross in Tattoo Art (<http://www.freetattoodesigns.org/cross-tattoos.html>)

Retrieved from "<http://en.wikipedia.org/wiki/Cross>"

Categories: Cross symbols | Heraldic ordinaries | Christian symbols | Christian iconography | Jesus and history

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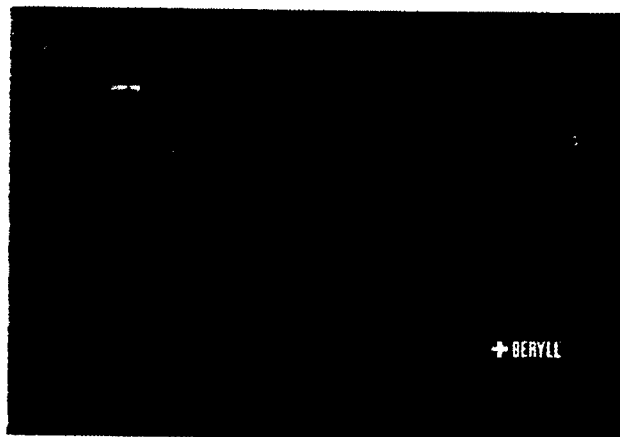
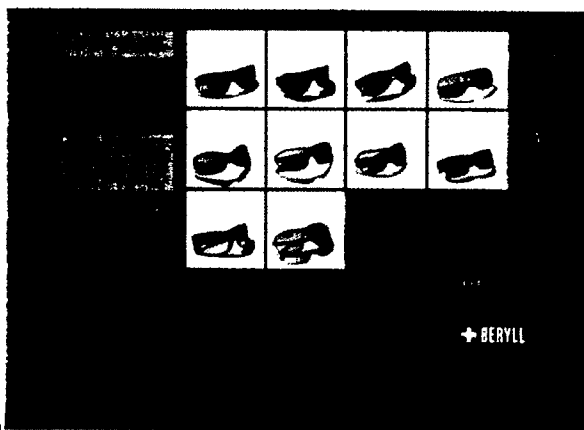
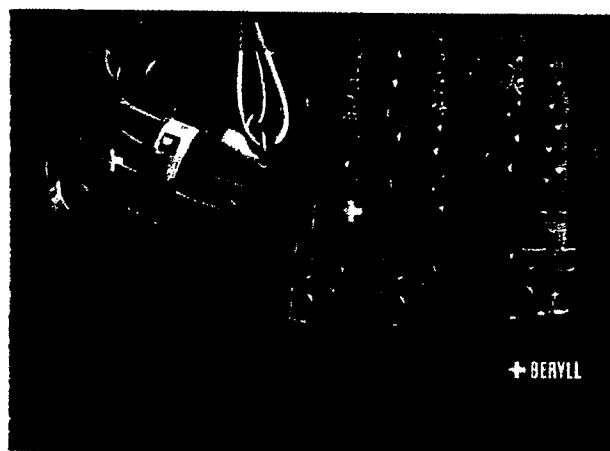
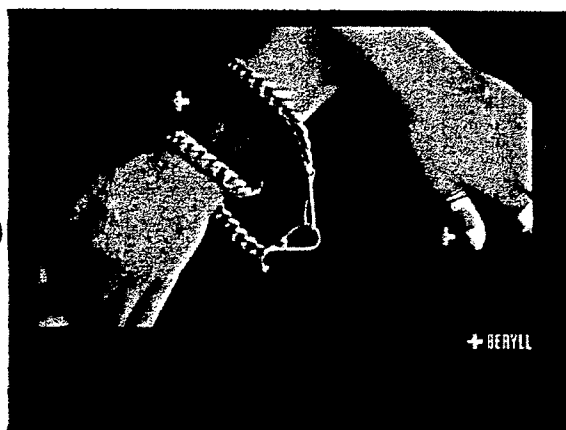
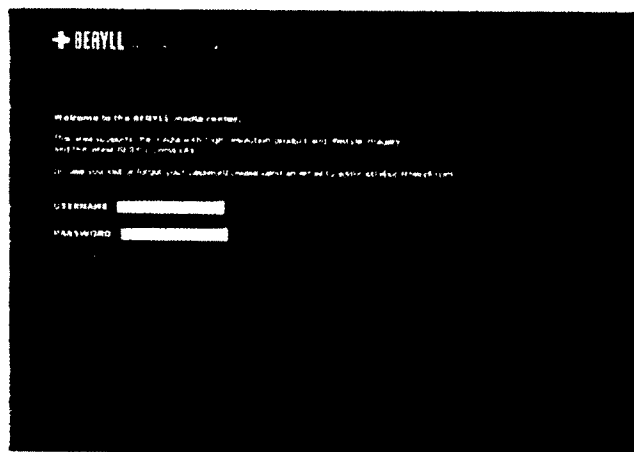
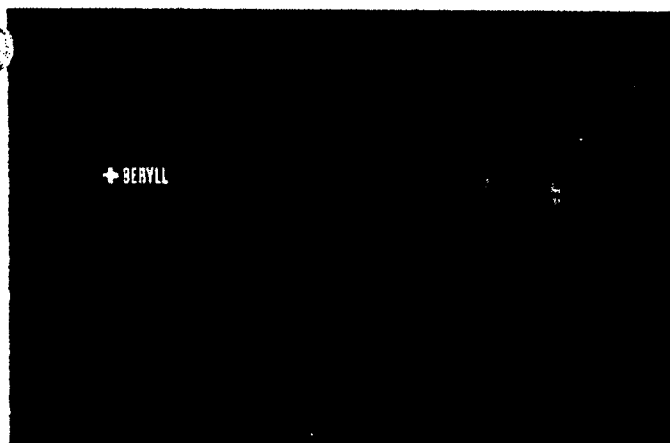
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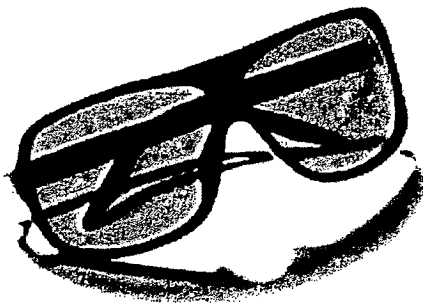
worn by good people.

Website Shots:



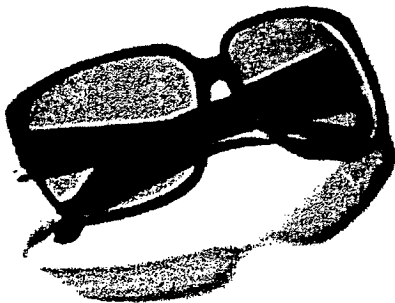
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TURN +



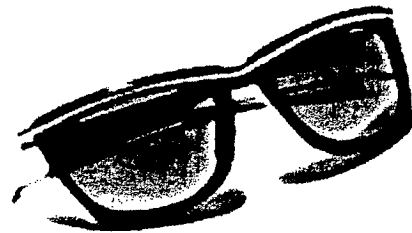
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TURN +



COLT

TURN +



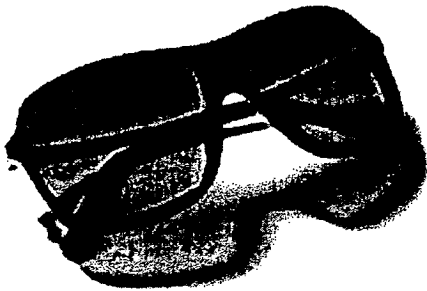
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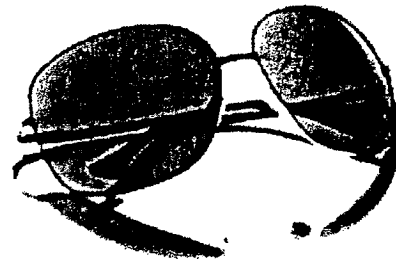
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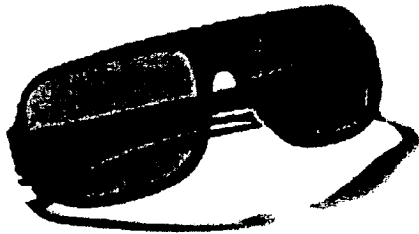
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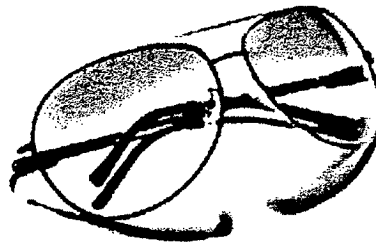
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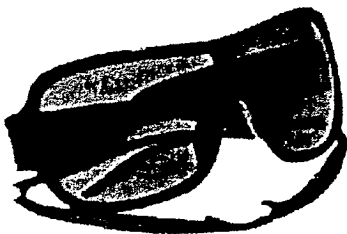
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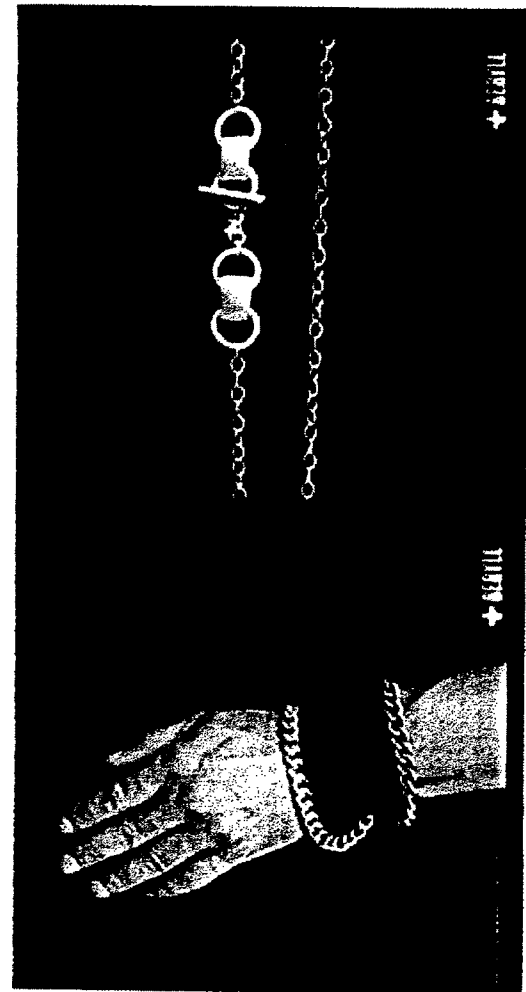
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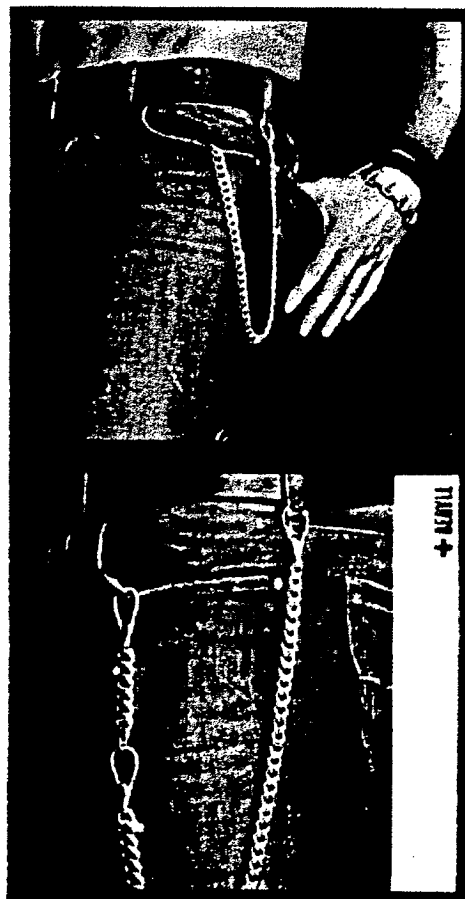
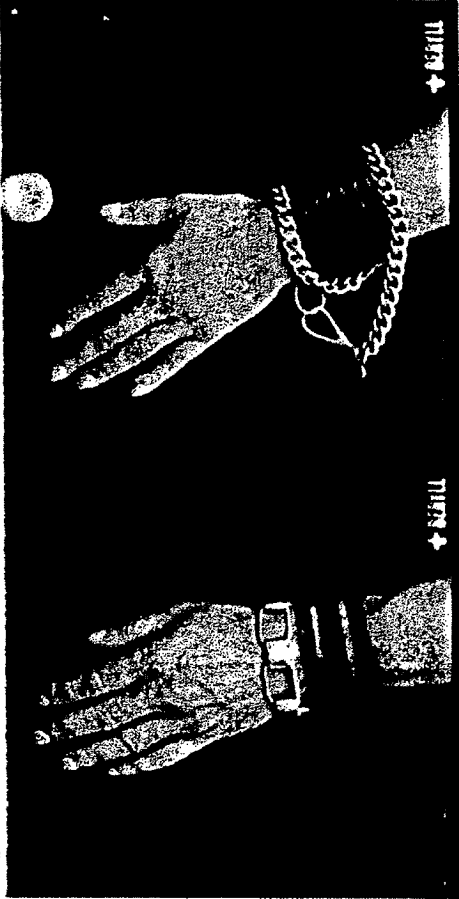
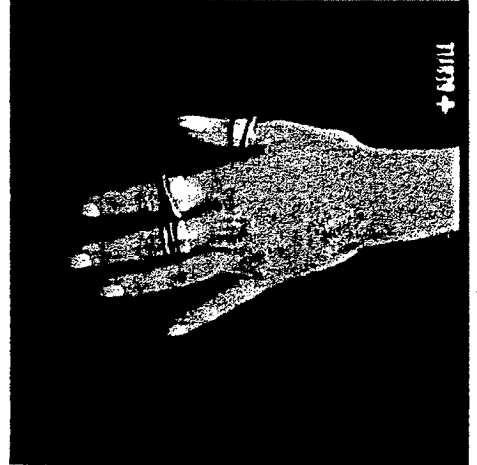
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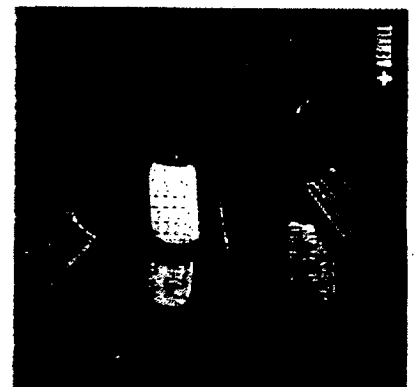


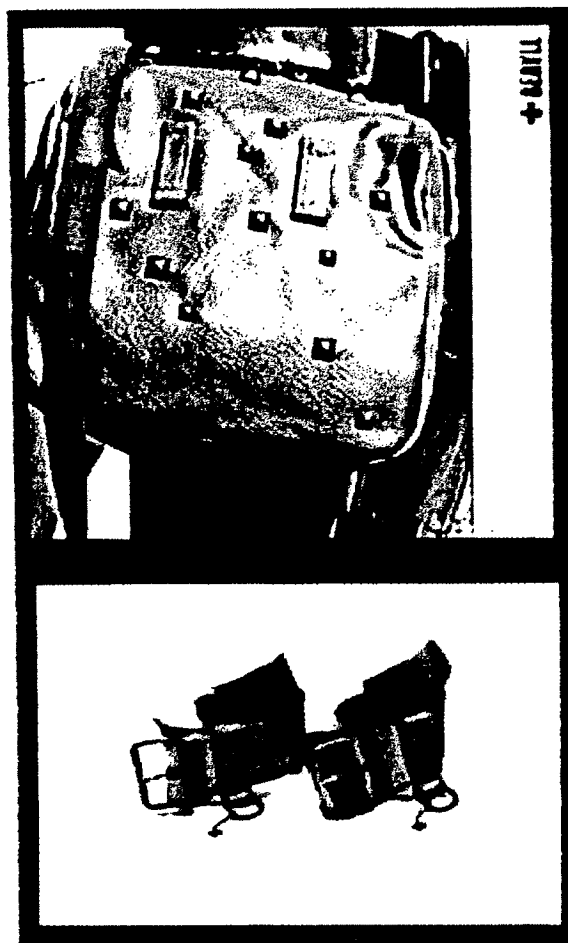
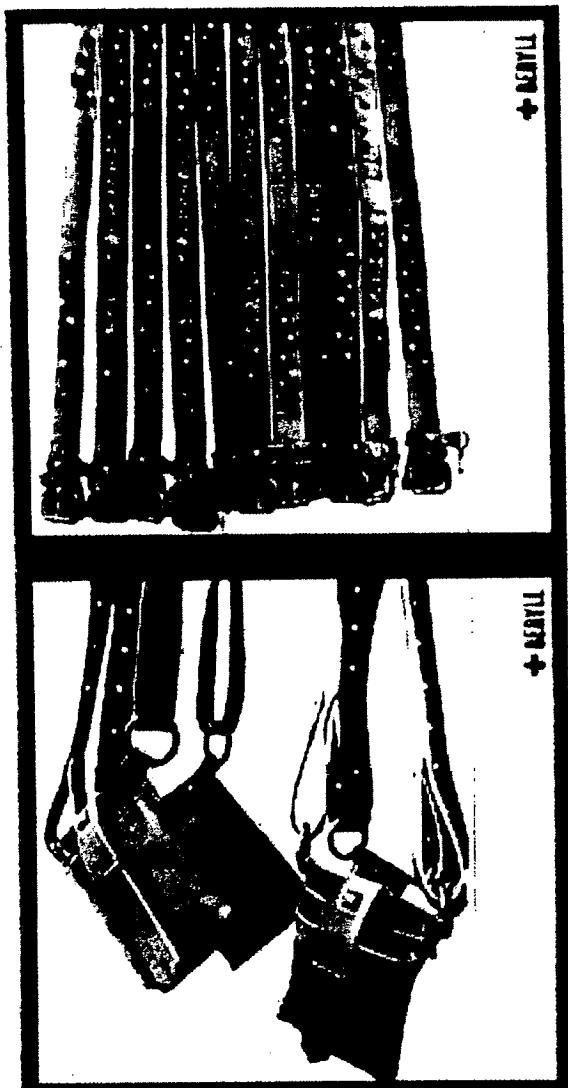


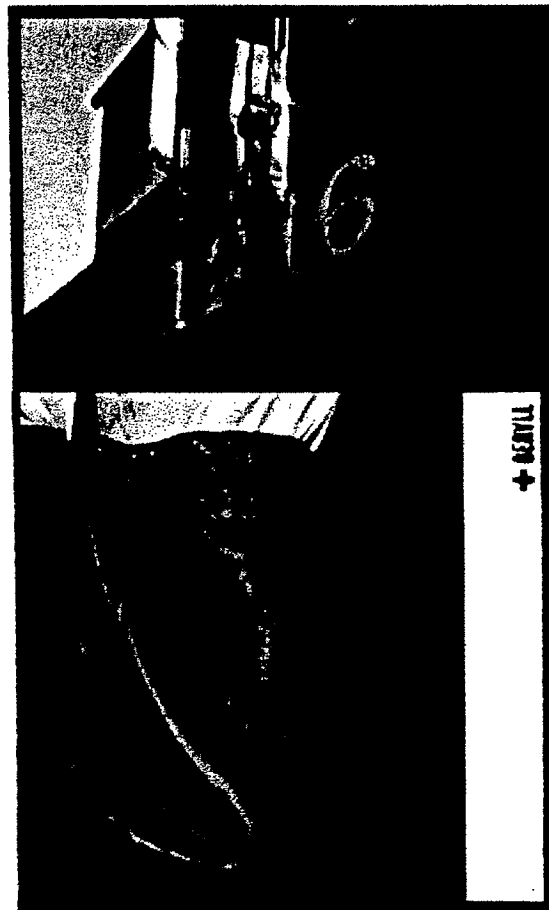
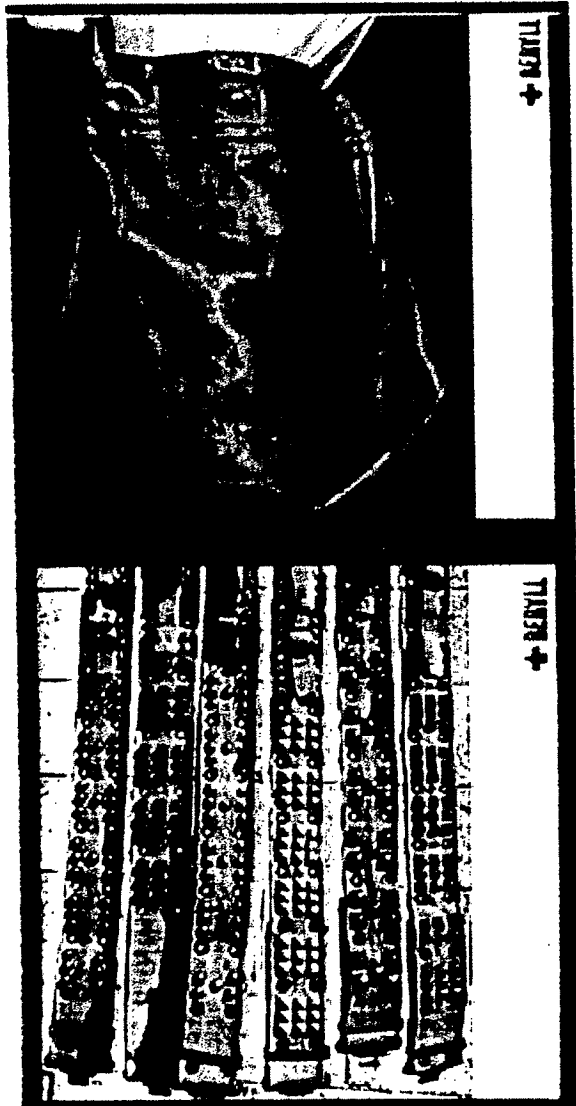
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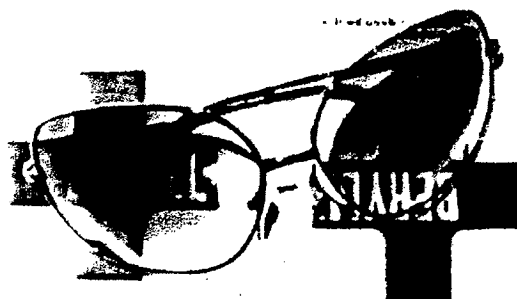
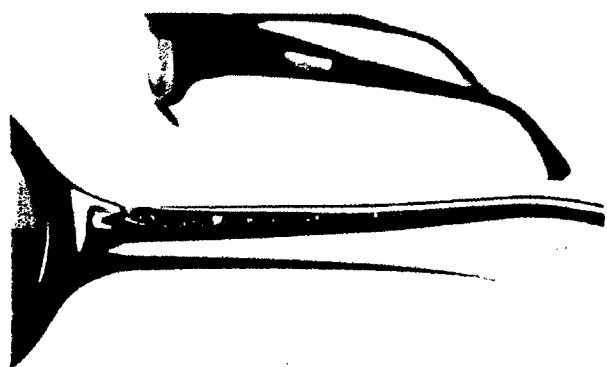
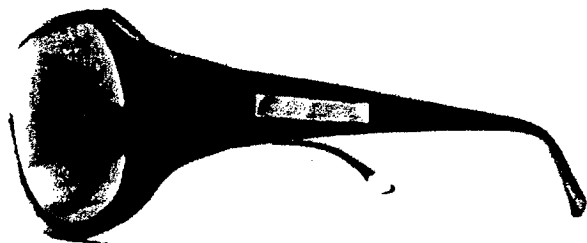


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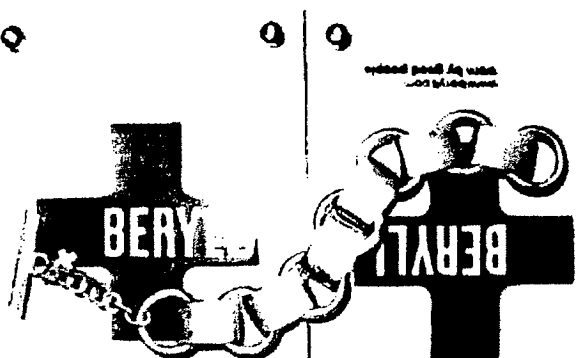








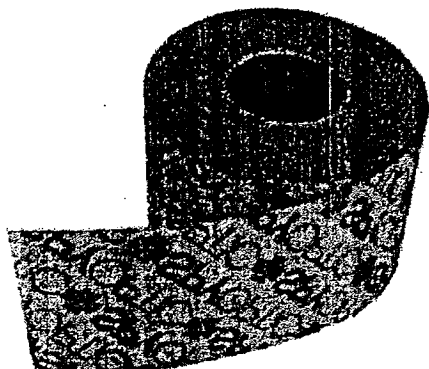
worn by good people



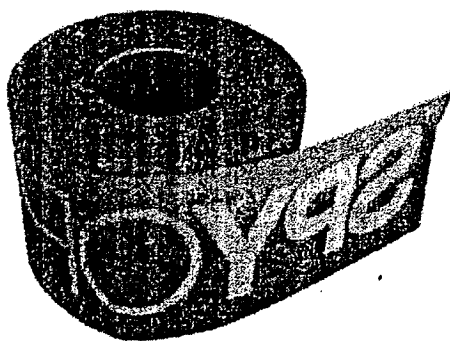
worn by good people

SPECIALTY POP COLLECTION

The Specialty POP Collection features items that you may receive in limited quantities and should be utilized for key accounts. High quality "Dealer Stickers" are also included in the Specialty POP Collection and should be utilized on Spy storefronts near the front door. Items in this collection include "Repeating Logo Static Tape", "Logo Static Tape", "Floor Decals", "Repeating Logo Static Triangles", and "Spy Dealer Stickers". Both the 2004 and 2005 Spy Dealer Stickers are shown.



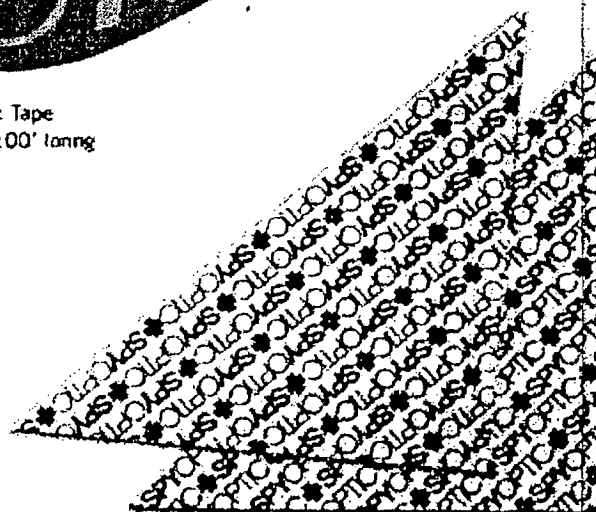
Repeating Logo Static Tape
5" high x 100' long



Logo Static Tape
5" high x 100' long



Floor Decal
20" wide x 20" high



Repeating Logo static triangles
20" wide x 20" high



2004 Dealer Die-Cut Decal
9.125" wide x 1.25" high



2004 Dealer Decal
double-sided
5" wide x 4.25" high



2005 Dealer Decal Small
double-sided
10" wide x 2" high



2005 Dealer Decal Large
double-sided
16" wide x 3.5" high

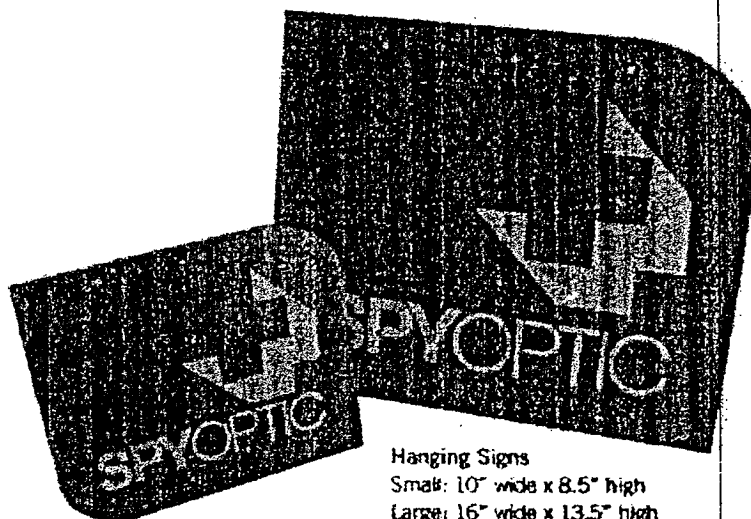
3-D POP COLLECTION

The 2004 and 2005 3-D POP Collection has been designed to "reinvent" our under counter and in-display brand presence. This collection includes "Plastic Bendbacks"; 2 sizes of "Hanging Signs"; "Orange Postcard Cubes" to hold our postcards; "Three High Shelves" to hold 3 sunglasses in displays; "Four-piece Trays" to be utilized under counter; and "Plastic Logo Cards" to be utilized under counter instead of stickers.

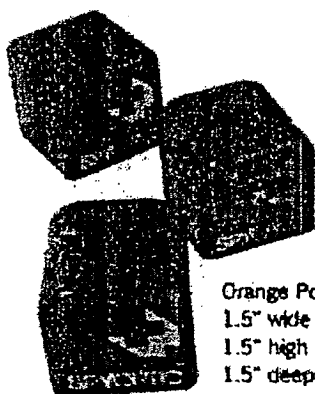
SPY000603



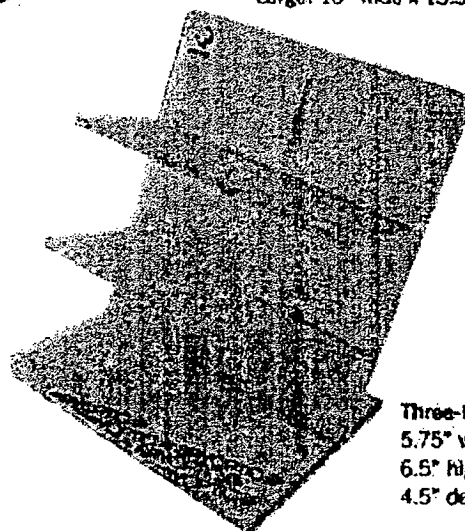
Plastic Bendbacks
1.25" wide
2.75" high
1.375" deep



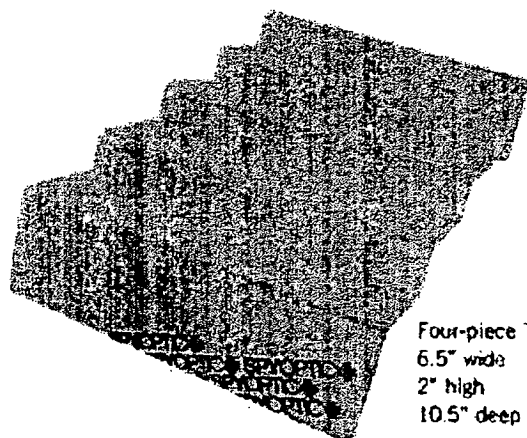
Hanging Signs
Small: 10" wide x 8.5" high
Large: 16" wide x 13.5" high



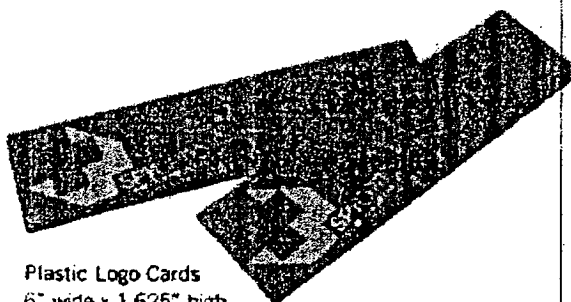
Orange Postcard Cubes
1.5" wide
1.5" high
1.5" deep



Three-High Tray
5.75" wide
6.5" high
4.5" deep



Four-piece Tray
6.5" wide
2" high
10.5" deep



Plastic Logo Cards
6" wide x 1.625" high



SPY000606

SPY Newsstand Distribution

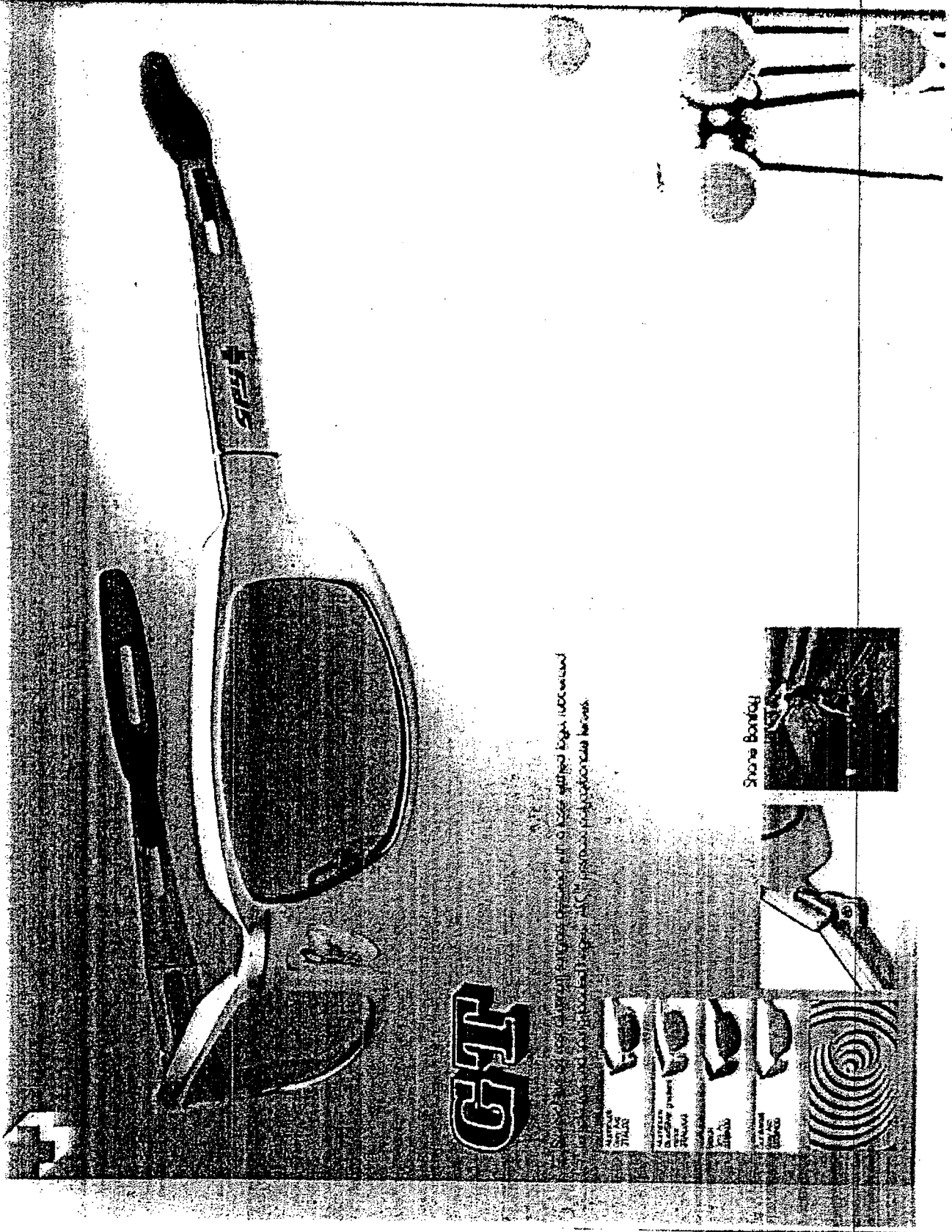
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SPYOPTIC

SHOW & TALK CATALOG

SHOW & TALK CATALOG
SPYOPTIC

SPY000702

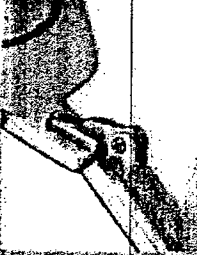


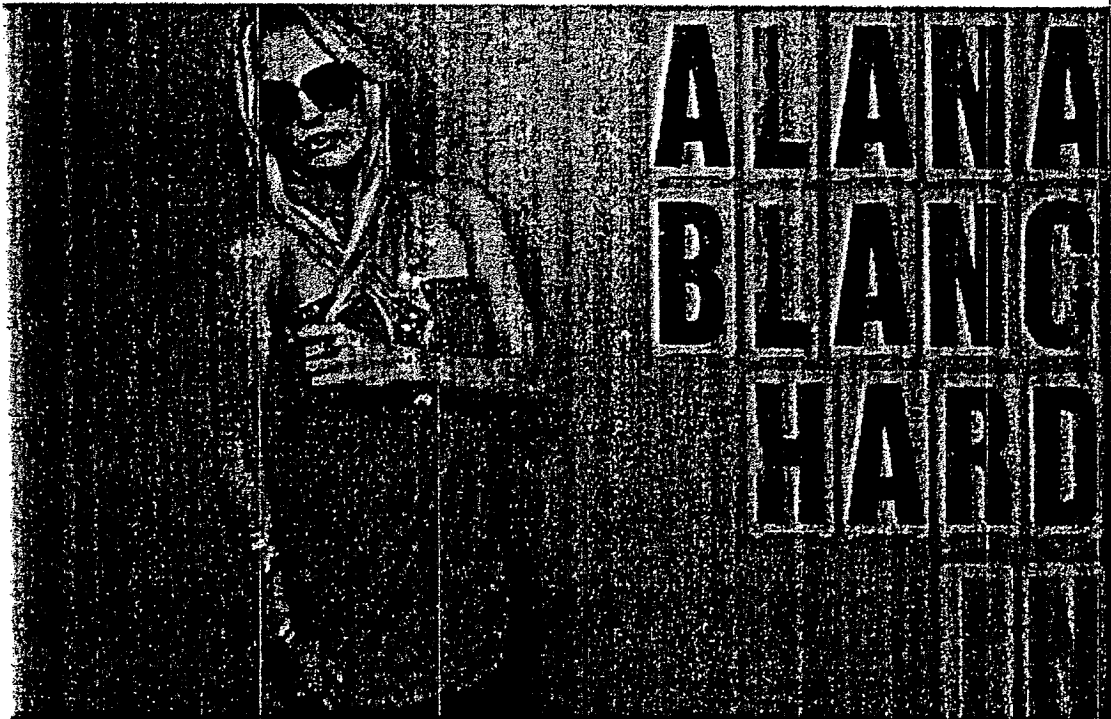
GTT

For more information on the GTT line of sunglasses, visit us online at www.gtt.com or call 1-800-888-8888.



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BULKY DOCUMENTS

(Exceeds 100 pages)

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Title: SIGMAR BERG DEPOSITION.

Part 1 of 1

91181440

ESTTA Tracking number: **ESTTA384267**

Filing date: **12/16/2010**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92051640
Party	Defendant Beryll Brand Division Est. and Sigmar Berg
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Signature	/Daniel J. Quisenberry/
Date	12/16/2010
Attachments	Notice of Filing Sigmar Berg Deposition (00171647).PDF (114 pages)(3300564 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of Trademark Registration Nos. 3,359,880 & 3,684,006

Spy Optic, Inc.,

Petitioner,

vs.

Sigmar Berg; and Beryll Brand Division
Est.

Respondents.

Cancellation No. 92051640

Opposition No.: 91181440

APPLICANTS AND RESPONDENTS SIGMAR BERG AND BERYLL BRAND

DIVISION EST. NOTICE OF FILING OF DEPOSITION

Applicants and Respondents Sigmar Berg and Beryll Brand herewith file the original transcript of the testimonial deposition of Sigmar Berg taken in connection with this proceeding on November 16, 2010, along with Applicants and Respondents' Exhibits Nos. 100 through 135, pursuant to Trademark Rule 2.123, 37 C.F.R. § 2.123. This transcript has been certified by the officer taking the deposition and it and the exhibits have been prepared for filing pursuant to Trademark Rule 2.123(f), 37 C.F.R. § 2.123(f). **PLEASE NOTE that due to the electronic filing restrictions, this deposition transcript is being filed in four (4) parts.**

Such transcript (with exhibits) was served on counsel for Opposer/Petitioner on December 16, 2010, pursuant to 37 C.F.R. § 2.125(a).

DATED: December 16, 2010

HAMRICK & EVANS, LLP

By: 

A. RAYMOND HAMRICK, III

WILLIAM G. KELSBERG

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BERYLL BRAND DIVISION EST.

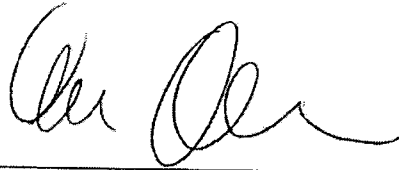
PROOF OF SERVICE

State of California)
) ss.
County of Los Angeles)

I am over the age of 18 and not a party to the within action; my business address is 111 Universal Hollywood Drive, Suite 2200, Universal City, California 91608. On December 16, 2010, the attached **APPLICANT and RESPONDENTS' SIGMAR BERG AND BERYLL BRAND DIVISION EST.'S NOTICE OF FILING OF DEPOSITION OF SIGMAR BERG** was served on all interested parties in this action by causing to be sent **U.S. Mail** at the address as follows:

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Executed on December 16, 2010 at Universal City, California. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct. I declare that I am employed in the office of HAMRICK & EVANS, LLP at whose direction service was made.



ANI MAKHANIAN

United States of America

United States Patent and Trademark Office

+ BERYLL

Reg. No. 3,684,006 BERG, SIGMAR (AUSTRIA INDIVIDUAL)
Registered Sep. 15, 2009 908 COLORADO AVENUE
SANTA MONICA, CA 90401

Int. Cls.: 9, 14, 18, and 25 FOR: CASES FOR SPECTACLES AND SUNGLASSES; CHAINS FOR SPECTACLES AND FOR SUNGLASSES; FRAMES FOR SPECTACLES AND SUNGLASSES; SPECTACLE FRAMES MADE OF METAL AND OF SYNTHETIC MATERIAL; SPECTACLE FRAMES MADE OF METAL OR OF A COMBINATION OF METAL AND PLASTIC; SPECTACLES AND SUNGLASSES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

**TRADEMARK
PRINCIPAL REGISTER**

FIRST USE 1-1-2002; IN COMMERCE 1-1-2002.

FOR: JEWELRY, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FIRST USE 1-1-2002; IN COMMERCE 1-1-2002.

FOR: LEATHER BAGS, SUITCASES AND WALLETS; LEATHER BRIEFCASES; LEATHER FOR FURNITURE; LEATHER KEY CHAINS; LEATHER PURSES, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 9-1-2008; IN COMMERCE 10-1-2008.

FOR: LEATHER BELTS; SHIRTS; CAPS; SHOES; DRESSES; JACKETS; OVERCOATS; PANTS; PULLOVERS; SKIRTS; SOCKS; STOCKINGS; TOPS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 1-1-2002; IN COMMERCE 1-1-2002.

THE MARK CONSISTS OF A CROSS SYMBOL, WITH THE WORD "BERYLL" IN CAPITALIZED BLOCK LETTERING TO ITS IMMEDIATE RIGHT.

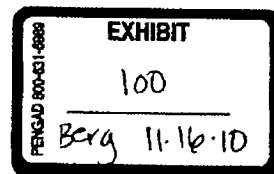
SN 77-469,392, FILED 5-8-2008.

MICHAEL ENGEL, EXAMINING ATTORNEY



David J. Kypas

Director of the United States Patent and Trademark Office



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**Serial Number: 77469392 Assignment Information Trademark
Document Retrieval**

Registration Number: 3684006

Mark



(words only): BERYLL

Standard Character claim: No

Current Status: A cancellation proceeding has been filed at the Trademark Trial and Appeal Board and is now pending.

Date of Status: 2009-10-23

Filing Date: 2008-05-08

Filed as TEAS Plus Application: Yes

Currently TEAS Plus Application: Yes

Transformed into a National Application: No

Registration Date: 2009-09-15

Register: Principal

Law Office Assigned: LAW OFFICE 107

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2009-08-10

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Berg, Sigmar

Address:

Berg, Sigmar
908 Colorado Avenue
Santa Monica, CA 90401
United States

Legal Entity Type: Individual

Country of Citizenship: Austria

Phone Number: (310) 393-3220

Fax Number: (310) 393-3221

GOODS AND/OR SERVICES

International Class: 009

Class Status: Active

Cases for spectacles and sunglasses; Chains for spectacles and for sunglasses; Frames for spectacles and sunglasses; Spectacle frames made of metal and of synthetic material; Spectacle frames made of metal or of a combination of metal and plastic; Spectacles and sunglasses

Basis: 1(a)

First Use Date: 2002-01-01

First Use in Commerce Date: 2002-01-01

International Class: 014

Class Status: Active

Jewelry

Basis: 1(a)

First Use Date: 2002-01-01

First Use in Commerce Date: 2002-01-01

International Class: 018

Class Status: Active

Leather bags, suitcases and wallets; Leather briefcases; Leather for furniture; Leather key chains; Leather purses

Basis: 1(a)

First Use Date: 2008-09-01

First Use in Commerce Date: 2008-10-01

International Class: 025

Class Status: Active

Leather belts; Shirts; Caps; Shoes; Dresses; Jackets; Overcoats; Pants; Pullovers; Skirts; Socks; Stockings; Tops

Basis: 1(a)

First Use Date: 2002-01-01

First Use in Commerce Date: 2002-01-01

ADDITIONAL INFORMATION

Color(s) Claimed: Color is not claimed as a feature of the mark.

Description of Mark: The mark consists of a cross symbol, with the word "Beryll" in capitalized block lettering to its immediate right.

Design Search Code(s):

24.13.02 - Cross, Greek (equal sides); Greek cross (equal sized lines)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2009-10-23 - Cancellation Instituted No. 999999

2009-09-15 - Registered - Principal Register

2009-08-10 - Law Office Registration Review Completed

2009-08-06 - Allowed for Registration - Principal Register (SOU accepted)

2009-08-04 - Statement Of Use Processing Complete

2009-07-10 - Use Amendment Filed

2009-08-04 - Case Assigned To Intent To Use Paralegal

2009-07-10 - TEAS Statement of Use Received

2009-03-03 - Noa Mailed - SOU Required From Applicant

2008-12-09 - Published for opposition

2008-11-19 - Notice of publication

2008-10-31 - Law Office Publication Review Completed

2008-10-31 - Approved For Pub - Principal Register

2008-10-31 - Examiner's Amendment Entered

2008-10-31 - Notification Of Examiners Amendment E-Mailed

2008-10-31 - EXAMINERS AMENDMENT E-MAILED

2008-10-31 - Examiners Amendment -Written

2008-10-30 - Teas/Email Correspondence Entered

2008-10-30 - Communication received from applicant

2008-10-30 - Assigned To LIE

2008-10-17 - TEAS Response to Office Action Received

2008-09-03 - Notification Of Non-Final Action E-Mailed

2008-09-03 - Non-final action e-mailed

2008-09-03 - Non-Final Action Written

2008-08-20 - Assigned To Examiner

2008-05-14 - Notice Of Design Search Code Mailed

2008-05-13 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

William G. Kelsberg

Correspondent

William G. Kelsberg

Hamrick & Evans, LLP

111 Universal Hollywood Drive Suite 220

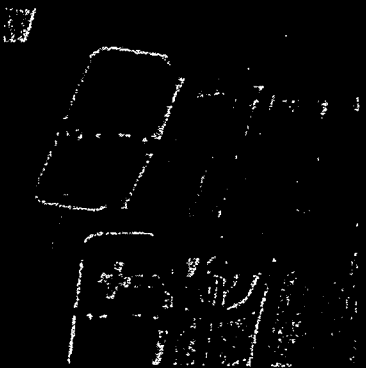
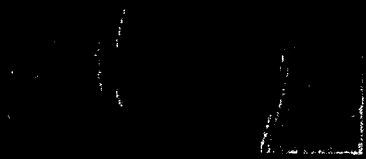
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Universal City, CA 91608

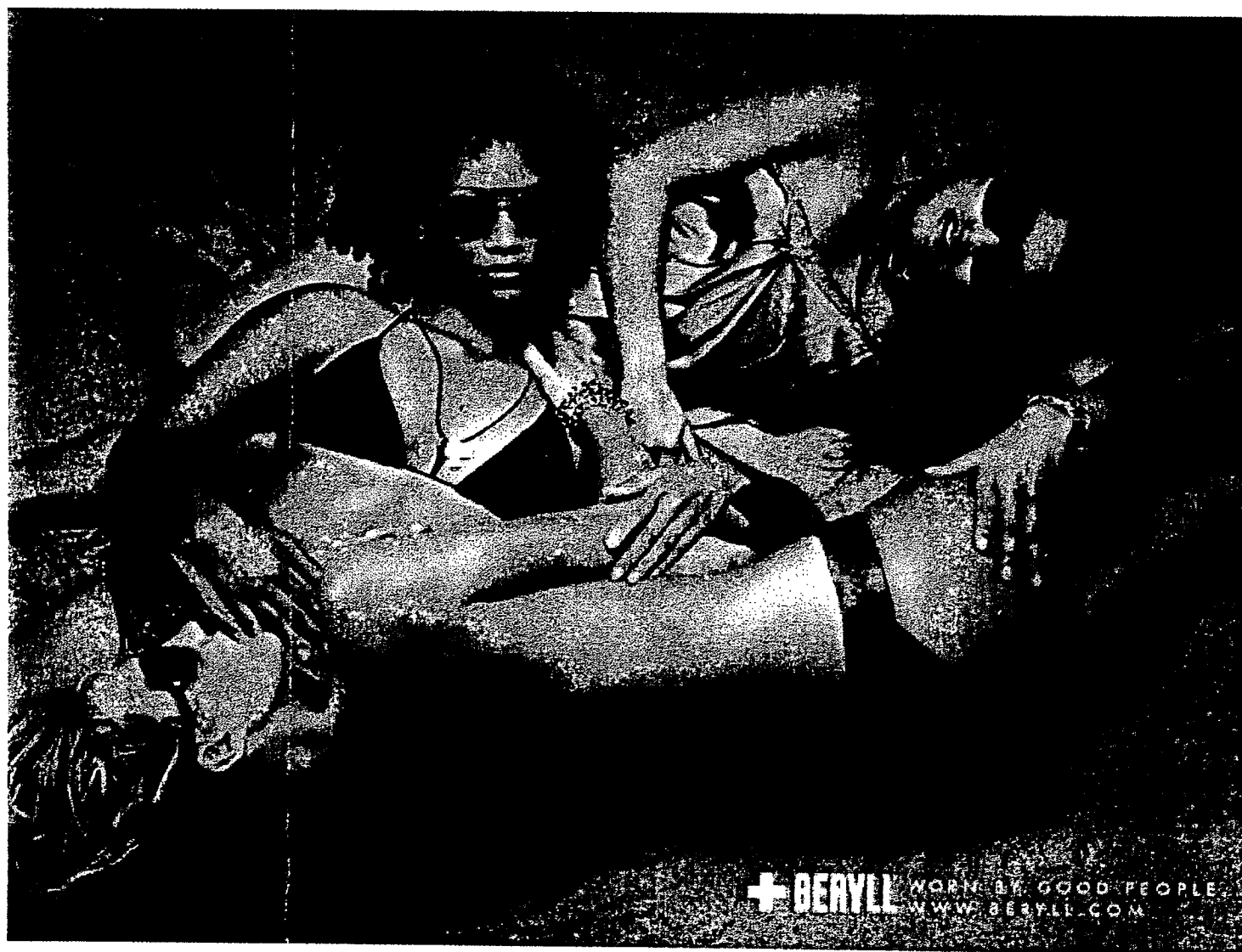
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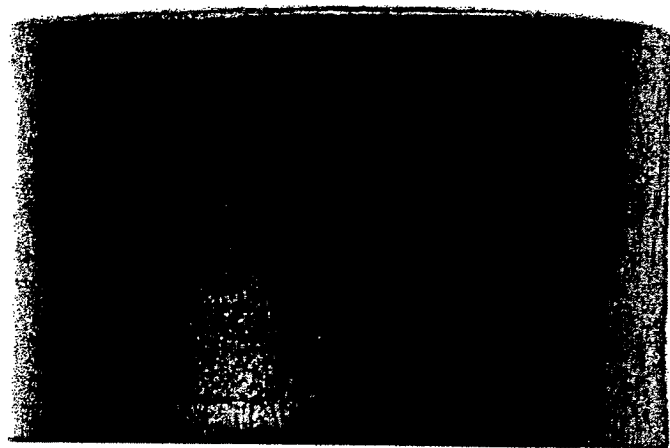






+ BERYLL WORN BY GOOD PEOPLE
WWW.BERYLL.COM





+ BERYLL

worn by good people.

Int. Cls.: 9, 21 and 25

Prior U.S. Cls.: 2, 13, 21, 22, 23, 26, 29, 30, 33, 36, 38,
39, 40 and 50

United States Patent and Trademark Office

Reg. No. 3,359,880

Registered Dec. 25, 2007

**TRADEMARK
PRINCIPAL REGISTER**



SIGMAR BERGAUER (AUSTRIA INDIVIDUAL)
PRATERSTRASSE 9/7
A-1020 WIEN
AUSTRIA

PRIORITY DATE OF 10-13-2004 IS CLAIMED.

FOR: SPECTACLE FRAMES; SUNGLASSES,
CASES FOR SPECTACLES AND SUNGLASSES;
PARTS AND COMPONENTS FOR SPECTACLES
AND SUNGLASSES, NAMELY- CHAINS FOR SPEC-
TACLES AND SIDE GUARDS FOR EYEGLASSES,
IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

OWNER OF INTERNATIONAL REGISTRATION
0856075 DATED 4-8-2005, EXPIRES 4-8-2015.

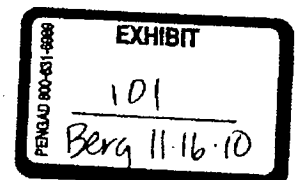
FOR: CLOTHS FOR CLEANING SPECTACLES, IN
CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

THE MARK CONSISTS OF THE WORD BERYLL
INSIDE A SOLID CROSS DESIGN AND THE PART
OF THE MARK COMPRISED OF A CROSS DESIGN
IS NOT DISPLAYED IN THE COLOR RED.

FOR: CLOTHING, NAMELY, SHIRTS, PANTS,
UNDERWEAR, DRESSES, SKIRTS, PULLOVERS,
JACKETS, OVERCOATS, CAPS, STOCKINGS, AND
SOCKS, IN CLASS 25 (U.S. CLS. 22 AND 39).

SER. NO. 79-013,083, FILED 4-8-2005.

WARREN L. OLANDRIA, EXAMINING ATTOR-
NEY





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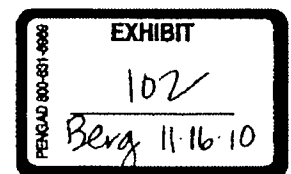
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**Word Mark
Goods and
Services**

BERYLL

IC 014. US 002 027 028 050. G & S: Jewelry

IC 018. US 001 002 003 022 041. G & S: Leather accessories, namely, leather handbags, leather wallets, leather purses, leather key cases, leather key chains, leather briefcases, leather cases, leather for furniture

IC 020. US 002 013 022 025 032 050. G & S: Furniture

**Mark Drawing
Code**

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

App. 102
0478

102

Design Search Code 24.13.02 - Cross, Greek (equal sides); Greek cross (equal sized lines)
Serial Number 79033048
Filing Date July 6, 2006
Current Filing Basis 66A
Original Filing Basis 66A
Published for Opposition November 27, 2007
International Registration Number 0908896
Owner (APPLICANT) Beryll Brand Division Est. Partnership
 LIECHTENSTEIN Meierhotstrasse 2 FL-9490 Vaduz
 LIECHTENSTEIN
Description of Mark Color is not claimed as a feature of the mark. "The mark consists of the word BERYLL inside a solid cross design and the part of the mark comprised of a cross design is not displayed in the color red."
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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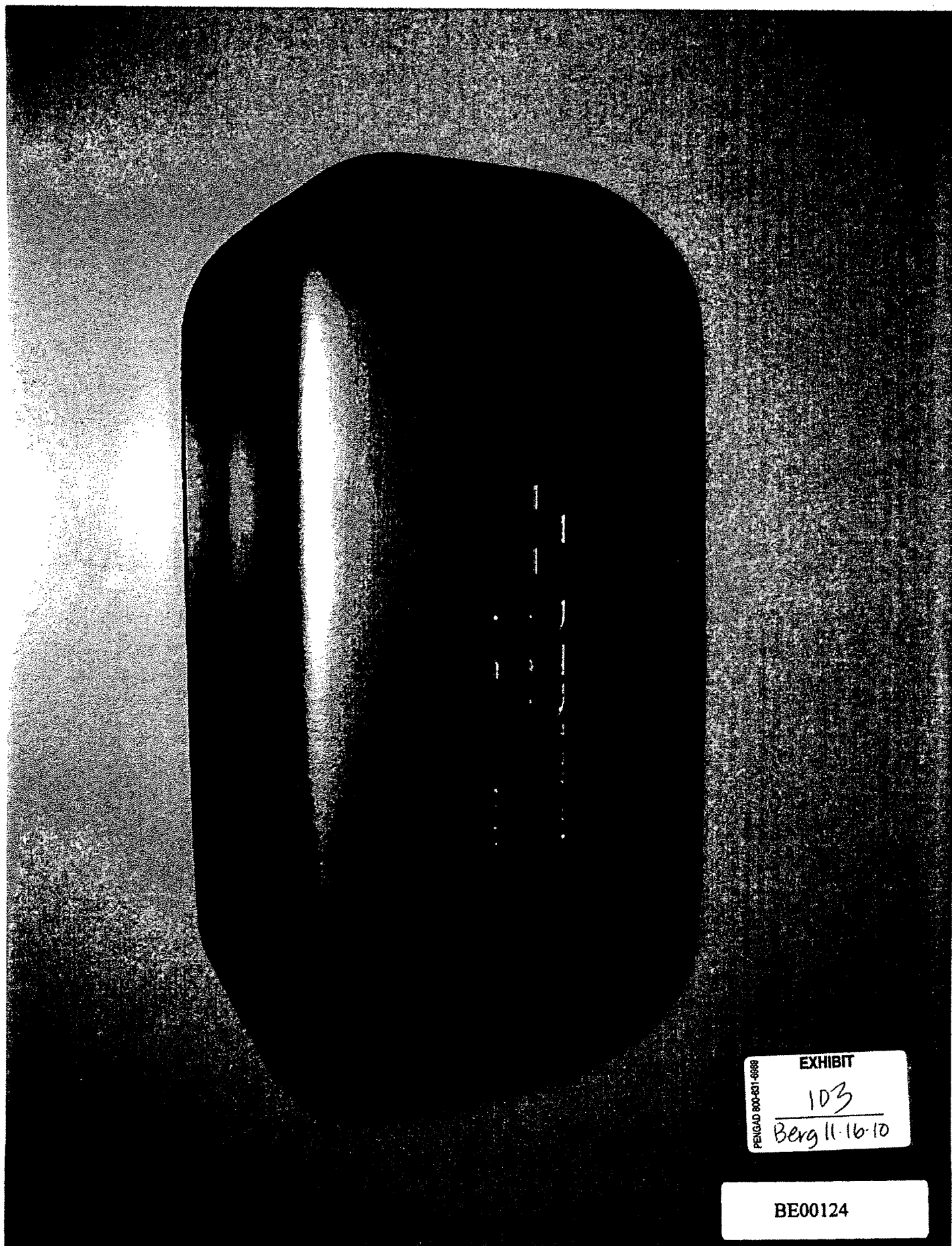


EXHIBIT
103
Berg 11-16-10

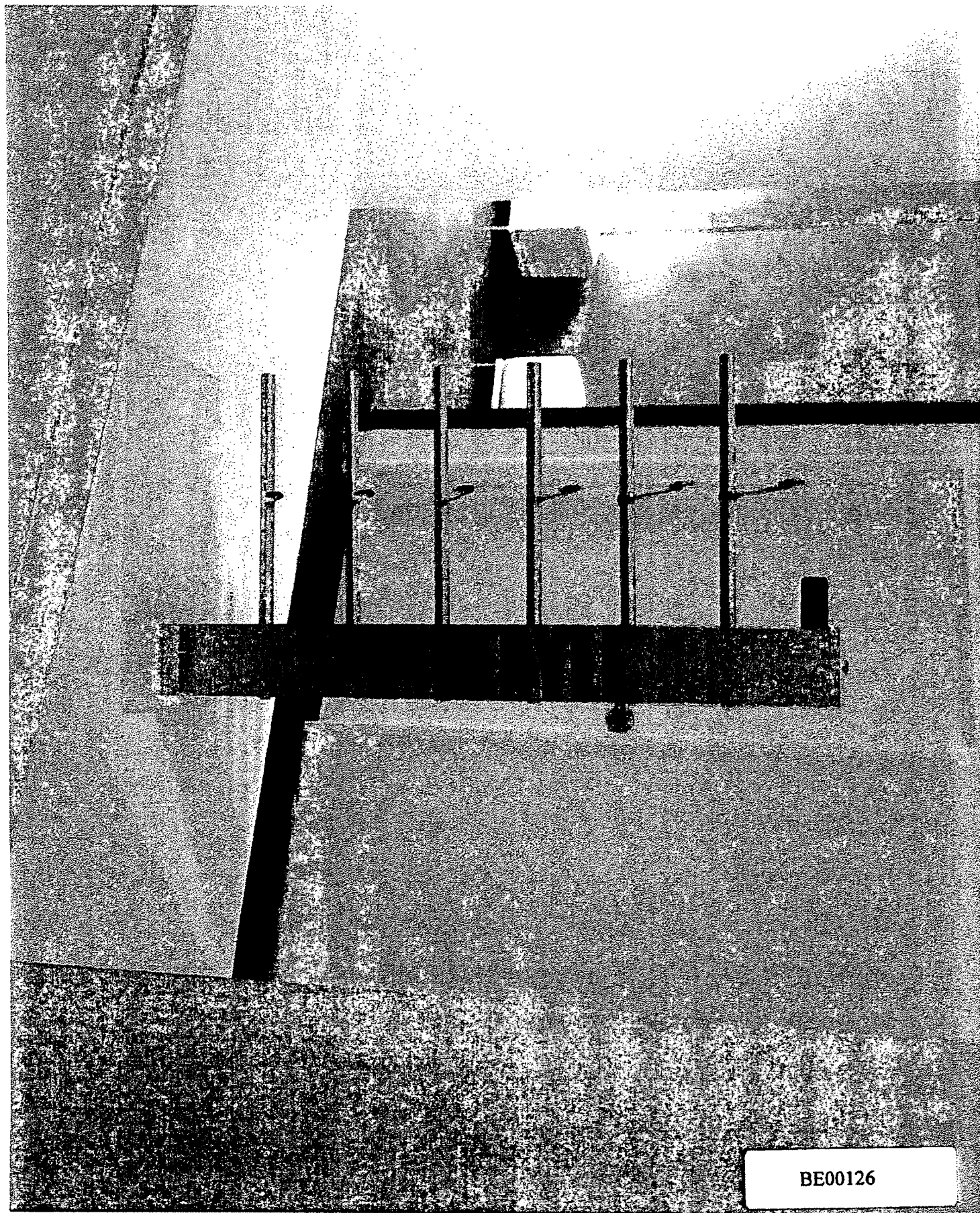
BE00124



+ BERYLLI

worn by good people

BE00125

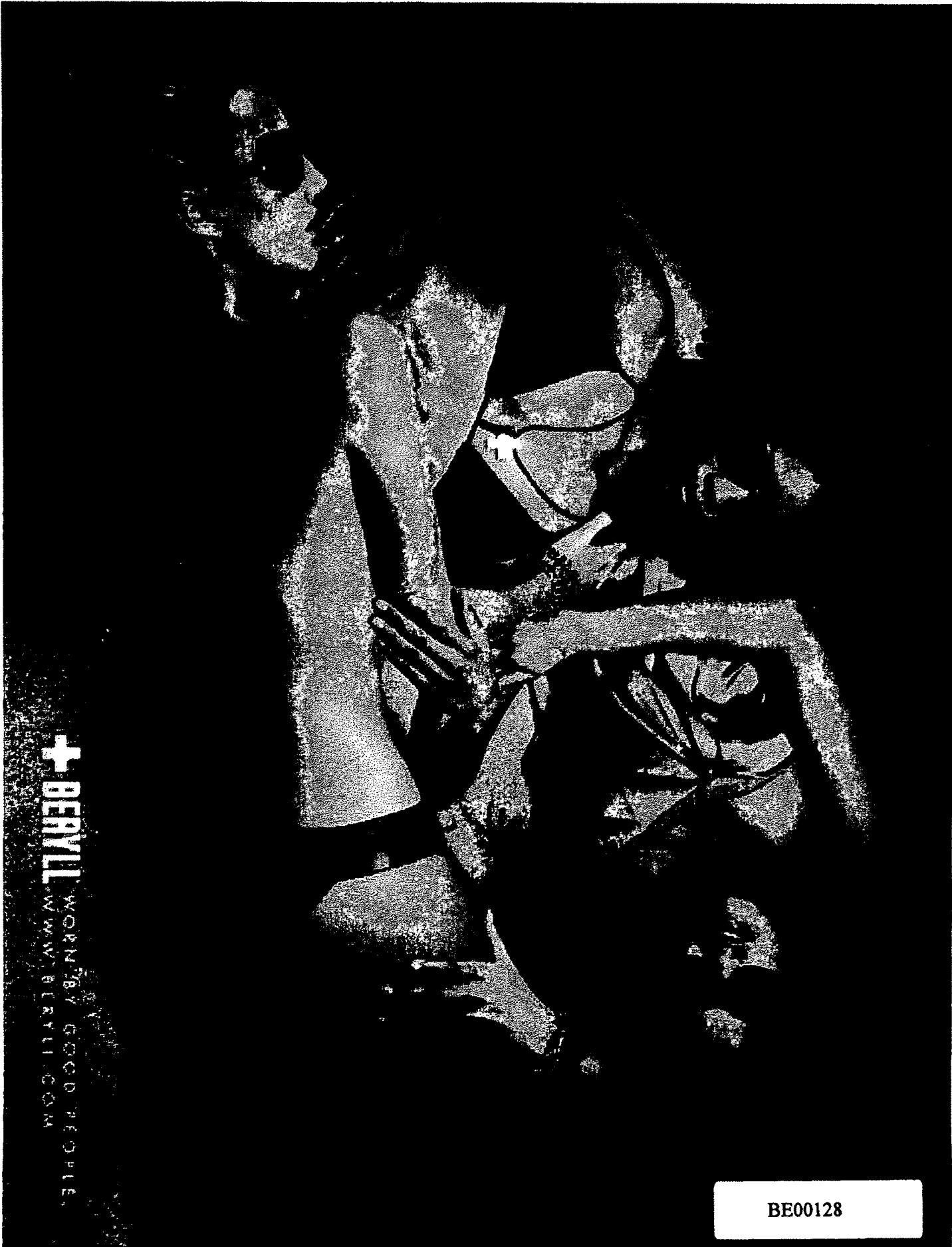


BE00126



+ BERYLL

worn by good people.



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WWW.BENVILL.COM

BE00128

+ BERYLL WORLD BY GOOD PEOPLE
WWW.BERYLL.COM

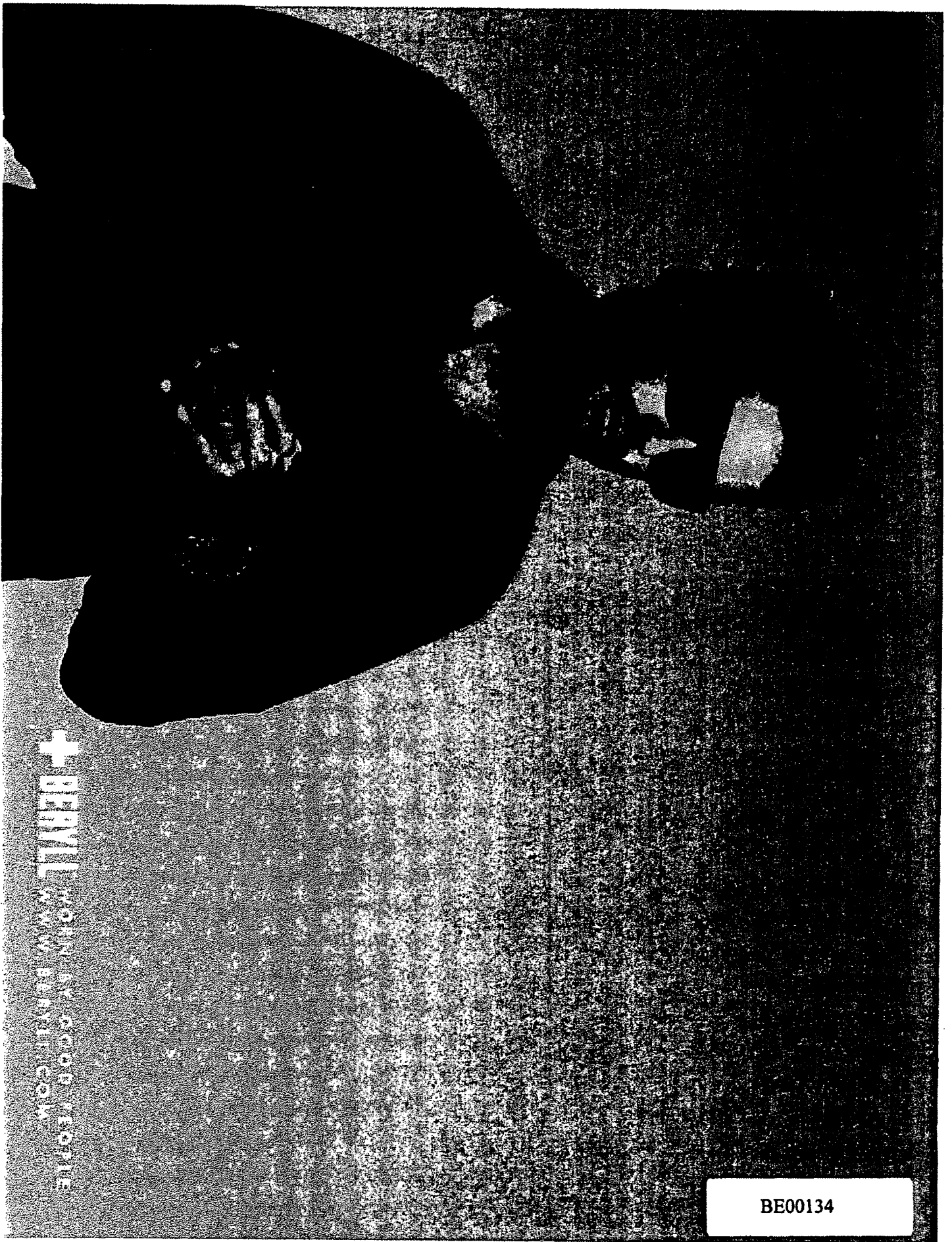
BE00130

www.beylik.com
www.beylik.com

BE00131



BE00132



+ BEWILLI.COM BY 0000 PEOPLE
BETTER THAN ANY OTHER

BE00134

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May 7, 2009 [38 appreciated comments](#)

Cross that one off

For reference, I've been compiling a few resources featuring logos of a similar nature. Previous posts include [logos using the standby symbol](#), and [similar ideas](#) in general. Given that a recent project involved a common shape, here I share a few logos with crosses.

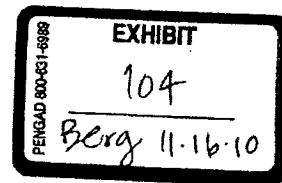
International Red Cross

Designed by [Henri Dunant](#), 1863



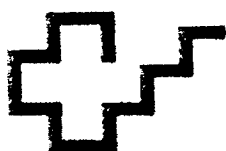
Bayer

Designed by [Hans Schneider](#), circa 1900





Rehabilitation Hospital Corporation of America
Designed by John Langdon



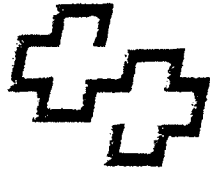
Swissair
Designer unknown



Australian Wildlife Hospital
Designed by Coast Design, 2005



Lifelink
Designed by Beveridge Seay, Inc.



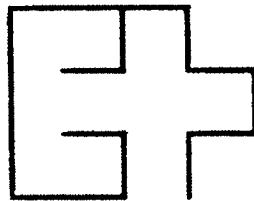
Film Aid International

Designed by Eric Baker Design Associates



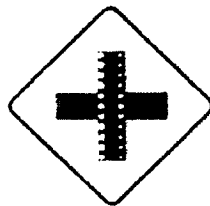
Swiss National Exhibition Expo, Lausanne 1964

Designed by Armin Hofmann, 1964



Crossroads Films

Designed by Pentagram



Hermann Hospital

Designed by Pentagram



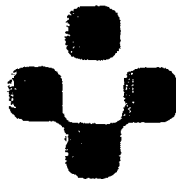
Rhode Island Department of Health
Designed by Malcolm Gear Designers



New Horizon
Designed by Gardner Design



Medical City
Designed by Richard Brock Miller Mitchell & Associates



Legacy Hospital Partners, Inc.
Designed by Prejean Creative



Espresso Rescue

Designed by Mindspike Design



Christian cross



More crosses

The Wikipedia page for "cross" shows many other examples, such as the skull and crossbones, Maltese cross, and flag of Denmark etc.

When countries use both flags and logos, the distinction can easily blur. For instance, Italy's tourism market is promoted using Landor's happy pickle, but surely the flag would be more effective (flags and copyright — I'd like to know more about that).

Green Cross Code

Those of you in the UK will remember the Green Cross Code Man. If you're like me, however, you won't know that the actor who played him was none other than David Prowse MBE of Darth Vader fame.

Just thought I'd throw that out there.

Your favourites

If you have a favourite from the above selection, or if you know of any other cross logos worth mentioning, do leave a comment.

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- [McCadden Design brandmarks](#)

38 appreciated comments, [click here to add one](#)

1. [Kenny Eicher](#)

Great collection. Are you compiling these for a future book on symbol-based identity design? If so, I'd buy it.

[May 7th, 2009](#)

2. [theo](#)

uh... does the christian cross really qualify as a logo? who's the agency/designer on that one?

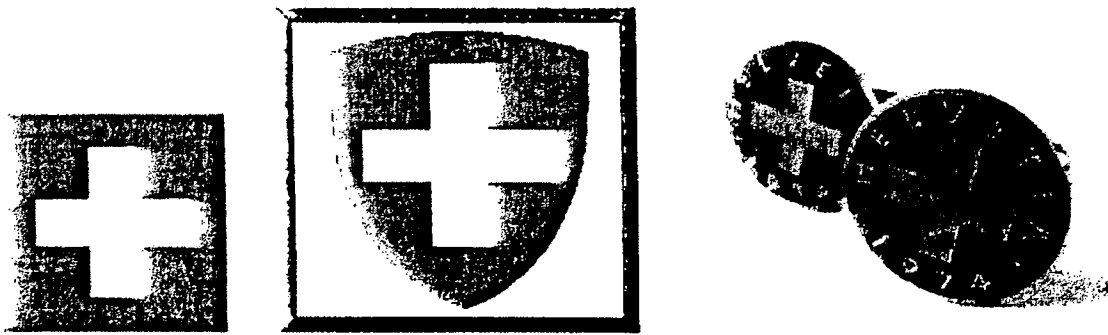
[May 7th, 2009](#)

3. [*** Dave](#)

I think the Rehabilitation Hospital one — a cross opening up into a set of stairs — is very clever.

I'm curious whether, with secularization and the decreasing identification between Christianity and health care / charity, if the use of crosses in health care logos is on the downswing, or whether the symbol has taken on an additional meaning through long association.

[May 7th, 2009](#)



Swiss Cross



Pearl Izumi Men's LTD. Edition Swiss Cross Cycle Jersey



SIGG Lifestyle - Swiss Cross 1.0 Liter Aluminum Waterbottle



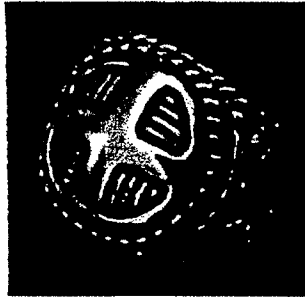
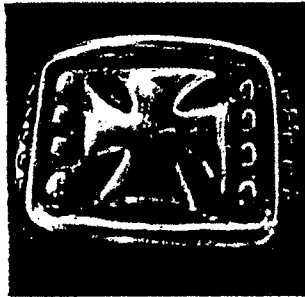
Etsy Swiss Cross Flight Bag

Swiss Purchasing
AC, KUSCH

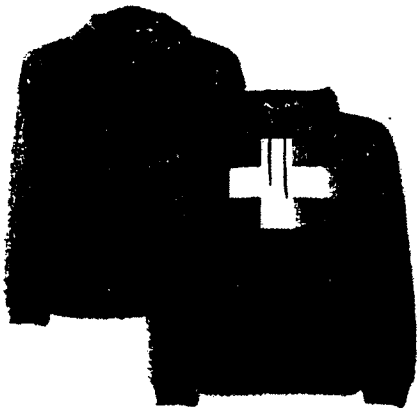
Swiss Purchasing
AC, KUSCH

Swiss Purchasing
AC, KUSCH

Swiss Purchasing Academy



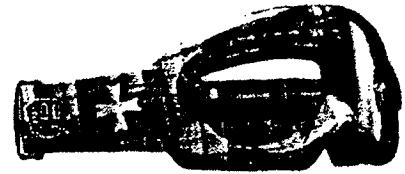
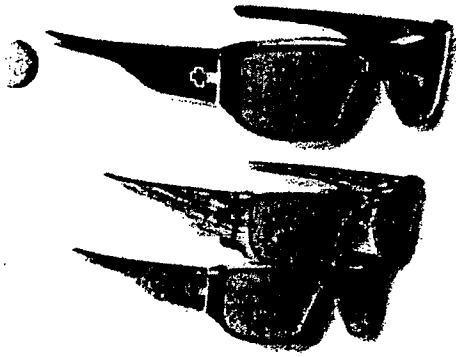
Tony Creed rings



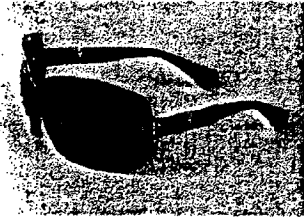
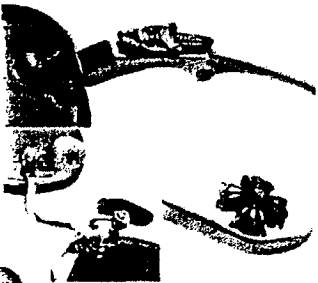
Subside Sports Swiss Cross Hooded Top



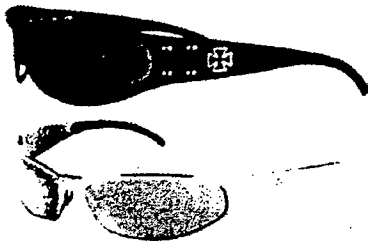
DT Swiss Cross Logo Socks



Spy Optics

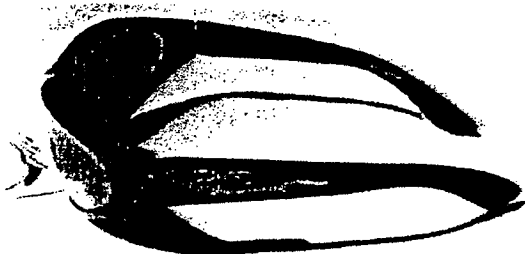


Chrome Hearts Sunglasses

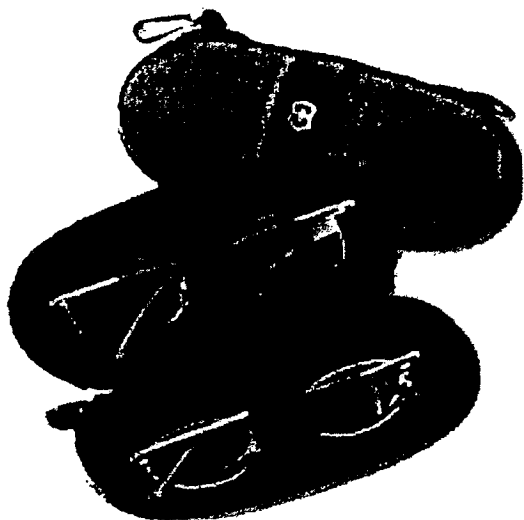


Gatorz Maltese Cross Radiator Sunglasses

G by GUESS Rimless Sunglasses with Cross Temples



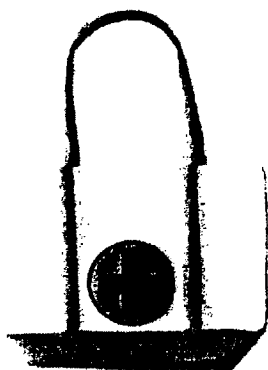
Mens Black Sport Mirror Sunglasses Flame Design Cross



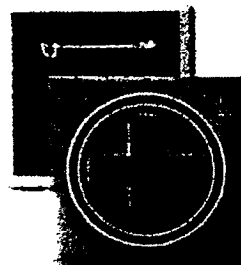
Swiss Army Floating Eyeglass Case



Advance Healthcare Shop Fleece Scarf



Zazzle Plus Sign Canvas Bag and Pin



alfi Swiss Cross Edelweiss 0.5 L isoBottle



Westcoast Choppers T-shirt



Alpen Schatz Swiss Collar



Gatorz Sunglasses

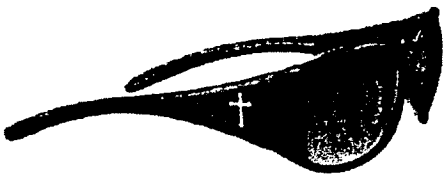


Black frame/gray lenses

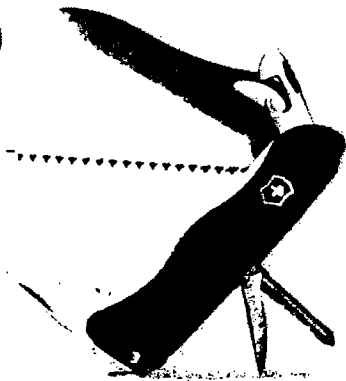
Swiss Army Abyss Sunglasses



Shark Eyes, Inc. Sunglasses



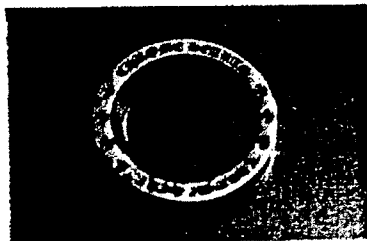
Christian sunglasses with silver cross



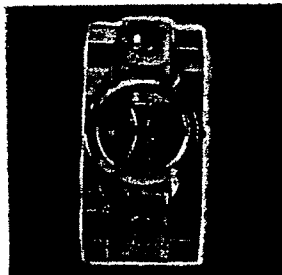
Victorinox Swiss Army



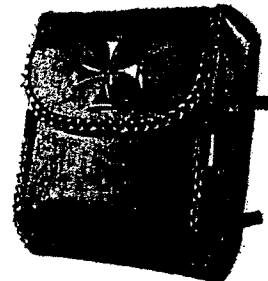
Mooney's Iron Cross Jet Stream Base



Chrome Hearts Jewelry



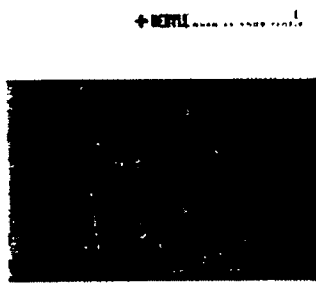
Ancient of Days watch

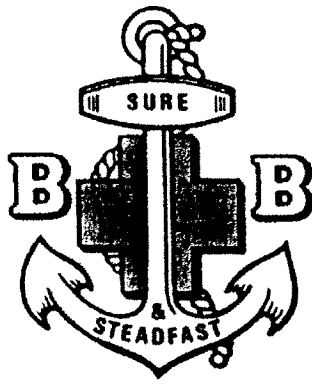


Willie and Max Iron Cross Sissy Bar Bag



Beryll Corp.





The Boys' Brigade Logo



Blue Cross



Green Cross for Safety



Surfaid International

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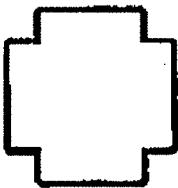
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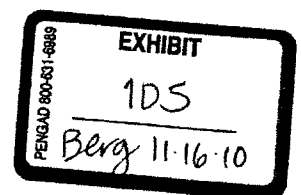
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Goods and Services	IC 009. US 021 023 026 036 038. G & S: sunglasses. FIRST USE: 19961000. FIRST USE IN COMMERCE: 19961000
Mark Drawing Code	(2) DESIGN ONLY
Design Search Code	24.13.02 - Cross, Greek (equal sides); Greek cross (equal sized lines) 24.17.06 - Plus symbol (+)
Serial Number	75042325
Filing Date	January 11, 1996
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	April 15, 1997



Registration Number 2157268
Registration Date May 12, 1998
Owner (REGISTRANT) SPY OPTIC, INC. CORPORATION CALIFORNIA
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(LAST LISTED OWNER) ORANGE 21 NORTH AMERICA INC.
CORPORATION CALIFORNIA 2070 LAS PALMAS DRIVE
CARLSBAD CALIFORNIA 92009
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record KIT M STETINA
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070824.
Renewal 1ST RENEWAL 20070824
Live/Dead Indicator LIVE

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Int. Cl.: 9

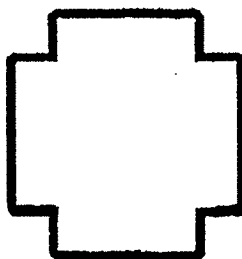
Prior U.S. Cls.: 21, 23, 26, 36, and 38

Reg. No. 2,157,268

United States Patent and Trademark Office

Registered May 12, 1998

**TRADEMARK
PRINCIPAL REGISTER**



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FIRST USE 10-0-1996; IN COMMERCE
10-0-1996.

SN 75-042,325, FILED 1-11-1996.

FOR: SUNGLASSES, IN CLASS 9 (U.S. CLS.
21, 23, 26, 36 AND 38).

ESTHER BELENKER, EXAMINING ATTOR-
NEY