

10. Please enclose three (3) original, identical specimens showing the mark as actually used in promoting the product, good, or service. The specimens must reflect the mark as described in answer to question #6 of this application. **Photocopies, hand-drawn specimens, and computer-generated images are NOT acceptable specimens.** Appropriate examples are listed below.

The following specimens are acceptable for a service mark:

- 3 actual business cards or pieces of letterhead showing the mark in connection with the service; OR
- 3 identical photos of a sign; OR
- 3 original brochures about the service (including menus); OR
- 3 actual advertisements for the service (including advertisements from newspapers or magazines); OR
- 3 color print-outs of the mark used on the applicant's Website, including the URL address; OR
- 3 identical photographs that show the mark as used in advertising the service (example: a photograph of a billboard).

The following specimens are acceptable for a trademark:

- 3 identical photographs of the goods that shows use of the mark on the goods; OR
- 3 tags or labels for the goods; OR
- 3 containers for the goods; OR
- 3 identical photos of a display associated with the goods.

***Letterhead, business cards, or invoices ARE NOT acceptable specimens for a trademark.**

Declaration of Ownership

Applicant herewith declares that he/she has read the above and foregoing application and knows the contents thereof and that the facts set out herein are true and correct; that the three specimens of the mark submitted are true and correct; that the Applicant is the owner of the mark; and that the mark is in use. Additionally, to the knowledge of the person verifying this application, no other person has registered this mark either federally or in this State, or has the right to use this mark in its identical form or in near resemblance as to be likely, when applied to the goods or services of another person, to cause confusion or to cause mistake or to deceive.

Sworn to and subscribed before me

this _____ day of _____, 20_____.

Signature of Notary

Printed Name of Notary

Notary Public of State of _____

My Commission Expires: _____

[NOTARY SEAL]

Signature of Applicant

Printed Name of Applicant

Title (if signing on behalf of an entity)

Telephone Number

Date

Email Address

NOTE: THE ACCEPTANCE OF A TRADEMARK OR SERVICE MARK FOR REGISTRATION BY THE OFFICE OF THE SECRETARY OF STATE PROVIDES THE OWNER WITH A RIGHT TO USE SUCH MARK IN THE STATE OF SOUTH CAROLINA ON THE GOODS OR SERVICES IDENTIFIED IN THE REGISTRATION APPLICATION. HOWEVER, THE OFFICE OF THE SECRETARY OF STATE IS NOT REQUIRED TO SEARCH OTHER STATE OR FEDERAL REGISTRATIONS, INTERNET DOMAIN NAMES OR OTHER COMMON LAW (UNREGISTERED) USERS; THEREFORE, RIGHTS GRANTED BY THIS REGISTRATION MAY BE AFFECTED OR PREEMPTED BY PRIOR USE OR OTHER REGISTRATION OF THE MARK.

Send your completed application, specimens, assignment instrument and payment to:

**South Carolina Secretary of State's Office
Attn: Trademarks Division
1205 Pendleton Street, Suite 525
Columbia, SC 29201**

You may contact the Trademarks Division of the Secretary of State's Office at trademarks@sos.sc.gov.