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SEP 19 2011

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Christian Life Resources, Inc.

September 8, 2011

Daniel E. Kattman
Direct Dial: 414-298-8185
dkattman@reinhardt.com

Robert Fleischmann
Christian Life Resources
3070 Helsan Drive
Richfield, WI 53076-9582

Subject: U.S. Trademark Registration
Reg. No.: 2,986,012
Reg. Date: August 16, 2005
Mark: CLEARLY CARING
Our Ref.: 7511-DIV

Renewal Deadline: August 16, 2015

Dear Robert :

We are pleased to enclose herewith an acknowledgment received from the U.S. Patent and Trademark Office indicating that the Section 8 and 15 Declarations filed in the above-identified application have been accepted.

The Section 8 Declaration, commonly referred to as the Declaration of Continued Use, is a requirement of the U.S. Patent and Trademark Office to prove that the mark continues to be used in interstate commerce. It serves as a mechanism by which the U.S. Patent and Trademark Office can keep its records up-to-date and essentially remove all the "deadwood" from its internal records and maintain only those marks which are still active in interstate commerce.

The Section 15 Declaration, commonly referred to as a Declaration of Incontestability, serves to protect your interest in that it declares that the mark has been in continuous use for a period of at least five (5) years. The trademark laws are drafted such that after a period of five (5) years, the Declaration can make the mark "incontestable" in that third parties are then precluded from filing for cancellation of the mark based on a lack of distinctiveness, or that the mark is confusingly similar to a mark that someone else used prior to your registration. In other words, your mark is now more solidified in

Robert Fleischmann
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the records of the U.S. Patent and Trademark Office, and will be much more difficult to cancel.

In any event, no further documents need to be filed with the U.S. Patent and Trademark Office until your mark is up for renewal as identified above. Please be assured that we have docketed that date in our internal records, and will notify you in ample time to file for renewal if you should so desire.

Yours very truly,

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke at the end.

Daniel E. Kattman

REINHART\7765172DEK:AS

Enc.

Michele L. Dietz

7511-DIV

From: Trademark Administration [tmadmin@reinhardtllaw.com]
Sent: Tuesday, August 23, 2011 10:01 PM
To: Michele L. Dietz; Nancy Smith; Denise K. Kastman
Subject: FW: Trademark RN 2986012: Official Notice of Acceptance and Acknowledgement under Sections 8 and 15 of the Trademark Act

From: TMOOfficialNotices@USPTO.GOV[SMTP:TMOFFICIALNOTICES@USPTO.GOV]
Sent: Tuesday, August 23, 2011 10:00:49 PM
To: Trademark Administration
Subject: Trademark RN 2986012: Official Notice of Acceptance and Acknowledgement under Sections 8 and 15 of the Trademark Act Auto forwarded by a Rule

Serial Number: 76977624
Registration Number: 2986012
Registration Date: Aug 16, 2005
Mark: CLEARLY CARING
Owner: Christian Life Resources, Inc.

Aug 23, 2011

NOTICE OF ACCEPTANCE UNDER SECTION 8

The declaration of use or excusable nonuse filed for the above-identified registration meets the requirements of Section 8 of the Trademark Act, 15 U.S.C. §1058. The Section 8 declaration is accepted.

NOTICE OF ACKNOWLEDGEMENT UNDER SECTION 15

The declaration of incontestability filed for the above-identified registration meets the requirements of Section 15 of the Trademark Act, 15 U.S.C. §1065. The Section 15 declaration is acknowledged.

The registration will remain in force for the class(es) listed below for the remainder of the ten-year period, calculated from the registration date, unless canceled by an order of the Commissioner for Trademarks or a Federal Court.

Class(es):
016, 041

LOGAN, TAMMY
TRADEMARK SPECIALIST
POST-REGISTRATION DIVISION
571-272-9500

REQUIREMENTS FOR MAINTAINING REGISTRATION

WARNING: Your registration will be canceled if you do not file the documents below during the specified time periods.

Requirements in the First Ten Years

What and When to File: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date. See 15 U.S.C. §§1058 and 1059.

Requirements in Successive Ten-Year Periods

DOCKETED MLD

What and When to File: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date. See 15 U.S.C. §§1058 and 1059.

Grace Period Filings

The above documents will be considered as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

The USPTO WILL NOT SEND ANY FURTHER NOTICE OR REMINDER OF THESE REQUIREMENTS. THE REGISTRANT SHOULD CONTACT THE USPTO ONE YEAR BEFORE THE EXPIRATION OF THE TIME PERIODS SHOWN ABOVE TO DETERMINE APPROPRIATE REQUIREMENTS AND FEES.

To view this notice and other documents for this application on-line, go to <http://tdr.uspto.gov/search.action?sn=76977624>. NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.