

The A2 Milk Company – U.S. Trademark Registrations and Pending Applications

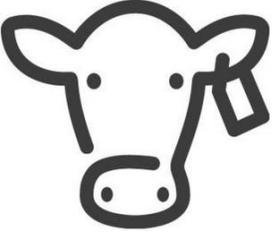
MARK/NAME	GOODS/SERVICES
REGISTERED MARKS	
A2 MILK	<p>Milk</p> <p>*cancellation action filed by Nestle*</p>
TRUE A2	<p>beverages consisting principally of milk; beverages having a milk base; cows' milk; dairy products excluding ice cream, ice milk and frozen yogurt; milk; powdered milk; all of the aforementioned goods contain a2 beta casein protein in whole or substantial part</p> <p>*cancellation action filed by Nestle*</p>
TRUE A2	<p>semen products, namely, animal semen for artificial insemination; animal breeding products and materials, namely, dna and ovum, unfertilised eggs; genetic testing kits composed primarily of cotton swabs for medical use, including for taking dna samples, and also including syringes for taking blood samples, samplers, containers, transport vessels, tags and labels</p> <p>veterinary services; animal breeding services; animal testing services for breeding purposes</p>
	<p>food for infants; powdered milk for babies; dietetic beverages adapted for medical use; animal semen; diagnostic preparations for veterinary purposes for detecting genetic predispositions; diagnostic test reagents for veterinary use; all of the foregoing containing a2 beta casein protein</p> <p>milk powder; milk; butter; cheese; yoghurt; milk beverages, milk predominating; all of the foregoing containing a2 beta casein protein</p> <p>ice cream, frozen yoghurt; flavoured ices; frozen ice cream desserts; all of the foregoing containing a2 beta casein protein</p> <p>veterinary services; animal breeding; providing information relating to animal breeding; genetic testing of animals for breeding purposes; breeding and stud services for cattle</p> <p>*cancellation action filed by Nestle*</p>
	<p>food for infants, namely, human breast milk; powdered milk for babies; milk-based infant formula</p> <p>milk products excluding ice cream, ice milk and frozen yogurt</p>

MARK/NAME	GOODS/SERVICES
	<p>ice cream; frozen yogurt; edible ices; desserts in the nature of bakery desserts, dessert puddings and ice cream desserts; all of the foregoing containing a2 beta-casein protein</p>
	<p>milk; milk products, namely, full cream, milk powder, full cream milk powder, skim milk powder, yogurt, yogurt powder, buttermilk powder; whey and whey powder, butter, cheese; milk beverages, namely, flavored milk</p>
	<p>food for infants consisting in whole or substantial part of dairy cow's milk and dairy cow's milk products containing the a2 milk protein; milk and milk powder for infants containing the a2 milk protein; casein dietary supplements containing the a2 milk protein</p> <p>milk containing the a2 milk protein; milk products, namely, full cream, milk powder, full cream milk powder, skim milk powder, yogurt, yogurt powder, buttermilk powder all of the foregoing containing the a2 milk protein; whey and whey powder, butter, cheese all containing the a2 milk protein; milk beverages with high milk content containing the a2 milk protein</p>
<p>A2 PLATINUM</p>	<p>powdered milk foods for infants; powdered milk for babies; all of the foregoing containing a2 beta-casein protein</p> <p>milk powder; milk; butter; cheese; yoghurt; milk beverages, milk predominating; all of the foregoing containing a2 beta-casein protein</p>
<p>A2TONISHING</p>	<p>food for infants; milk and powdered milk for infants; dietetic beverages, namely, milk and milk-based beverages adapted for medical use; all of the foregoing containing a2 beta casein protein</p> <p>milk powder; milk; butter; cheese; cream; yoghurt; milk beverages, milk predominating; all of the foregoing containing a2 beta casein protein</p>
<p>PENDING APPLICATIONS</p>	
	<p>food for infants; milk and powdered milk for infants; dietetic foods adapted for medical purposes; dietetic beverages adapted for medical purposes; nutritional supplements; protein dietary supplements; all of the foregoing containing a2 beta casein protein</p> <p>milk powder; milk; butter; cheese; cream; yoghurt; milk beverages, milk predominating; all of the foregoing containing a2 beta casein protein</p> <p>ice cream, frozen yoghurt; ices; frozen desserts; all of the foregoing containing a2 beta casein protein</p>

MARK/NAME	GOODS/SERVICES
	<p>Food for infants; milk formula and powdered milk for infants; dietetic foods, namely, milk and milk-based food and beverages, adapted for medical purposes; dietetic beverages, namely, milk and milk-based food and beverages, adapted for medical purposes; nutritional supplements; protein dietary supplements; all of the foregoing containing A2 beta casein protein</p> <p>milk powder; milk; butter; cheese; cream; yoghurt; milk beverages, milk predominating; all of the foregoing containing a2 beta casein protein</p> <p>Ice cream, frozen yoghurt; edible ices; frozen desserts, namely, dessert puddings, ice cream desserts; all of the foregoing containing A2 beta casein protein</p>
<p>A2 ACTIVE</p>	<p>Food for infants; powdered milk for infants; dietetic foods adapted for medical purposes; dietetic beverages adapted for medical purposes; nutritional supplements; powdered nutritional supplement drink mixes; dietary supplemental drinks; protein dietary supplements; protein powder used as dietary supplements; all of the foregoing containing A2 beta casein protein in substantial part</p> <p>Milk powder; milk; butter; cheese; cream; yoghurt; milk beverages, milk predominating; milk-based protein drinks; vitamin-enriched milk; whey; dry whey; all of the foregoing containing A2 beta casein protein in substantial part</p>
<p>A2 ONLY</p>	<p>Food for infants; milk and powdered milk for infants; dietetic foods adapted for medical purposes; dietetic beverages adapted for medical purposes; nutritional supplements; protein dietary supplements; powdered nutritional supplement drink mixes; dietary supplemental drinks; protein powder used as dietary supplements; all of the foregoing containing A2 beta casein protein</p> <p>Milk powder; milk; butter; cheese; cream; yoghurt; milk beverages, milk predominating; milk-based protein drinks; whey; dry whey; all of the foregoing containing A2 beta casein protein</p> <p>Ice cream; frozen yoghurt; edible ices; desserts, namely, bakery desserts, dessert puddings, and frozen desserts, namely, frozen confections; pastries, frozen confectionery; all of the foregoing containing A2 beta casein protein</p>
<p>A2 STORE</p>	<p>Food for infants; powdered milk for babies; dietetic foods adapted for medical purposes; dietetic beverages adapted for medical purposes; dietary and nutritional supplements; protein dietary supplements; all of the foregoing containing A2 beta casein protein</p> <p>Computer software for operating online retail stores; downloadable computer software applications for operating online retail stores; downloadable electronic publications, namely, books, magazines, brochures, booklets, leaflets and informational materials in the field of nutrition</p> <p>Milk powder; milk; butter; cheese; cream; yoghurt; milk beverages, milk predominating; all of the foregoing containing A2 beta casein protein</p> <p>Ice cream; edible ices; frozen yoghurt; desserts, namely, bakery desserts, dessert puddings, and frozen desserts, namely, frozen confections; pastries; frozen confectionery; all of the foregoing containing A2 beta casein protein</p> <p>Retail store services featuring food products or groceries, food for infants and dietary and nutritional supplements; online retail store services featuring food products or groceries, food for infants and dietary and nutritional supplements; wholesale store services featuring food products or groceries, food for infants and dietary and nutritional supplements; customer loyalty program</p>

MARK/NAME	GOODS/SERVICES
	organization and management for issuance and processing of loyalty points for purchasing products
A2 TRUE	<p>Food for infants; milk and powdered milk for infants; dietetic foods adapted for medical purposes; dietetic beverages adapted for medical purposes; nutritional supplements; protein dietary supplements; powdered nutritional supplement drink mixes; dietary supplemental drinks; protein powder used as dietary supplements; all of the foregoing containing A2 beta casein protein</p> <p>Milk powder; milk; butter; cheese; cream; yoghurt; milk beverages, milk predominating; milk-based protein drinks; whey; dry whey; all of the foregoing containing A2 beta casein protein</p>
ATWO	<p>Food for infants; milk and powdered milk for infants; dietetic foods adapted for medical purposes; dietetic beverages adapted for medical purposes; nutritional supplements; powdered nutritional supplement drink mixes; dietary supplemental drinks; protein dietary supplements; protein supplements in the form of powder</p> <p>Milk powder; milk; butter; cheese; cream; yoghurt; milk beverages, milk predominating; milk-based protein drinks, namely, milk-based beverages containing protein; whey; dry whey</p> <p>*opposition filed by Nestle*</p>
DO YOU A2?	<p>food for infants; powdered milk for infants; dietetic foods and beverages, namely, milk and milk-based food and beverages adapted for medical use</p> <p>downloadable electronic publications in the nature of books, magazines in the field of nutrition; electronic downloadable publications provided online from databases or the internet in the nature of books, magazines in the field of nutrition; downloadable computer software applications for mobile phones, portable media players, handheld computers, namely, software for use in database management, use in electronic storage of data; computer software for mobile phones, portable media players, handheld computers, namely, software for use in database management, use in electronic storage of data</p> <p>printed materials, namely, written articles in the field of nutrition; printed publications in the nature of books, magazines, brochures, booklets, leaflets and informational materials in the field of nutrition; photographs</p> <p>milk powder; milk; butter; cheese; cream; yoghurt; milk beverages, milk predominating</p> <p>ice cream; frozen yoghurt; edible ices; desserts, namely, bakery desserts, dessert puddings, ice cream desserts</p> <p>audio, visual and multimedia transmission services; providing access to electronic and online databases</p> <p>providing non-downloadable electronic publications in the nature of books, magazines in the field of nutrition; publication of journals, pamphlets, newspapers; publication of magazines; on-line publication of journals, diaries, blogs and printed forums</p> <p>providing online non-downloadable software for mobile phones, portable media players, handheld computers, namely, software for use in database management, use in electronic storage of data; design and development of software; hosting computer websites; hosting of databases for others</p>
THANK YOU A2	food for infants; powdered milk for infants; dietetic foods and beverages, namely, milk and milk-based food and beverages

MARK/NAME	GOODS/SERVICES
	<p>adapted for medical use</p> <p>downloadable electronic publications in the nature of books, magazines in the field of nutrition; electronic downloadable publications provided online from databases or the internet in the nature of books, magazines in the field of nutrition; downloadable computer software applications for mobile phones, portable media players, handheld computers, namely, software for use in database management, use in electronic storage of data; computer software for mobile phones, portable media players, handheld computers, namely, software for use in database management, use in electronic storage of data</p> <p>printed materials, namely, written articles in the field of nutrition; printed publications in the nature of books, magazines, brochures, booklets, leaflets and informational materials in the field of nutrition; photographs</p> <p>milk powder; milk; butter; cheese; yoghurt; milk beverages, milk predominating</p> <p>audio, visual and multimedia transmission services; providing access to electronic and online databases</p> <p>providing non-downloadable electronic publications in the nature of books, magazines in the field of nutrition; publication of journals, pamphlets, newspapers; publication of magazines; on-line publication of journals, diaries, blogs and forums</p> <p>providing online non-downloadable software for mobile phones, portable media players, handheld computers, namely, software for use in database management, use in electronic storage of data; design and development of software; hosting computer websites; hosting of databases for others</p>
THE A2 MILK COMPANY	<p>Food for infants; milk and powdered milk for infants; dietetic foods adapted for medical purposes; dietetic beverages adapted for medical purposes; nutritional supplements; protein dietary supplements; powdered nutritional supplement drink mixes; dietary supplemental drinks; protein powder used as dietary supplements; all of the foregoing containing A2 beta casein protein</p> <p>Milk powder; milk; butter; cheese; cream; yoghurt; milk beverages, milk predominating; milk-based protein drinks; whey; dry whey; all of the foregoing containing A2 beta casein protein</p>
TRUE A2	bakery desserts; dessert mousse; dessert puddings; edible ices; frozen yoghurt; ice cream
REGISTERED MARKS THAT DO NOT INCLUDE “A2”	
PLATINUM	<p>dried milk preparations being food for babies; milk powder for foodstuffs for babies; milk powder for nutritional purposes for babies; powdered milk foods for infants; preparations for making milk based beverages, namely, powdered nutritional supplement milk based drink mix drink</p> <p>dried milk products, namely, dried milk for food and dried milk powder; preparations for making milk based beverages, namely, milk powder</p>
FEEL THE DIFFERENCE	milk; milk products, namely, full cream, milk powder, full cream milk powder, skim milk powder, yogurt, yogurt powder, buttermilk powder, casein, whey and whey powder, butter, cheese, milk beverages in the nature of flavored milk

MARK/NAME	GOODS/SERVICES
LOVE MILK AGAIN	milk; milk beverages, milk predominating
THE MILK THAT MIGHT CHANGE EVERYTHING	milk
	<p>food for infants; powdered milk for babies; dietetic beverages, namely, milk and milk-based beverages adapted for medical use</p> <p>milk powder; milk; butter; cheese; yoghurt; milk beverages, milk predominating</p>
	<p>food for infants; powdered milk for babies; dietetic beverages adapted for medical use</p> <p>milk powder; milk; butter; cheese; yoghurt; milk beverages, milk predominating</p> <p>ice cream, frozen yoghurt; ices; frozen desserts, namely frozen confections</p>
PENDING APPLICATIONS THAT DO NOT INCLUDE “A2”	
FEEL THE DIFFERENCE	Food for infants; powdered milk for infants; (Based on Intent to Use) dietetic foods adapted for medical purposes; dietetic beverages adapted for medical purposes; nutritional supplements; powdered nutritional supplement drink mixes; dietary supplemental drinks; protein dietary supplements; protein powder in the form of supplements
LOVE COFFEE AGAIN	Milk powder; milk; butter; cheese; cream; yoghurt; milk beverages, milk predominating; milk-based protein drinks; vitamin-enriched milk; whey; dry whey
LOVE MILK AGAIN	<p>food for infants; powdered milk for infants; dietetic foods and beverages, namely, milk and milk-based food and beverages adapted for medical use</p> <p>downloadable electronic publications in the nature of books, magazines in the field of nutrition; electronic downloadable publications provided online from databases or the internet in the nature of books, magazines in the field of nutrition; downloadable computer software applications for mobile phones, portable media players, handheld computers, namely, software for use in database management, use in electronic storage of data; computer software for mobile phones, portable media players, handheld computers, namely, software for use in database management, use in electronic storage of data</p>

MARK/NAME	GOODS/SERVICES
	<p>printed materials, namely, written articles in the field of nutrition; printed publications in the nature of books, magazines, brochures, booklets, leaflets and informational materials in the field of nutrition; photographs</p> <p>milk powder; butter; cheese; cream; yoghurt ice cream; frozen yoghurt; edible ices; desserts, namely, bakery desserts, dessert puddings, ice cream desserts</p> <p>audio, visual and multimedia transmission services; providing access to electronic and online databases</p> <p>providing non-downloadable electronic publications in the nature of books, magazines in the field of nutrition; publication of journals, pamphlets, newspapers; publication of magazines; on-line publication of journals, diaries, blogs and printed forums</p> <p>providing online non-downloadable software for mobile phones, portable media players, handheld computers, namely, software for use in database management, use in electronic storage of data; design and development of software; hosting computer websites; hosting of databases for others</p>
SMART NUTRITION	Milk powder; milk; butter; cheese; cream; yoghurt; milk beverages, milk predominating; protein milk; whey; milk-based protein drinks; vitamin-enriched milk
	<p>Food for infants; milk and powdered milk for infants; dietetic foods adapted for medical purposes; dietetic beverages adapted for medical purposes; nutritional supplements; powdered nutritional supplement drink mixes; dietary supplemental drinks; protein dietary supplements; protein powder (dietary supplement)</p> <p>Milk powder; milk; butter; cheese; cream; yoghurt; milk beverages, milk predominating; milk-based protein drinks; vitamin-enriched milk; whey; dry whey</p>
	<p>Food for infants; milk and powdered milk for infants; dietetic foods adapted for medical purposes; dietetic beverages adapted for medical purposes; nutritional supplements; powdered nutritional supplement drink mixes; dietary supplemental drinks; protein dietary supplements; protein powder (dietary supplement)</p> <p>Milk powder; milk; butter; cheese; cream; yoghurt; milk beverages, milk predominating; milk-based protein drinks; vitamin-enriched milk; whey; dry whey</p>