

# Geographic Certification Marks

William Fisher



**Look for the Seal**

California Milk Advisory Board



<b>Word Mark</b>	<b>REAL CALIFORNIA MILK</b>
<b>Goods and Services</b>	IC A . US A . G & S: Milk. FIRST USE: 20070827. FIRST USE IN COMMERCE: 20070827
<b>Mark Drawing Code</b>	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
<b>Design Search Code</b>	01.05.01 - Sun, rising or setting (partially exposed or partially obstructed); Sunrise 03.07.01 - Cattle; Oxen, cows, calves, bulls; Steers 03.07.24 - Stylized bovines, deer, antelopes, goats, sheep, pigs, cows, bulls, buffalo, moose 26.01.21 - Circles that are totally or partially shaded. 26.11.21 - Rectangles that are completely or partially shaded 26.11.25 - Rectangles with one or more curved sides
<b>Trademark Search Facility Classification Code</b>	ANI-MAMM Mammalia;accuracte depiction of warm-blooded animals except for human beings SHAPES-ASTRO Astronomical shapes consisting of celestial bodies, globes and geographical maps SHAPES-CHEVRONS Designs with a general shape of a chevron or V character SHAPES-COLORS-3-OR-MORE Design listing or lined for three or more colors SHAPES-GEOMETRIC Geometric figures and solids including squares, rectangles, quadrilaterals and polygons VEG Plant life such as trees,flowers,fruits,grains,nuts,wreaths,and leaves
<b>Serial Number</b>	76674738
<b>Filing Date</b>	March 27, 2007
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	November 20, 2007
<b>Registration Number</b>	3431794
<b>Registration Date</b>	May 20, 2008
<b>Owner</b>	(REGISTRANT) California Milk Producers Advisory Board, an Instrumentality of the State of California, Department of Food and Agriculture STATE AGENCY CALIFORNIA 400 Oyster Point Boulevard Suite 211 South San Francisco CALIFORNIA 94080
<b>Attorney of Record</b>	Julia M.Chester
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "REAL" or "MILK" APART FROM THE MARK AS SHOWN
<b>Description of Mark</b>	The color(s) black, white and orange is/are claimed as a feature of the mark. The design consists of a combination orange circle with a substantially rectangular black banner overlaid there across and having the words "REAL CALIFORNIA MILK" positioned thereon. The silhouette of a cow and a sun appear in the lower portion of the circle. The mark consists of the color black in letters of the wording "REAL" and "MILK", in the design of an inner circle, inner rectangle, cow, land and rays of a sun; the color white appears in the letters of the wording "CALIFORNIA" and the design of the inner portion of the sun; the color orange appears as background outer circle and rectangle encompassing the wording and all designs in the mark.
<b>Type of Mark</b>	CERTIFICATION MARK
<b>Register</b>	PRINCIPAL
<b>Affidavit Text</b>	SECT 15. SECT 8 (6-YR).
<b>Other Data</b>	The Certification Mark certifies that milk or milk products on which the mark is issued are made from cow's milk produced within the State of California.
<b>Live/Dead Indicator</b>	LIVE



## The Real CA Seals



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These seals certify that the dairy products bearing them are made exclusively with California milk from California's 1,500+ dairy families.

### The Real California Milk Seal

The Real California Milk seal was introduced in 2007 as part of a new strategic promotion initiative for the California dairy industry. The seal was created with industry input by the California Milk Advisory Board (CMAB), which also created the very successful Real California Cheese seal in 1984.

The Real California Milk seal certifies that milk is from California dairy farms and that dairy products bearing the seal are made exclusively with California milk. Nationwide, the seal promotes the full range of dairy products made with California milk, including butter, ice cream and yogurt. In California, the seal also is used on fluid milk. The seal reflects CMAB research confirming that dairy products like fluid milk, butter and ice cream are more appealing to consumers when made with California milk. It also enables the California dairy industry to more effectively promote a broad range of dairy products both within the state, across the country, and worldwide.

### Real CA Cheesemakers



### Health and Nutrition



### Recipes





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## *Real California Dairy Families*



Meet the real families behind the Real California Milk and Real California Cheese seals.



# People



## Producer Profile: Margo Souza



Margo Souza is a Real California success story - an entrepreneur, author, speaker and, most importantly, a dairy producer.

[Tell Me More »](#)





## *Dairy and Health*

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Learn about the many ways California milk and dairy products promote good health.



Make Us Part of Your Family

## Like Our California Cows?

Prove it! Check out our Facebook page and stay up to date with our latest commercials, delicious new dairy recipes and so much more.

Visit Facebook



1 2 3 4 5 6



KEEP REFRIGERATED



From cows not treated with growth hormone rbST\*

Unsalted BUTTER<sup>®</sup><sub>D</sub>

NET WT  
16 OZ (1 LB) 454 g  
FOUR QUARTERS

GRADE AA

NET WT  
16 OZ (1 LB) 454 g  
FOUR QUARTERS

Unsalted BUTTER<sup>®</sup><sub>D</sub>



GRADE AA

KEEP REFRIGERATED

Unsalted BUTTER





