

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Peet's Coffee & Tea, Inc.		11/19/2012	CORPORATION: WASHINGTON
Peet's Operating Company, Inc.		11/19/2012	CORPORATION: VIRGINIA
Peet's Trademark Company		11/19/2012	CORPORATION: WASHINGTON

RECEIVING PARTY DATA

Name:	Cooperatieve Centrale Raiffeisen-Boerenleenbank B.A., "Rabobank Nederland", New York Branch, as Administrative Agent
Street Address:	245 Park Avenue
Internal Address:	37th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10167
Entity Type:	New York State License Branch of a Dutch Banking Cooperatieve: NETHERLANDS

PROPERTY NUMBERS Total: 31

Property Type	Number	Word Mark
Serial Number:	75486819	BLEND 101
Serial Number:	85364677	CAFE DOMINGO
Serial Number:	85379091	CAFE SOLANO
Serial Number:	85509898	DRINK A GREAT CUP DO A GOOD THING
Serial Number:	78686882	ECUP
Serial Number:	77524751	ESPRESSO FORTE
Serial Number:	85353479	ETHIOPIAN SUPER NATURAL
Serial Number:	77754613	FRESH TRUTH
Serial Number:	76072468	GAIA ORGANIC BLEND
Serial Number:	73090372	GARUDA BLEND
Serial Number:	76296752	JR RESERVE BLEND

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Serial Number:	72397592	MAJOR DICKASON'S BLEND
Serial Number:	76316976	P
Serial Number:	76316990	PEET'S COFFEE & TEA
Serial Number:	77825154	P
Serial Number:	72397590	PEET'S
Serial Number:	78387057	PEET'S
Serial Number:	73685493	PEET'S
Serial Number:	77825283	P PEET'S COFFEE
Serial Number:	77825266	P PEET'S COFFEE & TEA
Serial Number:	85715220	P PEET'S COFFEE & TEA
Serial Number:	77825295	P PEET'S TEA
Serial Number:	85715269	P PEET'S COFFEE & TEA
Serial Number:	77165751	PEETNIKS
Serial Number:	75688760	PEETS.COM
Serial Number:	75795888	PRIDE OF THE PORT
Serial Number:	75894752	PUMPHREY'S BLEND
Serial Number:	78176176	SNOW LEOPARD
Serial Number:	75796194	SUMMER HOUSE
Serial Number:	77755186	TEA CRAFTED FROM EXPERIENCE
Serial Number:	85016226	UZURI AFRICAN BLEND

CORRESPONDENCE DATA

Fax Number: 6785532602
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 678-553-2601
Email: jimmarl@gtlaw.com
Correspondent Name: LaShana C. Jimmar
Address Line 1: Greenberg Traurig, LLP
Address Line 2: 3333 Piedmont Road, NE, Suite 2500
Address Line 4: Atlanta, GEORGIA 30305

ATTORNEY DOCKET NUMBER:	123235.011200
NAME OF SUBMITTER:	LaShana C. Jimmar
Signature:	/LaShana C. Jimmar/
Date:	11/19/2012

Total Attachments: 35

TRADEMARK
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TRADEMARK SECURITY AGREEMENT

This TRADEMARK SECURITY AGREEMENT (this "*Trademark Security Agreement*") dated as of November 19, 2012, among Grantors listed on the signature pages hereof (collectively, jointly and severally, "*Grantors*" and each individually "*Grantor*"), and COÖPERATIEVE CENTRALE RAIFFEISEN-BOERENLEENBANK B.A., "RABOBANK NEDERLAND", NEW YORK BRANCH ("*Rabobank*"), in its capacity as administrative agent (together with its permitted successors and assigns, "*Administrative Agent*") for the Secured Parties.

WITNESSETH:

WHEREAS, pursuant to that certain Credit Agreement dated as of November 19, 2012 as amended, restated, supplemented, extended or otherwise modified from time to time, the "*Credit Agreement*", by and among Peet's Coffee & Tea, Inc., a Washington corporation, as borrower ("*Borrower*"), the various financial institutions party thereto as a lender (each a "*Lender*", and collectively, the "*Lenders*"), and Administrative Agent, Lenders are willing to make certain financial accommodations available to Borrower from time to time pursuant to the terms and conditions thereof.

WHEREAS, the Secured Parties are willing to make (or continue to make) the financial accommodations to Borrower and the other Grantors as provided for in the Credit Agreement and the other Loan Documents, but only upon the condition, among others, that Grantors shall have executed and delivered to Administrative Agent, for the benefit of the Secured Parties, that certain Pledge and Security Agreement dated as of November 19, 2012 (including all annexes, exhibits or schedules thereto, as from time to time amended, restated, supplemented or otherwise modified, the "*Security Agreement*").

WHEREAS, pursuant to the Security Agreement, Grantors are required to execute and deliver to Administrative Agent, for the benefit of the Secured Parties, this Trademark Security Agreement.

NOW, THEREFORE, in consideration of the premises and the agreements hereinafter set forth, each Grantor hereby agrees as follows:

1. DEFINED TERMS. All capitalized terms used herein (including in the preamble and recitals hereto) but not otherwise defined herein have the meanings given to them in the Security Agreement or, if not defined therein, in the Credit Agreement.

2. GRANT OF SECURITY INTEREST IN TRADEMARK COLLATERAL. Each Grantor hereby grants, collaterally assigns, and pledges to Administrative Agent, for the ratable benefit of the Secured Parties, a Security Interest in all of such Grantor's right, title, and interest in and to the following property, in each case whether now owned or existing or hereafter acquired or arising and wherever located (collectively, the "*Trademark Collateral*"):

(a) all of such Grantor's Trademarks, including those referred to on Schedule I hereto;

- (b) all reissues, continuations or extensions of the foregoing;
- (c) all goodwill of the business connected with the use of, and symbolized by, each Trademark; and
- (d) all products and proceeds of the foregoing, including any claim by such Grantor against third parties for past, present or future (i) infringement or dilution of any Trademark (ii) injury to the goodwill associated with any Trademark.

Notwithstanding the foregoing, no grant of any security interest shall be deemed granted hereunder on or in any intent-to-use trademark application prior to the filing and acceptance of a verified statement of use or amendment to allege use with respect thereto with the U.S. Patent and Trademark Office.

3. SECURITY FOR OBLIGATIONS. This Trademark Security Agreement and the Security Interest created hereby secures the payment and performance of all the Secured Obligations, whether now existing or arising hereafter. Without limiting the generality of the foregoing, this Trademark Security Agreement secures the payment of all amounts which constitute part of the Secured Obligations and would be owed by Grantors, or any of them, to Administrative Agent, the Secured Parties, or any of them, whether or not they are unenforceable or not allowable due to the existence of an Insolvency Proceeding involving any Grantor.

4. SECURITY AGREEMENT. The security interests granted pursuant to this Trademark Security Agreement are granted in conjunction with the security interests granted to Administrative Agent, for the benefit of the Secured Parties, pursuant to the Security Agreement. Each Grantor hereby acknowledges and affirms that the rights and remedies of Administrative Agent with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

5. AUTHORIZATION TO SUPPLEMENT. If any Grantor shall obtain rights to any new trademarks ownership of any new U.S. applications for registration of and registered trademarks (other than any intent-to-use trademark application constituting Excluded Property) included in the Collateral, the provisions of this Trademark Security Agreement shall automatically apply thereto. Grantors shall give notice in writing to Administrative Agent within such time limit set forth in the Security Agreement with respect to any such new trademarks for which such Grantor files an application for registration with the U.S. Patent and Trademark Office or the renewal or extension of any trademark registration. Without limiting Grantors' obligations under this Section 5, Grantors hereby authorize Administrative Agent unilaterally to modify this Agreement by amending Schedule I to include any such new trademark rights registered or applied for trademarks of Grantors. Notwithstanding the foregoing, no failure to so modify this Trademark Security Agreement or amend Schedule I shall in any way affect, invalidate or detract from Administrative Agent's continuing security interest in all Collateral, whether or not listed on Schedule I.

6. COUNTERPARTS. This Trademark Security Agreement may be executed in any number of counterparts, each of which shall be deemed to be an original, but all such separate counterparts shall together constitute but one and the same agreement. In proving this Trademark Security Agreement or any other Loan Document in any judicial proceedings, it shall not be


necessary to produce or account for more than one such counterpart signed by the party against whom such enforcement is sought. Any signatures delivered by a party by facsimile transmission or other electronic transmission shall be deemed an original signature hereto.

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IN WITNESS WHEREOF, each Grantor has caused this Trademark Security Agreement to be duly executed and delivered by its officer or officers thereunto duly authorized as of the date first above written.

GRANTORS:


PEET'S COFFEE & TEA, INC.,
a Washington corporation

By: 
Name: Patrick J. O'Dea
Title: President and Chief Executive Officer

PEET'S OPERATING COMPANY, INC.,
a Virginia corporation

By: 
Name: Patrick J. O'Dea
Title: President and Chief Executive Officer

PEET'S TRADEMARK COMPANY,
a Washington corporation

By: 
Name: Patrick J. O'Dea
Title: President and Chief Executive Officer

ACKNOWLEDGED AND
AGREED:

COÖPERATIEVE CENTRALE RAIFFEISEN-
BOERENLEENBANK B.A., "RABOBANK
NEDERLAND", NEW YORK BRANCH, as
Administrative Agent

By: _____

Name: Gillian Dickson

Title: Executive Director

By: _____

Name: Manuel E. Gonzalez

Title: Managing Director

SCHEDULE I

to

TRADEMARK SECURITY AGREEMENT

Trademark Registrations

and

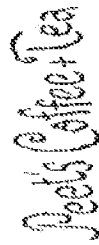
Trademark Applications

R1716 PEET'S COFFEE & TEA TM Status Report

11/14/2012

Sorted by Country. Active matters only.


Country / Matter	Trademark and Design (if applicable)	Class(es) and Goods or Services	App. No. / Filed	Reg. No. / Registered	Status / Next Upcoming Deadline
Argentina R1716-00608	PEET'S - Word	30: Coffees, teas, spices, candies, chocolate and caramel sauces and combination gift packages comprised of these goods.	2211214	1984024	Registered RENEWAL deadline - trademark renewal 6/28/2014
Argentina R1716-00610	PEET'S - Word	35: The bringing together of a variety of goods for the benefit of others (excluding the transport thereof) specialty coffees, teas, spices, candies, mugs, cups, dishware, and coffee accessories; enabling customers to conveniently view and purchase those goods on premises or through mail order sales services or through a data-base, business consultation regarding retail store services and other sales system, in connection with a provision and sale of coffees, teas, spices, candies, mugs, cups, dishware and coffee accessories.	2211215 3/31/1999	1797938 7435000	Registered RENEWAL deadline - trademark renewal 7/3/2020
Argentina R1716-00609	PEET'S COFFEE & TEA (Stylized)	30: Coffees, teas, spices, candies, chocolate and caramel sauces and combination gift packages comprised of these goods.	2211212	1984022	Registered RENEWAL deadline - trademark renewal 6/28/2014
Australia R1716-00611	PEET'S - Word	30: Coffees, teas, spices, candies, chocolate and caramel sauces and combination gift packages comprised of these goods. 35: Retail store services, mail order sales services, on-line sales services, all being in relation to coffees, spices, teas, spices, candies, mugs, cups, dishware, and coffee accessories; wholesale coffee and tea distribution services. 42: Coffee shop and coffee bar services.	800946 10/11/1999	800946 22112001	Registered RENEWAL deadline - trademark renewal 10/11/2019



R1716 PEET'S COFFEE & TEA TM Status Report

11/14/2012

Sorted by Country. Active matters only.

Country / Matter	Trademark and Design (if applicable)	Class(es) and Goods or Services	App. No. / Filed	Reg. No. / Registered	Status / Next Upcoming Deadline
Australia R1716-00910	PEET'S COFFEE & TEA (Stylized) 	30: Coffees, teas, spices, candies, chocolate and caramel sauces and combination gift packages comprised of these goods. 35: Retail store services, mail order sales services, on-line sales services, all being in relation to coffees, teas, spices, candies, mugs, cups, dishware, and coffee accessories; wholesale coffee and tea distribution services. 42: Coffee shop and coffee bar services.	809943 10/11/1999	809943 2/21/2001	Registered RENEWAL deadline - trademark renewal 10/11/2019
Brazil R1716-00619	PEET'S - Word	30: Coffees and teas.	821567136 4/22/1999	821567136 11/25/2008	Registered RENEWAL deadline - trademark renewal 11/25/2018
Brazil R1716-00621	PEET'S - Word	38: On-line information services, all featuring coffees, teas, spices, candies, mugs, cups, dishware, and coffee accessories; coffee shop and coffee bar services.	821567144 4/22/1999	821567144 1/13/2009	Registered RENEWAL deadline - trademark renewal 1/13/2019
Brazil R1716-00620	PEET'S - Word	40: Note: BPTO duly removed the word "candies" from the description of services pertaining to this mark. Retail store services, mail order sales services, on-line sales services, all featuring coffees, teas, spices, mugs, cups, dishware, and coffee accessories; wholesale coffee and tea distribution services.	821567152 4/22/1999	821567152 1/25/2011	Registered RENEWAL deadline - trademark renewal 1/25/2021





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R1716 PEET'S COFFEE & TEA TM Status Report

11/14/2012

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Country / Matter	Trademark and Design (if applicable)	Class(es) and Goods or Services	App. No. / Filed	Reg. No. / Registered	Status / Next Upcoming Deadline
Brazil R1716-00919	PEET'S COFFEE & TEA (Stylized) 	30: Coffees and teas	821567276 4/22/1999	821567276 6/29/2010	Registered RENEWAL deadline - trademark renewal 6/29/2020
Brazil R1716-00921	PEET'S COFFEE & TEA (STYLIZED) 	38: Note: BPTO duly removed the word "candies" from the description of services pertaining to this mark. On-line information services, all featuring coffees, teas, spices, mugs, cups, dishware, and coffee accessories; coffee shop and coffee bar services.	821567284 4/22/1999	821567284 1/25/2011	Registered RENEWAL deadline - trademark renewal 1/25/2021
Brazil R1716-00920	PEET'S COFFEE & TEA (Stylized) 	40: Note: BPTO duly removed the word "candies" from the description of services pertaining to this mark. Retail store services, mail order sales services, on-line sales services, all featuring coffees, teas, spices, mugs, cups, dishware, and coffee accessories; wholesale coffee and tea distribution services.	821567292 4/22/1999	821567292 1/27/2009	Registered RENEWAL deadline - trademark renewal 1/27/2019
Canada R1716-00622	PEETS - Word 	1: Coffee, tea and spices. 2: Mail order sales services for coffee, tea and spices; coffee shop and coffee bar services. 3: Retail store services for coffee, tea and spices; mail order sales services; distributorship services for coffee, tea and spices and coffee cafe services.	0750846 3/28/1994	TMA465,933 1/8/1996	Registered RENEWAL deadline - trademark renewal 1/8/2026


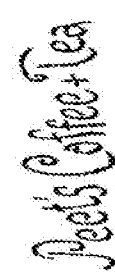
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R1716 PEET'S COFFEE & TEA TM Status Report

11/14/2012

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Country / Matter	Trademark and Design (if applicable)	Class(es) and Goods or Services	App. No. / Filed	Reg. No. / Registered	Status / Next Upcoming Deadline
Canada R1716-00922	PEET'S COFFEE & TEA (Stylized) 	1: Coffee, tea and spices. 2: (1) Mail order sales services for coffee, tea and spices. (2) Retail store services and wholesale distribution services for coffee, tea and spices; coffee shop and coffee bar services. (3) Retail store services for coffee, tea and spices; wholesale coffee and tea distribution services; coffee shop services and coffee bar services.	0767728 11/3/1994	TMAA485,703 11/18/1997	Registered RENEWAL deadline - trademark renewal 11/18/2027
Chile R1716-00623	PEET'S - Word	30: Coffees, teas, candies, chocolates, sauces and confectionary, combination gift package made by the same products.	464901 10/22/1999	887197 4/18/2010	Registered RENEWAL deadline - trademark renewal 4/18/2020
Chile R1716-00624	PEET'S - Word	35: Services for purchase and sale through internet, radio, telephone, television, mail, magazines and retail sales by catalog for all kinds of articles and products. 43: Coffee shop and coffee bar services.	464902 6/9/2010	893807 7/12/2010	Registered RENEWAL deadline - trademark renewal 7/12/2020
Chile R1716-00923	PEET'S COFFEE & TEA (Stylized) 	30: Coffees, teas, spices, candies, chocolate and caramel sauces and combination gift packages comprised of these goods.	464903 10/22/1999	897198 4/18/2010	Registered RENEWAL deadline - trademark renewal 4/18/2020

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R1716 PEET'S COFFEE & TEA TM Status Report

11/14/2012

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Country / Matter	Trademark and Design (if applicable)	Class(es) and Goods or Services	App. No. / Filed	Reg. No. / Registered	Status / Next Upcoming Deadline
Chile R1716-00924	PEET'S COFFEE & TEA (Stylized) 	35: Purchase services and sale through internet, radio, telephone, television, mail, magazine and sales to the detail for catalog for all kinds of articles and products. 42: Cafeteria services and coffee bar.	464904 10/22/1999	892848 7/12/2010	Registered RENEWAL deadline - trademark renewal 7/12/2020
China R1716-00625	PEET'S - Word	30: Coffees, teas, spices, candies, chocolate and caramel sauces.	9900042541 4/23/1999	1474233 11/14/2000	Registered RENEWAL deadline - trademark renewal 11/13/2020
China R1716-00627	PEET'S - Word	35: Advertising by mail order, direct mail advertising, business information, import-export agencies, sales promotion (for others).	9900042543 4/23/1999	1424633 7/21/2000	Registered RENEWAL deadline - trademark renewal 7/20/2020
China R1716-00626	PEET'S - Word	42: Coffee bar.	9900042542 4/23/1999	1427846 7/28/2000	Registered RENEWAL deadline - trademark renewal 7/27/2020



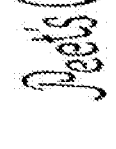
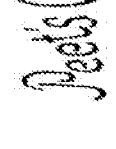
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R1716 PEET'S COFFEE & TEA TM Status Report

11/14/2012

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Country / Matter	Trademark and Design (if applicable)	Class(es) and Goods or Services	App. No. / Filed	Reg. No. / Registered	Status / Next Upcoming Deadline
China R1716-00927	PEET'S COFFEE & TEA (STYLIZED) 	35: Advertising by mail order, direct mail advertising, business information, import-export agencies, sales promotion (for others).	9900042549 4/23/1999	1451722 9/28/2000	Registered RENEWAL deadline - trademark renewal 9/27/2020
China R1716-00926	PEET'S COFFEE & TEA (Stylized) 	42: Retail store services, mail order sales services, on-line sales services, all featuring coffees, teas, spices, candies, mugs, cups, dishware, and coffee accessories; wholesale coffee and tea distribution services.	9900042548 4/23/1999	1445667 9/28/2000	Registered RENEWAL deadline - trademark renewal 9/27/2020
European Community R1716-00936	PEET'S - Word 	30: Coffees, teas, spices, candies, chocolate and caramel sauces. 35: Marketing and advertising services in relation to retail, wholesale and online sales; advertising in catalogues; handling orders. 42: Information services (also online), all featuring coffees, teas, spices, candies, mugs, cups, dishware, and coffee accessories; coffee shop and coffee bar services.	1075589 2/15/1999	1075589 7/26/2000	Registered RENEWAL deadline - trademark renewal 2/15/2019
European Community R1716-00936	PEET'S COFFEE & TEA (Stylized) 	30: Coffees, teas, spices, candies, chocolate and caramel sauces. 35: Marketing and advertising in relation to retail, wholesale and online sales; advertising in catalogues; handling orders. 42: Information services (also online), all featuring coffees, teas, spices, candies, mugs, cups, dishware, and coffee accessories; coffee shop and coffee bar services.	1083401 2/22/1999	1083401 7/26/2000	Registered RENEWAL deadline - trademark renewal 2/22/2019



TRADEMARK

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R1716 PEET'S COFFEE & TEA TM Status Report

11/14/2012

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Country / Matter	Trademark and Design (if applicable)	Class(es) and Goods or Services	App. No. / Filed	Reg. No. / Registered	Status / Next Upcoming Deadline
Hong Kong R1716-00650	PEET'S - Word	30: Coffees, teas, spices, candies, chocolate and caramel sauces. 35: Retail store services, mail order sales services, on-line sales services and on-line information services, all relating to retailing of coffees, teas, spices, candies, mugs, cups, dishware, coffee pots, espresso coffee machines, coffee grinders, coffee scoops, coffee grinder brushes, steaming pitchers, coffee storage canisters, coffee making machines, and coffee filters; wholesaling and distributorship services in relation to coffee and tea	6672/1999 5/25/1999	200003600AA 5/25/2006	Registered RENEWAL deadline - trademark renewal 5/25/2016
Hong Kong R1716-00948	PEET'S COFFEE & TEA (Stylized) 	30: Coffee and tea. 43: Coffee shop and coffee bar services. 42: Coffee shop and coffee bar services	3311/1999 3/18/1999	200004834AA 3/27/2000	Registered RENEWAL deadline - trademark renewal 3/18/2016
Hong Kong R1716-03049	PEET'S COFFEE OF CALIFORNIA	30: Coffee; coffee-flavoured confectionery and sauces; tea. 43: Coffee shop and coffee bar services.	2735/1999 3/8/1999	200010210AA 7/24/2000	Registered RENEWAL deadline - trademark renewal 3/8/2016
Hong Kong R1716-00348	PEET'S P & Sunburst Design 	30: Coffees, teas, spices, candies, chocolate and caramel sauces. 43: Coffee shop and coffee bar services.	2508/1999 3/2/1999	200001517AA 1/24/2000	Registered RENEWAL deadline - trademark renewal 3/2/2016

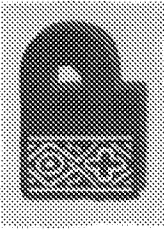
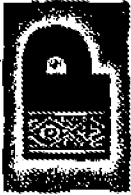
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R1716 PEET'S COFFEE & TEA TM Status Report

11/14/2012

Sorted by Country. Active matters only.

Country / Matter	Trademark and Design (if applicable)	Class(es) and Goods or Services	App. No. / Filed	Reg. No. / Registered	Status / Next Upcoming Deadline
Indonesia R1716-07752		30: Coffees, teas, spices, candies, chocolate and caramel sauces, and combination gift packages comprised of coffees, teas, spices, candies, chocolate and caramel sauces.	D00.2008.020290 6/4/2008	IDM000234605 1/28/2010	Registered RENEWAL deadline - trademark renewal 6/4/2018
Japan R1716-05257		30: Coffee and cocoa; coffee beans; tea, seasonings; spices; food flavorings (exclusive of flavorings made of essential oils); candies, and other confectionery and bread; instant confectionery mix; ice cream mix, sherbets mix; almond paste, chocolate sauces, caramel sauces; 35: Displaying of various goods for advertisement and sales promotion, inventory control, office work done for others for ordering and receiving orders concerning various goods; provision of information about sale of goods; import-export agency; filing of documents or magnetic tapes 42: Providing coffee, and providing other food and drinks, leasing access time to a computer data base; designing or maintaining homepages on the Internet, designing, producing or maintaining compute programs; explanation and instructions concerning performance, methods of operations and the like of computers and other machines which require expertise, skills or experiences of a high degree in order to operate properly for respective purposes of use; designing of machines, apparatus or instruments (inclusive of parts thereof) or facilities consisting of these; testing or researching of electricity, testing or researching of machines and instruments; rental or leasing of computers (including central processing units and, electronic circuits, magnetic disks, magnetic tapes in which computer programs are recorded and other peripherals).	2001-084886 9/19/2001	4649659 2/28/2003	Registered RENEWAL deadline - trademark renewal 2/28/2013


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R1716 PEET'S COFFEE & TEA TM Status Report

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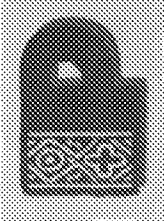
Sorted by Country. Active matters only.

Country / Matter	Trademark and Design (if applicable)	Class(es) and Goods or Services	App. No. / Filed	Reg. No. / Registered	Status / Next Upcoming Deadline
Japan R1716-05457	Modified PEET'S COFFEE & TEA Design 	<p>30: Coffee and cocoa; coffee beans; tea; seasonings; spices; food flavorings (exclusive of flavorings made of essential oils); candies, and other confectionery and bread; instant confectionery mix; ice cream mix, sherbets mix; almond paste, chocolate sauces, caramel sauces.</p> <p>35: Displaying of various goods for advertisement and sales promotion, inventory control, office work done for others for ordering and receiving orders concerning various goods; provision of information about sale of goods; import-export agency; filing of documents or magnetic tapes.</p> <p>42: Providing coffee, and providing other food and drinks, leasing access time to a computer data base, designing or maintaining homepages on the Internet, designing, producing or maintaining compute programs; explanation and instructions concerning performance, methods of operations and the like of computers and other machines which require expertise, skills or experiences of a high degree in order to operate properly for respective purposes of use; designing of machines, apparatus or instruments (inclusive of parts thereof) or facilities consisting of these; testing or researching of electricity, testing or researching of machines and instruments; rental or leasing of computers (including central processing units and, electronic circuits, magnetic disks, magnetic tapes in which computer programs are recorded and other peripherals).</p>	2001-084887 9/19/2001	4649660 2/28/2003	Registered RENEWAL deadline - trademark renewal 2/28/2013

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Japan R1716-07757	P Cup Design 	30: Coffees; teas; spices; candies; chocolate and caramel sauces; gift packages consisting primarily of coffees, teas, spices, candies, chocolate and caramel sauces 35: Providing convenience to customers in the catalog mail order or online retail business and other retail business for coffees, teas, spices, candies, mugs, cups, dishware, and coffee and tea making and serving accessories; issuing gift cards and gift certificates which may then be redeemed for goods or services; retail store and catalog mail order services and online store services featuring delivery or distribution of coffee; advertising services for others, market research for others and promoting the sale of goods and services through the use of in-store displays and through the distribution of catalogs and through the dissemination of information via the internet. Sales promotion for others 42: Providing a website featuring information in the field of coffees, teas, spices, candies, mugs, cups, dishware, and coffee and tea making and serving accessories	2012-90428 11/7/2012		Filed
Japan R1716-00657	PEET'S - Word	30: Coffee and cocoa, coffee beans, tea, seasonings, spices, aromatic preparations for food (other than "essential oils"), cereal preparations (farinaceous foods), sandwiches, sushi, pizzas, boxed lunches, meat pies, ravioli, confectionery, bread and buns, instant cakes/dessert mixes, instant ice cream mixes, instant sherbet mixes, almond paste, yeast powder, koji, yeast, baking powder, ice, binding agents for ice cream, meat tenderizers for household purposes, preparations for sliffening whipped cream, sake cake.	33617/94 4/4/1994	4045957 8/22/1997	Registered RENEWAL deadline - trademark renewal 8/22/2017
Japan R1716-00659	PEET'S - Word	30: Tea; coffee; cocoa; ices. 32: Refreshing drinks, fruit drinks.	2004-532572 3/4/1992	2663026 5/31/1994	Registered RENEWAL deadline - trademark renewal 5/31/2014


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Japan R1716-00658	PEET'S - Word	42: Serving food and drink (restaurant services).	33618/94 4/4/1994	4024777 7/11/1997	Registered RENEWAL deadline - trademark renewal 7/11/2017
Japan R1716-09857	PEET'S COFFEE & TEA RECTANGLE Design (Small Scale) 	30: Coffees; teas; spices; candies; chocolate and caramel sauces; gift packages consisting primarily of coffees, teas, spices, candies, chocolate and caramel sauces 35: Providing convenience to customers in the catalog mail order or online retail business and other retail business for coffees, teas, spices, candies, mugs, cups, dishware, and coffee and tea making and serving accessories; issuing gift cards and gift certificates which may then be redeemed for goods or services; retail store and catalog mail order services and online store services featuring delivery or distribution of coffee; advertising services for others, market research for others and promoting the sale of goods and services through the use of in-store displays and through the distribution of catalogs and through the dissemination of information via the internet. Sales promotion for others 42: Providing a website featuring information in the field of coffees, teas, spices, candies, mugs, cups, dishware, and coffee and tea making and serving accessories	2012-90430 11/7/2012	Filed FOREIGN APPLICATION deadline - foreign filing 2/28/2013	
Japan R1716-00757	PEET'S in Katakana	30: Coffee and cocoa, coffee beans, tea, seasonings, spices, aromatic preparations for food (other than "essential oils"), cereal preparations (farinaceous foods), sandwiches, sushi, pizzas, boxed lunches, meat pies, ravioli, confectionery, bread and buns, instant cakes/dessert mixes, instant ice cream mixes, instant sherbet mixes, almond paste, yeast powder, koji, yeast, baking powder, ice, binding agents for ice cream, meat tenderizers for household purposes, preparations for stiffening whipped cream, sake cake.	33619/94 4/4/1994	4111130 2/6/1998	Registered RENEWAL deadline - trademark renewal 2/6/2018


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Country / Matter	Trademark and Design (if applicable)	Class(es) and Goods or Services	App. No. / Filed	Reg. No. / Registered	Status / Next Upcoming Deadline
Japan R1716-00758	PEET'S in Katakana	42: Serving food and drink (restaurant services).	33620/94 4/4/1994	4024778 7/11/1997	Registered RENEWAL deadline - trademark renewal 7/11/2017
Japan R1716-07557	<p>PEET'S COFFEE & TEA and Rectangle Design (Large Scale)</p> 	<p>30: Coffees; teas; spices; candies; chocolate and caramel sauces; gift packages consisting primarily of coffees, teas, spices, candies, chocolate and caramel sauces</p> <p>35: Providing convenience to customers in the catalog mail order or online retail business and other retail business for coffees, teas, spices, candies, mugs, cups, dishware, and coffee and tea making and serving accessories; issuing gift cards and gift certificates which may then be redeemed for goods or services; retail store and catalog mail order services and online store services featuring delivery or distribution of coffee; advertising services for others, market research for others and promoting the sale of goods and services through the use of in-store displays and through the distribution of catalogs and through the dissemination of information via the internet. Sales promotion for others</p>	2012-90429 11/7/2012	Filed FOREIGN APPLICATION deadline - foreign filing 2/28/2013	
Paraguay R1716-00674	PEET'S - Word	30: Coffees, teas, spices, candies, chocolate and caramel sauces, and combination gift packages comprised of these goods.	2504-99 2/16/1999	232658 (355124) 2/15/2001	Registered RENEWAL deadline - trademark renewal 2/15/2021

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Country / Matter	Trademark and Design (if applicable)	Class(es) and Goods or Services	App. No. / Filed	Reg. No. / Registered	Status / Next Upcoming Deadline
Paraguay R1716-00675	PEET'S - Word	35: Services retail, mail order services, sales services on-line, stores of coffee, wholesale coffee.	2503-99 2/16/1999	226460 (350083) 7/11/2000	Registered RENEWAL deadline - trademark renewal 7/11/2020
Paraguay R1716-00676	PEET'S - Word	38: Online services information of coffee, tea, spices, candy, cups, plates and accessories for coffee.	2503-99 2/16/1999	226460 (350084) 7/11/2000	Registered RENEWAL deadline - trademark renewal 7/11/2020
Paraguay R1716-00677	PEET'S - Word	39: Services for distribution of coffee	2503-99 2/16/1999	226460 (350085) 7/11/2000	Registered RENEWAL deadline - trademark renewal 7/11/2020
Paraguay R1716-00678	PEET'S - Word	43: Services of coffee bars.	2503-99 2/16/1999	226460 (350086) 7/11/2000	Registered RENEWAL deadline - trademark renewal 7/11/2020




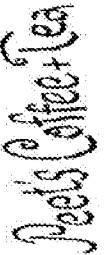
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Country / Matter	Trademark and Design (if applicable)	Class(es) and Goods or Services	App. No. / Filed	Reg. No. / Registered	Status / Next Upcoming Deadline
Paraguay R1716-00974	PEET'S COFFEE & TEA (Stylized) 	30: Coffees, teas, spices, candies, chocolate and caramel sauces, and combination gift packages comprised of these goods.	3227-1999 2/24/1999	233390 (364719) 3/22/2001	Registered RENEWAL deadline - trademark renewal 3/22/2021
Paraguay R1716-00975	PEET'S COFFEE & TEA (Stylized) 	35: Services retail, mail order services, sales services on-line, stores of coffee, wholesale coffee.	3228-1999 2/24/1999	226772 (347686) 7/18/2000	Registered RENEWAL deadline - trademark renewal 7/18/2020
Paraguay R1716-00976	PEET'S COFFEE & TEA (STYLIZED) 	38: Online services information of coffee, tea, spices, candy, cups, plates and accessories for coffee.	3228-1999 2/24/1999	226772 (347687) 7/18/2000	Registered RENEWAL deadline - trademark renewal 7/18/2020
Paraguay R1716-00977	PEET'S COFFEE & TEA (Stylized) 	39: Services for distribution of coffee	3228-1999 2/24/1999	226772 (347688) 7/18/2000	Registered RENEWAL deadline - trademark renewal 7/18/2020


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Country / Matter	Trademark and Design (if applicable)	Class(es) and Goods or Services	App. No. / Filed	Reg. No. / Registered	Status / Next Upcoming Deadline
Paraguay R1716-00978	PEET'S COFFEE & TEA (Stylized) 	43: Services of coffee bars.	3228-1999 2/24/1999	226772 (347689) 7/18/2000	Registered RENEWAL deadline - trademark renewal 7/18/2020
Singapore R1716-00684	PEET'S - Word	30: Coffees, teas, spices, candies, chocolate and caramel sauces, and combination gift packages comprised of these goods.	T99/02128Z 3/4/1999	T99/02128Z 8/14/2000	Registered RENEWAL deadline - trademark renewal 3/4/2019
Singapore R1716-00685	PEET'S - Word	35: Retail store services relating to coffees, teas, spices, candies, mugs, cups, dishware and consumer products for coffee beverage brewing and making; wholesale of coffee and tea; all included in Class 35.	T99/02129H 3/4/1999	T99/02129H 3/27/2001	Registered RENEWAL deadline - trademark renewal 3/4/2019
Singapore R1716-00686	PEET'S - Word	42: Coffee shop and coffee bar services; mail order sales services, and on-line information services, all featuring coffees, teas, spices, candies, mugs, cups, dishware, and coffee accessories.	T99/02130A 3/4/1999	T99/02130A 1/30/2002	Registered RENEWAL deadline - trademark renewal 3/4/2019

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Singapore R1716-00984	PEET'S COFFEE & TEA (Stylized) 	30: Coffees, teas, spices, candies, chocolate and caramel sauces and combination gift packages comprised of these goods.	T99/02125E 3/4/1999	T99/02125E 5/19/2000	Registered RENEWAL deadline - trademark renewal 3/4/2019
Singapore R1716-00985	PEET'S COFFEE & TEA (Stylized) 	35: Retail store services relating to coffees, teas, spices, candies, mugs, cups, dishware and coffee accessories; wholesale coffee and tea distribution services.	T99/02126C 3/4/1999	T99/02126C 7/3/2001	Registered RENEWAL deadline - trademark renewal 3/4/2019
Singapore R1716-00986	PEET'S COFFEE & TEA (STYLIZED) 	42: Coffee shop and coffee bar services; mail order sales services, and on-line information services, all featuring coffees, teas, spices, candies, mugs, cups, dishware, and coffee accessories.	T99/02127A 3/4/1999	T99/02127A 8/18/2004	Registered RENEWAL deadline - trademark renewal 3/4/2019
South Korea R1716-00660	PEET'S - Word	30: Liquorice confectionery, dried cakes, etc. 35: Retail store services, mail order services, etc. 42: Coffee shop management, coffee bar management.	99-539 3/10/1999	45-1655 8/29/2000	Registered RENEWAL deadline - trademark renewal 8/29/2020



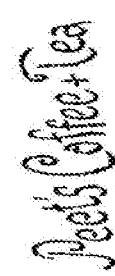
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Country / Matter	Trademark and Design (if applicable)	Class(es) and Goods or Services	App. No. / Filed	Reg. No. / Registered	Status / Next Upcoming Deadline
South Korea R1716-00859	PEET'S COFFEE & TEA (Stylized) 	30: Liquorice confectionery, dried cakes, etc. 35: Retail store services, mail order sales services, etc. 42: Coffee shop management, coffee bar management	99-540 3/10/1999	45-1656 8/29/2000	Registered RENEWAL deadline - trademark renewal 8/29/2020
Taiwan R1716-00692	PEET'S - Word 	30: Coffees, black teas, green teas, tea bags, spices and caramel sauces.	88-007666 2/25/1999	883155 2/1/2000	Registered RENEWAL deadline - trademark renewal 1/31/2020
Taiwan R1716-00693	PEET'S - Word	42: On-line information services; coffee shop and coffee bar services.	88-007667 2/25/1999	129566 9/16/2000	Registered RENEWAL deadline - trademark renewal 9/15/2020
Taiwan R1716-00991	PEET'S COFFEE & TEA (Stylized) 	30: Coffees, black teas, green teas, tea bags, spices, candies, chocolate and caramel sauces.	88-007670 2/25/1999	888715 4/1/2000	Registered RENEWAL deadline - trademark renewal 3/31/2020


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Taiwan R1716-00682	PEET'S COFFEE & TEA (Stylized) 	42: Retail store services, mail order sales services, on-line sales services, all featuring coffees, teas, spices, candies, mugs, cups, dishware, and coffee accessories; wholesale coffee and tea distribution services.	88-007671 2/25/1999	134035 9/15/2000	Registered RENEWAL deadline - trademark renewal 9/14/2020
Thailand R1716-00689	PEET'S - Word	30: Coffees, teas, spices, candies, chocolate, caramel sauces; food product comprising coffees, teas, spices, candies, chocolate and caramel sauces being gift sets.	395677 8/23/1999	Kor150745 1/9/2002	Registered RENEWAL deadline - trademark renewal 8/22/2019
Thailand R1716-00690	PEET'S - Word	35: Retail management services, mail order services, on-line order services, on-line information services, wholesale management services.	395678 8/23/1999	Bor10841 8/23/1999	Registered RENEWAL deadline - trademark renewal 8/22/2019
Thailand R1716-00691	PEET'S - Word	43: Coffee and coffee bar services.	740978 8/23/1999	Bor44434 8/23/1999	Registered RENEWAL deadline - trademark renewal 8/22/2019




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Thailand R1716-00989	PEET'S COFFEE & TEA (Stylized) 	30: Coffees, teas, spices, candies, chocolate and caramel sauces, food products comprising coffees, teas, spices, candies, chocolate and caramel sauces.	395681 8/23/1999	Kor137958 6/26/2001	Registered RENEWAL deadline - trademark renewal 8/22/2019
Thailand R1716-00989	PEET'S COFFEE & TEA (STYLIZED) 	35: Retail management services, mail order services, on-line order services, on-line information services, wholesale management services.	395682 8/23/1999	Bor10839 8/23/1999	Registered RENEWAL deadline - trademark renewal 8/22/2019
Thailand R1716-00990	PEET'S COFFEE & TEA (Stylized) 	43: Coffee and coffee bar services.	740979 8/23/1999	BOR44435 8/23/1999	Registered RENEWAL deadline - trademark renewal 8/22/2019

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Country / Matter	Trademark and Design (if applicable)	Class(es) and Goods or Services	App. No. / Filed	Reg. No. / Registered	Status / Next Upcoming Deadline
United States R1716-01901	BLEND 101 - Word	30: Coffees.	75/486,819 5/19/1998	2,295,386 11/30/1998	Registered RENEWAL deadline - trademark renewal 11/30/2019
United States R1716-09201	CAFÉ DOMINGO - Word	30: Coffee.	85/364,677 7/6/2011	4,187,917 8/7/2012	Registered 8 & 15 DUE deadline - 8 & 15 Aff of Use 8/7/2018
United States R1716-09301	CAFÉ SOLANO - Word	30: Coffee	85/379,091 7/22/2011	4,187,960 8/7/2012	Registered 8 & 15 DUE deadline - 8 & 15 Aff of Use 8/7/2018
United States 1716-09601	DRINK A GREAT CUP. DO A GOOD THING. - Word	030: Coffees; teas; cocoa; beverages containing coffee, tea, or cocoa; spices; candies; chocolate and caramel sauces; and combination gift packages comprised of these goods 035: Retail, mail order, and online store services featuring coffees, teas, spices, candies, mugs, cups, dishware, and coffee and tea making and serving accessories 043: Coffee shop, coffee bar and coffee house services; providing an online website featuring information relating to the use of coffees, teas, spices, candies, mugs, cups, dishware, and coffee and tea making and serving accessories	85/509,898 1/5/2012		Suspended

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United States R1716-06501	ECUP - Word	30: Coffees, teas, cocoa and beverages containing coffee, tea, or cocoa. 38: Delivery of personalized greetings, award documents, and certificates entitling recipients to receive gifts of coffee or other beverages via electronic mail. 43: Coffee shop and coffee bar services.	78/686,882 8/5/2005	3,269,763 7/24/2007	Registered 8 & 15 DUE deadline - 8 & 15 Aff of Use 7/24/2013
United States R1716-05502	ESPRESSO FORTE - Word	30: Coffee and coffee beans.	77/524,751 7/17/2008	3,671,784 8/25/2009	Registered 8 & 15 DUE deadline - 8 & 15 Aff of Use 8/25/2015
United States R1716-09001	ETHIOPIAN SUPERNATURAL - Word	030: Coffee	85/353,479 6/22/2011	4,174,155 7/17/2012	Registered 8 & 15 DUE deadline - 8 & 15 Aff of Use 7/17/2016
United States R1716-08501	FRESH TRUTH - Word	30: Coffee beans.	77/754,613 6/8/2009	3,754,106 3/2/2010	Registered 8 & 15 DUE deadline - 8 & 15 Aff of Use 3/2/2016

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United States R1716-02202	GAIA ORGANIC BLEND - Word	30: Coffees.	76/072,468 6/19/2000	2,608,691 8/20/2002	Registered RENEWAL deadline - trademark renewal 8/20/2022
United States R1716-01301	GARUDA BLEND - Word	30: Coffee.	73/090,372 6/14/1976	1,061,798 3/22/1977	Registered RENEWAL deadline - trademark renewal 3/22/2017
United States R1716-05301	JR RESERVE BLEND - Word	30: Coffee.	76/296,752 8/8/2001	2,588,248 7/2/2002	Registered RENEWAL deadline - trademark renewal 7/2/2022
United States R1716-01501	MAJOR DICKASON'S BLEND - Word	30: Coffee.	72/397,592 7/16/1971	945,867 10/24/1972	Registered RENEWAL deadline - trademark renewal 10/24/2022



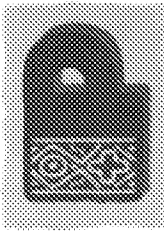
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Country / Matter	Trademark and Design (if applicable)	Class(es) and Goods or Services	App. No. / Filed	Reg. No. / Registered	Status / Next Upcoming Deadline
United States R1716-05201	Modified P & Mug Design 	30: COFFEES, TEAS, SPICES, CANDIES, CHOCOLATE AND CARAMEL SAUCES, AND COMBINATION GIFT PACKAGES COMPRISED OF COFFEES, TEAS, SPICES, CANDIES, CHOCOLATE AND CARAMEL SAUCES. 35: RETAIL, MAIL ORDER, AND ONLINE STORE SERVICES FEATURING COFFEES, TEAS, SPICES, CANDIES, MUGS, CUPS, DISHWARE, AND COFFEE AND TEA MAKING AND SERVING ACCESSORIES. 42: PROVIDING AN ONLINE WEBSITE FEATURING INFORMATION IN THE FIELD OF COFFEES, TEAS, SPICES, CANDIES, MUGS, CUPS, DISHWARE, AND COFFEE AND TEA MAKING AND SERVING ACCESSORIES; AND COFFEE SHOP AND COFFEE BAR SERVICES.	76/316,976 9/24/2001	2,594,318 7/16/2002	Registered RENEWAL deadline - trademark renewal 7/16/2022
United States R1716-05401	Modified PEET'S COFFEE & TEA Design 	30: COFFEES, TEAS, SPICES, CANDIES, CHOCOLATE AND CARAMEL SAUCES, AND COMBINATION GIFT PACKAGES COMPRISED OF THESE GOODS. 35: RETAIL, MAIL ORDER, AND ONLINE STORE SERVICES FEATURING COFFEES, TEAS, SPICES, CANDIES, MUGS, CUPS, DISHWARE, AND COFFEE AND TEA MAKING AND SERVING ACCESSORIES. 42: PROVIDING AN ONLINE WEBSITE FEATURING INFORMATION IN THE FIELD OF COFFEES, TEAS, SPICES, CANDIES, MUGS, CUPS, DISHWARE, AND COFFEE AND TEA MAKING AND SERVING ACCESSORIES.	76/316,990 9/24/2001	2,676,962 1/21/2003	Registered RENEWAL deadline - trademark renewal 1/21/2013
United States R1716-07701	P Cup Design 	30: Coffees, teas, spices, candies, chocolate and caramel sauces, and combination gift packages comprised of coffees, teas, spices, candies, chocolate and caramel sauces. 35: Retail store, mail order, and online retail store services featuring coffees, teas, spices, candies, mugs, cups, dishware, and coffee and tea making and serving accessories; and issuing gift certificates which may then be redeemed for goods or services.	77/825,154 9/11/2009	3,792,614 5/25/2010	Registered 8 & 15 DUE deadline - 8 & 15 Aft of Use 5/25/2016


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United States R1716-00601	PEET'S - Word	30: Coffees, teas and spices.	72/397,590 7/16/1971	955,284 3/13/1973	Registered RENEWAL deadline - trademark renewal 3/13/2013
United States R1716-00603	PEET'S - Word	30: Coffees, teas, spices, candies, chocolate and caramel sauces, and combination gift packages comprised of these goods. 35: Retail, mail order, and online store services featuring coffees, teas, spices, candies, mugs, cups, dishware, and coffee and tea making and serving accessories. 43: Providing an online website featuring information relating to the use of coffees, teas, spices, candies, mugs, cups, dishware, and coffee and tea making and serving accessories; and coffee bar services.	78/387,057 3/18/2004	3,119,132 7/25/2006	Registered RENEWAL deadline - trademark renewal 7/25/2016
United States R1716-00602	PEET'S - Word	42: RETAIL STORE SERVICES, MAIL-ORDER SALES SERVICES, DISTRIBUTORSHIP SERVICES FOR COFFEE, TEA AND SPICES, AND COFFEE CAFE SERVICES.	73/685,493 9/21/1987	1,500,867 8/16/1988	Registered RENEWAL deadline - trademark renewal 8/16/2018
United States R1716-08701	PEET'S COFFEE & P Cup Design (contained) 	30: Coffees, teas, spices, candies, chocolate and caramel sauces, and combination gift packages comprised of coffees, teas, spices, candies, chocolate and caramel sauces. 35: Retail store, mail order, and online retail store services featuring coffees, teas, spices, candies, mugs, cups, dishware, and coffee and tea making and serving accessories; and issuing gift certificates which may then be redeemed for goods or services.	77/825,283 9/11/2009	3,792,617 5/25/2010	Registered 8 & 15 DUE deadline - 8 & 15 Aff of Use 5/25/2016




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R1716 PEET'S COFFEE & TEA TM Status Report

11/14/2012

Sorted by Country. Active matters only.

Country / Matter	Trademark and Design (if applicable)	Class(es) and Goods or Services	App. No. / Filed	Reg. No. / Registered	Status / Next Upcoming Deadline
United States R1716-08801	 	<p>30: Coffees, teas, spices, candies, chocolate and caramel sauces, and combination gift packages comprised of coffees, teas, spices, candies, chocolate and caramel sauces.</p> <p>35: Retail store, mail order, and online retail store services featuring coffees, teas, spices, candies, mugs, cups, dishware, and coffee and tea making and serving accessories; and issuing gift certificates which may then be redeemed for goods or services.</p>	77/825,266 9/11/2009	3,792,616 5/25/2010	Registered 8 & 15 DUE deadline - 8 & 15 Aft of Use 5/25/2016
United States R1716-08801		<p>030: Coffee and tea</p> <p>035: Online store services featuring coffees, teas, spices, candies, mugs, cups, dishware, and coffee and tea making and serving accessories; issuing gift cards and gift certificates which may then be redeemed for goods or services; online store services featuring delivery of coffee; advertising services for others, namely market research for others and promoting the sale of goods and services through the dissemination of information via the internet</p> <p>042: Providing a website featuring information in the field of coffees, teas, spices, candies, mugs, cups, dishware, and coffee and tea making and serving accessories</p> <p>043: Office coffee supply services; coffee shop and coffee bar services</p>	85/715,220 8/28/2012		Pending PRIORITY CONVENTION TERM deadline - foreign filing 2/28/2013



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R1716 PEET'S COFFEE & TEA TM Status Report

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Sorted by Country. Active matters only.

Country / Matter	Trademark and Design (if applicable)	Class(es) and Goods or Services	App. No. / Filed	Reg. No. / Registered	Status / Next Upcoming Deadline
United States R1716-06801		<p>30: Teas, spices, candies, chocolate and caramel sauces, and combination gift packages comprised of coffees, teas, spices, candies, chocolate and caramel sauces.</p> <p>35: Retail store, mail order, and online retail store services featuring coffees, teas, spices, candies, mugs, cups, dishware, and coffee and tea making and serving accessories; and issuing gift certificates which may then be redeemed for goods or services.</p>	77/825,295 9/11/2009	3,792,618 5/25/2010	Registered 8 & 15 DUE deadline - 8 & 15 Aft of Use 5/25/2016
United States R1716-07501		<p>30: Coffees; teas; spices; candies; chocolate and caramel sauces; gift packages consisting primarily of coffees, teas, spices, candies, chocolate and caramel sauces</p> <p>35: Retail store and catalog mail order services featuring coffees, teas, spices, candies, mugs, cups, dishware, and coffee and tea making and serving accessories; issuing gift cards and gift certificates which may then be redeemed for goods or services; retail store and catalog mail order services featuring delivery of coffee; advertising services for others, namely market research for others and promoting the sale of goods and services through the use of in-store displays and through the distribution of catalogs</p> <p>43: Office coffee supply services; coffee shop and coffee bar services</p>	85/715,269 8/28/2012		Pending PRIORITY CONVENTION TERM deadline - foreign filing 2/28/2013
United States R1716-07401	PEETNIKS - Word	35: Customer loyalty incentive program for commercial purposes whereby participants obtain gifts, discounts, prize opportunities and other benefits from purchases	77/165,751 4/25/2007	3,397,496 3/18/2008	Registered 8 & 15 DUE deadline - 8 & 15 Aft of Use 3/18/2014

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R1716 PEET'S COFFEE & TEA TM Status Report

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Sorted by Country. Active matters only.

Country / Matter	Trademark and Design (if applicable)	Class(es) and Goods or Services	App. No. / Filed	Reg. No. / Registered	Status / Next Upcoming Deadline
United States R1716-03201	PEETS.COM - Word	30: COFFEES, TEAS, SPICES, CANDIES, CHOCOLATE AND CARAMEL SAUCES, AND COMBINATION GIFT PACKAGES COMPRISED OF THESE GOODS. 42: PROVIDING ON-LINE INFORMATION RELATING TO COFFEE.	75/688,760 4/22/1999	2,385,139 9/12/2000	Registered RENEWAL deadline - trademark renewal 9/12/2020
United States R1716-03701	PRIDE OF THE PORT - Word	30: Teas.	75/795,889 9/9/1999	2,355,383 6/6/2000	Registered RENEWAL deadline - trademark renewal 6/6/2020
United States R1716-01402	PUMPHREY'S BLEND - Word	30: Tea.	75/894,752 1/12/2000	2,448,971 5/8/2001	Registered RENEWAL deadline - trademark renewal 5/8/2021

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R1716 PEET'S COFFEE & TEA TM Status Report

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Country / Matter	Trademark and Design (if applicable)	Class(es) and Goods or Services	App. No. / Filed	Reg. No. / Registered	Status / Next Upcoming Deadline
United States R1716-05701	SNOW LEOPARD - Word	30: Teas.	78/176,176 10/18/2002	2,833,297 4/13/2004	Registered RENEWAL deadline - trademark renewal 4/13/2014
United States R1716-03801	SUMMER HOUSE - Word	30: Teas.	75/796,194 9/9/1999	2,352,103 5/23/2000	Registered RENEWAL deadline - trademark renewal 5/23/2020
United States R1716-08401	TEA CRAFTED FROM EXPERIENCE - Word	30: Tea.	77/755,186 6/9/2009	3,754,110 3/2/2010	Registered 8 & 15 DUE deadline - 8 & 15 Aff of Use 3/2/2016
United States R1716-08901	UZURI AFRICAN BLEND - Word	30: Coffee.	85/016,226 4/16/2010	3,879,986 11/23/2010	Registered 8 & 15 DUE deadline - 8 & 15 Aff of Use 11/23/2016

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R1716 PEET'S COFFEE & TEA TM Status Report

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Sorted by Country. Active matters only.

Country / Matter	Trademark and Design (if applicable)	Class(es) and Goods or Services	App. No. / Filed	Reg. No. / Registered	Status / Next Upcoming Deadline
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RECORDED: 11/19/2012

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