10-27-2005

Form PTO-1594 (Rev. 07/05)
OMB Collection 0651-0027 (exp. 6/30/2008)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

10/24/05

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

103108959

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):
U.S. Bank National Association

- [ ] Individual(s)
- [x] Association
- [ ] General Partnership
- [ ] Limited Partnership
- [ ] Corporation- State:
- [ ] Other

Citizenship (see guidelines) U.S.

Additional names of conveying parties attached? [ ] Yes [x] No

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? [x] Yes [ ] No

Name: Build-A-Bear Workshop, Inc.
Internal Address:
Street Address: 1954 Innerbelt Business Center Drive
City: St. Louis
State: Missouri
Country: U.S.A. Zip: 63114

- [ ] Association Citizenship
- [ ] General Partnership Citizenship
- [ ] Limited Partnership Citizenship
- [x] Corporation Citizenship Delaware
- [ ] Other Citizenship

If assignee is not domiciled in the United States, a domestic representative designation is attached: [ ] Yes [x] No
(Designations must be a separate document from assignment)

3. Nature of conveyance)/Execution Date(s) :

Execution Date(s) September 30, 2005

- [ ] Assignment
- [ ] Merger
- [ ] Security Agreement
- [ ] Change of Name
- [x] Other Release of Security Interest

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)
See Attached

B. Trademark Registration No.(s)
See Attached

Additional sheet(s) attached? [x] Yes [ ] No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):
See Attached

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Andrew Ulmer
Internal Address: 2200 PNC Center
Street Address: 201 E. Fifth Street
City: Cincinnati
State: Ohio Zip: 45202
Phone Number: (513) 651-4811
Fax Number: (513) 651-6981
Email Address: aulmer@fbtlaw.com

6. Total number of applications and registrations involved: 92

7. Total fee (37 CFR 2.6(b)(6) & 3.41) $ 2315.00

- [ ] Authorized to be charged by credit card
- [ ] Authorized to be charged to deposit account
- [x] Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers
Expiration Date

b. Deposit Account Number

Authorized User Name

OPR/FINANCE

9. Signature: Signature 10/20/05 Date

Andrew Ulmer
Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 50

10/25/2005 DBYRNE 00000013 75711771
01 FC:8521 40.00 OP
02 FC:8522 2275.00 OP

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

Continuation of Recordation Form Cover Sheet

Continuation of 4.A. **"Trademark Application No.(s)"**

U.S. Trademark Application Nos.

75/711,771	75/335,759	75/434,465	75/801,850	75/255,283
75/438,439	75/884,783	75/674,299	75/555,669	75/379,668
75/438,039	75/862,178	75/444,741	75/434,464	75/255,284
75/763,895	75/809,839	75/657,901	75/351,922	75/379,554
75/434,463	75/835,823	75/505,792	75/866,045	75/379,653
75/899,146	75/245,812	75/659,467	75/656,978	75/609,551
75/899,148	75/301,709	75/657,902	75/587,559	75/434,462
75/497,034	75/883,075	75/497,033	75/664,633	75/611,263
75/438,040	75/438,038	75/566,040	75/247,417	75/255,285
75/764,120	75/557,108	75/744,567	75/831,936	75/388,006
75/835,815	75/272,137	75/623,042	75/801,852	
75/430,593	75/443,984	75/876,452	75/708,751	
75/723,826	75/782,915	75/874,494	75/708,754	
75/776,418	75/426,819	75/874,227	75/480,177	
75/782,914	75/576,840	75/801,851	75/379,674	
75/591,251	75/438,438	75/835,819	75/245,814	
75/829,777	75/434,466	75/873,244	75/255,282	

Continuation of 4.B. **"Trademark Registration No.(s)"**

U.S. Trademark Registration Nos.

2,050,734	2,071,525			
2,001,349	1,998,311			
2,217,419	1,999,863			
2,242,862	1,824,701			
2,285,982	1,266,680			
2,286,392	2,798,109			
2,279,762				
2,298,153				

CinLibrary 8254858.0474682 1564749v.1

Continuation of Recordation Form Cover Sheet

Continuation of **"2. Names and address of receiving party(ies)"**:

Build-A-Bear Workshop LLC
1954 Innerbelt Business Center Drive
St. Louis, Missouri 63114
U.S.A.

Shirts Illustrated, LLC
1954 Innerbelt Business Center Drive
St. Louis, Missouri 63114
U.S.A.

Build-A-Bear Workshop Franchise Holdings, Inc.
1954 Innerbelt Business Center Drive
St. Louis, Missouri 63114
U.S.A.

Build-A-Bear Entertainment, LLC
1954 Innerbelt Business Center Drive
St. Louis, Missouri 63114
U.S.A.

Build-A-Bear Retail Management, Inc.
1954 Innerbelt Business Center Drive
St. Louis, Missouri 63114
U.S.A.

CinLibrary 8254858.0474682 1567988v.1

RELEASE OF SECURITY INTEREST

THIS RELEASE, dated as of September 30, 2005, is by U.S. BANK NATIONAL ASSOCIATION, formerly known as FIRSTAR BANK, NATIONAL ASSOCIATION, a national banking association (the "BANK") for the benefit of BUILD-A-BEAR WORKSHOP, INC. ("BABWI"), successor by merger to BUILD-A-BEAR WORKSHOP, LLC, SHIRTS ILLUSTRATED, LLC ("SHIRTS"), BUILD-A-BEAR WORKSHOP FRANCHISE HOLDINGS, INC. ("BABWF"), BUILD-A-BEAR ENTERTAINMENT, LLC ("BABWE"), BUILD-A-BEAR RETAIL MANAGEMENT, INC. ("BABRM"), (individually and collectively, the "BORROWER");

WHEREAS, BORROWER and BANK entered into an agreement entitled PATENTS, TRADEMARKS AND COPYRIGHTS SECURITY AGREEMENT (as amended, "Pledge Agreement") dated as of March 1, 2000;

WHEREAS, in such Pledge Agreement, in order to secure certain indebtedness and liabilities then existing or thereafter arising, BORROWER granted to BANK a security interest in certain intellectual property (the "Collateral"), as described Exhibit A attached hereto, and

WHEREAS, BORROWER and BANK wish to terminate the Pledge Agreement and release the security interest created therein;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, BANK represents and warrants as follows:

1. The Pledge Agreement is terminated and the security interest is released.

2. BORROWER presently and hereafter holds title to the Collateral in the same manner as would have been the case if the Pledge Agreement had never been entered into.

3. Whenever possible, each provision of this Release shall be interpreted in such manner as to be effective and valid under applicable law, but, if any provision of this Release shall be prohibited by or invalid under applicable law, such provision shall be ineffective to the extent of such prohibition or invalidity, without invalidating the remainder of such provision or the remaining provisions of this Release.

4. This Release shall be binding upon BANK and its successors and assigns, and shall inure to the benefit of BORROWER and its successors and assigns.

5. This Release shall be deemed to be made under and shall, except to the extent governed by Federal law, be governed by the laws of the State of Ohio in all respects, including matters of construction, validity, and performance.

6. All agreements between BORROWER and BANK other than the Pledge Agreement are and remain in full force and effect. Nothing contained herein will be construed as waiving any default under any such agreements or will affect or impair any right, power or remedy of BANK under or with respect to such agreements, or any agreement or instrument guaranteeing, securing or otherwise relating to any of loan made to BORROWER by BANK.

U.S. BANK NATIONAL ASSOCIATION

By: Chad L Thomas
Print Name: Charles L Thomas
Title: Vice President

CinLibrary 8254858.0474682 1517472v.2

TRADEMARK
REEL: 003240 FRAME: 0762

EXHIBIT A

SCHEDULE A

BUILD-A-BEAR WORKSHOP

TRADEMARKS - REGISTERED

Trademark Report by Country

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
AUSTRALIA							
MAX0028	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE	09/03/1997	743021	09/03/1997	743021	REGISTERED	35

35 - retail store services in connection with the sale of stuffed animals, dolls and related accessories; toys and games; clothing; stationery items; greeting cards; novelties; books; compact discs; cassette recordings, video cassettes, mugs and candies

MAX0161	MATE CRATE	03/18/1999	788694	03/18/1999	788694	REGISTERED	28

28 - toy playhouses and toy carrying cases for stuffed and plush toy animals

EUROPEAN UNION (CTM)							
MAX0021	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE	09/03/1997	621,334	01/05/1999	621334	REGISTERED	16,28,35 42

16 - books, publications, newletters, periodicals, stationery products, greeting cards, stickers and paper goods
28 - stuffed and ;lush toy animals, dolls and accessories, toys and games
35 - Business management consultancy, including assistance and advising in the establishment of retail store services in the field of stuffed and plush toy animals, dolls, and related accessories, toys and games, clothing, stationery items, greeting cards, novelties, ornamental pins, books, publications, newsletters, periodicals, stickers, paper goods, compact discs, cassette recordings, video cassettes, mugs and candies

42 - technical consultancy and advising in the establishment of retail stores in the field of stuffed and plush toy animals, dolls, and related accessories, toys and games, clothing, stationery items, greeting cards, novelties, ornamental pins, books, newsletters, publications, periodicals, stickers, paper goods, compact discs, cassette recordings, video cassettes, mugs and candies

MEXICO							
MAX0047	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE	02/24/1998	323,493	05/29/1998	578,165	REGISTERED	28

28 - stuffed animals, dolls and accessories therefor

NEW ZEALAND							
MAX0037	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE	09/03/1997	281,889	11/13/1998	281889	REGISTERED	35

35 - retail store services in connection with the sale of stuffed animals, dolls and related accessories; toys and games; clothing; stationery items; greeting cards; novelties; books; compact discs; cassette recordings, video cassettes, mugs and candies

MAX0025	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE	09/03/1997	281,890	11/13/1998	281890	REGISTERED	28

28 - stuffed animals, dolls and accessories therefor, toys and games

:FERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
TAIWAN							
MAX0024	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE	09/05/1997	86045962	05/01/1999	109165	REGISTERED	35
35 - retail store services in connection with the sale of stuffed animals, dolls and related accessories; toys and games; clothing; stationery items, greeting cards; novelties; books; compact discs; cassette recordings, video cassettes, mugs and candles							
UNITED STATES							
MAX0122	BEARTH CERTIFICATE	04/10/1996	75/086,226	04/08/1997	2,050,734	REGISTERED	29
29 - stuffed toy animals							
MAX0125	BEARTH CERTIFICATE and Design	09/28/1995	74/735,149	09/17/1996	2,001,349	REGISTERED	28
28 - stuffed toy animals							
MAX0058	BUY STUFF CLUB	02/09/1998	75/430,595	01/12/1999	2,217,419	REGISTERED	35
35 - retail store services featuring a frequent shopper program							
MAX0079	CHUBBY CUBBY	05/01/1998	75/478,410	05/04/1999	2,242,862	REGISTERED	28
28 - stuffed toy animals and plush toy animals and accessories therefor							
MAX0013	COLLECTIBEAN	03/07/1997	75/253,366	10/12/1999	2,285,982	REGISTERED	28,6
28 - plush toy animals and stuffed toy animals and accessories therefor 6 - Novelty items, namely metal key rings							
MAX0036	CUB CONDO	11/12/1997	75/389,038	10/12/1999	2,286,392	REGISTERED	28
28 - toy playhouses and carrying cases for stuffed toy animals and plush toy animals and accessories therefor							
:X0014	FIND-A-BEAR	03/31/1997	75/266,154	09/21/1999	2,279,762	REGISTERED	42
42 - security printing, namely, encoding and tagging identifying information on toys, stuffed and plush toy animals, and tracking services for the retrieval of such encoded products							
MAX0093	LIL CUB	10/30/1998	75/580,289	12/07/1999	2,298,153	REGISTERED	28
28 - Plush toy animals and stuffed toy animals							
MAX0121	THE BEARRIFIC BEAR FACTORY	04/30/1996	75/096,492	06/17/1997	2,071,525	REGISTERED	42
42 - stuffed animal retail store services							
MAX0123	THE BEARRIFIC BEAR FACTORY	09/28/1995	74/735,152	09/03/1996	1,998,311	REGISTERED	28
28 - stuffed toy animals							
MAX0124	THE BEARRIFIC BEAR FACTORY and Design	09/28/1995	74/735,150	09/10/1996	1,999,863	REGISTERED	28
28 - stuffed toy animals							

BUILD-A-BEAR WORKSHOP

TRADEMARKS - PENDING

Build-A-Bear Workshop
Trademark Report by Country

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
AUSTRALIA							
MAX0153	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS . . . AND DES. II	05/10/1999	793776			PENDING	35

35 - retail store services in connection with the sale of stuffed animals, dolls and related accessories; retail store services in connection with the sale of toys, games, clothing, stationery items, greeting cards, novelties, books, compact discs, cassette records, video cassettes, mugs and candies

MAX0195	CUB CONDO TRADE DRESS					MAILED	28,35

28 - toy playhouses and carrying cases for stuffed toy animals and plush toy animals and accessories therefor
35 - retail store services, mail order services and mail order catalog services all in the fields of stuffed toy animals and plush toy animals and accessories therefor, compact disks, audio cassettes, jewelry, newsletters, pamphlets, and brochures for children, newsletters and brochures relating to stuffed and plush toy animals and dolls, carrying cases for plush toy animals, stuffed toy animals and accessories therefor, non-metal keychains and toys

MAX0185	HEART IN A BEAR TRADE DRESS	09/10/1999	806796			PENDING	28,35

28 - toys and playthings, including plush animals and stuffed toy animals and dolls
35 - retail store services in connection with the sale of plush toy animals, stuffed toy animals, dolls and related accessories; retail store services in connection with the sale of toys, games, clothing, stationery items, greeting cards, novelties, books, compact discs, cassette records, video cassettes, mugs and candies

MAX0151	TEDDY BEAR CENTENNIAL	03/12/1999	788113			PENDING	28,35

28 - toys, including rubber action balls; action figures and accessories therefor; action skill games; mechanical action toys, electric action toys; action-type target games; toy airplanes; toy armor; balloons; toy banks; bath toys; toy clothing; bingo cards; toy building blocks; toy construction blocks; board games; toy boxes; toy cap pistols; card games; party favors in the nature of crackers or noise-makers; craft sets for decorating balloons; electronic dart games; dolls, doll clothing, doll costumes, accessories for dolls; electronic game equipment with a watch function; role playing game equipment in the nature of game book manual; equipment sold as a unit for playing card games; hand-held unit for playing electronic games and/or video games; parlor games; pinball-type games; role playing games; toy gliders; doll house furnishings; jigsaw puzzles; manipulative games and puzzles; crib mobiles, toy mobiles; scale model airplanes; model toy train sets; plush toy animals and figures and accessories therefor; toy model vehicles and related accessories sold as a unit; electronically-operated toy motor vehicles; musical toys; toy noisemakers; puppets; ride-on toys; soft sculptured toys; spinning toys; stuffed toy animals and figures and accessories therefor; toy swords; toy vehicles; baby multiple activity toys; infant action crib toys; non-riding transportation toys; party favors in the nature of small toys; plush toys; squeezable squeaking toys; water squirting toys; wind-up toys; ventriloquist's dummies; yo-yo's; toy zip guns; sporting goods, including golf bags; golf ball markers; golf balls; golf clubs; head covers for golf clubs; baseballs; basketballs; footballs; net balls; table tennis balls; tennis balls; volley balls; baseball bats, baseball gloves; softball bats; stationary exercise bicycles; road bicycles; gaming equipment, namely, chips and game wheels; poker chips; dart boards; softball gloves; hockey pucks; hockey gloves and pads; ice skates; roller skates and accessories therefor; skate boards; tennis racket presses; tennis racket covers; racquet balls and racquet ball racquets; quoits; sport balls; amusement park rides; tractors and sleds for use in down-hill amusement rides; Christmas tree ornaments; artificial Christmas trees and Christmas wreaths; Christmas tree skirts, stands and stand covers; costume masks; promotional game materials; lottery cards and tickets; teaching materials in the form of board and card games and stand alone video game machines; carrying cases for stuffed and plush toy animals and figures, dolls and other toys; toy furniture, toy clothing

35 - retail services; distributorship services; retail services via a global communications network; mail order catalog services; advertising agency services; copying of documents for others; automobile dealerships; direct mail advertising; directory information; distributorship services; providing home shopping services in a wide variety of fields by means of television ; promoting and conducting trade shows in a wide variety of fields; slogan cartoon and character licensing; theatrical ticket agencies

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

BRAZIL

MAX0026	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE	10/30/1997	820362565			PENDING	35

35 - 40.15 Retail store services in connection with the sale of stuffed animals, dolls and related accessories, toys and games, clothing, stationery items, greeting cards, novelties, books, compact discs, cassette recordings, video cassettes, mugs and candies

MAX0154	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS. . . AND DES. II	06/01/1999	821686895			PENDING	35

35 - LC 40.15: retail store services in connection with the sale of stuffed animals, dolls and related accessories, toys and games, clothing, stationery items, greeting cards, novelties, books, compact discs, cassette recordings, video cassettes, mugs and candies

CANADA

MAX0106	BEAR BUCKS	04/23/1999	1012907			PENDING	CA

CA - gift certificates, scrip and cash equivalents used in connection with the sale of stuffed toy animals and plush toy animals, dolls and accessories therefor; CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies

MAX0107	BEAREMY	04/22/1999	1012822			PENDING	CA1

CA1 - retail store services in connection with the sale of plush and stuffed toy animals and accessories therefor; charitable fundraising services; entertainment services, namely performances by an individual in a bear costume, and the providing of stuffed and plush toy animals to charitable and nonprofit institutions and children therefor

MAX0108	BEARISM	04/22/1999	1012894			PENDING	CA,CA1

CA - CD Roms, audio cassettes, video cassettes, laser discs, and computer game cartridges; books, publications, newsletters, periodicals, stationery products, greeting cards, stickers and paper goods; handbags, tote bags, backpacks, carrying cases, wallets and purses; figurines, novelties and buttons; mugs, glasses and kitchenware; housewares, sheets, linens, towels, blankets and comforters; clothing and accessories therefor and aprons; toys, games, sporting goods, toys, figures, plush animals and stuffed animals and accessories therefor

CA1 - retail store services; entertainment and educational services and mail order services, mail order catalog services, retail services via a global computer network, providing information relating to various subjects via a global computer network, providing access through a global computer to an interactive computer database in regard to various subjects, restaurant services, wholesale and distributorship services

MAX0109	BEARY NEWSWORTHY	04/23/1999	1012893			PENDING	CA

CA - books, newsletters, magazines, pamphlets, and brochures relating to general information, games, puzzles, artwork and stories for children, and relating to animals and stuffed and plush toy animals; greeting cards; stickers; stationery products, namely writing paper and envelopes

MAX0022	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE	09/04/1997	855,203			ALLOWED	CA,CA1

CA - CD Roms, namely pre-recorded materials regarding teddy bears and other stuffed toy animals, plush toy animals, and dolls; audio cassettes, namely pre-recorded materials regarding teddy bears and other stuffed toy animals, plush toy animals, and dolls; video cassettes, namely pre-recorded materials regarding teddy bears and other stuffed toy animals, plush toy animals, and dolls; laser discs, computer games and electronic games; books, publications, namely books, newsletters, magazines, posters, calendars, and brochures for children and books, newsletters, magazines, posters, calendars and brochures relating to stuffed toy animals, plush toy animals, and dolls; periodicals, stationery products, namely writing paper, envelopes, stickers and invitations; greeting cards, stickers and paper goods, namely paper plates, paper cups, and paper napkins; handbags, tote bags, backpacks, carrying cases, wallets and purses; figurines, novelties and buttons; mugs, glasses and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers; ; housewares, namely bed sheets, linens, towels, bed blankets and comforters, place mats and oven mitts, clothing and accessories therefor, namely shirts, t-shirts, sweatshirts, caps, socks, underwear, sleepwear, pants, jackets, footwear, shorts, swimwear, and aprons; toys, namely teddy bears and other stuffed toy animals, plush toy animals,

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

CANADA continued . . .

dolls and bath toys, pull toys, musical toys, miniature figurines, soft body infant toys, and positionable toy figures; games, namely board games and hand held units for playing electronic games; figures, namely ceramic figures; plush toy animals and stuffed toy animals and dolls and accessories therefor, namely toy clothing, toy jewelry, toy furniture, toy houses and toy housewares

CA1 - retail store services in the field of stuffed toy animals and plush toy animals and dolls, and accessories therefore, namely toy clothing, toy jewelry, toy furniture, toy houses and toy housewares; entertainment services in the nature of parties for creating stuffed toy animals, plush toy animals, and dolls, and providing of party facilities therefore, and video and motion picture production and distribution, and radio and television programming and production and distribution thereof; mail order services in the field of stuffed toy animals and plush toy animals, and dolls, and accessories therefore, namely toy clothing, toy jewelry, toy furniture, toy houses and toy housewares, and associated merchandise; mail order catalogue services in the field of stuffed toy animals, plush toy animals, and dolls, and accessories therefore, namely toy clothing, toy jewelry, toy furniture, toy houses and toy housewares, and associated merchandise; retail services via a global computer network in the field of stuffed toy animals, plush toy animals and dolls, and accessories therefore, namely toy clothing, toy jewelry, toy furniture, toy houses and toy housewares, and information relating to stuffed toy animals, plush toy animals and dolls and accessories therefore, namely toy clothing, toy jewelry, toy furniture, toy houses and toy housewares; providing information relating to various subjects via a global communications network, namely stuffed toy animals, plush toy animals and dolls, and accessories therefore, namely toy clothing, toy jewelry, toy furniture, toy houses and toy housewares; wholesale and distributorship services in Canada in the field of stuffed toy animals, plush toy animals and dolls, and accessories therefore, namely toy clothing, toy jewelry, toy furniture, toy houses and toy housewares, and associated merchandise

MAX0146	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE AND DESIGN					MAILED	CA,CA1

CA - CD Roms, namely pre-recorded materials regarding teddy bears and other stuffed toy animals, plush toy animals, and dolls; audio cassettes, namely pre-recorded materials regarding teddy bears and other stuffed toy animals, plush toy animals, and dolls; video cassettes, namely pre-recorded materials regarding teddy bears and other stuffed toy animals, plush toy animals, and dolls; laser discs, computer games and electronic games; books, publications, namely books, newsletters, magazines, posters, calendars, and brochures for children and books, newsletters, magazines, posters, calendars and brochures relating to stuffed toy animals, plush toy animals, and dolls; periodicals, stationery products, namely writing paper, envelopes, stickers and invitations; greeting cards, stickers and paper goods, namely paper plates, paper cups, and paper napkins; handbags, tote bags, backpacks, carrying cases, wallets and purses; figurines, novelties and buttons; mugs, glasses and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers; ; housewares, namely bed sheets, linens, towels, bed blankets and comforters, place mats and oven mitts, clothing and accessories therefor, namely shirts, t-shirts, sweatshirts, caps, socks, underwear, sleepwear, pants, jackets, footwear, shorts, swimwear, and aprons; toys, namely teddy bears and other stuffed toy animals, plush toy animals, dolls and bath toys, pull toys, musical toys, miniature figurines, soft body infant toys, and positionable toy figures; games, namely board games and hand held units for playing electronic games; figures, namely ceramic figures; plush toy animals and stuffed toy animals and dolls and accessories therefor, namely toy clothing, toy jewelry, toy furniture, toy houses and toy housewares

CA1 - retail store services in the field of stuffed toy animals and plush toy animals and dolls, and accessories therefore, namely toy clothing, toy jewelry, toy furniture, toy houses and toy housewares; entertainment services in the nature of parties for creating stuffed toy animals, plush toy animals, and dolls, and providing of party facilities therefore, and video and motion picture production and distribution, and radio and television programming and production and distribution thereof; mail order services in the field of stuffed toy animals and plush toy animals, and dolls, and accessories therefore, namely toy clothing, toy jewelry, toy furniture, toy houses and toy housewares, and associated merchandise; mail order catalogue services in the field of stuffed toy animals, plush toy animals, and dolls, and accessories therefore, namely toy clothing, toy jewelry, toy furniture, toy houses and toy housewares, and associated merchandise; retail services via a global computer network in the field of stuffed toy animals, plush toy animals and dolls, and accessories therefore, namely toy clothing, toy jewelry, toy furniture, toy houses and toy housewares, and information relating to stuffed toy animals, plush toy animals and dolls and accessories therefore, namely toy clothing, toy jewelry, toy furniture, toy houses and toy housewares; providing information relating to various subjects via a global communications network, namely stuffed toy animals, plush toy animals and dolls, and accessories therefore, namely toy clothing, toy jewelry, toy furniture, toy houses and toy housewares; wholesale and distributorship services in Canada in the field of stuffed toy animals, plush toy animals and dolls, and accessories therefore, namely toy clothing, toy jewelry, toy furniture, toy houses and toy housewares, and associated merchandise

MAX0110	BUILD-A-DOLL WORKSHOP	04/23/1999	1012892			PENDING	CA,CA1

CA - novelties, namely keychains made of metal; CD-ROMs, audio cassettes, video cassettes, and laser discs relating to or regarding dolls and children, computer game cartridges, jewelry, namely earrings, necklaces, rings, bracelets and pendants; books, newsletters, magazines,

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

CANADA *continued*

pamphlets, and brochures for children; and books, newsletters, magazines and brochures relating to dolls; greeting cards, stickers and paper goods, namely paper plates, books, publications, newsletters, periodicals, stationery products, greeting cards, stickers and paper goods namely, paper plates, paper napkins; and publications, namely posters, and calendars; handbags, tote bags, backpacks, wallets and purses, and carrying cases for dolls and accessories therefor; ceramic figurines, novelties, namely non-metal keychains and novelty buttons; mugs, glasses and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers and pepper shakers; clothing, namely shirts, t-shirts, sweatshirts, caps, socks, underwear, sleepwear, pants, jackets, footwear, shorts, swimwear, and aprons; dolls and accessories therefor; handheld units for playing electronic games; toys, namely bath toys, pull toys, musical toys, miniature figures soft body infant toys, positionable toy figures; board games

CA1 - mail order, retail store, mail order catalog services, wholesale and distributorship services in the field of dolls and accessories therefor; CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to dolls; greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for dolls and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies

MAX0127	BUILD-A-PARTY	04/26/1999	1013050			PENDING	CA1

CA1 - creating stuffed toy animals and plush toy animals and providing of party facilities therefor

MAX0111	BUY STUFF CLUB	04/26/1999	1013057			PENDING	CA

CA - retail store services featuring a frequent shopper program

MAX0112	COLLECTIBEAR	04/26/1999	1013051			PENDING	CA,CA1

CA - plush toy animals and stuffed toy animals and accessories therefor
CA1 - entertainment services, namely a collectors' club for plush toy animals and stuffed toy animals

MAX0113	COLLECTIBUNNY	04/26/1999	1013052			PENDING	CA

CA - plush toy animals and stuffed toy animals and accessories therefor

MAX0114	CUB CONDO	04/26/1999	1013053			PENDING	CA

CA - toy playhouses and carrying cases for stuffed toy animals and plush toy animals and accessories therefor

MAX0115	FIND-A-BEAR	04/26/1999	1013054			PENDING	CA1

CA1 - security printing, namely, encoding and tagging identifying information on toys, stuffed and plush toy animals, and tracking services for the retrieval of such encoded products

MAX0181	HEART IN A BEAR TRADE DRESS	09/24/1999	1029874			PENDING	28,35

28 - plush animals and stuffed toy animals
35 - retail store services featuring plush toy animals, stuffed toy animals and accessories

MAX0126	LIL CUB	04/22/1999	1012823			PENDING	CA

CA - Plush toy animals and stuffed toy animals

MAX0116	LOVE STUFF HEADQUARTERS	05/10/1999	1012824			PENDING	CA

CA - mail order, retail store, mail order catalog services, wholesale and distributorship services and retail services via a global communications network in the field of stuffed toy animals and plush toy animals, dolls and accessories therefor; CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges, jewelry, books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers, stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars, handbags, tote bags, backpacks, wallets, purses, and carrying cases for plush toy animals, stuffed toy animals and accessories therefor, ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers, housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts, clothing, toys and board games, and candies

X0117	ROLY POLY PANDA	04/23/1999	1012895			PENDING	CA

CA - Stuffed toy animals and plush toy animals

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

CANADA *continued*

MAX0118	STITCHED WITH LOVE	04/26/1999	1013055			PENDING	CA,CA1

CA - CD Roms; audio cassettes, video cassettes, laser discs relating to or regarding dolls and children, computer game cartridges; jewelry, namely earrings, necklaces, rings, bracelets and pendants; books, magazines, pamphlets, and brochures for children and books, newsletters, magazines, and brochures relating to dolls; greeting cards, stickers and paper goods, namely paper plates, paper cups, and paper napkins, and publications, namely posters and calendars; handbags, tote bags, backpacks, wallets and purses, and carrying cases for dolls and accessories therefor; ceramic figurines, novelties, namely non-metal keychains and novelty buttons; mugs, glasses and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers and pepper shakers; clothing, namely shirts, t-shirts, sweatshirts, caps, socks, underwear, sleepwear, pants, jackets, footwear, shorts, swimwear, and aprons; dolls and accessories therefor; hand held units for playing electronic games; toys, namely bath toys, pull toys, musical toys, miniature figures, soft body infant toys, positionable toy figures; board games

CA1 - retail store services; entertainment and educational services and mail order services; mail order catalog services, retail services via a global computer network, providing information relating to various subjects via a global computer network, providing access through a global computer to an interactive computer database in regard to various subjects, restaurant services, wholesale and distributorship services

MAX0119	TEDDY BEAR CENTENNIAL	04/22/1999	1012825			PENDING	CA,CA1

CA - unexposed camera film, unexposed cinematographic film, sensitized photographic film, unexposed photographic film, photosensitive paper; peat; plant food; potting soil; artificial sweeteners.

house paint, paint for artists paint for model airplanes, model cars, model toys and the like; paints for arts and crafts, photocopier toner, and watercolor paints.

cosmetics and personal care and cleaning products, including skin soaps, perfume, cologne, essential oils for personal use; blushers, eye pencils, eye shadows, eyebrow pencils, eyeliners, foundation makeup, lipsticks, lip glosses, mascara and rouge; hair products, including shampoos, conditioners and lotions; dentifrice; skin lotions and creams; nail polish; potpourri; incense; sachets; bath products; sun tanning and blocking preparations; bubble baths, body lotions, body oils, toothpaste, dental floss, deodorants, cleaning preparations, cotton balls and cotton for cosmetic purposes, detergent soap, automatic dishwashing detergents, dishwashing detergents, disposable wipes for personal use, floor polish, furniture polish, glass cleaners, laundry detergent, laundry bleach; petroleum jelly for cosmetic and personal care purposes; baby powder; face powder; talcum powder; room fragrances; soaps for hand, body and face.

candles; fuel for motor vehicles, namely gasoline; automobile lubricants; motor oil.

baby food and formula; adhesive bandages; dietary and food supplements; vitamins; pharmaceutical preparations and over-the-counter medical preparations; air deodorants; air fresheners; analgesics; antacids; antibiotic creams and ointments; anti-histamines; aspirin; carpet deodorizes; contact lens cleaning solutions; contact lens solutions; contact lens wetting solutions; cough drops; cough expectorants; cough lozenges; cough syrups.

Aluminum foil, metal piggy banks, metal bells, safety deposit boxes, metal oil cans sold empty, metal cans sold empty, metal caps for bottles, metal chains, metal money clips not of precious metal, metal decorative boxes, fixed towel dispensers of metal, aluminum foil paper, metal key holders, metal holders for signboards, metal horseshoes, metal identification bracelets, metal key blanks, metal key fobs, metal key rings; door hardware, namely, keys and key cylinders, metal keys for locks; key chains made of metal; metal license plates, metal lock boxes, metal name badges; metal name plates, metal time capsules.

eyeglasses, sunglasses; eyeglass frames; pre-recorded video tapes, pre-recorded audio tapes, compact discs and video discs, all featuring music, dance, comedy, dramatic or non-dramatic productions, poetry, art, sports, physical fitness, stories for children and/or adults, history, culture, lifestyle and/or technology; batteries, battery packs, battery chargers, compact discs, computer buffers, computer disc drives, blank floppy computer discs, blank hard computer discs, computer furniture, computer hardware, computer interface boards, computer keyboards, computer memories, computer monitors, computer mouse, computer peripheral mouse pads, computer operating programs, computer printers, computer printer cartridges; blank magnetic computer tapes, computers and instructional manuals sold as a unit, electric converters, document scanners, modems; holders for compact discs, jackets for compact discs; cd-rom drives; computer software; personal electronic organizers; pre-paid magnetically encoded telephone calling cards; magnetically encoded credit and debit cards; neon, electric and luminous signs; video game interactive control floor pads or mats; video game cartridges; computer game cassettes; computer games cartridges; computer game equipment containing memory devices, namely, discs; computer game joysticks, programs and tapes; video game machines for use with televisions; computer game programs; video game joysticks virtual reality game software; cameras; radios; telephones; photographic equipment and accessories.

flash lights.

fireworks.

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

CANADA *continued*

Jewelry, namely watches, pins, earrings, chains, necklaces, bracelets, rings, cuff links, shoe ornaments; piggy banks of precious metal; clocks; candle holders of precious metal.

address books, address labels, address plates; addressing machines; automatic adhesive dispensers for office use, adhesive tape dispensers for household or stationery use, adhesive tape and adhesives for stationery or household purposes; coin albums, photograph albums, scrapbook albums, stamp albums; storage albums for typewriter printwheels and typeballs; almanacs; announcement cards; printed survey answer sheets; appliques in the form of decals; archival storage pages; art etchings, art mounts, art paper, art pictures, art prints, graphic art reproductions, printed art reproductions; artists' brushes, arts and craft kits; paint kits; atlases; autograph books; pressure sensitive graphics for application to automobiles; printed awards; baby books; paper name badges; garbage bags of plastic or paper, general purpose plastic bags, grocery bags, merchandise bags, party paper bags, paper refuse bags, plastic trash bags, sandwich bags of paper or plastic, graphic art reproductions, printed art reproductions; artists' brushes, arts and craft kits; paint kits; atlases; autograph books; pressure sensitive graphics for application to automobiles; printed awards; baby books; paper name badges; garbage bags of plastic or paper, general purpose plastic bags, grocery bags, merchandise bags, party paper bags, paper refuse bags, plastic trash bags, sandwich bags of paper or plastic, trash bags, plastic food storage bags for household use; plastic or paper bags, envelopes and pouches for merchandise packaging; ball-point pens; paper banners; desk basket for desk accessories; paper bath mats, bathroom tissue; facial tissue; bibles; paper bibs; mechanical binder sets comprised of rings, dividers or folders, binders, loose leaf binders and paper; book bindings; black boards; packaging, namely, blister cards; blotters; blue prints; poster boards, art sketching boards, bristol boards, directory boards, drawing boards, illustration boards, magnetic boards, memorandum boards, mounting boards, paper illustration boards, paper boards, lap boards for reading and writing, slate boards for writing; bond paper; book covers, book holders, book plates, book rests, cloth for bookbinding, bookends; bookkeeping books and forms; bookmarks; account books, anniversary books, appointment books, business record books, cash receipt books, children's activity

books, children's books, coloring books, composition books, cook books, copy books, coupon books, data books, date books, dictation books, engagement books, exercise books, expense books, guest books, index books, ledger books, log books, memorandum books, note books, picture books, printed music books, receipt books, recipe books, score books; fiction books, non-fiction books; sketch books, song books, stenographers' note books, telephone number books, travel books, voucher books, wallcovering sample books; wedding books, wirebound books; cardboard boxes, corrugated record storage boxes, paper boxes; pencil and pen boxes and cases; stationery boxes, file boxes for storage of business or personal records; bumper stickers; business cards; paper cake decorations, calendar desk pads and stands, calendar stands, calendars; blank cards, Christmas cards, credit cards, debit cards without magnetic encoding, file cards, filing cards, flash cards, gift cards, greeting cards, note cards, occasion cards, playing cards and playing card cases, score cards, trading cards, trivia cards, cards bearing universal greetings; caricatures; cartoon prints, newspaper cartoons and comic strips; comic books; mail order catalogs; decorative paper centerpieces; bank checks, check books, check book and passbook wallets, checkbook covers and holders; clip boards; paper clips; patterns for making clothes, paper table cloths; coasters made of paper; computer game instruction manuals, computer paper; confetti; copy paper; corrugated containers; crayons; crepe paper; crossword puzzles; daily planners, date computer manuals; date indicators; decalcomanias, decals; desk pads, desk sets, desk file trays, desk stands and holders for pens, pencils and ink, desk top organizers and planners; disposable diapers; diaries, dictionaries, classified directories, hotel directories, telephone directories, rubber document stamps; paper doilies; drafting rulers, drafting triangles; drawing pencils; duplicating machines; easels; electric pencil sharpeners; paper emblems, printed emblems; embroidery design patterns; encyclopedias; envelopes; chalk erasers, erasers; etchings; paper expanding files, document file trays; paper flags; printing fonts; metallic gift wrap; grocery paper; paper handkerchiefs; coin holders; correspondence holders, document holders, paper sign holders, pen or pencil holders; paper hole punches; writing ink; label printing machine ribbons; luminous paper; paper mail pouches, cardboard mailing tubes; computer program manuals for games; maps; markers, stick markers, marking tabs; masking paper; modeling clay; newsletters; note pads, note paper; note books; numbering guides; opaque paper, personal organizers, organizers for stationery use; decorative pencil-top ornaments; inking pads; prescription reminder pads; score pads, scratch pads, sketch pads, stamp pads, writing pads; paint brushes, water color sets; painting sets for children, painting sets for artists, paintings, palettes for painting; adding machine paper, carbon paper, cleaning and polishing paper, construction paper, corrugated paper, craft paper, electrocardiograph paper, electrostatic paper, fiber paper, filler paper, filter paper, fluorescent paper, gummed paper, illustration paper, laminated paper, lining paper, luminous paper, magnetic paper, manifold paper, mimeograph paper, newsprint paper, onion skin paper, packing paper, parchment paper, plastic coated copying paper, printing paper, proofing paper, recycled paper, reproduction paper, safety paper, shelf paper, synthetic paper, tissue paper, toilet seat cover paper, tracing paper, typewriter paper, wax paper, wrapping paper, writing paper; paper blinds; paper closures for sealing containers; paper containers; paper cutters; gift wrapping paper, paper gift wrap bows, boxes and ribbons; paper maché figurines; paper party decorations, paper party hats; paper pennants; paper pillowcases; paper ribbons; paper shredders for office use; paper staplers; paper napkins, paper table cloths, paper table linens, paper towels, paper tray covers, paper trays, paper washcloths; paperweights; pencil sharpeners; pencils, artists' pencils, charcoal pencils, drawing pencils, pennants; pens, artists' pens, electric wood burning artists' pens, fountain pens, ink pens; photographic prints; photograph mounts and photographic croppers; picture postcards; plastic and paper place mats; personal planners; printed plans; stationery-type portfolios; postcards; printed labels not of textile; protective covers for sheets or paper and pages of books and the like; posters; publication paper; rubber bands; scrap-books, sheet music, sheet music stands; stationery, stationery boxes; stickers; T-squares; writing tablets; non-permanent tattoos; printed tickets; printing type; reference books.

Attaché cases; backpacks; bookbags; diaper bags; duffel bags; handbags; sports bags; billfolds; business card cases; credit card cases; key cases; cosmetic cases sold empty; chain purses; coin purses; fanny packs; animal leashes and collars; luggage; waist packs; pocketbooks; umbrellas, golf umbrellas and wallets; baby backpacks; trunks.

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

CANADA *continued*

Furniture; mirrors; picture frames; plastic cake decorations; plastic flags; figurines; sculptures; carvings; statues; non-metal key chains; plastic bibs; corks for bottles, sleeping bags.

kitchenware, beverage glassware; dinnerware; fitted vanity cases; champagne and wine buckets; ice buckets; chocolate, cake, pastry and cookery molds; decorative crystal prisms; paper plates and cups; plastic plates and cups; drinking flasks; decorative stained glass; stamped glass; glass bowls; hair brushes and combs; napkin holders; toothpick holders; lunch boxes; pepper and salt mills; mugs; bottle openers; decorative ornaments of china, crystal, glass porcelain and/or terra cotta; pails; boxes for dispensing paper towels; perfume atomizers sold empty; decorative plates; statues and statuettes of china, crystal, earthenware, glass, porcelain and/or terra cotta; beverage stirrers; pre-moistened towelettes; drinking vessels; wastepaper baskets; non-woven fabric cosmetic wipes not made of paper; jars for jams and jellies made of earthenware, glass, porcelain, plastic and/or terra cotta; beer jugs; bakeware; non-metal piggy banks; flower baskets; portable beverage coolers and dispensers; bottles, sold empty; cake stands and servers; non-electric candelabras and candlesticks not of precious metal; canister sets; porcelain and earthenware, including plates, platters, dishes, bowls, cups, saucers, serving dishes and serving plates, paint buckets; butter dishes; pitchers; soap dispensers, toothpaste dispensers; paper cups, paper plates; plasticware.

oven mitts, towels, linens, comforters, blankets, wash clothes, sheets, bed linens, bath linens, household linens, textile napkins, textile wall hangings, bed spreads, table mats not of paper, pillows, pillow cases, pillow shams, pennants not of paper, pot holders, quilts, bed sheets, table cloths not made of paper, crib bumpers and crib canopies, cloth banners, fabrics.

men's, women's, and children's clothing, including pants, jeans, blouses, skirts, shorts, dresses, jackets, vests, coats, warm-up suits, ties, suits, t-shirts, sweatshirts, shirts, sweaters; footwear; hats, caps, berets, scarves, clothing belts, gloves, mittens; pajamas; bathrobes; nightgowns; aprons; cloth diapers.

Rugs, carpets, mats, floor coverings and wall hangings.

toys, including rubber action balls; action figures and accessories therefor; action skill games; mechanical action toys, electric action toys; action-type target games; toy airplanes; toy armor; balloons; toy banks; bath toys; toy clothing; bingo cards; toy building blocks; toy construction blocks; board games; toy boxes; toy cap pistols; card games; party favors in the nature of crackers or noise-makers; craft sets for decorating balloons; electronic dart games; dolls, doll clothing, doll costumes, accessories for dolls; electronic game equipment with a watch function; role playing game equipment in the nature of game book manual; equipment sold as a unit for playing card games; hand-held unit for playing electronic games and/or video games; parlor games; pinball-type games; role playing games; toy gliders; doll house furnishings; jigsaw puzzles; manipulative games and puzzles; crib mobiles, toy mobiles; scale model airplanes; model toy train sets; plush toy animals and figures and accessories therefor; toy model vehicles and related accessories sold as a unit; electronically-operated toy motor vehicles; musical toys; toy noisemakers; puppets; ride-on toys; soft sculptured toys; spinning toys; stuffed toy animals and figures and accessories therefor; toy swords; toy vehicles; baby multiple activity toys; infant action crib toys; non-riding transportation toys; party favors in the nature of small toys; plush toys; squeezable squeaking toys; water squirting toys; wind-up toys; ventriloquist's dummies; yo-yo's; toy zip guns; sporting goods, including golf bags; golf ball markers; golf balls; golf clubs; head covers for golf clubs; baseballs; basketballs; footballs; net balls; table tennis balls; tennis balls; volley balls; baseball bats, baseball gloves; softball bats; stationary exercise bicycles; road bicycles; gaming equipment, namely, chips and game wheels; poker chips; dart boards; softball gloves; hockey pucks; hockey gloves and pads; ice skates; roller skates and accessories therefor; skate boards; tennis racket presses; tennis racket covers; racquet balls and racquet ball racquets; quoits; sport balls; amusement park rides; tractors and sleds for use in down-hill amusement rides; Christmas tree ornaments; artificial Christmas trees and Christmas wreaths; Christmas tree skirts, stands and stand covers; costume masks; promotional game materials; lottery cards and tickets; teaching materials in the form of board and card games and stand alone video game machines; carrying cases for stuffed and plush toy animals and figures, dolls and other toys; toy furniture, toy clothing.

Butters; dairy-based food beverages, cheese; vegetable-based food beverages; milk; cooking oil; non-dairy creamer; ice cream, ice milk and frozen yogurt; dips and sauces; fish; canned fruits, dried fruits, frozen fruits, sliced fruits, preserved fruits; food game; jellies; jams; unflavored and unsweetened gelatins; frozen, prepared or packaged meals consisting primarily of meat, fish, poultry or vegetables; meat; processed nuts; poultry, seafood, shellfish; soup mixes, soups; cheese spreads, fruit-based spreads, meat-based spreads, vegetable-based spreads; tofu; eggs; peanut butter; processed foods.

flavoring additives for non-nutritional purposes; food additives for non-nutritional purposes for use as flavoring, ingredient or filler; bagels, bakery goods, bakery products, barbecue sauce; herbal food beverages; breakfast cereals; bubble gum; edible cake decorations, cakes, chocolate-based or custard-based fillings for cakes and pies; candied fruit, candied fruit snacks, candied nuts, candy; catsup; cereal based snack food, ready to eat cereal derived food bars, processed cereals; chewing gum; chocolate chips; corn chips, confectionery chips for baking; chocolate, chocolate syrup, chocolate topping, cocoa, cocoa mixes; coffee, grain or chicory based coffee substitutes; cones for ice cream, cookies; corn flakes, corn syrup, cracker combinations with cheese, crackers; custards; dough, doughnuts, frozen, prepared or packaged entrees consisting primarily of pasta or rice; extracts used as flavoring, (not including essential oils); farina, flavoring syrup, flour, frosting mixes, frostings; frozen confections, frozen custards, frozen yogurt; fruit ice, fruit pies, flavored and sweetened gelatin; gluten, granola, granola-based snack bars; herb teas for food purposes, herbal food beverages; honey; hot sauce; ice cream, ice cream substitute, ice milk, flavored ices; icing; licorice; non-medicated lozenges; macaroni, macaroni and cheese; pastas; rice; maple syrup; marinades; marshmallow topping, marshmallows, marzipan; matzo; mayonnaise; milkshakes, bases for making milkshakes; mustard; natural sweetener; noodles, oatmeal, processed oats, rolled oats, food package combinations consisting primarily of bread, crackers and/or cookies, pancake mixes, pancake syrup, pancakes; pasta; peanut butter confectionery chips; pies; pizza, pizza crust, pizza dough, pizza sauce, candy coated popcorn,

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

CANADA *continued*

caramel popcorn, glazed popcorn, popped popcorn, processed popcorn, pretzels; puddings; ravioli; relish; rice; rice-based snack foods; salad dressings; salsa; salt; sauces; seasonings; processed semolina; sherbet, snack mix consisting primarily of crackers, pretzels, candied nuts, and/or popped popcorn; sorbet; spaghetti, spaghetti sauce; spices; stuffing mixes containing bread; sugar, natural sweeteners; tapioca; tea, tea-based beverages with fruit flavoring, vanilla; vinegar; waffles; processed wheat, wheat germ other than a dietary supplement; yeast; ziti; snack items and processed foods.

animal foodstuffs; dog biscuits; cat treats; fresh fruits; fresh herbs; malt for brewing and distilling; raw nuts; pet food; fresh vegetables; flower bulbs and seeds; oats; plants.

ale, brunswick ale, beer, malt beer and non-alcoholic beer, beer substitute containing less than point five percent alcohol; sweet cider, bottled water, non-carbonated soft drinks; carbonated soft drinks; carbonated water; fruit juice concentrates; concentrates, syrups or powders used in the preparation of soft drinks; essences for use in making soft drinks; extracts of hops for making beer; fruit drinks, fruit flavored soft drinks, fruit juices, fruit nectars, fruit punch, fruit-based soft drinks flavored with tea; ginger ale; tomato juice and vegetable juices used as beverages; lager; lemonade; essences for use in the manufacturing of liqueurs not in the nature of essential oils; malt liquor, malt beer; malt ale; mineral water; mum; extracts of unfermented must; unfermented grape must, unfermented preserved must; seltzer water, soda water, sports drinks, spring water; stout, malt syrup for beverages; de-alcoholized or non-alcoholized wines.

CA1 - retail services; distributorship services; retail services via a global communications network; mail order catalog services; advertising agency services; copying of documents for others; automobile dealerships; direct mail advertising; directory information; distributorship services; providing home shopping services in a wide variety of fields by means of television ; promoting and conducting trade shows in a wide variety of fields; slogan cartoon and character licensing; theatrical ticket agencies.

Insurance, financial, monetary, banking and real estate services, including, credit card services; credit unions; financial planning services; financial investment in the field of securities and real estate; insurance agencies and insurance underwriting services in the fields of home, accident, business, life, accident, health, and casualty; administration of and organizing pre-paid health care plans; real estate agency services; telephone calling card services; stock brokerage services; traveler's check issuance services; automated teller machine services.

Telecommunications services, including radio and television broadcasting; broadcasting via a global communications network; electronic mail services; paging services; pay per view television transmission services; telephone communication services; video broadcasting. Laundry services and diaper cleaning services.

Transport, packaging and storage of goods, travel arrangement services, including air transportation; automobile rental and leasing services; boat cruises; travel clubs; food delivery services; parcel delivery services; delivery of goods by means of truck and air; emergency auto towing; tour guide services; travel information services; moving van services; public utility services; railway transport services; travel booking agencies; travel clubs; arranging of travel tours.

Treatment of materials, including photographic film finishing and development services.

entertainment and educational services, including video and motion picture production and distribution, radio and television production and distribution thereof; entertainment in the nature of sporting events; book publishing services; conducting exhibitions in a wide variety of fields; entertainment in the nature of television and radio programs, amusement park rides; on-line computer games, musical concerts, live performances by a musical band; amusement parks; nursery schools; conducting parties for others; health club services; museums; movie theaters; recording studio services; arranging for ticket reservations for shows and other events; zoos

child care centers; medical clinics and hospital services; motor clubs; news and features distribution; health resorts and spas, health maintenance organizations; retirement home services; lawn care services; portrait photography services; printing services; hair salons; monitoring of burglar security alarms; travel agency services; hotel services; restaurant services providing multiple-user access to a global computer information network for the transfer and dissemination of a wide range of information; leasing or providing access time to computer data basses/web sites/home pages of others in a wide variety of field(s) by means of a global computer network; providing information in a wide variety of fields by means of a global computer information network; computer services, namely providing on-line publications in a wide variety of fields.

MAX0120	TEDDYOLOGY	04/26/1999	1013056			PENDING	CA1

CA1 - educational services, namely providing training and instruction in regard to staffing and operating retail stores in connection with the manufacture and sale of stuffed toy animals and plush toy animals and accessories therefor

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

CANADA *continued*

CHINA

MAX0027	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE	02/17/1998	9800012693			PENDING	28

28 - stuffed toy animals, plush toy animals, dolls, and accessories therefor, namely toy clothing and toy jewelry; toys and games

MAX0072	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE	02/17/1998	9800012694			PENDING	35

35 - Commercial management assistance; commercial organization consultation; business investigations; commercial information agencies; commercial marketing research; TV commercial advertising; organizing commercial or advertising exhibition; promoting sales; importing and exporting agencies; supplying the statistic information

MAX0149	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS. . . AND DES.II	06/24/1999	0099971724			PENDING	28

28 - Stuffed toy animals, plush toy animals, dolls and accessories therefore, namely toy jewelry, toy clothing and toy playhouses, accessories therefore, toys and games, namely computer games, board games and parlor games

WHERE BEST FRIENDS. . . AND DES.II

35 - commercial management assistance; commercial organization consultation; business investigations; commercial information agencies; commercial marketing research; TV commercial advertising; organizing commercial or advertising exhibitions; promotion sales; importing and exporting agencies; supplying the statistic information

EUROPEAN UNION (CTM)

MAX0094	BUILD-A-BEAR WORKSHOP and Design	12/01/1998	1010834			PENDING	14,16,18 20,21,24 25,28,35 41,42,6 9,26,39

14 - Jewelry, namely earrings, necklaces, rings, bracelets and pendants
16 - Books, newsletters, magazines, pamphlets, and brochures for children; and books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls; greeting cards; stickers; stationery products, namely writing paper, envelopes, and invitations; paper goods, namely paper napkins; and publications, namely posters, and calendars

18 - – handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor
20 - ceramic figurines; novelties, namely non-metal keychains
21 - mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, paper plates, paper cups, salt shakers, and pepper
24 - housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts
25 - clothing, namely shirts, t-shirts, sweatshirts, caps, socks, underwear, sleepwear, pants, jackets, footwear, shorts, swimwear; and aprons
28 - plush toy animals and stuffed toy animals and dolls and accessories therefor; handheld unit for playing electronic games; toys namely bath toys, pull toys, musical toys, miniature figures, soft body infant toys, positionable toy figures; board games

35 - mail order, retail store, mail order catalog services, wholesale and distributorship services in the field of stuffed toy animals and plush toy animals, dolls and accessories therefor; CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies; assistance and advising in the establishment of retail services via a global computer network

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

EUROPEAN UNION (CTM) *continued*

41 - entertainment services in the nature of parties for creating stuffed toy animals and plush toy animals and providing of party facilities therefor; video and motion picture production and distribution; radio and television programming and the production and distribution thereof;

42 - Administrative processing of orders in connection with services featuring stuffed toy animals and ;lush toy animals, dolls and accessories therefor and rendered by mail order company; and technical consultancy and advising in the establishment of retail store, wholesale and distributorship services in the field of stuffed toy animals and plush toy animals, dolls and accessories therefor; CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books newsletters, magazines, pamphlets, and brochures for children; books animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses and kit5chenware, namely plates, dinnerware, bowls, cookie jars, salt shakers; housewares, namely bed sheets, bed lines, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies; technical consultancy and advising in the establishment of retail services via a global computer network, providing information relating to various subjects via a global computer network, providing access through a global computer to an interactive computer database in regard to various subjects

6 - Novelties, namely key chains made of metal
9 - CD Roms, audio cassettes, video cassettes, and laser discs relating to or regarding teddy bears and other stuffed toy animals and plush toy animals; and computer game cartridges

26 - novelty buttons
39 - delivery of goods by mail order

MAX0190	CUB CONDO TRADE DRESS	10/07/1999	1337831			PENDING	28,41

28 - toy playhouses and carrying cases for plush and stuffed toy animals and accessories therefor
41 - entertainment services featuring the creation of plush and stuffed toy animals

MAX0180	FLUFF AND STUFF	09/01/1999	1296615			PENDING	35,41,42

35 - business management consultancy, including assistance and advising in the establishment of retail store services featuring photographic prints, electronic musical devices, sound recordings, compact disks, jewelry, stationery items, stickers, greeting cards, paper goods, books, publications, clothing, stuffed toy animals and accessories therefor, dolls and accessories therefor, mugs, housewares, backpacks, tote bags, carrying cases, wallets, purses, toys and games and novelty buttons and pins

41 - entertainment services featuring the creation of plush toy animals
42 - technical consultancy and advising in the establishment of retail store services featuring photographic prints, electronic musical devices, sound recordings, compact disks, jewelry, stationery items, stickers, greeting cards, paper goods, books, publications, clothing, stuffed toy animals and accessories therefor, dolls and accessories therefore, mugs, housewares, backpacks, tote bags, carrying cases, wallets, purses, toys and games and novelty buttons and pins

MAX0182	HEART IN A BEAR TRADE DRESS					MAILED	28,35,41 42

28 - stuffed and plush toy animals
35 - Business management consultancy, including assistance and advising in the establishment of retail store services featuring photographic prints, electronic musical devices, sound recordings, compact disks, jewelry, stationery items, stickers, greeting cards, paper goods, books, publications, clothing, stuffed toy animals and accessories therefor, dolls and accessories therefor, mugs, housewares, backpacks, tote bags, carrying cases, wallets, purses, toys and games and novelty buttons and pins

41 - entertainment services featuring the creation of plush and stuffed toy animals
42 - technical consultancy and advising in the establishment of retail store services featuring photographic prints, electronic musical devices, sound recordings, compact disks, jewelry, stationery items, stickers, greeting cards, paper goods, books, publications, clothing, stuffed toy animals and accessories therefor, dolls and accessories therefor, mugs, housewares, backpacks, tote bags, carrying cases, wallets, purses, toys and games and novelty buttons and pins

MAX0214	HEART STUFF and Design					MAILED	28,35,41

28 - stuffed and plush toy animals
35 - business management consultancy, including assistance and advising in the establishment of retail store services featuring stuffed toy animals and accessories therefor, dolls and accessories therefor, photographic prints, electronic musical devices, sound recordings, compact disks, jewelry, stationery items, stickers, greeting cards, paper goods, books, publications, clothing, mugs, housewares, backpacks, tote bags, carrying cases, wallets, purses, toys and games and novelty buttons and pins

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

EUROPEAN UNION (CTM) *continued*

41 - entertainment services featuring the creation of plush and stuffed toy animals

MAX0099	STORE FRONT DESIGN	11/27/1998	1001817			PENDING	35,42

35 - Business management consultancy, including assistance and advising in the establishment of retail store services featuring photographic prints, electronic musical devices, sound recordings, CD roms, jewelry, stationery items, stickers, greeting cards, paper goods, books, publications, clothing, stuffed toy animals and accessories therefor, dolls and accessories therefor, mugs, housewares, backpacks, tote bags, carrying cases, wallets, purses, toys and games and novelty buttons and pins

42 - Technical consultancy and advising in the establishment of retail store services featuring photographic prints, electronic musical devices, sound recordings, CD roms, jewelry, stationery items, stickers, greeting cards, paper goods, books, publications, clothing, stuffed toy animals and accessories therefor, dolls and accessories therefor, mugs, housewares, backpacks, tote bags, carrying cases, wallets, purses, toys and games and novelty buttons and pins

MAX0168	TEDDY BEAR CENTENNIAL	08/05/1999	1268812			PENDING	25,28

25 - men's, women's, and children's clothing, including pants, jeans, blouses, skirts, shorts, dresses, jackets, vests, coats, warm-up suits, ties, suits, t-shirts, sweatshirts, shirts, sweaters; footwear; hats, caps, berets, scarves, clothing belts, gloves, mittens; pajamas; bathrobes; nightgowns; aprons; cloth diapers

28 - toys, including rubber action balls; action figures and accessories therefor; action skill games; mechanical action toys, electric action toys; action-type target games; toy airplanes; toy armor; balloons; toy banks; bath toys; toy clothing; bingo cards; toy building blocks; toy construction blocks; board games; toy boxes; toy cap pistols; card games; party favors in the nature of crackers or noise-makers; craft sets for decorating balloons; electronic dart games; dolls, doll clothing, doll costumes, accessories for dolls; electronic game equipment with a watch function; role playing game equipment in the nature of game book manual; equipment sold as a unit for playing card games; hand-held unit for playing electronic games and/or video games; parlor games; pinball-type games; role playing games; toy gliders; doll house furnishings; jigsaw puzzles; manipulative games and puzzles; crib mobiles, toy mobiles; scale model airplanes; model toy train sets; plush toy animals and figures and accessories therefor; toy model vehicles and related accessories sold as a unit; electronically-operated toy motor vehicles; musical toys; toy noisemakers; puppets; ride-on toys; soft sculptured toys; spinning toys; stuffed toy animals and figures and accessories therefor; toy swords; toy vehicles; baby multiple activity toys; infant action crib toys; non-riding transportation toys; party favors in the nature of small toys; plush toys; squeezable squeaking toys; water squirting toys; wind-up toys; ventriloquist's dummies; yo-yo's; toy zip guns; sporting goods, including golf bags; golf ball markers; golf balls; golf clubs; head covers for golf clubs; baseballs; basketballs; footballs; net balls; table tennis balls; tennis balls; volley balls; baseball bats, baseball gloves; softball bats; stationary exercise bicycles; road bicycles; gaming equipment, namely, chips and game wheels; poker chips; dart boards; softball gloves; hockey pucks; hockey gloves and pads; ice skates; roller skates and accessories therefor; skate boards; tennis racket presses; tennis racket covers; racquet balls and racquet ball racquets; quoits; sport balls; amusement park rides; tractors and sleds for use in down-hill amusement rides; Christmas tree ornaments; artificial Christmas trees and Christmas wreaths; Christmas tree skirts, stands and stand covers; costume masks; promotional game materials; lottery cards and tickets; teaching materials in the form of board and card games and stand alone video game machines; carrying cases for stuffed and plush toy animals and figures, dolls and other toys; toy furniture, toy clothing

MAX0197	TOY ARMOIRE DESIGN	11/18/1999	1387828			PENDING	28,35,41

28 - toy furniture and carrying cases for toy clothing
35 - business management consultancy, including assistance and advising in the establishment of retail store services featuring stuffed and plush toy animals and dolls and related accessories, photographic prints, electronic musical devices, sound recordings, video cassettes, compact discs, jewelry, stationery items, stickers, greeting cards, paper goods, books, publications, clothing, mugs, housewares, backpacks, tote bags, carrying cases, wallets, purses, toys and games and novelty buttons and ornamental pins

41 - entertainment services in the nature of creating stuffed and plush toy animals and dolls

MAX0186	TRAVELING TEDDY	09/30/1999	1328699			PENDING	28

28 - stuffed toy animals and plush toy animals and accessories therefor

HONG KONG

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
X0134	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE	04/01/1999	04037/1999			PENDING	35

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

HONG KONG *continued*

35 - Mail order, retail store, mail order catalog services, wholesale and distributorship services and retail services via a global computer network, all in the fields of stuffed toy animals and plush toy animals, dolls and accessories therefor; compact disks, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies

MAX0132	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE	04/01/1999	04036/1999			PENDING	28

28 - Plush toy animals and stuffed toy animals and dolls and accessories therefor; games; toys, namely, bath toys, pull toys, musical toys, miniature figures, soft body infant toys, positionable toy figures; board games

ISRAEL

MAX0163	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS. . . AND DES. II	08/05/1999	129768			PENDING	28

28 - plush toy animals and stuffed toy animals and dolls and accessories therefor; handheld unit for playing electronic games; toys, namely bath toys, pull toys, musical toys, miniature figures, soft body infant toys, positionable toy figures; board games; sporting goods

MAX0179	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS. . . AND DES. II	08/05/1999	129769	PENDING	35		

35 - mail order, retail store, mail order catalog services, wholesale and distributorship services and retail services via a global communication network

JAPAN

MAX0145	BEAR BUCKS	07/19/1999	11-64022			PENDING	16

16 - gift certificates, scrip and cash equivalents used in connection with the scale of stuffed toy animals and plush toy animals, dolls and accessories therefor; compact disks, audio cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationary products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies

MAX0136	BEAREMY	07/19/1999	11-64023			PENDING	35,36,41

35 - Retail store services in connection with the sale of plush and stuffed toy animals and accessories therefor
36 - Charitable fundraising services
41 - Entertainment services, namely performances by an individual in a bear costume, and the providing of stuffed and plush toy animals to charitable and nonprofit institutions and children therefor

MAX0137	BEARISM	07/19/1999	11-64024			PENDING	16

16 - books, publications, newsletters, periodicals, stationery products, greeting cards, stickers and paper goods

MAX0029	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE	12/08/1997	9-183122			PENDING	16,28

16 - All goods; novelties, namely keychains and novelty buttons
28 - game machines; billiard equipment; Go game equipment (Japanese board game); Shogi game equipment (Japanese chess); dice; Sugoroku games (Japanese parcheesi); dice cups; diamond games; chess games; checkers; conjuring apparatus; dominoes; mahjong equipment; toys & dolls

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
JAPAN *continued*							
MAX0138	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS. . . AND DES. II	07/19/1999	11-64021			PENDING	16,28

16 - all goods; novelties, namely keychains and novelty buttons

28 - game machines; billiard equipment; go game equipment (Japanese board game); Shogi game equipment(Japanese chess); dice; Sugoroku games (Japanese parcheesi); dice cups; diamond games; chess games; checkers; conjuring apparatus; dominoes; mahjong equipment; toys & dolls

MAX0139	COLLECTIBEAR	07/19/1999	11-64025			PENDING	28,41

28 - plush toy animals and stuffed toy animals and accessories therefor
41 - entertainment services, namely, a collectors' club for toy animals and stuffed toy animals

MAX0140	CUB CONDO	07/19/1999	11-64026			PENDING	28

28 - toy playhouse and carrying cases for toy stuffed toy animals and plush toy animals and accessories therefor

MAX0199	CUB CONDO DESIGN (TRADE DRESS)	12/03/1999	0000			PENDING	28,41

28 - toys and dolls
41 - educational and instructional services for making stuffed toys; demonstration for making stuffed toys; planning/management/promotion of workshops for making stuffed toys

X0141	FIND A BEAR	07/19/1999	11-64027			PENDING	42

42 - security printing, namely, encoding and tagging identifying information on toys, stuffed toys, and tracking services for the retrieval of encoded stuffed toys

MAX0212	HEART IN A BEAR TRADE DRESS					MAILED	28,41

28 - game machines, billiard equipment; go game equipment (Japanese board game); Shogi game equipment (Japanese chess); dice; Sugoroku games (Japanese parcheesi); dice cups; diamond games; chess games; checkers, conjuring apparatus; dominoes; mahjong equipment; toys and dolls

41 - educational or instructional services for making stuffed toys; demonstration for making stuffed toys; planning/management/promotion for workshops for making stuffed toys

MAX0142	LIL CUB	07/19/1999	11-64028			PENDING	28

28 - plush toy animals and stuffed toy animals

MAX0143	ROLY POLY PANDA	07/19/1999	11-64029			PENDING	28

28 - stuffed toy animals and plush toy animals

MAX0221	STORE FRONT DESIGN					MAILED	40,41

40 - making stuffed toys
41 - educational or instructional services for making stuffed toys; demonstration for making stuffed toys; planning/management/promotion for workshops for making stuffed toys

MAX0144	TEDDY BEAR CENTENNIAL	07/19/1999	11-64030			PENDING	28

28 - toys, including rubber action balls; action figures and accessories therefor; action skill games; mechanical action toys, electric action toys; action-type target games; toy airplane; toy armor; balloons; toys banks; bath toys; toy clothing; bingo cards; toy building blocks; toy construction blocks; board games; toy boxes; toy cap pistols; card games; party favors in the nature of crackers or noise-makers; craft sets for decorating balloons; electronic dart games; dolls, doll clothing, doll costumes, accessories for dolls; electronic game equipment with a watch function; role playing game equipment in the game book manual; equipment sold as a unit for playing card games; hand-held unit for playing electronic games and/ or video games; parlor games; pinball-type games; role playing games; toy gliders; doll house furnishings; jigsaw puzzles; manipulative games and puzzles; crib mobiles; scale model airplane; model toy train sets; plush toy animals and figures and accessories therefor; toy model vehicles and related accessories sold as a unit; electronically-operated toy motor vehicles; musical toys; toy noisemakers; puppets; ride-on toys; soft sculptured toys; spinning toys; stuffed toy animals and figures and accessories therefor; toy swords; toy vehicles; baby multiple activity toys; infant action crib toys; non-riding transportation toys; party favors in the nature of small toys; plush toys;

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

JAPAN *continued*

squeezable squeaking toys; water squirting toys; wind-up toys; ventriloquist's dummies; yo-yo's; toys zip guns; sporting goods, including golf bags; golf ball markers; golf balls; golf clubs; head covers for golf clubs; baseballs; basketballs; footballs; net balls; table tennis balls; volley balls; baseball bats; baseball gloves; softball bats; stationary exercise bicycles; road bicycles; gaming equipment, namely, chips and game wheels; poker chips; dart boards; softball gloves; hockey pucks, hockey gloves and pads; ice skates; roller skates and accessories therefor; skate boards; tennis racket covers; racquet balls and racquet ball racquets; quoits; sport ball; amusement park rides; tractors and sleds for use in down-hill amusement rides; christmas tree ornaments; artificial Christmas trees and Christmas wreaths; Christmas tree skirts, stands and stand covers; costume masks, promotional game materials; lottery cards and tickets, teaching materials in the form of board and card games stand alone video game machines; carrying cases for stuffed and plush toy animals and figures, dolls and other toys; toy furniture, toy clothing.

JORDAN

MAX0130	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE	04/11/1999	55548			PENDING	16

16 - printed matter, books, magazines, brochures, and newsletters for children, and printed matter, books, magazines, brochures, newsletters in the fields of stuffed toy animals and plush toy animals and accessories therefor; stationery, stickers, greeting cards, posters, and calendars.

MAX0131	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE	04/11/1999	55549			PENDING	28

28 - plush toy animals and stuffed toy animals and dolls and accessories therefor; handheld unit for playing electronic games; toys, namely bath toys, pull toys, musical toys, miniature figures, soft body infant toys, positionable toy figures; board games

MEXICO

MAX0076	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE	02/24/1998	323,494			PENDING	42

42 - retail store services in connection with the sale of stuffed animals, dolls and related accessories; toys and games; clothing; stationery items; greeting cards; novelties; books; compact discs; cassette recordings, video cassettes, mugs and candies

MAX0147	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS. . . AND DES. II	06/03/1999	377,646			PENDING	28

28 - stuffed animals, dolls and accessories therefor, toys and games

MAX0148	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS. . . AND DES.II	06/03/1999	337,647			PENDING	42

42 - retail store services in connection with the sale of stuffed animals, dolls and related accessories; toys and games; clothing; stationery items; greeting cards; novelties, books, compact discs; cassette recordings, video recordings video cassettes, mugs and candies

POLAND

MAX0048	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE	11/14/1997	Z-180148			PENDING	28,35

28 - stuffed animals, dolls and accessories therefor, toys and games
35 - Advertising services in connection with retail store services; the bringing together, for the benefit of others of a variety of goods (excluding the transport thereof), enabling consumers to conveniently view and purchase those goods

AX0157	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS. . . AND DES.II	06/02/1999	Z-202832			PENDING	28,35

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

POLAND *continued*

28 - stuffed animals, dolls, and accessories therefor, toys and games
35 - advertising services, in connection with retail store services; the bringing together, for the benefit of others, of a variety of goods (excluding the transport thereof), enabling consumers to conveniently view and purchase those goods

SAUDI ARABIA

MAX0170	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS. . . AND DES. II	10/13/1999	60455			PENDING	28

28 - games and playthings; gymnastic and sporting articles not included in other classes; decorations for Christmas trees

MAX0171	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS. . . AND DES. II	10/13/1999	60456			PENDING	35

35 - advertising; business management; business administration; office functions; and the bringing together, for the benefit of others, of a variety of goods (excluding the transport thereof), enabling customers to conveniently view and purchase those goods

SINGAPORE

MAX0162	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS. . . AND DES. II	07/03/1999	T/9906863/F			PENDING	28

28 - plush toy animals and stuffed toy animals and dolls and accessories therefor; handheld unit for playing electronic games; toys, namely bath toys, pull toys, musical toys, miniature figures, soft body infant toys, positionable toy figures; board games; sporting goods

MAX0169	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS. . . AND DES. II	07/03/1999	T99/06863D			PENDING	35

35 - Mail order, retail store, mail order catalog services, wholesale and distributorship services and retail services via a global computer network, featuring stuffed toy animals and plush toy animals, dolls and accessories therefor; compact disks, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies

SOUTH AFRICA

MAX0083	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE					MAILED	28,35

28 - stuffed animals, dolls and accessories therefor, toys and games
35 - retail store services in connection with the sale of stuffed animals, dolls and related accessories; toys and games; clothing; stationery items; greeting cards; novelties; books; compact discs; cassette recordings, video cassettes, mugs and candies

SOUTH KOREA

MAX0133	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE	04/13/1999	814/1999			PENDING	28,35

28 - Plush toy animals and stuffed toy animals and dolls and accessories therefor; games; toys, namely, bath toys, pull toys, musical toys, miniature figures, soft body infant toys, positionable toy figures; board games

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

SOUTH KOREA *continued*

35 - Mail order, retail store, mail order catalog services, wholesale and distributorship services and retail services via a global computer network, all in the fields of stuffed toy animals and plush toy animals, dolls and accessories therefor; compact disks, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies

TAIWAN

MAX0023	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE	09/05/1997	86045961			PENDING	28

28 - accessories for stuffed animals and dolls, namely, toy clothing, toy jewelry, toy housewares, toy houses, toy carrying cases, toy kitchenware, and toy furniture

MAX0155	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS. . . AND DES.II	05/20/1999	88024111			PENDING	28

28 - stuffed animals, dolls and accessories for stuffed animals and dolls, namely toy clothing, toy jewelry, toy housewares, toy houses, toy carrying cases, toy kitchenware, and toy furniture, toys, games, namely board games

MAX0156	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS. . . AND DES.II	05/20/1999	88024112			PENDING	35

35 - retail store services in connection with the sale of stuffed animals, dolls and related accessories, toys and games, clothing, stationery items, greeting cards, novelties, books, compact discs, cassette recordings, video cassettes, mugs and candies

UNITED ARAB EMR

MAX0196	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS. . . AND DES. II					MAILED	28

28 - plush toy animals and stuffed toy animals and dolls and accessories therefor

UNITED STATES

MAX0152	A PAWSITIVELY FUN FAMILY EXPERIENCE	05/21/1999	75/711,771			PENDING	35

35 - Mail order, retail store, mail order catalog services, wholesale and distributorship services and retail services via a global computer network, all in the fields of stuffed toy animals and plush toy animals, dolls and accessories therefor; compact disks, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies

MAX0060	AIR BATH DESIGN	02/23/1998	75/438,439			PENDING	35

35 - Retail store services in the fields of stuffed toy animals and plush toy animals and accessories therefor, CD Roms and audio cassettes relating to or regarding teddy bears and other stuffed toy animals and plush toy animals, jewelry, newsletters and brochures for children and newsletters and brochures relating to stuffed toy animals and plush toy animals, handbags, tote bags, backpacks, purses, carrying cases for stuffed and plush toy animals and accessories therefor, non-metal key chains and candies

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
UNITED STATES *continued*							
MAX0065	ALL THE NEWS THAT'S BROUGHT TO BEAR	02/20/1998	75/438,039			PENDING	16,42

16 - books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls; greeting cards; stickers; stationery products, namely writing paper, envelopes, and invitations; paper goods, namely paper napkins; posters, and calendars

42 - providing information via a global computer network relating to a wide variety of fields

MAX0166	AMAZING BEARLIN	07/26/1999	75/763,895			PENDING	28

28 - toys and play things, namely folded pieces of plastic or paper that fit on a child's hand and guides the child through various activities as the child repositions the piece

MAX0070	AUDIO SHELF SOUND STATION DESIGN	02/13/1998	75/434,463			PENDING	35

35 - retail store services in the fields of stuffed toy animals and plush toy animals and accessories therefor, CD Roms and audio cassettes relating to or regarding teddy bears and other stuffed toy animals and plush toy animals, jewelry, newsletters and brochures for children and newsletters and brochures relating to stuffed toy animals and plush toy animals and plush toy animals, stickers, stationery products, namely invitations, handbags, tote bags, backpacks, purses, carrying cases for stuffed and plush toy animals and accessories therefor, non-metal key chains and candies

MAX0216	BABW	01/20/2000	75/899,146			PENDING	28,35

28 - stuffed and plush toy animals
35 - retail store services, mail order catalog services, and retail services via a global computer network all featuring stuffed and plush toy animals and accessories therefor, dolls and accessories therefor, electronic musical devices, sound recordings, CD roms, jewelry, stationery items, stickers, books, publications, clothing, backpacks, tote bags, carrying cases, purses, toys and novelty buttons and pins

MAX0217	BABW and Design (Paw Print)	01/20/2000	75/899,148			PENDING	28

28 - stuffed and plush toy animals and accessories therefor

MAX0081	BEAR BUCKS	06/05/1998	75/497,034			PENDING	16

16 - gift certificates, scrip and cash equivalents, namely retail credit vouchers used in connection with the sale of stuffed toy animals and plush toy animals, dolls and accessories therefor; compact discs, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, namely paper party hats, paper party decorations, and party favors in the nature of small toys, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies

MAX0064	BEAR CENTENNIAL	02/20/1998	75/438,040			PENDING	16,28,35 42

16 - books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls; greeting cards; stickers; stationery products, namely writing paper, envelopes, and invitations; paper goods, namely paper napkins; posters, and calendars

28 - plush toy animals and stuffed toy animals and dolls and accessories therefor, namely, toy umbrellas and parasols, toy pom-pons, toy neckties, toy hair barrettes, toy eyeglasses, toy purses, toy handbags, toy back packs, toy briefcases, toy carrying cases, toy earrings, toy necklaces, toy rings, toy bracelets, toy pendants; and toy clothing, namely shirts, T-shirts, sweatshirts, caps, shoes, hats, bonnets, veils, socks, sleepwear, underwear, pants, jackets, coats, raincoats, footwear, shorts, skirts, dresses, swimwear, aprons; handheld unit for playing electronic games; toys, namely, bath toys, pull toys, musical toys, toy miniature figures, soft body infant toys, positionable toy figures; and board games
35 - retail store services and retail store services via a global computer network featuring stuffed toy animals and plush toy animals and accessories therefor, CD Roms and audio cassettes relating to teddy bears and other stuffed toy animals, handbags, tote bags, backpacks, purses, carrying cases for stuffed and plush toy animals and accessories therefor, non metal key chains and candy

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

UNITED STATES *continued*

42 - providing information via a global computer network relating to a wide variety of fields; Providing multiple-user access to a global computer information network for the transfer and dissemination of a wide range of information

MAX0165	BEAR REPAIR HOSPITAL	07/22/1999	75/764,120			PENDING	35

35 - retail store services in connection with fixing and refurbishing of plush and stuffed toy animals and accessories therefor

MAX0192	BEAR STUFF	10/28/1999	75/835,815			PENDING	35

35 - retail store services, mail order catalog services, and retail store services via a global computer network, all featuring stuffed and plush toy animals and accessories therefor, dolls, and accessories therefor, electronic musical devices, sound recordings, CD roms, jewelry, stationery items, stickers, books, publications, clothing, backpacks, tote bags, carrying cases, purses, toys and novelty buttons and pins

MAX0057	BEAR UNIVERSITY	02/09/1998	75/430,593			PENDING	25,28

25 - clothing, namely shirts, t-shirts, sweatshirts, caps, socks, underwear, sleepwear, pants, jackets, shoes, footwear, shorts and swimwear
28 - plush toy animals and stuffed toy animals and accessories therefor

MAX0160	BEAR-A-LOG	06/07/1999	75/723,826			PENDING	35

35 - mail order, mail order and telephone catalog services, and retail services via a global communication network, all in the field of stuffed toy animals and plush toy animals, dolls, and accessories therefor; compact disks, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies

MAX0172	BEARARMOIRE	08/16/1999	75/776,418			PENDING	28

28 - toy furniture and carrying cases for toy clothing

MAX0174	BEARARMOIRE DESIGN	08/17/1999	75/782,914			PENDING	28,35

28 - toy furniture and carrying cases for toy clothing
35 - mail order, retail store, mail order catalog services, wholesale and distributorship services, retail services via a global computer network all in the field of plush toy animals and stuffed toy animals and accessories therefor; compact disks, audio cassettes, jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals, greeting cards; stickers; invitations, carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; clothing; toys and board games; candies

MAX0091	BEAREMY	11/18/1998	75/591,251			PENDING	35,36,41

35 - Retail store services in connection with the sale of plush and stuffed toy animals and accessories therefor
36 - Charitable fundraising services
41 - Entertainment services, namely performances by an individual in a bear costume, and the providing of stuffed and plush toy animals to charitable and nonprofit institutions and children therefor

MAX0189	BEAREMY	10/18/1999	75/829,777			PENDING	28

28 - stuffed and plush toy animals

MAX0220	BEARISH					MAILED	16

16 - publications, newsletters, books, stationery, stickers, pens, pencils, writing paper, note cards, greeting cards

MAX0019	BEARISM	08/04/1997	75/335,759			PENDING	6,9,16 20,21,25 28,35,41 42

6 - novelties, namely key chains made of metal
9 - CD Roms, audio cassettes, video cassettes, and laser discs relating to or regarding teddy bears and other stuffed toy animals and plush toy animals; and computer game cartridges

16 - books, newsletters, magazines, pamphlets, and brochures for children; and books, newsletters, magazines and brochures relating to

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

UNITED STATES *continued*

stuffed and plush toy animals and dolls; greeting cards; stickers; stationery products, namely writing paper, envelopes, and printed invitations; paper goods, namely paper napkins; and publications, namely posters, and calendars

20 - ceramic figurines; novelties, namely non-metal keychains and novelty buttons

21 - mugs, drinking glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, pepper shakers, paper plates, and paper cups;

25 - clothing, namely shirts, t-shirts, sweatshirts, caps, socks, underwear, sleepwear, pants, jackets, footwear, shorts, swimwear; and aprons

28 - plush toy animals and stuffed toy animals and dolls and accessories therefor; hand-held unit for playing electronic games; toys, namely bath toys, pull toys, musical toys, miniature figures, soft body infant toys, positionable toy figures; board games

35 - retail services via a global computer network in the fields of stuffed toy animals and plush toy animals, dolls and accessories therefor, CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges, jewelry; books, newsletters, magazines, pamphlets, and

brochures for children, books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards, stickers, stationery products namely, writing paper, envelopes and printed invitations, party supplies, posters and calendars, handbags, tote bags, backpacks, wallets, purses, and carrying cases for plush toy animals, stuffed toy animals and accessories therefor, ceramic figurines, metal and non-metal keychains and novelty buttons, mugs, drinking glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers, housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts, clothing, toys and board games and candies

41 - entertainment services in the nature of parties for creating stuffed toy animals and plush toy animals and providing of party facilities therefor; video and motion picture production and distribution; radio and television programming and the production and distribution thereof

42 - providing information in a wide variety of fields by means of a global computer information network

MAX0215	BEARITAGE	12/30/1999	75/884,783			PENDING	28,35

28 - stuffed and plush toy animals

35 - retail store services, mail order catalog services, and retail services via a global computer network all featuring stuffed and plush toy animals and accessories therefor, dolls and accessories therefor, electronic musical devices, sound recordings, CD roms, jewelry, stationery items, stickers, books, publications, clothing, backpacks, tote bags, carrying cases, purses, toys and novelty buttons and pins

MAX0203	BEARRIFIC	12/01/1999	75/862,178			PENDING	35

35 - retail store services, mail order catalog services, and retail services via a global computer network all featuring stuffed and plush toy animals and accessories therefor, dolls and accessories therefor, electronic musical devices, sound recordings, CD roms, jewelry, stationery items, stickers, books, publications, clothing, backpacks, tote bags, carrying cases, purses, toys and novelty buttons and pins; and employee award programs to promote quality and productivity

MAX0187	BEARY LUCKY CASINO	09/28/1999	75/809,839			PENDING	28

28 - stuffed and plush toy animals and accessories therefor

MAX0006	BEARY NEWSWORTHY	02/18/1997	75/245,814			ALLOWED	16,42

16 - books, newsletters, magazines, pamphlets, and brochures relating to general information, games, puzzles, artwork and stories for children, and relating to animals and stuffed and plush toy animals; greeting cards; stickers; stationery products, namely writing paper and envelopes

42 - providing information relating to various subjects via a global computer network, providing access through a global computer network to an interactive computer database in regard to various subjects

MAX0191	BROWSE-A-BEAR	10/28/1999	75/835,823			PENDING	35

35 - mail order catalog services, and retail services via a global computer network, all featuring stuffed and plush toy animals and accessories therefor, dolls and accessories therefor, electronic musical devices, sound recordings, compact disks, jewelry, stationery items, stickers, books, publications, clothing, backpacks, tote bags, carrying cases, purses, toys and novelty buttons and pins

MAX0005	BUILD-A-BEAR WORKSHOP	02/18/1997	75/245,812			PENDING	14,16,18 20,21,24 25,26,28 35,41,42 6,9

14 - jewelry, namely earrings, necklaces, rings, bracelets and pendants;

16 - books, newsletters, magazines, pamphlets, and brochures for children; and books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls; greeting cards; stickers; stationery products, namely writing paper, envelopes, and invitations; paper goods, namely paper plates, paper cups, paper napkins; and publications, namely posters, and calendars

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

UNITED STATES *continued*

18 - handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor
20 - -- ceramic figurines
21 - mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers
24 - housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts
25 - clothing, namely shirts, t-shirts, sweatshirts, caps, socks, underwear, sleepwear, pants, jackets, footwear, shorts, swimwear; and aprons
26 - novelties, namely non-metal keychains and novelty buttons
28 - plush toy animals and stuffed toy animals and dolls and accessories therefor; handheld unit for playing electronic games; toys namely bath toys, pull toys, musical toys, miniature figures, soft body infant toys, positionable toy figures; board games

35 - mail order, retail store, mail order catalog services, wholesale and distributorship services in the field of stuffed toy animals and plush toy animals, dolls and accessories therefor; CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies

41 - entertainment services in the nature of parties for creating stuffed toy animals and plush toy animals and providing of party facilities therefor; video and motion picture production and distribution; radio and television programming and the production and distribution thereof

42 - retail services via a global computer network, providing information relating to various subjects via a global computer network, providing access through a global computer to an interactive computer database in regard to various subjects

6 - novelties, namely key chains made of metal
9 - CD Roms, audio cassettes, video cassettes, and laser discs relating to or regarding teddy bears and other stuffed toy animals and plush toy animals; and computer game cartridges

X0031	BUILD-A-BEAR WORKSHOP & DESIGN	11/27/1997	75/379,674			ALLOWED	35

35 - retail store services for the sale of photographic prints, electronic musical devices, sound recordings, CD-roms, jewelry, stationery items, stickers, greeting cards, paper goods, books, publications, clothing, stuffed toy animals and accessories therefor, dolls and accessories therefor, mugs, housewares, backpacks, tote bags, carrying cases, wallets, purses, toys and games and novelty buttons and pins

MAX0017	BUILD-A-BEAR WORKSHOP & DESIGN	06/02/1997	75/301,709			PENDING	14,16,18 20,21,24 25,28,35 41,42,6 9

14 - jewelry, namely earrings, necklaces, rings, bracelets and pendants
16 - books, newsletters, magazines, pamphlets, and brochures for children; and books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls; greeting cards; stickers; stationery products, namely writing paper, envelopes, and invitations; paper goods, namely paper plates, paper cups, paper napkins; and publications, namely posters, and calendars

18 - handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor
20 - ceramic figurines; novelties, namely non-metal keychains and novelty buttons
21 - mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers
24 - housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts
25 - clothing, namely shirts, t-shirts, sweatshirts, caps, socks, underwear, sleepwear, pants, jackets, footwear, shorts, swimwear; and aprons
28 - plush toy animals and stuffed toy animals and dolls and accessories therefor; handheld unit for playing electronic games; toys namely bath toys, pull toys, musical toys, miniature figures, soft body infant toys, positionable toy figures; board games

35 - mail order, retail store, mail order catalog services, wholesale and distributorship services in the field of stuffed toy animals and plush toy animals, dolls and accessories therefor; CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

UNITED STATES *continued*

41 - entertainment services in the nature of parties for creating stuffed toy animals and plush toy animals and providing of party facilities therefor; video and motion picture production and distribution; radio and television programming and the production and distribution thereof

42 - retail services via a global computer network, providing information relating to various subjects via a global computer network, providing access through a global computer to an interactive computer database in regard to various subjects

6 - novelties, namely key chains made of metal
9 - CD Roms, audio cassettes, video cassettes, and laser discs relating to or regarding teddy bears and other stuffed toy animals and plush toy animals; and computer game cartridges

MAX0208	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS . . . & MEDALLION DES.	12/29/1999	75/883,075			PENDING	35

35 - retail store services, mail order catalog services, and retail services via a global computer network all featuring stuffed and plush toy animals and accessories therefor, dolls and accessories therefor, electronic musical devices, sound recordings, CD roms, jewelry, stationery items, stickers, books, publications, clothing, backpacks, tote bags, carrying cases, purses, toys and novelty buttons and pins

MAX0066	BUILD-A-BEAR WORKSHOP WHERE BEST FRIENDS ARE MADE	02/20/1998	75/438,038			PENDING	35

35 - retail store services in the fields of stuffed toy animals and plush toy animals and accessories therefor, CD Roms and audio cassettes relating to or regarding teddy bears and other stuffed toy animals and plush toy animals, jewelry, newsletters and brochures for children and newsletters and brochures relating to stuffed toy animals and plush toy animals and plush toy animals, stickers, stationery products, namely invitations, handbags, tote bags, backpacks, purses, carrying cases for stuffed and plush toy animals and accessories therefor, non-metal key chains and candies

MAX0088	BUILD-A-BUG	09/21/1998	75/557,108			PENDING	28,35

28 - stuffed toy animals and plush toy animals
35 - mail order services, retail store services, mail order catalog services, retail services via a global computer network in the fields of stuffed toy animals and plush toy animals, dolls and accessories therefor, CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges, jewelry; books, newsletters, magazines, pamphlets, and brochures for children, books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards, stickers, stationery products namely, writing paper, envelopes and printed invitations, party supplies, posters and calendars, handbags, tote bags, backpacks, wallets, purses, and carrying cases for plush toy animals, stuffed toy animals and accessories therefor, ceramic figurines, metal and non-metal keychains and novelty buttons, mugs, drinking glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers, housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts, clothing, toys and board games and candies

MAX0015	BUILD-A-DOLL WORKSHOP	05/10/1997	75/272,137			PENDING	6,9,14 16,18,20 21,25,28 35,41,42

6 - novelties, namely key chains made of metal
9 - CD Roms, audio cassettes, video cassettes, and laser discs relating to or regarding dolls and children; and computer game cartridges
14 - jewelry, namely earrings, necklaces, rings, bracelets and pendants
16 - books, newsletters, magazines, pamphlets, and brochures for children; and books, newsletters, magazines and brochures relating to dolls; greeting cards; stickers; stationery products, namely writing paper, envelopes, and invitations; paper goods, namely, paper napkins; and publications, namely posters, and calendars

18 - handbags, tote bags, backpacks, wallets, and purses
20 - ceramic figurines; novelties, namely non-metal key chains
21 - mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; and paper goods, namely paper plates and paper cups

25 - clothing, namely shirts, T-shirts, sweatshirts, caps, socks, underwear, sleepwear, pants, jackets, footwear, shorts, swimwear; and aprons
28 - dolls and accessories therefor; handheld unit for playing electronic games; toys, namely bath toys, pull toys, musical toys, miniature figures, soft body infant toys, positionable toy figures; board games; and carrying cases for dolls and accessories therefor

35 - mail order, retail store, mail order catalog services, wholesale and distributorship services and retail services via a global computer network in the field of dolls and accessories therefor; CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to dolls;

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

UNITED STATES *continued*

greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; carrying cases for dolls and accessories therefor; ceramic figurines, metal and non-metal key chains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; house wares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies

41 - entertainment services in the nature of parties for creating dolls and providing of party facilities therefor; video and motion picture production and distribution; radio and television programming and the production and distribution thereof

42 - providing information relating to various subjects by means of a global computer network

MAX0074	BUILD-A-GRAM	03/03/1998	75/443,984			ALLOWED	35,39

35 - mail order services, telephone order services, and electronic and computerized on-line retail services, all featuring stuffed and plush toy animals and dolls and accessories therefor

39 - for message delivery services accompanied by a stuffed or plush toy animal and accessories therefor

MAX0173	BUILD-A-MONSTER	08/17/1999	75/729,915			PENDING	35

35 - retail store services, mail order services, mail order catalog services, and retail services via a global computer network, all in the field of plush toy animals and stuffed toy animals and accessories therefor; compact disks, audio cassettes, jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals, greeting cards; stickers; invitations, carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; clothing; toys and board games; candies.

MAX0059	BUILD-A-PARTY	02/02/1998	75/426,819			PENDING	41

41 - creating stuffed toy animals and plush toy animals and providing of party facilities therefor

AX0092	BUILD-A-SMILE	10/23/1998	75/576,840			PENDING	35,40

35 - retail store services in the field of stuffed and plush animals

40 - providing facilities to others, namely workspace, equipment and supplies, within retail stores, for creating stuffed and plush toy animals for donation to hospitals and charitable institutions

MAX0218	BUILD-A-SOUND					MAILED	35

35 - retail store services, mail order catalog services, all featuring stuffed and plush toy animals and accessories therefor, electronic musical devices, sound recordings, CD roms, jewelry, stationery items, stickers, books, publications, clothing, backpacks, tote bags, carrying cases, purses, toys and novelty buttons and pins (USE)

and retail services via a global computer network (ITU)

MAX0078	BUILD-A-SPIRIT	05/06/1998	75/480,177			ALLOWED	40,42

40 - the custom manufacture of stuffed toy animals and dolls and accessories therefor bearing designs, logos, slogans, marks of others

42 - the custom imprinting of designs, logos, slogans, marks and/or information on or in connection with stuffed toy animals and dolls, and clothing and other accessories therefor

MAX0061	BUTTON DESIGN	02/23/1998	75/438,438			PENDING	28,35

28 - plush toy animals and stuffed toy animals and accessories therefor

35 - retail store services in the fields of stuffed toy animals and plush toy animals and accessories therefor, CD Roms and audio cassettes relating to or regarding teddy bears and other stuffed toy animals and plush toy animals and candies

MAX0067	BUTTON WALL WITH SPOOLS DESIGN	02/13/1998	75/434,466			PENDING	35

35 - retail store services in the fields of stuffed toy animals and plush toy animals and accessories therefor, CD Roms and audio cassettes relating to or regarding teddy bears and other stuffed toy animals and plush toy animals, jewelry, newsletters and brochures for children and newsletters and brochures relating to stuffed toy animals and plush toy animals and plush toy animals, stickers, stationery products, namely invitations, handbags, tote bags, backpacks, purses, carrying cases for stuffed and plush toy animals and accessories therefor, non-metal key chains and candies

X0069	CHOOSE ME, STUFF ME, STITCH ME, FLUFF ME ... DESIGN	02/13/1998	75/434,465			PENDING	35

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

UNITED STATES *continued*

35 - retail store services in the fields of stuffed toy animals and plush toy animals and accessories therefor, CD Roms and audio cassettes relating to or regarding teddy bears and other stuffed toy animals and plush toy animals, jewelry, newsletters and brochures for children and newsletters and brochures relating to stuffed toy animals and plush toy animals and plush toy animals, stickers, stationery products, namely invitations, handbags, tote bags, backpacks, purses, carrying cases for stuffed and plush toy animals and accessories therefor, non-metal key chains and candies

MAX0129	CHOOSE ME, STUFF ME, STITCH ME, FLUFF ME, DRESS ME, HEAR ME, NAME ME, TAKE M	03/20/1999	75/674,299			PENDING	35

35 - retail store services, mail order services, mail order and telephone catalog services, and retail services via a global computer network all in the fields of stuffed toy animals and plush toy animals and accessories therefor, compact disks and audio cassettes relating to or regarding teddy bears and other stuffed toy animals and plush toy animals, jewelry, newsletters and brochures for children and newsletters, pamphlets

and brochures relating to stuffed toy animals, carrying cases for stuffed and plush toy animals and accessories therefor, non-metal key chains and toys

MAX0011	COLLECTIBEAR	03/11/1997	75/255,282			ALLOWED	28,41

28 - plush toy animals and stuffed toy animals and accessories therefor
41 - entertainment services, namely, a collectors' club for plush toy animals and stuffed toy animals

MAX0009	COLLECTIBUNNY	03/11/1997	75/255,283			ALLOWED	28

28 - plush toy animals and stuffed toy animals and accessories therefor

X0073	CUB CONDO DESIGN	03/04/1998	75/444,741			PENDING	28

28 - toy playhouses and carrying cases for stuffed toy animals and plush toy animals and accessories therefor

MAX0105	CUB CONDO II (DESIGN)	03/10/1999	75/657,901			PENDING	35

35 - retail store services, mail order services and mail order catalog services all in the fields of stuffed toy animals and plush toy animals and accessories therefor, compact disks, audio cassettes, jewelry, newsletters, pamphlets, and brochures for children, newsletters and brochures relating to stuffed and plush toy animals and dolls, carrying cases for plush toy animals, stuffed toy animals and accessories therefor, non-metal keychains and toys

MAX0082	DESIGN (BEAR HEAD)	06/17/1998	75/505,792			PENDING	16,35,42

16 - newsletters and brochures on the subject of stuffed toy animals, plush toy animals, and accessories therefor, games and puzzles, artwork, crafts, stories, essays, jokes, riddles, anecdotes, trivia, contests, horoscopes, book reviews, community and charitable activities, retail store news and events and product information for children; newsletters and brochures relating to stuffed and plush toy animals and accessories therefor

35 - retail store services and retail store services via a global computer network featuring stuffed toy animals and plush toy animals and accessories therefor, CD Roms and audio cassettes relating to teddy bears and other stuffed toy animals, and plush toy animals, jewelry, newsletters and brochures for children and newsletters and brochures relating to stuffed toy animals and plush toy animals, handbags, tote bags, backpacks, purses, carrying cases for stuffed and plush toy animals and accessories therefor, non-metal key chains and candy

42 - providing information via a global computer network relating to stuffed toy animals and plush toy animals and accessories therefor, games and puzzles, artwork, stories, essays, jokes, riddles, anecdotes, trivia, contests, retail store news and events and product information

MAX0104	FLUFF AND STUFF	03/12/1999	75/659,467			PENDING	
MAX0103	FRIENDS TO BE MADE	03/10/1999	75/657,902			PENDING	28,35

28 - carrying cases for plush toy animals, stuffed toy animals, and accessories therefor; plush toy animals and stuffed toy animals and dolls and accessories therefore; handheld unit for playing electronic games, toys, namely, bath toys, pull toys, musical toys, miniature figures, soft body infant toys, positionable toy figures; board games

35 - retail store, mail order, mail order catalog services, wholesale and distributorship services, retail services via a global communications network, all in the field of stuffed toy animals and plush toy animals, dolls and accessories therefor; CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

UNITED STATES *continued*
buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies

MAX0080	HEART IN A BEAR LOGO	06/05/1998	75/497,033			PENDING	14,16,18 20,21,24 25,28,35 41,42,9

14 - jewelry, namely earrings, necklaces, rings, bracelets and pendants
16 - books, newsletters, magazines, pamphlets, and brochures for children; and books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls; greeting cards; stickers; stationery products, namely writing paper, envelopes, and invitations; paper goods, namely paper napkins and paper place mats; posters and calendars

18 - handbags, tote bags, backpacks, wallets, and purses
20 - novelties, namely non-metal keychains
21 - ceramic figurines; mugs, drinking glasses, paper cups and paper plates; and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers

24 - housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, textile place mats and oven mitts
25 - clothing, namely shirts, t-shirts, sweatshirts, caps, socks, underwear, sleepwear, pants, jackets, footwear, shorts, swimwear; and aprons
28 - plush toy animals and stuffed toy animals and dolls and accessories therefor; carrying cases for plush toy animals and stuffed toy animals and accessories therefor; handheld unit for playing electronic games; toys namely bath toys, pull toys, musical toys, miniature figures, soft body infant toys, positionable toy figures; board games

35 - mail order services, retail store services, mail order catalog services, retail store services via a global computer network and wholesale distributorship services all in the field of stuffed toy animals and plush toy animals, dolls and accessories therefor; CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, drinking glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candy

41 - entertainment services in the nature of conducting parties for creating stuffed toy animals and plush toy animals and providing of facilities therefor; video and motion picture production and distribution; production and distribution of radio and television programming

42 - retail services via a global computer network, providing information relating to various subjects via a global computer network, providing access through a
global computer to an interactive computer database in regard to various subjects

9 - CD Roms, pre-recorded audio cassettes, video cassettes, and laser discs relating to or regarding teddy bears and other stuffed toy animals

MAX0089	HEART IN A BEAR STORE FIXTURE	10/07/1998	75/566,040			PENDING	35

35 - mail order services, retail store services, mail order catalog services, retail services via a global computer network in the fields of: stuffed toy animals and plush toy animals, dolls and accessories therefor, CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges, jewelry, books, newsletters, magazines, pamphlets, and brochures for children, books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards, stickers, stationery products namely, writing paper, envelopes and printed invitations, party supplies, posters and calendars, handbags, tote bags, backpacks, wallets, purses, and carrying cases for plush toy animals, stuffed toy animals and accessories therefor, ceramic figurines, metal and non-metal keychains and novelty buttons, mugs, drinking glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers, housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts, clothing, toys and board games and candies

MAX0071	HEART IN A BEAR	02/13/1998	75/434,462			ALLOWED	28,35

28 - plush animals and stuffed toy animals
35 - retail store services featuring plush toy animals, stuffed toy animals, and accessories

MAX0164	HEART STUFF	07/07/1999	75/744,567			PENDING	35

35 - Mail order, retail store, mail order catalog services, wholesale and distributorship services in the field of stuffed toy animals and plush toy animals, dolls and accessories therefor; compact disks, audio cassettes; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers;

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

UNITED STATES *continued*

invitations; carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; clothing; toys and board games; candies

MAX0035	HIBERNITIES	01/11/1997	75/388,006			ALLOWED	25

25 - clothing, namely sleepwear, pajamas, night shirts and other clothing and toy clothing and accessories for stuffed animals and dolls

MAX0100	HUGDAY	01/15/1999	75/623,042			PENDING	35

35 - mail order services, retail store services, mail order catalog services, wholesale distributorship services, and electronic retailing services via computer, all featuring stuffed toy animals and plush toy animals, dolls and doll accessories; CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges, jewelry, children's books, children's newsletters, children's magazines, children's pamphlets, and children's brochures; books about stuffed and plush toy animals and dolls, newsletters about stuffed and plush toy animals and dolls, magazines about stuffed and plush toy animals and dolls, and brochures about stuffed and plush toy animals and dolls, greeting cards; stickers, stationery products, namely, writing paper, envelopes and invitations, party supplies, posters and calendars, handbags, tote bags, backpacks, wallets, purses, and carrying cases for plush toy animals, stuffed toy animals and stuffed toy animal accessories, ceramic figurines, metal keychains and non-metal keychains, novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers, housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts, clothing, toys, board games, and candies

MAX0211	JELLI BEARS	12/20/1999	75/876,452			PENDING	28

28 - stuffed animals and doll accessories

MAX0207	KUDDLY KOALA	12/17/1999	75/874,494			PENDING	28

28 - stuffed and plush toy animals

MAX0012	LIBEARY	03/11/1997	75/255,285			ALLOWED	16,35,42

16 - books, newsletters, magazines, pamphlets, and brochures for children; and books, newsletters, magazines and brochures relating to stuffed toy animals and plush toy animals; and publications, namely, posters and calendars

35 - retail store services via a global computer network in the field of stuffed toy animals and plush toy animals and accessories therefor, CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges, jewelry, books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor, ceramic figurines, metal and non-metal keychains and novelty buttons, mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers, housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts, clothing, toys and board games, and candies

42 - providing multiple-user access to a global computer information network in regard to various subjects

MAX0210	LIL O'CUB	12/17/1999	75/874,227			PENDING	28

28 - stuffed and plush toy animals

MAX0095	LOVE STUFF HEADQUARTERS	12/23/1998	75/611,263			ALLOWED	35

35 - mail order, retail store, mail order catalog services, wholesale and distributorship services and retail services via a global communications network in the field of stuffed toy animals and plush toy animals, dolls and accessories therefor; CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges, jewelry, books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers, stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars, handbags, tote bags, backpacks, wallets, purses, and carrying cases for plush toy animals, stuffed toy animals and accessories therefor, ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers, housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts, clothing, toys and board games, and candies

MAX0184	LUCKY KITTY	09/09/1999	75/801,851			PENDING	28

28 - stuffed and plush toys

X0193	MADAME DU BEAR	10/28/1999	75/835,819			PENDING	28

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

UNITED STATES *continued*

28 - toys and playthings, namely folded pieces of plastic or paper that fit on a child's hand and guides the child through various activities as the child repositions the piece

MAX0096	MEMBEAR	12/21/1998	75/609,551			ALLOWED	41

41 - Entertainment services in the nature of a fan club relating to plush toy animals and stuffed toy animals and accessories therefor

MAX0209	NUMBEAR	12/17/1999	75/873,244			PENDING	28,35

28 - stuffed and plush toy animals and accessories therefor
35 - retail store services, mail order catalog services, and retail services via a global computer network all featuring stuffed and plush toy animals and accessories therefor, dolls and accessories therefor, electronic musical devices, sound recordings, CD roms, jewelry, stationery items, stickers, books, publications, clothing, backpacks, tote bags, carrying cases, purses, toys and novelty buttons and pins

MAX0183	PERKY PENGUIN	09/09/1999	75/801,850			PENDING	28

28 - stuffed and plush toys

MAX0087	ROLY POLY PANDA	09/18/1998	75/555,669			PENDING	28

28 - Stuffed toy animals and plush toy animals

MAX0030	SEWING COLUMN DESIGN	10/27/1997	75/379,653			ALLOWED	35

35 - retail store services for the sale of photographic prints, electronic musical devices, sound recordings, CD-roms, jewelry, stationery items, stickers, greeting cards, paper goods, books, publications, clothing, stuffed toy animals and accessories therefor, dolls and accessories therefor, mugs, housewares, backpacks, tote bags, carrying cases, wallets, purses, toys and games and novelty buttons and pins

MAX0063	SPOOL DESIGN	02/13/1998	75/434,464			PENDING	35

35 - retail store services in the fields of stuffed toy animals and plush toy animals and accessories therefor, CD Roms and audio cassettes relating to or regarding teddy bears and other stuffed toy animals and plush toy animals, jewelry, newsletters and brochures for children and newsletters and brochures relating to stuffed toy animals and plush toy animals and plush toy animals, stickers, stationery products, namely invitations, handbags, tote bags, backpacks, purses, carrying cases for stuffed and plush toy animals and accessories therefor, non-metal key chains and candies

MAX0020	STITCHED WITH LOVE	09/04/1997	75/351,922			PENDING	25,28,41 42,9

25 - clothing and accessories therefor and aprons
28 - plush toy animals and stuffed toy animals and accessories therefor, namely toy clothing for plush toy animals and stuffed toy animals
41 - entertainment and educational services
42 - mail order services, retail store services, mail order catalog services, retail services via a global computer network, providing information relating to various subjects via a global computer network, providing access through a global computer to an interactive computer database in regard to various subjects, restaurant services, wholesale and distributorship services

9 - CD-roms, audio cassettes, video cassettes, laser discs, computer games and electronic games

MAX0201	STUFFED WITH HUGS AND GOOD WISHES	12/06/1999	75/866,045			PENDING	28

28 - stuffed and plush toy animals

MAX0032	STUFFING COLUMN DESIGN	10/27/1997	75/379,554			ALLOWED	35

35 - retail store services featuring photographic prints, electronic musical devices, sound recordings, CD-rom, jewelry, stationery items, stickers, greeting cards, paper goods, books, publications, clothing, stuffed toy animals and accessories therefor, dolls, and accessories therefor, mugs, housewares, backpacks, tote bags, carrying cases, wallets, purses, toys and games and novelty buttons and pins

MAX0101	STUFFIT AND FLUFFIT	03/01/1999	75/656,978			PENDING	35,42

35 - mail order, retail store, mail order catalog services, retail services via a global communications network, wholesale and distributorship services, in the field of stuffed toy animals and plush toy animals, dolls and accessories therefor; CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons;

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

UNITED STATES *continued*

mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies

42 - cleaning, repair and restoration of stuffed and plush toy animals

MAX0097	TEDDY BEAR CENTENNIAL	11/12/1998	75/587,559			PENDING	1,14,16 18,20,21 24,25,27 28,3,35 38,4,40 41,42,6 9

1 - unexposed camera film, unexposed cinematographic film, sensitized photographic film, unexposed photographic film, photosensitive paper; peat fertilizer; plant food; potting soil; artificial sweeteners

14 - Jewelry, namely watches, pins, earrings, chains, necklaces, bracelets, rings, cuff links, shoe ornaments; piggy banks of precious metal; clocks; candle holders of precious metal

16 - address books, address labels, address plates; addressing machines; automatic adhesive dispensers for office use, adhesive tape dispensers for household or stationery use, adhesive tape and adhesives for stationery or household purposes; coin albums, photograph albums, scrapbook albums, stamp albums; storage albums for typewriter printwheels and typeballs; almanacs; announcement cards; printed survey answer sheets; appliques in the form of decals; archival storage pages; art etchings, art mounts, art paper, art pictures, art prints, graphic art reproductions, printed art reproductions; artists' brushes, arts and craft kits; paint kits; atlases; autograph books; pressure sensitive graphics for application to automobiles; printed awards; baby books; paper name badges; garbage bags of plastic or paper, general purpose plastic bags, grocery bags, merchandise bags, party paper bags, paper refuse bags, plastic trash bags, sandwich bags of paper or plastic, trash bags, plastic food storage bags for household use; plastic or paper bags, envelopes and pouches for merchandise packaging; ball-point pens; paper banners; desk basket for desk accessories; paper bath mats, bathroom tissue; facial tissue; bibles; paper bibs; mechanical binder sets comprised of rings, dividers or folders, binders, loose leaf binders and paper; book bindings; black boards; packaging, namely, blister cards; blotters; blue prints; poster boards, art sketching boards, bristol boards, directory boards, drawing boards, illustration boards, magnetic boards, memorandum boards, mounting boards, paper illustration boards, paper boards, lap boards for reading and writing, slate boards for writing; bond paper; book covers, book holders, book plates, book rests, cloth for bookbinding, bookends; bookkeeping books and forms; bookmarks; account books, anniversary books, appointment books, business record books, cash receipt books, children's activity books, children's books, coloring books, composition books, cook books, copy books, coupon books, data books, date books, dictation books, engagement books, exercise books, expense books, guest books, index books, ledger books, log books, memorandum books, note books, picture books, printed music books, receipt books, recipe books, score books; fiction books, non-fiction books; sketch books, song books, stenographers' note books, telephone number books, travel books, voucher books, wallcovering sample books; wedding books, wirebound books; cardboard boxes, corrugated record storage boxes, paper boxes; pencil and pen boxes and cases; stationery boxes, file boxes for storage of business or personal records; bumper stickers; business cards; paper cake decorations, calendar desk pads and stands, calendar stands, calendars; blank cards, Christmas cards, credit cards, debit cards without magnetic encoding, file cards, filing cards, flash cards, gift cards, greeting cards, note cards, occasion cards, playing cards and playing card cases, score cards, trading cards, trivia cards, cards bearing universal greetings; caricatures; cartoon prints, newspaper cartoons and comic strips; comic books; mail order catalogs; decorative paper centerpieces; bank checks, check books, check book and passbook wallets, checkbook covers and holders; clip boards; paper clips; patterns for making clothes, paper table cloths; coasters made of paper; computer game instruction manuals, computer paper; confetti; copy paper; corrugated containers; crayons; crepe paper; crossword puzzles; daily planners, date computer manuals; date indicators; decalcomanias, decals; desk pads, desk sets, desk file trays, desk stands and holders for pens, pencils and ink, desk top organizers and planners; disposable diapers; diaries, dictionaries, classified directories, hotel directories, telephone directories, rubber document stamps; paper doilies; drafting rulers, drafting triangles; drawing pencils; duplicating machines; easels; electric pencil sharpeners; paper emblems, printed emblems; embroidery design patterns; encyclopedias; envelopes; chalk erasers, erasers; etchings; paper expanding files, document file trays; paper flags; printing fonts; metallic gift wrap; grocery paper; paper handkerchiefs; coin holders; correspondence holders, document holders, paper sign holders, pen or pencil holders; paper hole punches; writing ink; label printing machine ribbons; luminous paper; paper mail pouches, cardboard mailing tubes; computer program manuals for games; maps; markers, stick markers, marking tabs; masking paper; modeling clay; newsletters; note pads, note paper; note books; numbering guides; opaque paper, personal organizers, organizers for stationery use; decorative pencil-top ornaments; inking pads; prescription reminder pads; score pads, scratch pads, sketch pads, stamp pads, writing pads; paint brushes, water color sets; painting sets for children, painting sets for artists, paintings, palettes for painting; adding machine paper, carbon paper, cleaning and polishing paper, construction paper, corrugated paper, craft paper, electrocardiograph paper, electrostatic paper, fiber paper, filler paper, filter paper, fluorescent paper, gummed paper, illustration paper, laminated paper, lining paper, luminous paper, magnetic paper, manifold paper, mimeograph paper, newsprint paper, onion skin paper, packing paper, parchment paper, plastic coated copying paper, printing paper, proofing paper, recycled paper, reproduction paper, safety paper, shelf paper, synthetic paper, tissue paper, toilet seat cover paper, tracing paper, typewriter paper, wax paper, wrapping paper, writing paper; paper blinds; paper closures for sealing containers; paper containers; paper cutters; gift wrapping paper, paper gift wrap bows, boxes and ribbons; paper maché figurines; paper party

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

UNITED STATES *continued*

decorations, paper party hats; paper pennants; paper pillowcases; paper ribbons; paper shredders for office use; paper staplers; paper napkins, paper table cloths, paper table linens, paper towels, paper tray covers, paper trays, paper washcloths; paperweights; pencil sharpeners; pencils, artists' pencils, charcoal pencils, drawing pencils, pennants; pens, artists' pens, electric wood burning artists' pens, fountain pens, ink pens; photographic prints; photograph mounts and photographic croppers; picture postcards; plastic and paper place mats; personal planners; printed plans; stationery-type portfolios; postcards; printed labels not of textile; protective covers for sheets or paper and pages of books and the like; posters; publication paper; rubber bands; scrap-books, sheet music, sheet music stands; stationery, stationery boxes; stickers; T-squares; writing tablets; non-permanent tattoos; printed tickets; printing type; reference books

18 - Attaché cases; backpacks; bookbags; diaper bags; duffel bags; handbags; sports bags; billfolds; business card cases; credit card cases; key cases; cosmetic cases sold empty; chain purses; coin purses; fanny packs; animal leashes and collars; luggage; waist packs; pocketbooks; umbrellas, golf umbrellas and wallets; baby backpacks; trunks

20 - Furniture; mirrors; picture frames; plastic cake decorations; plastic flags; figurines; sculptures; carvings; statues; non-metal key chains; plastic bibs; corks for bottles, sleeping bags

21 - kitchenware, beverage glassware; dinnerware; fitted vanity cases; champagne and wine buckets; ice buckets; chocolate, cake, pastry and cookery molds; decorative crystal prisms; paper plates and cups; plastic plates and cups; drinking flasks; decorative stained glass; stamped glass; glass bowls; hair brushes and combs; napkin holders; toothpick holders; lunch boxes; pepper and salt mills; mugs; bottle openers; decorative ornaments of china, crystal, glass porcelain and/or terra cotta; pails; boxes for dispensing paper towels; perfume atomizers sold empty; decorative plates; statues and statuettes of china, crystal, earthenware, glass, porcelain and/or terra cotta; beverage stirrers; pre-moistened towelettes; drinking vessels; wastepaper baskets; non-woven fabric cosmetic wipes not made of paper; jars for jams and jellies made of earthenware, glass, porcelain, plastic and/or terra cotta; beer jugs; bakeware; non-metal piggy banks; flower baskets; portable beverage coolers and dispensers; bottles, sold empty; cake stands and servers; non-electric candelabras and candlesticks not of precious metal; canister sets; porcelain and earthenware, including plates, platters, dishes, bowls, cups, saucers, serving dishes and serving plates, paint buckets; butter dishes; pitchers; soap dispensers, toothpaste dispensers; paper cups, paper plates; plasticware

24 - oven mitts, towels, linens, comforters, blankets, wash clothes, sheets, bed linens, bath linens, household linens, textile napkins, textile wall hangings, bed spreads, table mats not of paper, pillows, pillow cases, pillow shams, pennants not of paper, pot holders, quilts, bed sheets, table cloths not made of paper, crib bumpers and crib canopies, cloth banners, fabrics

25 - men's, women's, and children's clothing, including pants, jeans, blouses, skirts, shorts, dresses, jackets, vests, coats, warm-up suits,

27 - rugs, carpets, mats, floor coverings and wall hangings

28 - toys, including rubber action balls; action figures and accessories therefor; action skill games; mechanical action toys, electric action toys; action-type target games; toy airplanes; toy armor; balloons; toy banks; bath toys; toy clothing; bingo cards; toy building blocks; toy construction blocks; board games; toy boxes; toy cap pistols; card games; party favors in the nature of crackers or noise-makers; craft sets for decorating balloons; electronic dart games; dolls, doll clothing, doll costumes, accessories for dolls; electronic game equipment with a watch function; role playing game equipment in the nature of game book manual; equipment sold as a unit for playing card games; hand-held unit for playing electronic games and/or video games; parlor games; pinball-type games; role playing games; toy gliders; doll house furnishings; jigsaw puzzles; manipulative games and puzzles; crib mobiles, toy mobiles; scale model airplanes; model toy train sets; plush toy animals and figures and accessories therefor; toy model vehicles and related accessories sold as a unit; electronically-operated toy motor vehicles; musical toys; toy noisemakers; puppets; ride-on toys; soft sculptured toys; spinning toys; stuffed toy animals and figures and accessories therefor; toy swords; toy vehicles; baby multiple activity toys; infant action crib toys; non-riding transportation toys; party favors in the nature of small toys; plush toys; squeezable squeaking toys; water squirting toys; wind-up toys; ventriloquist's dummies; yo-yo's; toy zip guns; sporting goods, including golf bags; golf ball markers; golf balls; golf clubs; head covers for golf clubs; baseballs; basketballs; footballs; net balls; table tennis balls; tennis balls; volley balls; baseball bats, baseball gloves; softball bats; stationary exercise bicycles; road bicycles; gaming equipment, namely, chips and game wheels; poker chips; dart boards; softball gloves; hockey pucks; hockey gloves and pads; ice skates; roller skates and accessories therefor; skate boards; tennis racket presses; tennis racket covers; racquet balls and racquet ball racquets; quoits; sport balls; amusement park rides; tractors and sleds for use in down-hill amusement rides; Christmas tree ornaments; artificial Christmas trees and Christmas wreaths; Christmas tree skirts, stands and stand covers; costume masks; promotional game materials; lottery cards and tickets; teaching materials in the form of board and card games and stand alone video game machines; carrying cases for stuffed and plush toy animals and figures, dolls and other toys; toy furniture, toy clothing

3 - cosmetics, personal care and bath products, namely skin soaps, perfume, cologne, essential oils for personal use; blushers, eye pencils, eye shadows, eyebrow pencils, eyeliners, foundation makeup, lipsticks, lip glosses, mascara and rouge; dentifrice; petroleum jelly for cosmetic and personal care purposes; baby powder; face powder; talcum powder, skin lotions and creams; soaps for hand, body and face, nail polish; sun tanning and blocking preparations; bubble baths, body lotions, body oils, toothpaste, dental floss, deodorants, cotton balls and cotton for cosmetic purposes; detergent soap, automatic dishwashing detergents, dishwashing detergents, disposable wipes for personal use,

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

UNITED STATES *continued*

floor polish, furniture polish, glass cleaners, laundry detergent, laundry bleach; hair care products, namely, shampoos, hair spray, hair lotions, hair gel and hair conditioners; sachets, potpourri, incense and room fragrance

35 - retail services; distributorship services; retail services via a global communications network; mail order catalog services; advertising agency services; copying of documents for others; automobile dealerships; direct mail advertising; directory information; distributorship services; providing home shopping services in a wide variety of fields by means of television ; promoting and conducting trade shows in a wide variety of fields; slogan cartoon and character licensing; theatrical ticket agencies

38 - Telecommunications services, including radio and television broadcasting; broadcasting via a global communications network; electronic mail services; paging services; pay per view television transmission services; telephone communication services; video broadcasting.
4 - candles; fuel for motor vehicles, namely gasoline; automobile lubricants; motor oil

40 - treatment of materials, including photographic film finishing and development services

41 - entertainment and educational services, including video and motion picture production and distribution, radio and television production and distribution thereof; entertainment in the nature of sporting events; book publishing services; conducting exhibitions in a wide variety of fields; entertainment in the nature of television and radio programs, amusement park rides; on-line computer games, musical concerts, live performances by a musical band; amusement parks; nursery schools; conducting parties for others; health club services; museums; movie theaters; recording studio services; arranging for ticket reservations for shows and other events; zoos

42 - child care centers; medical clinics and hospital services; motor clubs; news and features distribution; health resorts and spas, health maintenance organizations; retirement home services; lawn care services; portrait photography services; printing services; hair salons; monitoring of burglar security alarms; travel agency services; hotel services; restaurant services providing multiple-user access to a global computer information network for the transfer and dissemination of a wide range of information; leasing or providing access time to computer data basses/web sites/home pages of others in a wide variety of field(s) by means of a global computer network; providing information in a wide variety of fields by means of a global computer information network; computer services, namely providing on-line publications in a wide variety of fields

6 - Aluminum foil, metal piggy banks, metal bells, safety deposit boxes, metal oil cans sold empty, metal cans sold empty, metal caps for bottles, metal chains, metal money clips not of precious metal, metal decorative boxes, fixed towel dispensers of metal, aluminum foil paper, metal key holders, metal holders for signboards, metal horseshoes, metal identification bracelets, metal key blanks, metal key fobs, metal key rings; door hardware, namely, keys and key cylinders, metal keys for locks; key chains made of metal; metal license plates, metal lock boxes, metal name badges; metal name plates, metal time capsules

9 - eyeglasses, sunglasses; eyeglass frames; pre-recorded video tapes, pre-recorded audio tapes, compact discs and video discs, all featuring music, dance, comedy, dramatic or non-dramatic productions, poetry, art, sports, physical fitness, stories for children and/or adults, history, culture, lifestyle and/or technology; batteries, battery packs, battery chargers, compact discs, computer buffers, computer disc drives, blank floppy computer discs, blank hard computer discs, computer furniture, computer hardware, computer interface boards, computer keyboards, computer memories, computer monitors, computer mouse, computer peripheral mouse pads, computer operating programs, computer printers, computer printer cartridges; blank magnetic computer tapes, computers and instructional manuals sold as a unit, electric converters, document scanners, modems; holders for compact discs, jackets for compact discs; cd-rom drives; computer software; personal electronic organizers; pre-paid magnetically encoded telephone calling cards; magnetically encoded credit and debit cards; neon, electric and luminous signs; video game interactive control floor pads or mats; video game cartridges; computer game cassettes; computer games cartridges; computer game equipment containing memory devices, namely, discs; computer game joysticks, programs and tapes; video game machines for use with televisions; computer game programs; video game joysticks, virtual reality game software; radios; telephones; photographic equipment and accessories, namely cameras, video recorders, flashes, screens, projectors, and lenses ties, suits, t-shirts, sweatshirts, shirts, sweaters; footwear; hats, caps, berets, scarves, clothing belts, gloves, mittens; pajamas; bathrobes; nightgowns; aprons; cloth diapers

MAX0010	TEDDYOLOGY	03/11/1997	75/255,284			ALLOWED	41,42

41 - educational services, namely providing training and instruction in regard to staffing and operating retail stores in connection with the manufacture and sale of stuffed toy animals and plush toy animals and accessories therefor

42 - providing information relating to various subjects via a global computer network

MAX0128	TRAVELING TEDDY	03/17/1999	75/664,633			PENDING	28

28 - stuffed toy animals and plush toy animals and accessories therefor

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
UNITED STATES *continued*							
MAX0008	WHERE BEST FRIENDS ARE MADE	02/25/1997	75/247,417			PENDING	14,16,18 20,21,24 25,28,35 41,42,6 9

14 - -- jewelry, namely earrings, necklaces, rings, bracelets and pendants
16 - books, newsletters, magazines, pamphlets, and brochures for children; and books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls; greeting cards; stickers; stationery products, namely writing paper, envelopes, and invitations; paper goods, namely paper plates, paper cups, paper napkins; and publications, namely posters, and calendars

18 - handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor
20 - ceramic figurines; novelties, namely non-metal keychains and novelty buttons
21 - mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers
24 - housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitt
25 - clothing, namely shirts, t-shirts, sweatshirts, caps, socks, underwear, sleepwear, pants, jackets, footwear, shorts, swimwear; and aprons
28 - plush toy animals and stuffed toy animals and dolls and accessories therefor; handheld unit for playing electronic games; toys namely bath toys, pull toys, musical toys, miniature figures, soft body infant toys, positionable toy figures; board games

35 - mail order, retail store, mail order catalog services, wholesale and distributorship services in the field of stuffed toy animals and plush toy animals, dolls and accessories therefor; CD Roms, audio cassettes, video cassettes, laser discs and computer game cartridges; jewelry; books, newsletters, magazines, pamphlets, and brochures for children; books, newsletters, magazines and brochures relating to stuffed and plush toy animals and dolls, greeting cards; stickers; stationery products namely, writing paper, envelopes and invitations, party supplies, posters and calendars; handbags, tote bags, backpacks, wallets, purses; and carrying cases for plush toy animals, stuffed toy animals and accessories therefor; ceramic figurines, metal and non-metal keychains and novelty buttons; mugs, glasses, and kitchenware, namely plates, dinnerware, bowls, cookie jars, salt shakers, and pepper shakers; housewares, namely bed sheets, bed linens, towels, bed blankets, comforters, place mats and oven mitts; clothing; toys and board games; candies

41 - entertainment services in the nature of parties for creating stuffed toy animals and plush toy animals and providing of party facilities therefor; video and motion picture production and distribution; radio and television programming and the production and distribution thereof

42 - retail services via a global computer network, providing information relating to various subjects via a global computer network, providing access through a global computer to an interactive computer database in regard to various subjects

6 - novelties, namely key chains made of metal
9 - CD Roms, audio cassettes, video cassettes, and laser discs relating to or regarding teddy bears and other stuffed toy animals and plush toy animals; and computer game cartridges

MAX0194	WHERE SPECIAL MEMORIES ARE MADE	10/27/1999	75/831,936			PENDING	28,35,42

28 - stuffed and plush toy animals and dolls and accessories therefor
35 - retail store services, mail order catalog services, and retail services via a global computer network, all featuring stuffed and plush toy animals and accessories therefor, dolls and accessories therefor, electronic musical devices, sound recordings, compact disks, jewelry, stationery items, stickers, books, publications, clothing, backpacks, tote bags, carrying cases, purses, toys and novelty buttons and pins

42 - providing information relating to various subjects via a global computer network

MAX0033	ZIPPER COLUMN DESIGN	10/27/1997	75/379,668			ALLOWED	35

35 - retail store services for the sale of photographic prints, electronic musical devices, sound recordings, CD-rom, jewelry, stationery items, stickers, greeting cards, paper goods, books, publications, clothing, stuffed toy animals and accessories therefor, dolls, and accessories therefor, mugs, housewares, backpacks, tote bags, carrying cases, wallets, purses, toys and games and novelty buttons and pins

SHIRTS ILLUSTRATED, L.L.C.

TRADEMARKS – REGISTERED

Trademark Report by Mark

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
DIGIPRINT							
UNITED STATES	SHI0004	06/18/1991	74/177,795	03/01/1994	1,824,701	REGISTERED	42
42 - providing printing services using a system which generates and prints graphic images on fabric and clothing							
TINY TEES							
UNITED STATES	SHI0003	09/12/1980	73/277,663	02/07/1984	1,266,680	REGISTERED	20
20 - novelty items, namely miniature shirts, miniature t-shirts, screen printed miniature t-shirts, and custom printed miniature t-shirts not sold as items of wearing apparel							

SHIRTS ILLUSTRATED, L.L.C.

TRADEMARKS – PENDING

Trademark Report by Mark

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

SHIRTS ILLUSTRATED

UNITED STATES	SHI0005	09/08/1999	75/801,852			PENDING	35,42

35 - wholesale mail order and catalog order services featuring miniature clothing, custom printed miniature clothing and plush and stuffed toy animals

42 - custom printing of miniature clothing, for use with plush and stuffed toy animals

TINY TEDDY TEES

EUROPEAN UNION	SHI0007	11/08/1999	1380286			PENDING	28

28 - novelty items, namely miniature shirts, miniature t-shirts, screen printed miniature t-shirts, and custom printed miniature t-shirts not sold as items of wearing apparel but as accessories for stuffed and plush toy animals and toy figures

UNITED STATES	SHI0001	05/18/1999	75/708,751			PENDING	28

28 - novelty items, namely, miniature shirts, miniature t-shirts, screen printed miniature t-shirts, and custom printed miniature t-shirts not sold as items of wearing apparel but as accessories for stuffed and plush toy animals and toy figures

TINY TEES

UNITED STATES	SHI0002	05/18/1999	75/708,754			PENDING	28

28 - novelty items, namely, miniature shirts, miniature t-shirts, screen printed miniature t-shirts, and custom printed miniature t-shirts not sold as items of wearing apparel but as accessories for stuffed and plush toy animals and toy figures

SCHEDULE B

BUILD-A-BEAR WORKSHOP

PATENTS - ISSUED

Patent Report by Country
Status: ISSUED

TITLE REFERENCE#	FILED	SERIAL#	ISSUED	PATENT#	STATUS
AUSTRALIA					
(Clark et al) STORE FIXTURE					
BUI006	10/22/1998	3361/1998	07/28/199	137895	ISSUED
(Clark et al) IN-STORE WALL					
BUI003	10/14/1998	3274/1998	01/04/200	139508	ISSUED
(Collida et al) STUFFING MACHINE					
BUI007	10/22/1998	3364/1998	07/28/199	137898	ISSUED
(Weiss et al) DISPLAY FAÇADE (Zipper Columns)					
BUI002	10/22/1998	3363/1998	07/28/199	137897	ISSUED
(Weiss et al) A SET OF STORAGE BARRELS					
BUI005	10/14/1998	3275/1998	07/20/199	137785	ISSUED
(Weiss et al) NOVELTY BATH TUB					
BUI004	10/23/1998	3402/1998	07/20/199	137789	ISSUED
A SET OF DISPLAY COLUMNS (Stuffing Columns)					
BUI001	10/22/1998	3362/1998	07/28/199	137896	ISSUED
CANADA					
(Clark et al) DISPLAY WALL (Button Wall)					
BUI010	10/23/1998	1998-2615	11/30/199	88239	ISSUED
(Clark et al) STORE FIXTURE					
BUI013	11/06/1998	1998-2764	10/15/199	87783	ISSUED
(Collida et al) STUFFING MACHINE					
BUI014	11/06/1998	1998-2763	06/30/199	87022	ISSUED
(Weiss et al) DISPLAY FAÇADE (Stuffing Columns)					
BUI008	10/23/1998	1998-2613	11/30/199	D88206	ISSUED
(Weiss et al) DISPLAY FAÇADE (Zipper Columns)					
BUI009	10/23/1998	1998-2614	10/22/199	87849	ISSUED
(Weiss et al) NOVELTY BATH TUB					
BUI011	10/23/1998	1998-2617	10/29/199	87921	ISSUED
(Weiss et al) SPOOL CONFIGURED STORAGE BARREL					
BUI012	10/23/1998	1998-2616	11/26/199	D 88174	ISSUED

Patent Report by Country
Status: ISSUED

Patent Report by Country
Status: ISSUED

TITLE REFERENCE#	FILED	SERIAL#	ISSUED	PATENT#	STATUS

FRANCE

(Weiss et al) TOY ARMOIRE

MAX011	10/28/1999	996641	02/04/200	570523-'29	ISSUED Patent Report by Country

Status: ISSUED

TITLE REFERENCE#	FILED	SERIAL#	ISSUED	PATENT#	STATUS

GERMANY

(Weiss et al) TOY ARMOIRE

MAX002	10/19/1999	499 09 754.8	11/17/199	49909754.8	ISSUED

HONG KONG

(Collida et al) STUFFING MACHINE

BUI015	03/31/1999	9910372.7	03/31/199	9910372.7	ISSUED

(Weiss et al) TOY ARMOIRE

MAX003	10/06/1999	9911313.4	10/06/199	9911313.4	ISSUED

JAPAN

(Collida et al) STUFFING MACHINE

BUI017	02/24/1999	11-004480	01/14/200	1066841	ISSUED

NEW ZEALAND

(Clark et al) DISPLAY WALL (Button Wall)

BUI020	11/12/1998	29792	02/24/199	29792	ISSUED

(Clark et al) STORE FIXTURE (HEART'N BEAR)

BUI023	11/12/1998	29791	02/24/199	29791	ISSUED

(Collida et al) STUFFING MACHINE

BUI024	11/12/1998	29793	02/24/199	29793	ISSUED

(Weiss et al) DISPLAY FAÇADE (Zipper Columns)

BUI019	11/12/1998	29795	02/24/199	29795	ISSUED

(Weiss et al) DISPLAY FAÇADE SET (Stuffing Columns)

BUI018	11/12/1998	29790	02/24/199	29790	ISSUED

(Weiss et al) NOVELTY BATH TUB

BUI021	11/12/1998	29794	02/24/199	29794	ISSUED

(Weiss et al) SET OF DISPLAY BINS (SPOOL CONFIGURED STORAGE BARRELS)

BUI022	11/12/1998	29789	02/24/199	29789	ISSUED

UNITED KINGDOM

(Clark et al) STORE FIXTURE

BUI030	12/01/1998	2079543	08/24/199	2079543	ISSUED

Patent Report by Country

Patent Report by Country
Status: ISSUED

TITLE REFERENCE#	FILED	SERIAL#	ISSUED	PATENT#	STATUS
UNITED KINGDOM *continued*					
(Clark et al) SHOP FITTINGS (DISPLAY WALL - IN-STORE WALL)					
BUI027	12/01/1998	2079540	12/01/199	2079540	ISSUED
(Weiss et al) DISPLAY FAÇADE (Stuffing Columns)					
BUI025	12/01/1998	2079545	10/20/199	2079545	ISSUED
(Weiss et al) DISPLAY FAÇADE (Zipper Columns)					
BUI026	12/01/1998	2079544	10/20/199	2079544	ISSUED
(Weiss et al) NOVELTY BATH TUB					
BUI028	12/01/1998	2079542	10/23/199	2079542	ISSUED
(Weiss et al) SPOOL CONFIGURED STORAGE BARRELS					
BUI029	12/01/1998	2079539	08/21/199	2079539	ISSUED

UNITED STATES

(Clark et al) IN-STORE WALL					
CLA001	08/23/1998	29/092,544	09/28/199	D414,353	ISSUED
(Weiss et al) DISPLAY FAÇADE (Stuffing Columns)					
WEI001	10/20/1998	29/095,283	10/05/199	D414,814	ISSUED
(Weiss et al) NOVELTY BATH TUB					
WEI003	10/23/1998	29/095,486	08/31/199	D413,280	ISSUED

BUILD-A-BEAR WORKSHOP

PATENTS – PENDING

Patent Report by Country

TITLE REFERENCE#	FILED	SERIAL#	ISSUED	PATENT#	STATUS
AUSTRALIA					
(Weiss et al) TOY ARMOIRE					
MAX001	09/29/1999	3143/99			PENDING
BRAZIL					
(Weiss et al) TOY ARMOIRE					
MAX009	11/09/1999	DI 5902462-3			PENDING
CANADA					
(Weiss et al) TOY ARMOIRE					
MAX007	10/07/1999	1999-2439			PENDING
CHINA					
(Weiss et al) TOY ARMOIRE					
MAX008	10/20/1999	99314599.X			PENDING
JAPAN					
(Clark et al) STORE FIXTURE					
BUI016	02/15/1999	11-3365			PENDING
(Weiss et al) TOY ARMOIRE					
MAX004	10/04/1999	11-26912			PENDING
MEXICO					
(Weiss et al) TOY ARMOIRE					
MAX005		N/A			PENDING
NEW ZEALAND					
(Weiss et al) TOY ARMOIRE					
MAX006	10/06/1999	400005			PENDING
UNITED KINGDOM					
(Collida et al) STUFFING MACHINE					
BUI031	12/02/1998	2079541			PENDING
(Weiss et al) TOY ARMOIRE					
MAX010	10/01/1999	2087073			PENDING

Patent Report by Country

TITLE REFERENCE#	FILED	SERIAL#	ISSUED	PATENT#	STATUS

UNITED STATES

(Clark et al) STORE FIXTURE

CLA002	08/24/1998	29/092,639			PENDING

(Collida et al) STUFFING MACHINE

COL001	10/09/1998	29/094,802			PENDING

(Weiss et al) DISPLAY FAÇADE (Zipper Columns)

WEI002	10/20/1998	29/095,270			PENDING

(Weiss et al) TOY ARMOIRE

WEI005	08/09/1999	29/109,055			PENDING

(Weiss et al) SPOOL CONFIGURED STORAGE BARREL

WEI004	08/28/1998	29/092,565			PENDING

SCHEDULE C

BUILD-A-BEAR WORKSHOP, LLC
COPYRIGHTS

TITLE	STATUS	REG. NO./DATE
AIR BATH		
13940.543	56	ISSUED 1/26/98: VA 906-636
AUDIO SHELF SOUND STATION		
13940.543	54	ISSUED 1/28/98: VA 906-639
BEAR HANGER		
13940.543	59	ISSUED 1/23/98: VA 850-955
BEAR HEAD		
13940.543	51	ISSUED 7/2/98: VA 935-010
BEAR PROMISE		
13940.543	57	ISSUED 1/20/98: VA 896-239
BEARAMOIRE		
713940.230	PENDING	
BEAREMY		
713940.195	PENDING	
BUILD-A-BEAR STORE DESIGN		
13940.538	29	ISSUED 10/24/97: VA 903-962
BUILD-A-BEAR WORKSHOP & DESIGN		
13940.506	80	ISSUED 6/11/97: VAU405-662

ILD-A-BEAR WORKSHOP, LLC
COPYRIGHTS

BUILD-A-BEAR WORKSHOP THEME SONG

13940.532	86	ISSUED	1/26/98: SRu 380-338

BUTTON DESIGN

13940.543 45	ABANDONED

CENTENNIAL BEAR II

713940.25 1	PENDING

CHOCOLATE BUNNY 2000

713940.25 0	PENDING

OOSE ME MURAL DESIGN

13940.543	62	ISSUED	1/23/98: VA 850-951

CHOOSE ME STUFF ME STITCH ME FLUFF ME

13940.543	48	ISSUED	1/26/98: VA 906-636

CUB CONDO DESIGN

13940.574	52	ISSUED	11/23/98: Vau 312-333

CUB CONDO DESIGN #1

13940.41	PENDING

CUB CONDO VALENTINE DESIGN

713940.42	PENDING

BUILD-A-BEAR WORKSHOP, LLC
COPYRIGHTS

DRESS ME MURAL DESIGN

13940.544	81	ISSUED	1/23/98: VA 850-952

DRESS ME TABLE

13940.543	55	ISSUED	1/28/98: VA 906-638

FLOPPY BEAR

713940.68	ISSUED	8/23/99: VA 966-834

FLOPPY LAMB

713940.23 6	PENDING

UFF ME MURAL DESIGN

13940.544	80	ISSUED	1/23/98: VA 850-953

FLUFFY BUNNY

713940.1	ISSUED	8/19/99: VA 966-751

HALLOWEEN CUB CONDO

713940.26 4	PENDING

HEART IN A BEAR

13940.567	74	ISSUED	7/2/98: VA935-009

MY STORY

13940.543	58	ISSUED	1/20/98: VA 897-897

PERKY PENQUIN

713940.192	PENDING

LD-A-BEAR WORKSHOP, LLC
COPYRIGHTS

SPOOL DESIGN

13940.552	59	ISSUED	3/2/98: VA 930 684

STITCH ME MURAL DESIGN

13940.544	82	ISSUED	1/23/98: VA 850-954

STITCH ME TABLE

13940.543	50	ISSUED	1/28/98: VA 906-634

STORE FRONT DESIGN

713940.57 473	PENDING		

STUFF ME MURAL DESIGN

13940.544	83	ISSUED	1/23/98: VA 850-950

STUFFING COLUMNS

13940.548	20	ISSUED	1/29/98: VA 905-637

VALENTINE BEAR 2000

713940.25 2	PENDING		

ZIPPER COLUMNS

13940.548	21	ISSUED	1/28/98: VA 906-635

SCHEDULE D

PENDING OR POTENTIAL CLAIMS

1. Basic Brown Bears, Inc. v. Build-A-Bear Workshop, L.L.C., Case No. C99-1290 DLJ ENE, United States District Court, Northern District of California – includes claims against FLOPPY BUNNY design, STUFFED WITH LOVE, GRIN& BEAR IT, bear painter design, trade secrets and confidentiality agreement claims (including against "Cub Condo design") and related claims.

2. The New York Times Company v. Build-A-Bear Workshop, L.L.C., Opposition No. 115,902. Pending action before U.S. Trademark Trial and Appeal Board regarding registerability of ALL THE NEWS THAT'S BROUGHT TO BEAR based upon alleged conflict with The New York Times' mark ALL THE NEWS THAT'S FIT TO PRINT.

3. Best Friends Foundation. Extension of Time to File Opposition filed against Build-A-Bear Workshop, L.L.C.'s mark WHERE BEST FRIENDS ARE MADE, Application Serial No. 75/247,417, based upon Best Friends Foundation's mark BEST FRIENDS.

4. Extension of Time to File Opposition against the mark BEARISM, Application Serial No. 75/335,759 filed by Bear U.S.A. Inc.

   Extension of Time to File Opposition against the mark BUILD-A-BUG, Application Serial No. 75/335,759 filed by Trendmasters, Inc.

6. First Hand Learning, Inc. has filed a Notice of Opposition against the mark BUILD-A-BUG, Application Serial No. 75/557,108, based upon alleged common law rights in the mark BUILD-A-BUG.

7. The Vermont Teddy Bear Factory, Inc. v. Build-A-Bear Workshop L.L.C., Opposition No. 115,198. Notice of Opposition filed against HEART IN A BEAR trade dress, Application Serial No. 75/434,462.

8. Basic Brown Bears, Inc. v. Build-A-Bear Workshop, L.L.C. – Notice of Opposition No. 116,951 filed against "Cub Condo design" trademark application, Application Serial No. 75/657,901.

745347.01