TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Hexion Specialty Chemicals, Inc.		05/21/2010	CORPORATION: NEW JERSEY

RECEIVING PARTY DATA

Name:	IBE BUSINESS ENTERPRISE AG
Street Address:	Baarerstrasse 86
City:	6300 Zug
State/Country:	SWITZERLAND
Entity Type:	CORPORATION: SWITZERLAND

PROPERTY NUMBERS Total: 25

Property Type	Number	Word Mark
Serial Number:	77778412	BORDEN ELSIE
Serial Number:	77327392	INSTANT DRINK BORDEN
Registration Number:	0529468	
Registration Number:	2400981	BORDEN BRINGS THE DAIRY HOME
Registration Number:	2458209	ELSIE'S KITCHEN
Registration Number:	2464457	ELSIE BORDEN
Registration Number:	0921370	BORDEN
Registration Number:	0397158	
Registration Number:	2703415	BORDEN
Registration Number:	2715645	BORDEN PLUS
Registration Number:	0405706	
Registration Number:	1335708	IF IT'S BORDEN-IT'S GOT TO BE GOOD
Registration Number:	2951221	ELSIE BORDEN
Registration Number:	0052243	GAIL BORDEN

CH $640.00 77778412

Registration Number:	1042420	IF IT'S BORDEN IT'S GOT TO BE GOOD
Registration Number:	0810861	ELSIE
Registration Number:	3271334	ELSIE
Registration Number:	3271357	ELSIE BORDEN
Registration Number:	3323199	ELSIE BORDEN
Registration Number:	3380947	ELSIE BORDEN
Registration Number:	1504138	IF IT'S BORDEN IT'S GOT TO BE GOOD
Registration Number:	3517978	BORDEN ESSENTIALS
Registration Number:	3709689	FRIENDS OF ELSIE
Registration Number:	3709705	FRIENDS OF ELSIE
Registration Number:	3741781	

CORRESPONDENCE DATA

Fax Number: (202)533-9099

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (202) 467-8800

Email: iplaw@vorys.com

Correspondent Name: Vorys, Sater, Seymour and Pease LLP

Address Line 1: P.O. Box 2255

Address Line 2: IPLaw@Vorys

Address Line 4: Columbus, OHIO 43216-2255

ATTORNEY DOCKET NUMBER:	066006-000002-ASSIGNMENT

DOMESTIC REPRESENTATIVE

Name: Vorys, Sater, Seymour and Pease LLP

Address Line 1: 1909 K Street NW

Address Line 2: Ninth Floor

Address Line 4: Washington, DISTRICT OF COLUMBIA 20006-1152

NAME OF SUBMITTER:	Cory M. Amron
Signature:	/Cory M. Amron/
Date:	08/23/2010

Total Attachments: 33

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TRADEMARK AND DOMAIN NAME ASSIGNMENT

THIS TRADEMARK AND DOMAIN NAME ASSIGNMENT ("Assignment") is made and entered into as of the day 21st of May, 2010 ("Effective Date") by HEXION SPECIALTY CHEMICALS, INC., a New Jersey corporation, with offices at 180 East Broad Street, Columbus, OH 43215 ("Assignor"), to IBE BUSINESS ENTERPRISE AG, a Swiss corporation , with offices at Baarerstrasse 86, 6300 Zug, Switzerland ("Assignee").

WITNESSETH:

WHEREAS, Assignor owns the trademarks listed on Exhibit A-1, Exhibit A-2, and Exhibit A-3 (collectively "Trademarks").

WHEREAS, Assignor owns the domain names listed on Exhibit A-4 ("Domain Names").

WHEREAS, pursuant to that certain Intellectual Property Purchase Agreement by and between Assignor and Assignee dated the 21st day of May, 2010 ("Agreement"), Assignor has agreed to assign to Assignee all of Assignor's right, title and interest in and to the Trademarks and the Domain Names, together with the goodwill of the business associated therewith, and the applications and registrations therefor (collectively, the "Purchased Assets").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby grant, assign and convey to Assignee all right, title and interest in and to the Purchased Assets, the applications and registrations associated therefor, including without limitation, those listed in Exhibit A-1 and Exhibit A-2, together with all common law rights relating thereto and the goodwill of the business symbolized by the Trademarks, including, without limitation, all of Assignor's right, title and interest in and to (1) all income, royalties, damages and payments now and hereafter due and/or payable with respect to the Purchased Assets, including, without limitation, damages and payments for past or future infringement, dilution or misappropriation of the rights associated with the Purchased Assets throughout the world; (2) the right to sue for past, present and future infringement and other claims related to the Purchased Assets; (3) the right to secure registrations of the Purchased Assets; (4) the right to secure all renewals for the registrations of the Purchased Assets; (5) the right to prosecute all pending applications for registration of the Purchased Assets; and (6) all rights corresponding thereto, as fully and entirely as the same have been held and enjoyed by Assignor prior to the execution of the Trademark and Domain Name Assignment.

Assignor undertakes that upon the request of Assignee or its designees, at Assignee's cost and expense, it and/or its successor in business, shall make all rightful oaths, testify on behalf of Assignee or its designees in matters involving the Purchased Assets and do all other lawful acts necessary to carry out the intent of this Assignment as well as to provide such other material, information and assistance to Assignee or its designees to manage the Purchased Assets, as may be considered necessary in connection therewith.

IN WITNESS WHEREOF, the undersigned has caused this Assignment to be executed effective as of the Effective Date.

ASSIGNOR	ASSIGNEE
HEXION SPECIALTY CHEMICALS, INC.	IBE BUSINESS ENTERPRISE AG
By: _____	By: _____
Print Name: _____	Print Name: Jürg Demmeler
Title: _____	Title: Director
	By: _____
	Print Name: IRIS VERLEN FRICK
	Title: DIRECTOR

IN WITNESS WHEREOF, the undersigned has caused this Assignment to be executed effective as of the Effective Date.

ASSIGNOR

HEXION SPECIALTY CHEMICALS, INC.

By: _____

Print Name: Craig O. Morrison

Title: CEO

ASSIGNEE

IBE BUSINESS ENTERPRISE AG

By: _____

Print Name: _____

Title: _____

By: _____

Print Name: _____

Title: _____

Exhibit A-1

Active Trademark Applications and Registrations
U.S. and Foreign

Borden, Elsie and Cow Head Trademarks
Registered and Pending
(U.S. and Foreign)

Borden, Elsie and Cow Head Trademarks

Registered and Pending

(U.S. and Foreign)

May 19, 2010

TRADEMARK
REEL: 004265 FRAME: 0195

Borden, Elsie and Cow Head Trademarks
Registered and Pending
(U.S. and Foreign)

Country	Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class	goods	Next Renewal Date
African Union Territories (OAPI)	BORDEN IN OVAL	Renewed	62419		12268	10/7/1972	1, 2	chemicals used in industry, science and photography, as well as in agriculture, horticulture and forestry; unprocessed artificial resins; unprocessed plastics; manures; fire extinguishing compositions; tempering and soldering preparations; chemical substances for preserving foodstuffs; tanning substances; adhesives used in industry (in class 1); paints, varnishes, lacquers; preservatives against rust and against deterioration of wood; colorants; mordants; raw natural resins; metals in foil and powder form for painters, decorators, printers and artists (in class 2)	10/7/2012
Angola	BORDEN	Renewed	920	7/1/1992	903	7/1/1992	29	for all goods - primarily milk powder	7/1/2012
Anguilla	BORDEN ELSIE and design	Pending	4789	9/16/2009			29	preserved, dried and cooked fruits and vegetables; jellies, jams; cheese; yogurt; milk and other dairy products; edible oils and fats; preserves; salad dressings; mayonnaise; peanut butter; dairy based creamers; cheese and pasta or rice; dips	
Antigua and Barbuda	BORDEN ELSIE and design	Pending		10/10/2009			29	preserved, dried and cooked fruits and vegetables; jellies, jams; cheese; yogurt; milk and other dairy products; edible oils and fats; preserves; salad dressings; mayonnaise; peanut butter; dairy based creamers; cheese and pasta or rice; dips	
Antigua and Barbuda	BORDEN'S	Renewed			1123	8/31/1964	42	substances used as food or as ingredients in food	8/31/2020
Antigua and Barbuda	COW'S HEAD IN DAISY	Renewed			1122	8/31/1964	42	substances used as food or as ingredients in food	8/31/2020
Australia	BORDEN IN OVAL	Renewed	B277466	4/5/1974	B277466	4/5/1974	29	meat, fish, poultry and game, meat extracts, preserved, dried and cooked fruits and vegetables, jellies, jams, eggs, milk and other dairy products, edible oils and fats, preserves, pickles	4/5/2019
Austria	BORDEN IN OVAL	Renewed	AM2212/72	9/20/1972	75713	11/7/1973	1, 2, 3, 5, 16, 17, 18, 19, 24, 27, 28, 29, 30, 31, 32	chemical prod used in ind science photogagric hortic forestry art & syn resins plas mat in crude state (in form of powders liq or pastes) manures for soil fire exting comp tempering sub chem prep for soldering chem prod for preserving foodstuffs tanning materials adhes sub used in ind paints varn lacq preserv agnst rust & det of wood coloring matters mordants	11/30/2013
Bahamas	BORDEN IN OVAL	Renewed	7756		7756	1/14/1974	42	substances used as food or as ingredients in food	1/14/2016
Bahamas	LADY BORDEN	Registered	15468	8/27/1992	15468	8/27/1992	42	for all goods in class 42 particularly ice cream	8/27/2020
Bangladesh	BORDEN IN OVAL	Renewed	9221		9221	4/24/1981	29	meat extracts preserved dried & cooked fruits & vegetables jellies jams eggs milk & other dried products	4/24/2011
Bangladesh	BORDEN IN OVAL	Renewed	9222		9222	4/24/1974	1	chemical products	4/24/2011
Bangladesh	BORDEN'S	Renewed	3475		3475	1/21/1943	29	dry or powdered milk	6/30/2011
Bangladesh	BORDEN'S	Renewed			3476	1/21/1943	5	infants and invalids foods, dietetic foods	6/30/2011

TRADEMARK
REEL: 004265 FRAME: 0196

Borden, Elsie and Cow Head Trademarks
Registered and Pending
(U.S. and Foreign)

Country	Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class	goods	Next Renewal Date
Bangladesh	ELSIE & DESIGN	Renewed	4126		3472	7/24/1944	29	all goods in class 29, particularly milk and dairy products, cream and milk, butter and cheese	6/30/2011
Barbados	COW'S HEAD IN DAISY	Renewed			81/5673	9/25/1951	42	substances used as foods and ingredients of foods; infants and invalid foods	9/25/2016
Belize	BORDEN ELSIE and design	Pending	6340.09	9/9/2009			5, 30, 32	food for babies, in international class 5; syrups, in international class 30; coffee, coffee substitutes, tea, cocoa; preparations made with cereals; pastry and confectionery; ice creams; honey, molasses, syrup; baking powder, salt (for cooking), pepper, spices; mustard, vinegar; ice; sauces, in international class 30; mineral and carbonated waters; non-alcoholic beverages; fruit-based beverages; other preparations to make beverages, in international class 32	
Belize	BORDEN ELSIE and design	Pending	6741.10	3/25/2010			29	preserved, dried and cooked fruits and vegetables; jellies, jams; cheese; yogurt; milk and other dairy products; edible oils and fats; preserves; salad dressings; mayonnaise; peanut butter; dairy based creamers; cheese and pasta or rice; dips	
Belize	ELSIE & Design	Renewed			803	1/20/1949	29	powdered milk	11/8/2019
Belize	REP OF COW'S HEAD IN DAISY design	Renewed			4638	11/8/1978	29	cheese butter edible cream and dairy products for food	11/8/2019
Bermuda	BORDEN ELSIE and design	Pending	49309	9/23/2009			29	preserved, dried and cooked fruits and vegetables; jellies, jams; cheese; yogurt; milk and other dairy products; edible oils and fats; preserves; salad dressings; mayonnaise; peanut butter; dairy based creamers; cheese and pasta or rice; dips	
Brazil	BORDEN IN OVAL	Renewed	9563/74		740095633	3/2/1982	1	chemical substances and products to be used in industry and science	3/2/2012
Brazil	BORDEN IN OVAL	Renewed	9563-A/74		007547137	3/2/1982	16	office teaching and drawing supplies and lay figures ornaments and fancy marks	3/2/2012
Burundi	BORDEN IN OVAL	Registered			1219BUR	4/18/1975	1, 2, 3	chemical products used in industry science photography agriculture horticulture forestry manures (natural & artificial) fire extinguishing compositions tempering substances & chemical preparations for soldering chemical	4/18/2012

TRADEMARK
REEL: 004265 FRAME: 0197

Borden, Elsie and Cow Head Trademarks
Registered and Pending
(U.S. and Foreign)

Country	Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class	goods	Next Renewal Date
Burundi	BORDEN IN OVAL	Registered			2689/BUR	5/27/1992	1, 2, 5, 24, 27, 29, 32	flexible transparent vinyl plastic sheets; plastic sheeting backed with rubber or polyurethane foam; thermoplastic synthetic covering for furniture, books, card tables, and for other protective or decorative home applications; laminated vinyl film, sold in rolls and sheets, for general use in industrial arts; synthetic resins for use as a molding and casting compound in int'l class 1, 16, 17; inks for general use; stencil inks in bulk and aerosol form; printing and lithographic inks in int'l class 2 and 16; modified caseins and caseinates for industrial use, synthetic resin emulsions; formaldehyde plastic sheeting and vinyl coating fabrics for such uses as shower curtains, crib shees, table cloths and draperies oilcloth; linoleum; vinyl wall coverings, and wall covering with fabric backing to which a protective and decorative vinyl, acrylic, oil, or other polymeric coating has been applied prepared mixes for making soft drinks, orange and lime soft drinks, non-carbonated; summer soft drink preparations, flavorings, extracts and syrups; frozen concentrate for lemonade, limeade, pink lemonade, and orangeade	5/27/2012
Burundi	BORDEN'S	Registered			50/BUR	7/3/1964		foods and ingredients of foods for human and animal consumption; beverages; pharmaceutical; veterinary and hygienic preparations; cosmetics; perfumery & toilet preparations; chemical preparations for industrial, scientific and agricultural use; adhesives; cleaning and sanitizing preparations; plastic products	7/3/2014
Canada	BORDEN IN OVAL	Renewed	525364	7/16/1984	TMA323236	2/6/1987		flexible transparent vinyl plastic sheets; plastic sheeting backed with rubber or polyurethane foam; thermoplastic synthetic covering for furniture, books, card tables, and for other protective or decorative home applications; laminated vinyl film, sold in rolls and sheets, for general use in industrial arts; plastic cups and lids; plastic drinking tumblers; plastic drinking glass coasters; plastic food mixing bowls; plastic compartmented trays; plastic bags, namely, trash can liner bags, food storage bags, sandwich bags, pillow protection bags and ice cube bags; formaldehyde; chlorine for sanitizing; livestock spray; rust preventatives; room deodorants; herbicides; insecticides; synthetic organic nitrogen; battery acid and sulfuric acid, diagnostic reagents for laboratory use; organic and chemical fertilizers; inks for general use; stencil inks in bulk and aerosol form; printing and lithographic inks; kit, etc.. – too many to list	2/6/2017
Canada	ELSIE	Renewed	365046	6/4/1973	TMA198830	4/19/1974		cups, plates, table napkins, food wrappers and packages, carry-out food and drink containers; restaurant, cafeteria and catering services and ice cream dairy bar and snack bar services	4/19/2019
Canada	COW'S HEAD IN DAISY	Renewed	363364	4/11/1973	TMA200087	6/28/1974		milk (whole, 2%, skim), buttermilk, chocolate drink, cream, sour cream, yogurt, cottage cheese, hot chocolate powder, dutch chocolate powder, chocolate malted, canned milk shakes, frosted shakes, condensed milk, evaporated milk, whole milk powder, partly skimmed evaporated milk	6/28/2019

TRADEMARK
REEL: 004265 FRAME: 0198

Borden, Elsie and Cow Head Trademarks
Registered and Pending
(U.S. and Foreign)

Country	Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class	goods	Next Renewal Date
Canada	BORDEN	Renewed	75556		TMDA18464	6/18/1913		dairy products, namely, milk, condensed milk, dry milk, cream, buttermilk, cheese, butter, ice cream, sour cream, chip dip, egg nog, eggs, milk shakes, and yogurt, cottage cheese, sherbet, ice milk, food products, namely, lemon juice, lime juice and coffee creamer (powdered)	6/18/2023
Chile	ELSIE	Renewed	82787		477417	7/11/1946	29	milk in all its forms, cheese, curd, butter, creams and milk sim; preserved, condensed, evaporated, powdered and sterilized milk; fresh, natural and skimmed milk; sour milk; milk whey, all other products	1/20/2017
Chile	ELSIE & REP OF COW HEAD	Renewed	137.254		553477	5/20/1949	29	milk in all its forms, cheese, curd, butter, creams and skim milk, preserved, condensed, evaporated, powdered and sterilized milk, fresh, natural or skimmed milk, sour milk, milk whey	11/17/2019
China (People's Republic)	BORDEN IN OVAL	Registered	950134403	10/27/1995	3683930	2/28/2004	1	chemical products for industry; adhesives and glues for industrial use; resins	2/28/2014
China (People's Republic)	BORDEN IN OVAL	Registered			217795	12/30/1984	29	full cream milk powder dairy products of all kinds beverages	12/30/2014
China (People's Republic)	COW'S HEAD IN DAISY	Registered			217798	12/30/1984	29	full cream milk powder and dairy products	12/30/2014
China (People's Republic)	BORDEN IN OVAL	Registered	950134406	10/27/1995	993620	4/28/1997	30	pasta, pasta sauces; coffee, tea and cocoa; cereal preparations; confectionery and pastry; ice cream	4/28/2017
China (People's Republic)	BORDEN IN OVAL	Registered	950134405	10/27/1995	1008439	5/21/1997	16	adhesives and glues for stationery and domestic use; paper and paper products; printed matter	5/20/2017
Colombia	BORDEN ELSIE and design	Pending	2009.085.511	8/14/2009			29	meat, fish, poultry and game; meat extracts, preserved, dried and cooked fruits and vegetables; jellies, jams, compotes; eggs, milk and milk products; edible oils and fats	
Colombia	LADY BORDEN	Renewed			137205	12/12/1991	29	all goods in international class 29	12/12/2016
Colombia	ELSIE & REP COW HEAD	Renewed			17151-A	11/7/1944	30	processed cereals flours tea coffee sago chocolate spices condiments sugar salt honey bakery products pastry vinegar pastes products comprised in class 30	11/7/2019
Colombia	ELSIE & REP OF COW HEAD	Renewed	92/312430		17151	11/7/1944	29	olive oil & other edible oils animal or vegetable fats dried & preserved fruits meat extracts preserved fruit & vegetables dairy products meat fish shell fish poultry & game in their fresh or prepared states eggs products comprised in class 29	11/7/2019

TRADEMARK
REEL: 004265 FRAME: 0199

Borden, Elsie and Cow Head Trademarks
Registered and Pending
(U.S. and Foreign)

Country	Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class	goods	Next Renewal Date
Congo, Democratic Republic of	BORDEN IN OVAL	Renewed			4426/C	7/9/1974	1, 2, 3, 5, 16, 17, 18, 19, 24, 27, 28, 29, 30, 31, 32	chemical products used in industry, science, photography, agriculture, horticulture, forestry, artificial and synthetic resins, plastics in the form of powders, liquids or pastes, for industrial use, manures (natural and artificial), fire extinguishing compositions, tempering substances and chemical preparations for soldering, chemical substances for preserving foodstuffs, tanning substances, adhesive substances used in industry in int. class 1 paints, varnishes, lacquers, preservatives against rust and against deterioration of wood, coloring matters, dyestuffs, mordants, natural resins, metals in foil and powder form for painters and decorators; printing and lithographic inks in int. class 2 bleaching preparations and other substances for laundry use, cleaning, polishing, scouring and abrasive preparations, soaps, perfumery, essential oils, cosmetics, hair lotions, dentifrices in int. class 3 pharmaceutical, veterinary and sanitary substances, infants' and invalids' foods, plasters, material for bandaging, disinfectants, preparations for killing weeds and destroying games and playthings, gymnastic and sporting articles (except clothing), ornaments and decorations for Christmas trees in int. class 28 etc., too many to list	9/3/2017
Congo, Democratic Republic of	ELSIE & DESIGN	Renewed	140/B	12/22/1945	4438/C	12/22/1945	3, 5, 16, 21, 28, 29	all goods in these classes	9/3/2017
Costa Rica	LADY BORDEN	Renewed		11/13/1992	85864/40673	2/9/1994	30	for all goods in class 30, particularly ice cream	2/9/2014
Costa Rica	BORDEN LOGO WITH COW	Renewed		10/27/1993	86659/41486	4/19/1994	32	orange juice; apple juice; and fruit flavored drinks	4/19/2014
Costa Rica	BORDEN WITH ELSIE DESIGN	Registered		10/27/1993	86658/41488	4/19/1994	29	cheese, cheese food and cheese food spread; cheese substitute; milk; chocolate milk; buttermilk; chocolate drink; eggnog; imitation eggnog; cottage cheese; sour cream; sour half-and-half; ready-made sour cream dips; whipping, light, heavy, table and coffee creams; non-dairy creamer; whipped cream topping; half-and-half; yogurt; butter; and margarine	4/19/2014
Costa Rica	BORDEN WITH ELSIE IN HALF DAISY	Registered		10/27/1993	86657	4/19/1994	30	ice cream; sherbet; frozen confections	4/19/2014
Costa Rica	ELSIE	Renewed		10/27/1993	86660/41483	4/19/1994	32	orange juice; apple juice; and fruit flavored drinks	4/19/2014
Costa Rica	ELSIE	Renewed		10/27/1993	86662/41485	4/19/1994	29	cheese, milk; eggnog, cottage cheese, sour cream, cream, non-dairy coffee creamer, yogurt, butter, margarine, ice cream, sherbet, frozen yogurt, frozen confections, orange juice and apple juice	4/19/2014

TRADEMARK
REEL: 004265 FRAME: 0200

Borden, Elsie and Cow Head Trademarks
Registered and Pending
(U.S. and Foreign)

Country	Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class	goods	Next Renewal Date
Costa Rica	ELSIE	Renewed		10/27/1993	86661/41484	4/19/1994	30	ice cream; sherbet; frozen yogurt; ice milk; frozen confections made from ice cream, frozen dairy desserts; and non-dairy frozen desserts	4/19/2014
Costa Rica	ELSIE	Registered			89563	12/9/1994	29		12/9/2014
Costa Rica	ELSIE (DESIGN PLUS OVAL)	Renewed			55484/26610	4/26/1979	29	dairy products, cheese, butter, milk and cream of milk	4/26/2019
Costa Rica	COW'S HEAD IN DAISY	Renewed			7673/25470	7/21/1944	29	dairy products including butter, ice cream, milk and cream	7/21/2019
Costa Rica	BORDEN IN OVAL	Renewed			47999/25654	8/16/1974	32	prepared mixes for making soft drinks, orange and lime soft drinks, non-carbonated summer soft drink preparations, flavorings, extracts and syrups, frozen concentrate for lemonade, limeade, pink lemonade and orangeade	8/16/2019
Costa Rica	BORDEN IN OVAL	Renewed		4/9/1974	48000/26648	8/16/1974	29	fluid milk, skim milk. cream, egg nog, butter, ice milk, yogurt, eggs, evaporated and condensed milk, malted milk, milk shakes, cottage cheese, various cheeses, processed cheeses, cheese foods and cheese spreads, powdered milk and powdered skim milk, milk preparations or milk imitations like coffee lighteners, cream, sour cream, margarine, vegetable fat for milk shakes, glace fruits, dried and canned fruits, fruit and vegetable fillings, mince meat, canned vegetables stews and meat hash, pre-cooked and frozen meat products and fish, canned seafood, seafood products, dried soups and mixes, dried potato flakes, bottled and canned pickles, peanut butter, jelly, jams and preserves, mayonnaise and salad dressings, relish and peppers, potato sticks, snack chips and puffs	8/16/2019
Costa Rica	BORDEN IN OVAL	Renewed		4/9/1974	48000	8/16/1974	5	malted milk for medical use, milk based diet foods, formulas for infants and vitamins and mineral products for fortifying milk	8/16/2019
Costa Rica	BORDEN IN OVAL	Renewed		4/9/1974	48000/25656	8/16/1974	32	powdered soft drink mixes	8/16/2019
Costa Rica	BORDEN IN OVAL	Renewed		4/9/1974	48000/26647	8/18/1974	30	ice cream, sherbet, water ices, frozen confections, stabilizers, flavorings for chocolate and fruit drinks, food flavoring concentrates, puddings and canned desserts, prepared rice and pasta dinners, chili peppers, coffee, coffee products, marshmallows, popcorn, candy, biscuits, cakes and pastries, melba toast, crackers, filled crackers and biscuits, pretzels, potato sticks, snack chips and puffs, bread sticks and crumbs and cones for use with ice cream	8/16/2019

TRADEMARK
REEL: 004265 FRAME: 0201

Borden, Elsie and Cow Head Trademarks
Registered and Pending
(U.S. and Foreign)

Country	Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class	goods	Next Renewal Date
Cuba	BORDEN	Published	2006-0668	11/22/2006			29, 30	preserved, dried and cooked fruits and vegetables, jellies, jams, cheese, yogurt, milk and other dairy products, edible oils and fats, preserves, salad dressings, mayonnaise, peanut butter, dairy based creamers, pasta, rice, liquid and powdered non-dairy creamers, butter, cream, powdered, evaporated, and condensed milk, cottage cheese, sour cream, cream cheese, egg nog, mincemeat, sandwich spread, in class 29 coffee, coffee substitutes, tea, cocoa, preparations made with cereals, pastry and confectionery, ice creams, honey, molasses syrup, baking powder, salt, pepper, spices, mustard, vinegar, ice, dips, sauces, ice cream, sorbet, frozen yogurt, in class 30	
Czech Republic	BORDEN IN OVAL	Renewed			162082	4/10/1974	1, 2, 3, 5, 16, 17, 18, 19, 24, 27, 28, 29, 30, 31, 32	chemical products used in industry, science, photography, agriculture, horticulture, forestry, artificial and synthetic resins, plastics in the form of powders, liquids or pastes, for industrial use, manures (natural and artificial), fire extinguishing compositions, tempering substances and chemical preparations for soldering, chemical substances for preserving foodstuffs, tanning substances, adhesive substances used in industry in international class 1; paints, varnishes, lacquers, preservatives against rust and against deterioration of wood, coloring matters, dyestuffs, mordants, natural resins, metals in foil and powder form for painters and decorators; printing and lithographic inks in international class 2; bleaching preparations and other substances for laundry use, cleaning, polishing, scouring and abrasive preparations, soaps, perfumery, essential oils, cosmetics, hair lotions, dentifrices in international class 3; etc too many to list	4/10/2014
Dominica	BORDEN ELSIE and design	Pending	130/2009	9/16/2009			29	preserved, dried and cooked fruits and vegetables; jellies, jams; cheese; yogurt; milk and other dairy products; edible oils and fats; preserves; salad dressings; mayonnaise; peanut butter; dairy based creamers; cheese and pasta or rice; dips	
Dominica	COW'S HEAD IN DAISY	Renewed			601	6/1/1954	42	milk and dairy products	currently being renewed
Dominican Republic	REP OF COW HEAD & WORD ELSIE	Renewed			5114	8/18/1944	56	foods & ingredients of foods of all kinds in class 56 such as condensed natural & concentrated milk buttermilk butter cheese of all kinds cheese flavorings cream evaporated cream condiments & all other articles in class 56	8/18/2014
Dominican Republic	BORDEN IN OVAL	Registered			18002	10/13/1969	56	butter cheese condiments etc.	10/13/2019
Dominican Republic	BORDEN IN OVAL	Renewed			18000	10/13/1969	58	cocoa tea and coffee	10/13/2019
Dominican Republic	BORDEN IN OVAL	Renewed			18001	10/13/1969	54	canned foods	10/13/2019

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Country	Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class	goods	Next Renewal Date
Ecuador	BORDEN ELSIE and design	Pending	218732	9/1/2009			29	preserved, dried and cooked fruits and vegetables; jellies, jams; cheese; yogurt; milk and other dairy products; edible oils and fats; preserves; peanut butter; dairy based creamers; dips (snack foods and hors d'oeuvres, not salsa or sauce dips)	
Ecuador	BORDEN IN OVAL	Renewed	390	4/19/1974	477-IEPI	12/20/1978	30	candies, cookies, pasta	12/20/2013
Egypt	BORDEN IN OVAL	Renewed			49414	4/21/1974	29	meat, fish, poultry and game, meat extracts, soups and broths and preparations for making soups and broths and bouillon preparations, preserved, dried and cooked fruits and vegetables, jellies, jams, dairy products, edible oils and fats	4/21/2014
El Salvador	BORDEN ELSIE and design	Pending	20090125087	7/13/2009			5	infants' foods	
El Salvador	REP OF COW HEAD & WORD ELSIE	Renewed			4856 Book 11	4/18/1945	96, 103	foods & ingredients of foods including milk & milk products of all kinds such as condensed milk natural milk concentrated milk buttermilk chocolate malted milk dried milk cocoa caramels liquid coffee liquid cocoa liquid chocolate & products derived therefrom cheeses of all kinds spiced cheeses	4/18/2015
El Salvador	BORDEN'S	Renewed			13306/35	2/11/1966	96, 103, 104	milk lard butter cream cheese & all other milk products chocolate & all other cocoa products not classified elsewhere coffee tea yerba mate chicory & other substances & products for infusions & hot drinks	2/10/2016
El Salvador	REP OF COW HEAD IN DAISY	Renewed			52 book 72	5/25/1978	29, 30	dairy products including cheese butter ice cream milk and cream	5/25/2018
El Salvador	BORDEN IN OVAL	Renewed			82 book 78	6/27/1979	2, 3, 16, 27, 29, 30, 32	paints, plastic for modeling, glue for household purposes, wallpaper, food preserves, milk products, jelly, confectionery, syrups for beverages, stationery and glue for stationery or household purposes, ink, cosmetics, perfumery	6/27/2019
European Community	BORDEN IN OVAL	Registered	366567	10/1/1996	366567	12/9/1998	1, 2, 5, 16, 24, 29, 30, 32	chemicals used in industry, science and photography, as well as in agriculture, horticulture and forestry; unprocessed artificial resins, unprocessed plastics; manures; fire extinguishing compositions; tempering and soldering preparations; chemical substances for preserving foodstuffs; tanning substances; adhesives used in industry, in international class 1; paints, varnishes, lacquers; preservatives against rust and against deterioration of wood; colourants; mordants; raw natural resins; metals in foil and powder form for painters, decorators, printers and artists, in international class 2; etc., too many to list.	10/1/2016
Germany	BORDEN IN OVAL	Renewed	DDW48262		DD638351	7/2/1971	1	chemicals used in industry, science and photography, as well as in agriculture, horticulture and forestry; unprocessed artificial resins, unprocessed plastics; manures; fire extinguishing compositions; tempering and soldering preparations; chemical substances for preserving foodstuffs; tanning substances; adhesives used in industry	7/2/2011

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Country	Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class	goods	Next Renewal Date
Germany	BORDEN IN OVAL	Renewed	B46926/29WZ	10/7/1971	1057505	12/21/1983	1, 2, 3, 5	chemical products used in industry paints varnishes bleaching preparations dietetic substances for children & sick persons adhesives plastic materials foodstuffs for animals mineral & aerated waters	10/31/2011
Guam	REP OF COW HEAD	Renewed			103	8/22/1990		fluid milk, heavy cream, light cream, eggnog mix, ice cream, evaporated milk, mince meat, dry milk, cheeses, cheese spreads, malted milk, mix for making chocolate drinks, dog food meal and nutritional foundations for poultry feed mashes containing select materials from fish, milk and other natural source ingredients	8/22/2010
Guatemala	BORDEN ELSIE and design	Pending	2009-4624	7/17/2009			5		
Guatemala	BORDEN ELSIE and design	Pending	2009-4625	7/17/2009			30		
Guatemala	BORDEN IN OVAL	Registered	2162-95		131355	8/5/2004	29	leche fluida, leche desnatada, crema, yemas de huevos batidos, mantequilla, leche helada, sorbettes, yogurt y huevos, leche evaporada y condensada, leche malteada, batidos de leche, requeson, quesos variados, quesos procesados o elaborados, alimentos de queso y queso para untar, leche en polvo, formulas para infantes	8/5/2014
Guatemala	REP OF COW HEAD	Renewed			5363	8/23/1944	29	cottage cheese, butter, ice cream and fresh milk	8/22/2014
Guatemala	BORDEN IN OVAL	Renewed	5234		29103	3/16/1975	32	prepared mixes for making soft drinks orange & lime soft drinks non-carbonated summer soft drink preparations flavorings extracts syrups frozen concentrate for lemonade limeade pink lemonade & orangeade	3/16/2015
Guatemala	REP OF COW HEAD IN DAISY	Renewed			34768	6/12/1978	29	meat fish poultry and game meat extracts preserved dried and cooked fruits and vegetables jellies jams eggs milk and other dairy products edible oils and fats preserves pickles	6/11/2018
Guyana	REP OF COW HEAD IN DAISY	Renewed			3598A	5/10/1954	42	substances used as food or as ingredients in food	5/11/2010
Guyana	BORDEN'S	Renewed			3599A	5/17/1954	42	food preparations for making beverages	5/17/2010
Guyana	BORDEN IN OVAL	Renewed			9436A	5/14/1974	29	meat fish poultry & game meat extracts preserved dried & cooked fruits &vegetables jellies jams eggs milk & other dairy products edible oils & fats preserves pickles	5/14/2023
Honduras	BORDEN ELSIE and design	Pending	20753/2009	7/13/2009			5		
Honduras	BORDEN IN OVAL	Renewed		3/30/1978	22186	5/21/1975	1	chemicals used in industry, science and photography, as well as in agriculture, horticulture and forestry; unprocessed artificial resins, unprocessed plastics; manures; fire extinguishing compositions; tempering and soldering preparations; chemical substances for preserving foodstuffs; tanning substances; adhesives used in industry	5/21/2015

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Country	Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class	goods	Next Renewal Date
Honduras	BORDEN IN OVAL	Registered			45033	7/8/1985	5	pharmaceutical, veterinary and sanitary preparations; dietetic substances adapted for medical use, food for babies; plasters, materials for dressings; material for stopping teeth, dental wax; disinfectants; preparations for destroying vermin; fungicides, herbicides	7/8/2015
Honduras	BORDEN IN OVAL	Registered			45041	7/8/1985	29	meat, fish, poultry and game; meat extracts; preserved, dried and cooked fruits and vegetables; jellies, jams, fruit sauce; eggs, milk and milk products; edible oils and fats	7/8/2015
Honduras	BORDEN IN OVAL	Registered			45030	7/8/1985	2	paints, varnishes, lacquers; preservatives against rust and against deterioration of wood; colorants; mordants; raw natural resins; metals in foil and powder form for painters, decorators, printers and artists	7/8/2015
Honduras	BORDEN IN OVAL	Registered			45042	7/8/1985	30	coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; flour and preparations made from cereals, bread, pastry and confectionery, ices; honey, treacle; yeast, baking-powder; salt, mustard; vinegar, sauces (condiments); spices; ice	7/8/2015
Honduras	ELSIE & COW HEAD IN DAISY	Registered	8304/96	8/1/1996	67272	1/24/1997	29	meat, fish, poultry and game; meat extracts; preserved, dried and cooked fruits and vegetables; jellies, jams, fruit sauce; eggs, milk and milk products; edible oils and fats	1/24/2017
Honduras	ELSIE & COW HEAD IN DAISY	Registered	8303/96	8/1/1996	67281	1/24/1997	30	coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; flour and preparations made from cereals, bread, pastry and confectionery, ices; honey, treacle; yeast, baking-powder; salt, mustard; vinegar, sauces (condiments); spices; ice	1/24/2017
Honduras	ELSIE COW HEAD IN DAISY (word	Registered	8305/96	8/1/1996	67282	1/24/1997	32	beers; mineral and aerated waters and other non-alcoholic drinks; fruit drinks and fruit juices; syrups and other preparations for making beverages	1/24/2017
Honduras	REP OF COW HEAD IN DAISY	Renewed		3/30/1978	25527	11/23/1978	30	smeared cheese cocktail	11/23/2018
Hong Kong	LADY BORDEN CLASSIC	Renewed	7865/91	10/21/1991	B8426/1994	10/21/1991	30	ice cream and frozen confections	10/21/2012
Hong Kong	BORDEN IN OVAL	Renewed	4287A/86	10/8/1986	199202884	10/8/1986	29	meat, fish, poultry and game, meat extracts, soups and broths and preparations for making soups and broths and bouillon preparations, preserved, dried and cooked fruits and vegetables, jellies, jams, dairy products, edible oils and fats	10/8/2017
Hungary	BORDEN IN OVAL	Registered	M0401913	4/27/2004	183 288	12/28/2005	1	chemicals used in industry, science and photography, as well as in agriculture, horticulture and forestry; unprocessed artificial resins, unprocessed plastics; manures; fire extinguishing compositions; tempering and soldering preparations; chemical substances for preserving foodstuff; tanning substances; adhesives used in industry, in international class 1	4/27/2014
India	BORDEN IN OVAL	Registered	1281483	4/29/2004	1281483	12/24/2005	1	chemicals used in industry, science and photography, as well as in agriculture, horticulture and forestry; unprocessed artificial resins, unprocessed plastics; manures; fire extinguishing compositions; tempering and soldering preparations; chemical substances for preserving foodstuff; tanning substances; adhesives used in industry, in international class 1	4/29/2014

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Country	Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class	goods	Next Renewal Date
Indonesia	LADY BORDEN CLASSIC	Renewed		10/10/1991	484558	10/11/1991	30	coffee, tea, cocoa, sugar, rice, tapioca, sago coffee substitutes, flour, preparations made from cereals, bread, biscuits, cakes, pastry and confectionery, ices, honey, treacle, yeast, baking-powder, salt, mustard, pepper, vinegar, sauces, spices, ice; ice cream, ice milk and frozen confections	10/11/2011
Indonesia	BORDEN IN OVAL	Registered	19158	10/16/2005	IDM000073194	7/30/1996	1	chemical products used in industry, science, photography, agriculture, horticulture, forestry; artificial and synthetic resins; plastics in the form of powders, liquids or pastes, for industrial use; manures 9natural and artificial)I fir extinguishing compositions; tempering substances and chemical preparations for soldering, chemical substances for preserving foodstuffs; tanning substances; adhesive substances used in industry	10/16/2015
Indonesia	BORDEN IN OVAL	Registered	19158	10/16/1995	363877	7/30/1996	1	chemicals used in industry, science and photography, as well as in agriculture, horticulture and forestry; unprocessed artificial resins, unprocessed plastics; manures; fire extinguishing compositions; tempering and soldering preparations; chemical substances for preserving foodstuffs; tanning substances; adhesives used in industry	10/16/2015
Indonesia	ELSIE HEAD IN HALF DAISY	Registered			IDM000155225	12/31/1987	29	milk and milk products	12/31/2017
Indonesia	ELSIE & DESIGN	Renewed			394940	12/31/1987	29	milk & dairy products	12/31/2017
Iran	BORDEN IN OVAL	Renewed	55429		41935	9/21/1972	1, 2	chemical products used in industry, science, photography, photography, agriculture, horticulture, forestry; manures (natural and artificial) fire extinguishing compositions; tempering substances and chemical preparations for soldering; chemical substances for preserving foodstuffs; tanning substances; adhesive substances used in industry; paints, varnishes, lacquers, preservatives against rust and against deterioration of wood; colouring matters, dyestuffs; mordants; resins; metals in foil and powder form for painters and decorators	9/21/2012
Israel	ELSIE & DESIGN	Renewed			7317	10/6/1945	29	meat fish poultry & game meat extracts preserved dried & cooked fruits &vegetables jellies jams eggs milk & other dairy products edible oils & fats preserves pickles	10/6/2022
Israel	BORDEN IN OVAL	Registered	39012		39012	4/4/1974	29	milk and milk products for food eggs margarine vegetable fat milk shakes cheeses and cheese foods included in class 29 glaced dried and canned fruits and canned vegetables minced meat pre-cooked and frozen meat and fish products canned sea food and sea food products dried soups pickles jellies jams preserves mayonnaise and salad dressings and potato chips	4/4/2023
Italy	ELSIE	Renewed	33287C/82		413112	3/15/1962	29	meat fish poultry & game meat extracts preserved dried & cooked fruits &vegetables jellies jams eggs milk & other dairy products edible oils & fats preserves pickles	2/27/2012

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Country	Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class	goods	Next Renewal Date
Jamaica	BORDEN IN OVAL	Registered	30/2032	4/24/1996	29161	4/24/1996	30	coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; flour and preparations made from cereals, bread, pastry and confectionery, ices; honey, treacle; yeast, baking-powder; salt, mustard; vinegar, sauces (condiments); spices, ice	4/24/2013
Jamaica	BORDEN IN OVAL	Registered	32/1150	4/24/1996	29269	4/24/1996	32	juices and nectars	4/24/2013
Jamaica	BORDEN'S	Renewed			1602	6/7/1922	29	milk, cream, buttermilk, condensed milk, evaporated milk, malted milk, butter, cheese	6/7/2016
Japan	BORDEN (IN KATAKANA)	Renewed	126062/70		1536000	8/27/1982	29, 30	cl. 29: edible oils and fats; dairy products cl. 30: miso or bean paste; Worcester sauce; gravies sauce; ketchup; soy sauce; vinegar; essences of vinegar; soba soups; dressings; white sauces; mayonnaise sauces; sauces for roast meat; cube sugar; fructose; rock sugar (seasonings); refined sugar; maltose; honey; glucose; powdered wheat gluten; millet jelly (seasonings); salt mixed with sesame seeds; salt; ground sesame seeds; celery salt; chemical seasonings; spices; essences for ic-creams; essences for sherbets	8/27/2012
Japan	BORDEN IN OVAL	Renewed	125103/70		1535999	8/27/1982	29, 30	cl. 29: edible oils and fats; dairy products cl. 30: miso or bean paste; Worcester sauce; gravies sauce; ketchup; soy sauce; vinegar; essences of vinegar; soba soups; dressings; white sauces; mayonnaise sauces; sauces for roast meat; cube sugar; fructose; rock sugar (seasonings); refined sugar; maltose; honey; glucose; powdered wheat gluten; millet jelly (seasonings); salt mixed with sesame seeds; salt; ground sesame seeds; celery salt; chemical seasonings; spices; essences for ice-creams; essences for sherbets	8/27/2012
Japan	LADY BORDEN (& KATAKANA)	Renewed	701709/1993		995764	1/24/1973	30	confectionery and bread	1/24/2013

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Country	Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class	goods	Next Renewal Date
Japan	BORDEN HOMEMADE & Katakana	Registered	2002-62302	7/24/2002	4 652 363	3/14/2003	29, 30	class 29: edible oils and fats, dairy products, meat for human consumption, eggs, edible aquatic animals (excluding live ones), frozen vegetables, frozen fruits, processed meat products, processed fisheries products, processed vegetables and fruits, fried bean curd, [abura-age], frozen and dried bean curd [kohri-dofu], jelly made from devils' tongue root [konnyaku], soybean milk [soy milk], bean curd [tofu], fermented soybeans [natto], processed eggs, curry; stew and soup mixes, meat source, spaghetti source, pasta source, curry source, dried flakes of laver for sprinkling on rice [ochazuke-nori], seasoned powder for sprinkling on rice [furi-kake], fermented soybean foods as accompaniement [name-mono], raw bean curd, raw pulses, protein for human consumption. class 30: binding agents for ice cream, meat tenderizers for household purposes, preparations for stiffening whipped cream, aromatic preparations for food (excluding those of "essential oils"), tea, coffee and cocoa, ice, confectionery, bread and buns, seasonings, spices, ice cream mixes, sherbet mixes, unroasted coffee, cereal preparations, almond paste, chinese stuffed dumplings, sandwiches, chinese steamed dumplings [shumai, cooked], sushi, fried balls of batter mix with small pieces of octopus [takoyaki], steamed buns stuffed with minced meat [niku-manjuh], hamburgers, pizzas, box lunches, hot dogs, meat pies, ravioli, yeast powder, fermenting malted rice [koji], yeast, baking powder, chinese fried dumplings [harumai], oden, baked stuffed dumplings with flour [okonomiyaki], instant confectionery mixes, sake lees, husked rice, husked oats, husked barley, flour for food, gluten for food.	3/14/2013
Japan	BORDEN/HOME MADE TYPE & DESIGN	Renewed	141585/1990		2542489	5/31/1993	30	confectionery, bread and buns	5/31/2013
Japan	LADY BORDEN AND DESIGN	Renewed	141586/1990	12/20/1990	2542490	5/31/1993	30	confectionery, bread and buns	5/31/2013
Japan	BORDEN IN OVAL	Renewed	719452/1993		1028600	8/27/1973	30	confectionery and bread	8/27/2013
Japan	LADY BORDEN HOMEMADE TYPE AND	Renewed	58834/1991	6/6/1991	2603446	11/30/1993	30	ice cream	11/30/2013
Japan	BORDEN (IN KATAKANA)	Renewed	719453/1993		1047199	12/14/1973	30	confectionery and bread	12/14/2013

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Country	Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class	goods	Next Renewal Date
Japan	LADY BORDEN	Renewed	109682/1991	10/22/1991	2629107	2/28/1994	29, 30	class 29 edible oils and fats; dairy products class 30: miso or bean paste; worcester sauce; gravies sauce; ketchup; soy sauce; vinegar; essences of vinegar; soba soups; dressings; white sauces; mayonnaise sauces; sauces for roast meat; cube sugar; fructose; rock sugar (seasonings); refined sugar; maltose; honey; glucose; powdered what gluten; millet jelly (seasonings); salt mixed with sesame seeds; salt; ground sesame seeds; celery salt; chemical seasonings; spices; essences for ice creams; essences for sherbets	2/28/2014
Japan	LADY BORDEN HOMEMADE TYPE WITH KATAKANA	Renewed	58835/1991	6/6/1991	2685955	7/29/1994	30	confectionery, bread and buns class : 30 int. coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; flour and preparations made from cereals, bread, pastry and confectionery, ices; honey, treacle; yeast, baking-powder; salt, mustard; vinegar, sauces (condiments); spices; ice	7/29/2014
Japan	CLASSY LADY	Registered	329600/1992	12/25/1992	3066796	8/31/1995	30	coffee and cocoa; unroasted coffee; tea; seasonings, spices; aromatic preparations for food (excluding those of "essential oils"); husked rice; husked barley; flour for food; gluten for food; cereal preparations; sandwiches; sushi; pizzas; box lunches; meat pies; ravioli; confectionery, bread and buns; instant confectionery mixes; ice cream mixes; sherbet mixes; almond paste; yeast powder; fermenting malted rice [koji]; yeast; baking powder; ice; binding agents for ice cream; meat tenderizers for household purposes; preparations for stiffening whipped cream; sake lees" in international class 30	8/31/2015
Japan	CLASSY LADY IN KATAKANA	Registered	329602/1992	12/25/1992	3066797	8/31/1995	30	coffee and cocoa; unroasted coffee; tea; seasonings, spices; aromatic preparations for food (excluding those of "essential oils"); husked rice; husked barley; flour for food; gluten for food; cereal preparations; sandwiches; sushi; pizzas; box lunches; meat pies; ravioli; confectionery, bread and buns; instant confectionery mixes; ice cream mixes; sherbet mixes; almond paste; yeast powder; fermenting malted rice [koji]; yeast; baking powder; ice; binding agents for ice cream; meat tenderizers for household purposes; preparations for stiffening whipped cream; sake lees" in international class 30	8/31/2015
Japan	CLASSY LADY WITH KATAKANA	Registered	329604/1992	12/25/1992	3066798	8/31/1995	30	coffee and cocoa; unroasted coffee; tea; seasonings, spices; aromatic preparations for food (excluding those of "essential oils"); husked rice; husked barley; flour for food; gluten for food; cereal preparations; sandwiches; sushi; pizzas; box lunches; meat pies; ravioli; confectionery, bread and buns; instant confectionery mixes; ice cream mixes; sherbet mixes; almond paste; yeast powder; fermenting malted rice [koji]; yeast; baking powder; ice; binding agents for ice cream; meat tenderizers for household purposes; preparations for stiffening whipped cream; sake lees" in international class 30	8/31/2015

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Country	Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class	goods	Next Renewal Date
Japan	CLASSY LADY BORDEN	Registered	14045/1993	2/15/1993	3082743	10/31/1995	30	ice cream; sherbets; frozen yogurt; other confectionery, bread and buns; coffee and cocoa; unroasted coffee; tea/ seasonings, spices; aromatic preparations for food (excluding those of "essential oils"); husked rice; husked barley; flour for food; gluten for food; cereal preparations; sandwiches; sushi; pizzas; box lunches; meat pies; ravioli; instant confectionery mixes; ice cream mixes; sherbet mixes; almond paste; yeast powder; fermenting malted rice [koji]; yeast; baking powder; ice; binding agents for ice cream; meat tenderizers for household purposes; preparations for stiffening whipped cream; sake lees" in international class 30	10/31/2015
Japan	CLASSY BOUTIQUE WITH KATAKANA	Registered	90985/1993	9/6/1993	3121703	2/29/1996	30	coffee and cocoa; unroasted coffee; tea; seasonings, spices; aromatic preparations for food (excluding those of "essential oils"); husked rice; husked barley; flour for food; gluten for food; cereal preparations; sandwiches; sushi; pizzas; box lunches; meat pies; ravioli; confectionery, bread and buns; instant confectionery mixes; ice cream mixes; sherbet mixes; almond paste; yeast powder; fermenting malted rice [koji]; yeast; baking powder; ice; binding agents for ice cream; meat tenderizers for household purposes; preparations for stiffening whipped cream; sake lees" in international class 30	2/28/2016
Japan	LADY BORDEN BOUTIQUE WITH KATAKANA	Registered	90986/1993	9/6/1993	3133411	3/29/1996	30	coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; flour and preparations made from cereals, bread, pastry and confectionery, ices; honey, treacle; yeast, baking-powder; salt, mustard; vinegar, sauces (condiments); spices	3/29/2016
Japan	LADY BORDEN (Stylized)	Renewed	117230/1986	11/5/1986	2112873	2/21/1989	29, 30	edible oils and fats; dairy products, in international class 29; miso or bean paste; Worcester sauce; gravies sauce; ketchup; soy sauce; vinegar; essences of vinegar; soba soups; dressings; white sauces; mayonnaise sauces; sauces for roast meat; cube sugar; fructose; rock sugar (seasonings); refined sugar; maltose; honey; glucose; powdered wheat gluten; millet jelly (seasonings); salt mixed with sesame seeds; salt; ground sesame seeds; celery salt; umami seasonings (or tasty seasonings); spices; essences for ice creams; essences for sherbets, in international class 30	2/21/2019
Japan	LB (script) CONCENTRIC CIRCLES	Renewed	117231/1986		2129238	4/28/1989	29, 30	edible oils and fats; dairy products, in international class 29; miso or bean paste; Worcester sauce; gravies sauce; ketchup; soy sauce; vinegar; essences of vinegar; soba soups; dressings; white sauces; mayonnaise sauces; sauces for roast meat; cube sugar; fructose; rock sugar (seasonings); refined sugar; maltose; honey; glucose; powdered wheat gluten; millet jelly (seasonings); salt mixed with sesame seeds; salt; ground sesame seeds; celery salt; umami seasonings (or tasty seasonings); spices; essences for ice-creams; essences for sherbets, in international class 30	4/28/2019
Jordan	BORDEN'S	Renewed			7647	5/4/1964	29	all goods in class 29 heading of which is meat fish poultry & game meat extracts preserved dried & cooked fruits & vegetables jellies jams eggs milk & other dairy products edible oils & fats preserves pickles	5/4/2013

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Borden, Elsie and Cow Head Trademarks
Registered and Pending
(U.S. and Foreign)

Country	Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class	goods	Next Renewal Date
Jordan	COW'S HEAD IN DAISY	Renewed			7648	5/4/1964	29	meat fish poultry & game meat extracts preserved dried & cooked fruits & vegetables jellies jams eggs milk & other dairy products edible oils & fats preserves pickles	5/4/2013
Korea, Republic of	BORDEN IN OVAL	Renewed			42679	8/15/1975	10	steel forging agents, casting agents, soil stabilizers, mold releasing agents, lubricants, pastes and adhesives	8/14/2015
Kenya	BORDEN IN OVAL	Renewed	20989		B20989	4/9/1974	29	Meat, fish, poultry and game, meat extracts, preserved, dried and cooked fruits and vegetables, jellies, jams, eggs, milk and other dairy products edible oils and fats, preserves, pickles	10/9/2019
Laos	BORDEN IN OVAL	Renewed	1977	4/5/1993	1776	4/5/1993	1	all goods in class 1	4/5/2013
Laos	BORDEN IN OVAL	Renewed	1977	4/5/1993	1777	10/20/1993	29	all goods in class 29 (processed foods)	4/5/2013
Laos	BORDEN IN OVAL	Renewed	1977	4/5/1993	1778	10/20/1993	30	all goods in class 30 (staple foods)	4/5/2013
Latvia	BORDEN IN OVAL	Registered	M933959	4/19/1993	M15909	4/19/1993	17, 29	gutta percha, India rubber (for cleaning or erasing), balata and substitutes, articles made from these substances and not included in other classes, plastics in the form of sheets, blocks or rods (semi-manufactured products) materials for packing, stopping and insulating, asbestos, mica and their products, flexible non-metallic hose-pipes meat, fish, poultry and game, meat extracts, preserved, dried and cooked fruits and vegetables, jellies, jams eggs, milk and other dairy products, vegetable oils and edible fats, preserves, pickles	4/19/2013
Lebanon	COW'S HEAD IN DAISY	Renewed			80429	8/24/1954	29	milk and dairy products	8/24/2014
Libya	BORDEN	Pending	15376	7/14/2008			29		
Malta	REP OF COW'S HEAD IN DAISY	Renewed	16051	1/31/1984	16051	1/31/1984		meat, fish, poultry and game; meat extracts; preserved, dried and cooked fruits and vegetables; jellies, jams; eggs, milk and other dairy products; edible oils and fats, preserves, pickles produced by them and their trade	1/31/2012
Mexico	BORDEN	Renewed	32764	10/20/1987	350557	7/22/1988	1, 2, 25, 31	only artificial resins, in a non raw state, and plastic materials in a raw state. only natural resins in a raw state. only oil as a base for the manufacture of paints, combustible calcined balls, bee's wax, wood charcoal, coke, fire wood, lignite, paraffin, nonmetallic minerals in a raw state. only asbestos, rubber, gutta-perch, gum, amianthus, India rubber, mica and semi-manufactured products of plastic materials. only leather, leather imitations and animal pelts. only tar, clay, artificial rubber, rock crystal (quartz), raw crystal, limestone, slate and rubber slabs. only raw coral, meerschaum (hydrous magnesium silicate), raw or rough dressed bones, wicker, raw or rough dressed marble and mother of pearl. glass briquettes, rubber sponges, natural or rubber sponges for the dressing table, steel wool, hairs for brushes, steel shavings and raw or semi-manufactured glass. only materials used as fillers, textile and fibrous materials in a raw state. only soles and heels for foot ware. only non edible seeds, plants and natural flowers.	10/20/2012

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Borden, Elsie and Cow Head Trademarks
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Country	Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class	goods	Next Renewal Date
Mexico	ELSIE DESIGN (NEW)	Registered	171367	6/25/1993	446775	11/19/1993	29, 30	meat, fish, fowls and game; meat extracts; preserved, dried and cooked fruits and legumes; jellies, marmalades; eggs, milk products; edible fats, oils; sauces for salads; preserved foods in class 29; sauces for meat (gravy) in class 30	6/25/2013
Mexico	IF IT'S BORDEN, IT'S GOT TO BE GOOD	Renewed	171369	6/25/1993	441814	9/10/1993	30	coffee, tea, cocoa, sugar, rice, tapioca, sago, coffee substitutes; flour, and preparations made from cereals; bread, biscuits, cakes, pastry and confectionery, ices; honey, treacle; yeast, baking-powder; salt, mustard; pepper, vinegar, sauces, spices; ice	6/25/2013
Mexico	COW'S HEAD IN DAISY	Registered	65976	6/30/1989	383926	9/24/1990	2, 5, 29, 30, 31, 32	paints, varnishes, lacquers; preservatives against rust and against deterioration of wood; colorants; mordants; raw natural resins; metals in foil and powder form for painters, decorators, printers and artists in international class 2; pharmaceutical, veterinary and sanitary preparations; dietetic substances adapted for medical use, food for babies; plasters, materials for dressings; material for stopping teeth, dental wax; disinfectants; preparations for destroying vermin; fungicides, herbicides in international class 5; meat, fish, poultry and game; meat extracts; preserved, dried and cooked fruits and vegetables; jellies, jams, fruit sauce; eggs, milk and milk products; edible oils and fats in international class 29; coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; flour and preparations made from cereals, bread, pastry and confectionery, ices; honey, treacle; yeast, baking-powder; salt, mustard; vinegar, sauces (condiments); spices; ice in international class 30; agricultural, horticultural, and forestry products and grains not included in other classes; live animals; fresh fruits and vegetables; seeds, natural plants and flowers; foodstuffs for animals, malt in international class 31; and, beers; mineral and aerated waters and other non-alcoholic drinks; fruit drinks and fruit juices; syrups and other preparations for making beverages in international class 32	6/30/2014
Mexico	BORDEN	Registered	742,754	10/3/2005	918,460	1/31/2006	29	meat, fish, poultry and game; meat extracts; preserved, dried and cooked fruits and vegetables; jellies, jams, compotes, eggs, milk and milk products; edible oils and fats, specially not-dairy creamer, in int. class 29 in mexico.	10/3/2015
Mexico	BORDEN ELSIE Design	Pending	742,755	9/22/2006	1119251	9/4/2009	29	meat, fish, poultry and game; meat extracts; preserved, dried and cooked fruits and vegetables; jellies, jams, compotes, eggs, milk and milk products; edible oils and fats, specially not-dairy creamer, in int. class 29 in mexico.	9/22/2016
Mexico	INSTANT DRINK BORDEN	Registered	898958	11/29/2007	1021268	1/25/2008	32	powdered fruit drink mix	11/29/2017
Mexico	BORDEN	Registered	956155	8/21/2008	1101043	5/21/2009	30	all goods in class 30	8/21/2018

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Borden, Elsie and Cow Head Trademarks
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Country	Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class	goods	Next Renewal Date
Mexico	BORDEN and design	Registered	956154	8/21/2008	1101042	5/21/2009	30	all goods in class 30	8/21/2018
Montserrat	BORDEN'S	Renewed			47/1939	4/4/1924	42	condensed dried and evaporated milk	4/4/2022
Morocco	BORDEN IN OVAL	Renewed			47637	9/19/1972	1, 16, 29	chemicals used in industry, science and photography, as well as in agriculture, horticulture and forestry; unprocessed artificial resins, unprocessed plastics; manures; fire extinguishing compositions; tempering and soldering preparations; chemical substances for preserving foodstuff; tanning substances; adhesives used in industry, in international class 1; paper, cardboard and goods made from these materials, not included in other classes; printed matter; bookbinding material; photographs; stationery; adhesives for stationery or household purposes; artists' materials; paint brushes; typewriters and office requisites (except furniture); instructional and teaching material (except apparatus); plastic materials for packaging (not included in other classes); playing cards; printers' type; printing blocks, in international class 16 meat, fish, poultry and game; meat extracts; preserved, dried and cooked fruits and vegetables; jellies, jams, fruit sauces; eggs, milk and milk products; edible oils and fats, in international class 29	11/15/2011
Morocco	ELSIE & DESIGN	Renewed			38754	5/17/1947	3, 5, 6, 17	foods & ingred of foods milk & milk products of all kinds condensed nat & concentrated milk buttermilk chocolate malted & dried milk cocoa caramels liquid coffee liquid cocoa liquid chocolate & products derived therefrom butter cheese of all kinds edible oils cheese flavorings eggs frozen eggs egg products cream evap cream mince meat canned fruits & vegetables	4/3/2017
Nepal	BORDEN IN OVAL	Registered			2243/031	11/21/1974			Unlimited
Netherlands Antilles	BORDEN IN OVAL	Registered	D-7239	12/27/2001	06553	6/28/2002	1, 2, 3, 5	chemicals used in industry, science and photography, as well as in agriculture, horticulture and forestry; unprocessed artificial resins, unprocessed plastics; manures; fire extinguishing compositions; tempering and soldering preparations; chemical substances for preserving foodstuff; tanning substances; adhesives used in industry, in international class 1	5/7/2014
New Zealand	LADY BORDEN CLASSIC	Renewed	213377	10/3/1991	B213377	10/3/1991	30	confectionery and Ices, ice cream, ice milk, frozen confections, and desserts; coffee, artificial coffee, tea, cocoa, chocolate, sugar	10/3/2012
New Zealand	ELSIE & DESIGN	Renewed			40543	6/8/1944	29	all goods included in class 29	6/8/2017
New Zealand	BORDEN IN OVAL	Registered	107831		B107831	4/5/1974	16	stationery, adhesive material, pressure sensitive tape in this class, pastes, glue, gums, and mucilage, all in this class, inks in this class, wrapping and packaging materials in this class including plastic films, printed matter, but excluding newspapers, periodicals, magazines, books, booklets, dressmakers patterns, knitting patterns, transfer patterns, and all other patterns and excluding photographs	4/5/2019

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Borden, Elsie and Cow Head Trademarks
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Country	Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class	goods	Next Renewal Date
New Zealand	BORDEN IN OVAL	Renewed	107832		107832	4/5/1974	29	meat, fish, poultry and game meat extracts, preserved, dried and cooked fruits and vegetables, jellies, jams, eggs, milk and other dairy products, edible oils and fats, preserves, pickles	4/5/2019
Nicaragua	REP OF COW HEAD & WORD ELSIE	Renewed	94-0620		4140	8/2/1944	29	foods & ingred of foods including milk & milk products of all kinds such as condensed natural & concentrated milk cream chocolate malted milk dry milk cocoa caramels liquid coffee cocoa & chocolate & products derived therefrom butter cheeses of all kinds edible oils condiments for cheese eggs frozen eggs egg products cream evap cream mincemeat preserved fruits	8/1/2014
Nicaragua	BORDEN IN OVAL	Renewed			3130RPI	5/2/1975	29	food and their ingredients	5/1/2015
Nicaragua	BORDEN IN OVAL	Renewed			3129RPI	5/2/1975	1	synthetic resins and other products used in industry	5/2/2015
Nicaragua	BORDEN IN OVAL	Registered	95-02358	8/23/1995	30772CC	4/11/1996	30	coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; flour and preparations made from cereals, bread, pastry and confectionery, ices, honey, treacle; yeast, baking-powder; salt, mustard; vinegar, sauces (except salad dressings); spices; ice and all other goods in international class 30	4/10/2016
Nicaragua	ELSIE HEAD IN HALF DAISY	Registered	95-02359	8/23/1995	30773CC	4/11/1996	30	coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; flour and preparations made from cereals, bread, pastry and confectionery, ices, honey, treacle; yeast, baking-powder; salt, mustard, vinegar, sauces (except salad dressings); spices; ice and all other goods in international class 30	4/10/2016
Nicaragua	REP. OF COW HEAD IN DAISY	Registered			8562CC	6/10/1978	29	dairy products including cheese butter ice cream milk and cream	6/9/2018
Norway	BORDEN IN OVAL	Renewed	107665	6/28/1971	83977	2/9/1972	1, 2, 3, 5, 16, 17, 18, 19, 24, 27, 28, 29, 30, 31, 32	chemical products used in industry, science, etc. - [see certificate for full description]. paints, varnishes, etc. - [see certificate for full description]. pharmaceutical preparations, food for babies, etc. - [see certificate for full description]. paper, cardboard, adhesives for stationery & household use, etc. - [see certificate for full description]. rubber, gutta-percha, etc. - [see certificate for full description]. leather & imitations of leather, etc. - [see certificate for full description]. building materials, asphalt, etc. - [see certificate for full description]. carpets, wall hangings (non-textile), etc. - [see certificate for full description]. meat, fish, milk & milk products, etc. - [see certificate for full description]. coffee, tea, etc. - [see certificate for full description]. foodstuffs for animals, etc. - [see certificate for full description].	2/9/2012
Pakistan	BORDEN IN OVAL	Renewed	60472		60472	4/5/1974	29	meat fish poultry and game meat extracts preserved dried and cooked fruits and vegetables jellies jams eggs milk and other dairy products edible oils and fats preserves pickles	4/5/2011
Pakistan	BORDEN'S	Renewed			5037	1/21/1943	29	dry or powdered milk	6/30/2011
Pakistan	ELSIE & DESIGN	Renewed			5034	7/24/1944	29	all goods in class 29 particularly milk and dairy products, cream and milk, butter, cheese	6/30/2011

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Borden, Elsie and Cow Head Trademarks
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Country	Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class	goods	Next Renewal Date
Panama	COW'S HEAD IN DAISY	Registered	058875	11/6/1991	058875	7/27/1993	30	coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; flour and preparations made from cereals, bread, pastry and confectionery; ices, honey, treacle, yeast, baking-powder, salt, mustard, vinegar, sauces (except salad dressings), spices, ice	7/27/2013
Panama	COW'S HEAD IN DAISY	Registered	058872	11/6/1991	058872	7/27/1993	29	cottage cheese, butter and fresh milk	7/27/2013
Panama	BORDEN IN OVAL	Registered	065795	4/28/1993	65795	8/26/1994	32	all goods in international class 32	8/26/2014
Panama	BORDEN IN OVAL	Registered	065793	4/28/1993	65793	8/26/1994	1	all goods in international class 1	8/26/2014
Panama	BORDEN IN OVAL	Registered	065796	4/28/1993	65796	8/26/1994	29	all goods in international class 29	8/26/2014
Panama	BORDEN IN OVAL	Registered	065794	4/28/1993	65794	8/26/1994	30	all goods in international class 30	8/26/2014
Panama	INSTANT DRINK BORDEN	Registered	1247	6/25/1993	66652	2/22/1995	32	beer; mineral water and other non-alcoholic beverages; drinks and fruit juices; other preparations to make beer	2/22/2015
Panama	INSTANT DRINK BORDEN	Registered	5177		74806	3/15/1995	5	pharmaceutical, veterinary and sanitary preparations; dietetic substances adapted for medical use, food for babies; plasters, materials for dressings; material for stopping teeth, dental wax; disinfectants; preparations for destroying vermin; fungicides, herbicides.	3/15/2015
Panama	COW'S HEAD IN DAISY	Registered	078235	11/9/1995	078235	11/9/1995	29	cottage cheese, butter and fresh milk	11/9/2015
Panama	COW'S HEAD IN DAISY	Registered	078234	11/9/1995	078234	11/9/1995	30	ice cream	11/9/2015
Panama	INSTANT DRINK BORDEN	Registered	5177	3/15/1995	74805	7/29/1996	5	pharmaceutical, veterinary and sanitary preparations; dietetic substances adapted for medical use, food for babies; plasters, materials for dressings; material for stopping teeth, dental wax; disinfectants; preparations for destroying vermin; fungicides, herbicides	7/29/2016
Panama	LADY BORDEN	Renewed			23942	10/4/1979	30	ice cream	10/4/2019
Paraguay	BORDEN IN OVAL	Renewed			172716	6/28/1974	1	all goods in class 1 such as vegetable animal & mineral substances either prepared or in natural state used in manufacture building or domestic use not including those included in other classes especially industrial adhesives (per kjv?) import, export, trading, representation and sales of construction materials	6/28/2014
Paraguay	BORDEN	Renewed			292148	2/11/1976	29	all goods in class 22 heading of which is foodstuffs or substances employed as ingredients in food	2/11/2016
Peru	BORDEN	Registered	219887	4/28/1993	001999	10/25/1993	30	ice cream, pastry and confectionery, chocolates and all other goods of the same class	10/25/2013
Peru	BORDEN	Registered	221643	6/1/1993	002493	11/10/1993	29	meat, fish, poultry and game; meat extracts; preserved, dried and cooked fruits and vegetables; jellies, jams, fruit sauce; eggs, milk and milk products; edible oils and fats	11/10/2013
Peru	COW'S HEAD IN DAISY	Registered	219888	4/28/1993	007243	4/8/1994	30	edible ice creams, pastries and confection, chocolates and all the remaining goods in such class	4/8/2014

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Borden, Elsie and Cow Head Trademarks
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Country	Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class	goods	Next Renewal Date
Peru	BORDEN IN OVAL	Renewed	174495		028307	7/31/1974	1	chemical products used in industry science photography agriculture horticulture forestry artificial & synthetic resins plastics in the form of powders liquids or pastes for industrial use manures (natural & artificial) fire extinguishing compositions and all corresponding goods in the class	7/31/2014
Peru	BORDEN IN OVAL	Renewed	157347	7/31/1989	82952	1/18/1990	29	meat, fish, poultry and game; meat extracts; preserved, dried and cooked fruits and vegetables; jellies, jams; eggs, milk and milk products; edible oils and fats; salad dressings; preserves	1/18/2015
Peru	IF IT'S BORDEN, IT'S GOT TO BE GOOD	Registered	217774	3/16/1993	000134	10/14/1993	29	meat, fish, poultry and game; meat extracts; preserved, dried and cooked fruits and vegetables; jellies, jams, fruit sauce; eggs, milk and milk products; edible oils and fats	1/18/2015
Peru	COW'S HEAD IN DAISY	Renewed	037912	9/19/1980	036232	1/16/1981	29	milk, meats, cheese, milk products, and other products	1/16/2016
Peru	BORDEN IN OVAL	Renewed	039853		037722	4/20/1981	5	pharmaceutical veterinary and sanitary substances infants and invalids foods plasters material for bandaging material for stopping teeth dental wax disinfectants preparations for killing weeds and destroying vermin	4/20/2016
Peru	BORDEN IN OVAL	Renewed	039856		63044	12/31/1986	30	coffee tea cocoa sugar rice tapioca sago coffee substitutes flour and preparations made from cereals bread biscuits cakes pastry and confectionery ices honey treacle yeast baking powder salt mustard pepper vinegar sauces spices ice	12/31/2016
Peru	IF IT'S BORDEN, IT'S GOT TO BE GOOD	Renewed	191292	9/20/1991	2880	1/31/1992	30	coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; flour and preparations made from cereals, bread, pastry and confectionery, ices; honey, treacle; yeast, baking-powder; salt, mustard; vinegar, sauces (except salad dressings); spices; ice	1/31/2017
Philippines	ELSIE BORDEN & Design	Registered	4-2006-500478	11/20/2006	4-2006-500478	12/30/2007	29	liquid and powdered non-dairy creamer	12/30/2017
Russian Federation	BORDEN IN OVAL	Registered	2004708980	4/23/2004	302795	3/15/2006	01 Int.	class : 01 int. chemicals used in industry, science and photography, as well as in agriculture, horticulture and forestry; unprocessed artificial resins, unprocessed plastics; manures; fire extinguishing compositions; tempering and soldering preparations; chemical substances for preserving foodstuff; tanning substances; adhesives used in industry.	4/23/2014
Rwanda	BORDEN IN OVAL	Registered			1126/BRK	8/14/1974	1, 2, 3	natural resins, metals in foil & powder form for painters & decorators. orestr, artificial & synthetic resins; plastics in the form of powders, shine scouring & abrasive preparations, soaps, perfumery, essential oils re extinguishing compositions, tempering substances & chemical preparations for preserving foodstuffs, tanning substances, adhesive substances u	unlimited
Rwanda	BORDEN'S	Registered			230/ARK	6/22/1964		foods and ingredients of foods for human and animal consumption; beverages, pharmaceutical, veterinary and hygienic preparations; cosmetics, perfumery and toilet preparations; chemical preparations for industrial, scientific and agricultural use; adhesives; cleaning and sanitizing products; plastic products	unlimited

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Borden, Elsie and Cow Head Trademarks
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Country	Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class	goods	Next Renewal Date
Singapore	BORDEN IN OVAL	Renewed	S60578		T74/60578D	4/15/1974	29	meat, fish, poultry and game; meat extracts; preserved, dried and cooked fruits and vegetables; jellies, jams; eggs, milk and other dairy products; edible oils and fats; preserves; pickles	4/15/2015
Singapore	BORDEN IN OVAL	Renewed			T74/60576H	4/15/1974	1	chemicals used in industry, and agriculture, synthetic resins, fertilizers, adhesives used in industry, diagnostic chemicals	4/15/2015
Slovakia	BORDEN IN OVAL	Renewed			162082	4/10/1974	1, 2, 29, 30	chemical products used in industry, science, photography, agriculture, horticulture, forestry, artificial and synthetic resins, plastics in the form of powders, liquids or pastes, for industrial use, manures (natural and artificial), fire extinguishing compositions, tempering substances and chemical preparations for soldering, chemical substances for preserving foodstuffs, tanning substances, adhesive substances used in industry in international class 1 paints, varnishes, lacquers, preservatives against rust and against deterioration of wood, coloring matters, dyestuffs, mordants, natural resins, metals in foil and powder form for painters and decorators; printing and lithographic inks in international class 2 meat, fish, poultry and game, meat extracts, preserved, dried and cooked fruits and vegetables, jellies, jams, eggs, milk and other dairy products, edible oils and fats, preserves, pickles in international class 29 coffee, tea, cocoa, chocolate, sugar, rice, tapioca, sago, coffee substances, flour and preparations made from cereals, bread, biscuits, cakes, pastry and confectionery, ices, honey, treacle, yeast, baking powder, salt, mustard, pepper, vinegar, sauces, spices, ice in international class 30	4/10/2014
Slovenia	BORDEN IN OVAL	Registered	304-67/93	2/10/1993	Z-7280655	3/1/1994	1, 2, 16	chemical products used in industry, science, photography, agriculture, horticulture, forestry, artificial and synthetic resins, plastics in the form of powders, liquids or pastes, for industrial use, manures (natural and artificial), fire extinguishing compositions, tempering substances and chemical preparations for soldering, chemical substances for preserving foodstuffs, tanning substances, adhesive substances used in industry in int. class 1 paints, varnishes, lacquers, preservatives against rust and against deterioration of wood, coloring matters, dyestuffs, mordants, natural resins, metals in foil and powder form for painters and decorators; printing and lithographic inks in int. class 2 paper and paper articles, cardboard and cardboard articles, printed matter, newspapers and periodicals, books, bookbinding materials, photographs, stationery, adhesive materials (stationery), artists' materials, paint brushes, (printers") type and cliches (stereotype); adhesive strips, bands, tapes; wrapping and packaging materials in int. class 16	10/6/2012

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Borden, Elsie and Cow Head Trademarks
Registered and Pending
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Country	Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class	goods	Next Renewal Date
South Africa	ELSIE & COW'S HEAD DESIGN	Renewed	70/5686		2341/44	11/29/1944	29	cheese, butter, cream, milk, milk products and dairy products of all kinds	11/29/2012
South Africa	BORDEN IN OVAL	Renewed	B74/1611		B74/1611	4/1/1974	2	paints, varnishes, lacquers preservatives against rust and against deterioration of wood, coloring matters, dyestuffs, mordants, natural resins, metals in foil and powdered form for painters and decorators	4/1/2014
South Africa	BORDEN IN OVAL	Registered	2004/06154	4/21/2004	2004/06154	4/21/2004	1	chemicals used in industry, science and photography, as well as in agriculture, horticulture and forestry; unprocessed artificial resins, unprocessed plastics; manures; fire extinguishing compositions; tempering and soldering preparations; chemical substances for preserving foodstuffs; tanning substances; adhesives used in industry	4/21/2014
Spain	BORDEN ALPHASET	Renewed	1617375	2/13/1991	1617375	3/5/1993	1	resins and hardeners for use in the foundry industry	2/13/2011
Spain	BORDEN IN OVAL	Renewed	979861	7/8/1981	979861	10/19/1983	1	chemicals	7/8/2011
Sri Lanka	BORDEN IN OVAL	Renewed	44530		44530	5/5/1982	1	adhesive substances for use in industry	5/5/2012
Sri Lanka	BORDEN IN OVAL	Registered	38431	10/24/1977	38431	10/24/1977	29	fluid milk, skin milk, cream, egg nog and condensed milk, malted milk, milk shakes, cottage cheese, various cheese, processed cheese, cheese foods and cheese spreads, filled or imitation milk, cream, sour cream, margarine, glazed fruits, dried and canned fruits, mince meats, canned vegetable and veg	10/24/2017
St. Kitts and Nevis	BORDEN ELSIE and design	Pending	272/2009	9/15/2009			29	preserved, dried and cooked fruits and vegetables; jellies, jams; cheese; yogurt; milk and other dairy products; edible oils and fats; preserves; salad dressings; mayonnaise; peanut butter; dairy based creamers; cheese and pasta or rice; dips	
St. Kitts and Nevis	REP OF COW'S HEAD IN DAISY	Renewed	2971		2971	2/18/1981	42	cheese butter milk edible cream and dairy products for food	2/17/2019
St. Lucia	BORDEN ELSIE and design	Pending	249/2009	9/16/2009			29	preserved, dried and cooked fruits and vegetables; jellies, jams; cheese; yogurt; milk and other dairy products; edible oils and fats; preserves; salad dressings; mayonnaise; peanut butter; dairy based creamers; cheese and pasta or rice; dips	
St. Lucia	REP OF COW'S HEAD IN DAISY	Renewed			71/1981	9/4/1981	29	meat, fish, poultry and game; meat extracts; preserved, dried and cooked fruits and vegetables; jellies, jams, fruit sauces; eggs, milk and milk products; edible oils and fats	9/4/2019

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Borden, Elsie and Cow Head Trademarks
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Country	Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class	goods	Next Renewal Date
Sudan	BORDEN IN OVAL	Renewed	16540		16540	5/16/1977	29	fluid milk skim milk cream egg nog malted milk milk shakes yogurt and eggs evaporated and condensed milk cheeses cheese foods and cheese spreads milk based dietary foods powdered milk and powdered skim milk infant formulae stabilizers emulsifiers and flavorings for dairy product food flavorings concentrates and vitamin and mineral products for fortifying food products; filled or imitation milk, cream, sour cream; margarine, vegetable fat, milk shakes, glace fruits, dried and canned fruits, mince meats, canned vegetables and vegetable juices, canned stew and hash; pre-cooked and frozen meat and fish products, canned seafood and seafood products; dried soups and flavors therefor, dried potato flakes; bottled and canned pickles, relish and peppers, peanut butter, jelly, jams and preserves; mayonnaise and salad dressing, soybean, potato chips, snack chips and cones for use with ice cream	5/16/2017
Suriname	BORDEN IN OVAL	Renewed			8503	7/6/1974	1	chemical products used in industry, science, photography, agriculture, horticulture, forestry, artificial and synthetic resins, plastics in the form of powders, liquids or pastes, for industrial use, manures (natural and artificial), fire extinguishing compositions, tempering substances and chemical preparations for soldering, chemical substances for preserving foodstuffs, tanning substances, adhesive substances used in industry	7/6/2014
Switzerland	BORDEN IN OVAL	Registered	4730		396670	9/23/1971	1, 2, 3, 5	chemical products used in industry science photo agric horticulture & forestry; food preservatives adhesives & glues for industrial purposes plastics paints coloring matters anti-corrosives printing inks cosmetics & perfumery cleaning & polish preparations pharmacy, med & vet prep invalids & infants foods printed matter & stationery sheets made of paper cardboard metal plastics or comp	9/23/2011
Taiwan	BORDEN IN OVAL	Renewed	81013899		603841	7/1/1993	1	antiseptic, deodorant, rust-removing agent	3/31/2012
Taiwan	BORDEN IN OVAL	Renewed			51884	4/1/1972	1	all kinds of natural and synthetic resins; all kinds of unprocessed natural resins; all kinds of unprocessed artificial resins; gums	3/31/2012
Taiwan	BORDEN IN OVAL	Registered	85035912	7/19/1996	770728	8/1/1997	29	meat, fish, poultry and game; meat extracts; preserved, dried and cooked fruits and vegetables; jellies, jams; oils and fats for cooking; preserves	8/1/2013
Taiwan	COW'S HEAD IN DAISY	Renewed			372987	8/15/1987	22	all kinds of milk products properly belonging in the other articles group of class 47 & all other goods belonging in the other articles group of class 47	8/15/2017
Tangier	BORDEN IN OVAL	Renewed			R9328	4/3/1974	29	meat fish poultry and game meat extracts preserved dried and cooked fruit and vegetables jellies jams eggs milk and other dairy products edible oils and fats preserves pickles	4/5/2013
Thailand	BORDEN IN OVAL	Registered	559760	7/22/2004	Kor223483	1/13/2006	1	chemicals used in industry, science and photography, as well as in agriculture, horticulture and forestry; unprocessed artificial resins, unprocessed plastics; manures; fire extinguishing compositions; tempering and soldering preparations; chemical substances for preserving foodstuff; tanning substances; adhesives used in industry	7/22/2014

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Country	Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class	goods	Next Renewal Date
Trinidad and Tobago	BORDEN IN OVAL	Renewed	8476		B8476/74	4/9/1974	50	plastic sheets and containers	4/8/2012
Trinidad and Tobago	BORDEN IN OVAL	Renewed	8475		B8475/74	4/9/1974	9	tapes and all other goods included in this class	4/8/2012
Trinidad and Tobago	BORDEN IN OVAL	Renewed			8474	4/9/1974	42	substances used as food or as ingredients in food	4/9/2012
Trinidad and Tobago	REP OF COW HEAD	Renewed			104/1954	6/15/1944	42	milk and dairy products	6/15/2020
Trinidad and Tobago	REP OF COW'S HEAD IN DAISY	Renewed			87/1944	6/15/1944	42	substances used as food or as ingredients in food	6/15/2020
Turkey	BORDEN IN OVAL	Renewed			80381	3/19/1974		flexible transparent vinyl plastic sheets; plastic sheeting backed with rubber or polyurethane foam; thermoplastic synthetic covering for furniture, books card tables, and for other protective or decorative home application; laminated vinyl film, sold in rolls and sheets, for general use in industrial arts, synthetic resins for use as a molding and casting compound plastic cups and lids; plastic drinking tumblers; plastic drinking glass coasters; plastic food mixing bowls; plastic compartmented trays; plastic bags--namely, trash can liner bags, food storage bags, sandwich bags, pillow protection bags, and ice cube bags, etc. too many to list	3/19/2014
United Arab Emirates	BORDEN IN OVAL	Registered	21623	5/14/1997	14336	3/25/1998	29	fluid milk, skim milk, cream, eggnog, butter, yogurt and eggs: evaporated, condensed, malted milk, shakes, cottage cheese various cheeses, processed cheeses, cheese foods and cheese spreads: powdered milk and powdered skim milk, stabilizers, emulsifiers and flavorings for dairy products, filled or imitation milk, cream, sour cream, glace fruits, dried/canned fruits, jelly, jam and preserves: coffee lightener	5/14/2017
United Kingdom	BORDEN IN OVAL	Renewed	1027476		B1027476	4/1/1974	1	chemical products for use in industry; chemical products included in class 1 for use in horticulture and forestry; artificial and synthetic resins; plastics in the form of powders, liquids or pastes, for industrial use; tempering substances, chemical preparations for soldering, chemical substances for preserving foodstuffs; tanning substances, adhesive substances for use in industry, and chemical grouts for industrial use	4/1/2015
United Kingdom	BORDEN IN OVAL	Renewed	1027480		B1027480	4/1/1974	29	meat fish poultry and game, none being live, meat extracts, fruits and vegetables all being preserved, dried or cooked, jellies and dairy products all for food, jams, eggs, milk, edible oils, edible fats, fruit preserves, vegetable preserves and pickles	4/1/2015
Uruguay	BORDEN IN OVAL	Renewed			260855	3/14/1973	1	bulk adhesives, plastics and all other related goods	5/18/2013
USA	BORDEN ELSIE Design	Published	77/778412	7/10/2009			29, 30, 32	milk; chocolate milk; milk containing strawberry flavoring; milk containing vanilla flavoring; buttermilk; half and half; whipping cream; cream; cottage cheese; sour cream; snack dips, dairy-based chocolate food beverages, in international class 29; tea; sweet tea, in international class 30; fruit juices; fruit drinks, in international class 32	

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Country	Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class	goods	Next Renewal Date
USA	INSTANT DRINK BORDEN	Published	77/327392	11/12/2007			32	powdered fruit drink mix, in international class 32	
USA	ELSIE design (cow head)	Renewed	576309	3/30/1949	529468	8/22/1950	29, 30	fluid milk, heavy cream, light cream, eggnog mix, ice cream, [ices, a frozen confection comprising] ice cream on a stick, evaporated milk, mince meat, dry milk, cheese, cheese spreads, malted milk, mix for making chocolate drinks, dog food meal, and nutritional foundations for poultry feed mashes containing select materials from fish, milk, and other natural source ingredients	8/22/2010
USA	BORDEN BRINGS THE DAIRY HOME	Registered	75/716508	5/25/1999	2400981	10/31/2000	29	cheese	10/31/2010
USA	ELSIE'S KITCHEN	Registered	75/703923	5/6/1999	2458209	6/5/2001	29	cheese	6/5/2011
USA	ELSIE BORDEN Design	Registered	75/747000	7/9/1999	2464457	6/26/2001	29	cheese	6/26/2011
USA	BORDEN (CORPORATE LOGO)	Renewed	359758	5/15/1970	921370	10/5/1971	1, 5, 16, 29, 30	mucilage, adhesive cement gums, paste, and casein glue; rubber and synthetic resin adhesives; pressure-sensitive tape; adhesives for installing tile and linoleum; industrial adhesives; and core binders; modified caseins and caseinates for industrial use; synthetic resin emulsions; formaldehyde in international class 1; evaporated and condensed milk; mince meats in international class 29; and coffee in international class 30	10/5/2011
USA	ELSIE DESIGN (DAISY)	Renewed	71/440908	2/24/1941	397158	8/25/1942	30	fluid milk	8/25/2012
USA	BORDEN	Registered	75/812572	10/1/1999	2703415	4/8/2003	29, 30, 32	milk, flavored milk, buttermilk, and half and half, cream, yogurt and flavored yogurt, powdered, evaporated and condensed milk, butter, cheese, cream-cheese, cottage cheese, sour cream, eggnog, powdered non-dairy coffee creamer, mincemeat, in international class 29; ice cream, frozen ice confections, ice cream mixes, milk-based frozen desserts, in international class 30; fruit juice, in international class 32	4/8/2013
USA	BORDEN PLUS	Registered	76/433029	7/19/2002	2715645	5/13/2003	29	milk	5/13/2013
USA	ELSIE DESIGN (DAISY)	Renewed	463642	9/25/1943	405706	2/15/1944	30	cottage cheese, butter, ice cream and fresh milk	2/14/2014
USA	IF IT'S BORDEN-IT'S GOT TO BE GOOD	Registered	480909	5/18/1984	1335708	5/14/1985	29	jams and jellies	5/14/2015
USA	ELSIE BORDEN DESIGN	Registered	76/591578	5/11/2004	2951221	5/17/2005	29, 30, 32	milk, flavored milk, buttermilk, eggnog, cottage cheese, sour cream, dairy based dips and whipping cream in international class 29; ice cream and ice cream novelties in international class 30; and fruit juices and fruit drinks in international class 32	5/17/2015
USA	GAIL BORDEN (STYLIZED LETTERS)	Renewed	71/007815	6/10/1905	52243	5/1/1906	29	condensed milk	5/1/2016
USA	IF IT'S BORDEN IT'S GOT TO BE GOOD	Renewed	48287	4/2/1975	1042420	6/29/1976	29	milk and cheese	6/29/2016

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Country	Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class	goods	Next Renewal Date
USA	ELSIE	Renewed	231036	10/22/1965	810861	7/5/1966	29	ice cream	7/5/2016
USA	ELSIE	Registered	77/025330	10/19/2006	3271334	7/31/2007			7/31/2017
USA	ELSIE BORDEN & Design	Registered	77/034096	11/1/2006	3271357	7/31/2007	29	non-dairy creamer	7/31/2017
USA	ELSIE BORDEN & Design	Registered	77/104776	2/12/2007	3323199	10/30/2007	29	egg nog	10/30/2017
USA	ELSIE BORDEN & Design	Registered	77/202537	6/11/2007	3380947	2/12/2008	29	butter	2/12/2018
USA	IF IT'S BORDEN IT'S GOT TO BE GOOD	Registered	612134	7/30/1986	1504138	9/13/1988	29, 30	milk, in international class 29; ice cream and frozen confections, in international class 30	9/13/2018
USA	BORDEN ESSENTIALS	Registered	77/359495	12/26/2007	3517978	10/14/2008	29	cheese	10/14/2018
USA	FRIENDS OF ELSIE	Registered	77/476878	5/16/2008	3709689	11/10/2009	29	cheese	11/10/2019
USA	FRIENDS OF ELSIE and design	Registered	77/484822	5/28/2008	3709705	11/10/2009	29	cheese	11/10/2019
USA	Elsie in Daisy Design	Registered	77/636863	12/19/2008	3741781	11/26/2010	29	sweetened condensed milk and cheese	11/26/2020
Venezuela	BORDEN IN OVAL	Renewed	5105		69658-F	7/12/1972	1	raw or partly prepared materials	7/12/2012
Venezuela	BORDEN IN OVAL	Renewed	5108		F-069660	7/12/1972	16	paints and painters materials excepting oils and polishes	7/12/2012
Venezuela	BORDEN IN OVAL	Renewed	5100		70110-F	8/11/1972	29, 30, 31	meat, fish, poultry and game; meat extracts; preserved, dried and cooked fruits and vegetables; jellies, jams, fruit sauces; eggs, milk and milk products; edible oils and fats (in class 29) coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; flour and preparations made from cereals, bread, pastry and confectionery, ices; honey, treacle; yeast, baking-powder; salt, mustard; vinegar, sauces (condiments); spices; ice (in class 30) agricultural, horticultural and forestry products and grains not included in other classes; living animals; fresh fruits and vegetables; seeds, natural plants and flowers; foodstuffs for animals, malt (in class 31)	8/11/2012
Venezuela	ELSIE & REP OF COW'S HEAD	Renewed			15533-F	3/14/1945	29, 30, 32	foodstuffs and ingredients of foodstuffs, including milk and milk products, as condensed milk, natural milk, concentrated milk, milk cream, chocolate, milk beverages, dried milk, cocoa, candies, liquid coffee, and products therein, butter, cheese, cheese dressing, eggs, cream, evaporated cream, fruits and preserved vegetables, baby food, soups, fruits, pastry and confectionery, ices, chewing gum, compotes, jellies, jam, preserved fruits and vegetables, marmalades, spices (condiments), fruit juices, vegetable juices, snacks, cocktail ingredients	3/14/2015

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Borden, Elsie and Cow Head Trademarks
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Country	Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class	goods	Next Renewal Date
Virgin Islands (British)	BORDEN ELSIE and design	Pending		11/19/2009			29	preserved, dried and cooked fruits and vegetables; jellies, jams; cheese; yogurt; milk and other dairy products; edible oils and fats; preserves; salad dressings; mayonnaise; peanut butter; dairy based creamers; cheese and pasta or rice; dips	
Western Samoa	ELSIE & DESIGN	Renewed			968	6/8/1965	29	all goods in class 29 heading of which is meat fish poultry & game meat extracts preserved dried & cooked fruits & vegetables jellies jams eggs milk & other dairy products edible oils & fats preserves pickles	6/8/2017
Zambia	ELSIE & DESIGN	Renewed			3217	8/6/1954	29	meat, fish, poultry and game; meat extracts; preserved, dried and cooked fruits and vegetables; jellies, jams, fruit sauces; eggs, milk and milk products; edible oils and fats	1/20/2012

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