

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

Reg. No. 2,098,989

United States Patent and Trademark Office

Registered Sep. 23, 1997

**SERVICE MARK
PRINCIPAL REGISTER**

BEST OF PHOENIX

**NEW TIMES, INC. (ARIZONA CORPORATION)
1201 E. JEFFERSON
PHOENIX, AZ 85034**

**FOR: CONDUCTING INCENTIVE AWARD
PROGRAMS TO PROMOTE THE BUSINESS OF
RETAIL ESTABLISHMENTS THROUGH THE
DEMONSTRATION OF EXCELLENCE IN CUS-
TOMER SERVICE, QUALITY OF PRODUCTS
OR SERVICES, AND GENERALLY IN THEIR**

**FIELD, IN CLASS 35 (U.S. CLS. 100, 101 AND
102).**

**FIRST USE 3-28-1979; IN COMMERCE
3-28-1979.**

SEC. 2(F).

SER. NO. 75-108,832, FILED 4-18-1996.

G. MAYERSCHOFF, EXAMINING ATTORNEY