



LADAS & PARRY LLP
NEW YORK · CHICAGO · LOS ANGELES · LONDON · MUNICH

Introducing
Online Access
to Watch Notices

Watch Services

- ◆ Comprehensive Watch Services:
 - International Trademark
 - Company Name
 - U.S. State Trademark Registration
 - Domain Name
 - U.S. Only
 - U.S. Early Alert
 - Special Watch
 - Internet Watch
 - Customized Watch
- ◆ Timely, Complete and Broad Notification
- ◆ Cost-Effective and Volume Rates
- ◆ All Services Supported by our Law Firm
- ◆ Watch Notices Deliverable Via Email



A watch service is an essential part of an effective brand maintenance and enforcement program. Ladas & Parry's services alert brand owners to potentially conflicting intellectual property rights as they are published in various media and publications around the world.

The Ladas Watch Advantage

- ◆ Backed by over 90 years of Global IP Experience, and over 60 years of reliable Global Watch Service Leadership.
- ◆ We offer exhaustive, reliable and flexible Watch Services executed by trained professionals.
- ◆ Our Trademark Analysts screen out irrelevant Watch Notices and, unless otherwise instructed, only notify you of third party marks that are confusingly similar to yours.
- ◆ Our subscribers pay the same annual fee per mark regardless of the number of classes or jurisdictions being watched; **we do not charge by the class or jurisdiction.**
- ◆ Our Watch Notices, whether in paper format, via email, or through our Website, include the vital information you need in order to decide on a course of action. They also include the name, phone number and email of one of our attorneys who can provide more information and advice.

NEW!
Watch Notices
Available
Online

<http://tmw.ladas.com>



Customized Services

Our service is driven and operated primarily by people, not machines, and permits us to offer broad flexibility in the scope of your surveillance. We customize and deliver whatever type of surveillance you require.

We can narrow or broaden the frame of reference in reporting possible conflicting marks. You can change such criteria as often as you wish. If you are receiving too many Watch Notices, you can instruct narrower watching criteria; if you find that you are receiving an insufficient number of Watch Notices, you can broaden the scope of your surveillance. You can also ask us to provide a broad watch on your house

marks, a narrow watch on your secondary marks or a watch by prefix or suffix. We can provide a broad watch on design marks, reporting any similar designs regardless of class, and a narrow watch on word marks, or vice versa.

Our highly skilled trademark analysts are fluent in most languages of major commerce. We can also provide translations of the goods and services covered by the reported marks.

As an added service, we can also comment on our Watch Notices advising on possible action, an estimate of costs and an evaluation of the chances of success.

International Trademark Watch

- ◆ Extensive coverage of jurisdictions (see back page.)
- ◆ Our Trademark Analysts are fluent in most languages of major commerce and can translate foreign language materials.
- ◆ We watch both word marks and design marks.
- ◆ We identify potentially conflicting applications/registrations based on their similarity to your trademark, including phonetic and graphic similarities, translations, transliterations and connotations.
- ◆ Our highly trained professionals screen all gazettes (from more than 170 jurisdictions) using sophisticated and customized software. Our Watch Service is driven primarily by trained professionals who do not rely solely on automated searches. We find conflicting third party applications that an automated search might miss, and we screen out irrelevant marks that an automated search might pick up.
- ◆ We identify potentially conflicting trademark applications in a timely manner, by email, online service, or facsimile, if necessary.

Company Name Watch

- ◆ Protects your trademark if another company registers it as part of their company name or registers your company name as their own.
- ◆ Covers foreign jurisdictions and a number of states in the United States (see back page.)

U.S. State Trademark Registration Watch

- ◆ Identifies potentially conflicting marks that are registered in states and may never appear on the U.S. Federal Register.

Special Watch

- ◆ Identifies a particular application when published in any particular jurisdiction.

Domain Name Watch

- ◆ Two separate Domain Name Watch Services. One for gTLDs only, the other for ccTLDs and gTLDs.
- ◆ Identifies exact and similar matches via detailed e-mail reports. These, upon request, can also be mailed to you.
- ◆ Provides links to active website, complete Whois reports and links to updated Whois reports.

U.S. Only Watch

- ◆ Identifies potentially conflicting trademark and service mark applications published in the United States Official Gazette.

U.S. Early Alert Watch

- ◆ Identifies potentially conflicting U.S. trademark and service mark applications that were **recently** filed with the USPTO.

Internet Watch

- ◆ Identifies potentially conflicting, misleading or disparaging uses of your trademarks on the Internet through a proprietary web crawling technology that explores the entire worldwide web at regular intervals.
- ◆ Provides monthly reports of potential infringements, counterfeits and disparagements of your trademark(s) on the Internet and highlights those uses which warrant further action based on your company's concerns.

Watch Notices Deliverable Via Email

- ◆ Subscribers of our service have the option of receiving Watch Notices by e-mail, or through our new web portal, at no additional cost, to facilitate meeting urgent deadlines, and aid communication with anyone inside or outside of your organization.



Introducing the Ladas Watch Manager

As a courtesy to our subscribers, at no additional charge, we are now offering our web-based Watch Manager. With internet access, a username and password, you can enjoy the advantages of our web-based Watch Manager.

- ◆ Avoid postal delays and cluttered email folders and access Watch Notices in real time, on a secure and encrypted web page dedicated to you.
- ◆ Manage, maintain, and store your Watch Notices as you see fit through an easy to use interface designed by IP practitioners.

- ◆ Access your Watch Notices from anywhere in the world, and communicate with your colleagues through our "memo" feature.
- ◆ Manage your Watch Notices by importance, region, or any grouping of your choice, by creating folders within your web page.
- ◆ Integrate our web-based Watch Service with other Ladas & Parry online tools and start managing your entire portfolio of brands through a single web portal.

Watch Notice Sample

Our Watch Notices can be sent to as many people connected with your organization as you may wish at no additional charge.

Subscribers of our service have the option of receiving Watch Notices by e-mail, or through our new web portal, at no additional cost, to facilitate meeting urgent deadlines, and aid communication with anyone inside or outside of your organization.

- Trademark being watched
- Jurisdiction being monitored
- Trademark being reported
- Deadline for taking action
- Contact Attorney
- Reported mark as published

Watch Notice

July 19, 2005

Mr. Lawrence Yee
Legal Counsel
The HongKong And Shanghai Hotels, Limited
8th Fl., St. George's Bldg
2 Ice House St., Central
Hong Kong

New York
Tel 212.708.1800
Fax 212.246.8959

Chicago
Tel 312.427.1300
Fax 312.427.6668

Los Angeles
Tel 323.934.2300
Fax 323.934.0202

London
Tel +44.207.242.5566
Fax +44.207.405.1908

MARK WATCHED:
PENINSULA

ITEM FOUND:
Peninsula Club and device as shown in United States

OWNER:
THE HONGKONG & SHANGHAI HOTELS, LIMITED (Your Ref.: H 9038362 US:HP:WOO)
Your Reference: 20611

Dear Mr. Yee:

Attached, as a matter of possible interest, is a clipping of a Trademark, published for opposition, particulars of which are as follows:

SOURCE: United States Official Gazette Part 1 of July 12, 2005
 MARK: Peninsula Club and device as shown
 APPLICANT: Chesterfield Manufacturing Corporation
 APPLICATION NO.: SN 78-472521
 FILING DATE: August 24, 2004
 GOODS: See attached clipping.

The TIME LIMIT FOR OPPOSITION against the above application will expire on August 10, 2005.

If you require further assistance concerning this matter, please contact Robert Alpert.
 Direct telephone number: (212) 708-1860. Email: RALPERT@LADAS.COM.

Very truly yours,
LADAS & PARRY

db:107

THE MARK CONSISTS OF THE WORDS PENINSULA CLUB WITH A PALM FROND DESIGN ABOVE THE LETTER L.

CLASS 9—ELECTRICAL AND SCIENTIFIC APPARATUS
FOR EYEWEAR, NAMELY SPECTACLES AND SUN GLASSES (U.S. CLS. 21, 31, 26, 35 AND 36)

CLASS 18—LEATHER GOODS
FOR LEATHER GOODS, NAMELY BELTS, BANS, BAGS, WALL PETS, ALL-PURPOSE CARRYING BAGS (U.S. CLS. 1, 2, 3, 22 AND 42)

CLASS 25—CLOTHING
FOR APPAREL, NAMELY MEN'S AND WOMEN'S SWEATERS, SHORTS, JACKETS, PANTS, CAPS, HATS, OVERCOATS, RAINWEAR, SOCKS, SHOES, BOOTS, SWIMWEAR, NAMELY SWIMSUITS AND COVER UPS, SPORTS APPAREL AND ACTIVE WEAR, NAMELY: SPORTSWEAR, TANK TOPS, SHORTS, AND JOGGING SUITS (U.S. CLS. 25 AND 19)
DOMINICK J. SALPMI, EXAMINING ATTORNEY

Jurisdictions Covered by our Watch Services

International Trademark Watch Service

United States Federal Register*, Afghanistan, Algeria, Andorra, Anguilla, Antigua & Barbuda, Argentina, Armenia, Aruba, Australia, Austria, Bahamas, Bahrain, Bangladesh, Barbados, Belarus, Belize, Benelux, Bermuda, Bhutan, Bolivia, Botswana, Brazil, British Virgin Islands, Brunei, Bulgaria, Burundi, Cambodia, Canada, Cayman Islands, Chile, China, Colombia, Costa Rica, Croatia, Cuba, Cyprus, Czech Republic, Denmark, Dominica, Dominican Republic, Ecuador, Egypt, El Salvador, Estonia, European Community, Falkland Islands, Fiji Islands, Finland, France, Gambia, Gaza Strip, Georgia, Germany, Ghana, Greece, Guatemala, Guyana, Haiti, Honduras, Hong Kong, Hungary, Iceland, India, Indonesia, Iran, Iraq, Ireland, Israel, Italy, Jamaica, Japan, Jordan, Kazakhstan, Kenya, Korea (South), Kuwait, Kyrgyzstan, Latvia, Laos, Lebanon, Lesotho, Liberia, Libya, Liechtenstein, Lithuania, Macao, Madagascar, Madrid Agreement & Protocol, Malawi, Malaysia, Malta & Gozo, Mauritius, Mexico, Moldova, Monaco, Montserrat, Morocco, Mozambique, Myanmar (Burma), Namibia (South West Africa), Netherland Antilles, New Zealand, Nicaragua, Nigeria, Norway, O.A.P.I., Oman, Pakistan, Panama, Papua New Guinea, Paraguay, Peru, Philippines, Poland, Portugal, Puerto Rico, Qatar, Romania, Russia, St. Kitts-Nevis, St. Lucia, San Marino, Sarawak, Saudi Arabia, Seychelles, Sierra Leone, Singapore, Slovak Republic, Slovenia, South Africa, Spain, Sri Lanka, Sudan, Suriname, Swaziland, Sweden, Switzerland, Syria, Taiwan, Tanganyika, Thailand, Trinidad & Tobago, Tunisia, Turkey, Uganda, Ukraine, United Arab Emirates, United Kingdom, Uruguay, Uzbekistan, Venezuela, Viet Nam, West Bank, Western Samoa, Yemen, Yugoslavia, Zambia, Zanzibar, Zimbabwe

**The United States Official Gazette is included in our International Watch Service .*

Due to internal political, economic and/or social conditions, interruptions in the processing and publication of trademark applications may be experienced periodically in some countries.

Company Name Watch Service

Argentina, Australia, Bolivia, Canada, Chile, Colombia, Costa Rica, Cyprus, Dominican Republic, Ecuador, El Salvador, England & Wales, Honduras, Hong Kong, Iceland, Ireland, Liechtenstein, Lithuania, Mexico, Netherland Antilles, New Zealand, Nicaragua, Northern Ireland, O.A.P.I., Panama, Paraguay, Peru, Portugal, Puerto Rico, Scotland, Singapore, South Africa, Spain, Uruguay, Venezuela

Alaska, Colorado, Delaware, Florida, Idaho, Illinois, Iowa, Kentucky, Maine, Michigan, Minnesota, Mississippi, Nebraska, New York, North Carolina, North Dakota, Pennsylvania, Texas, Utah, Wisconsin

U.S. State Trademark Registration Watch Service

Alabama, Alaska, Arizona, Arkansas, Colorado, Delaware, Florida, Georgia, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, Wyoming

Domain Name Watch Service

gTLD Watch Service covers .COM - .NET - .ORG - .GOV - .EDU - .BIZ - .NAME - .INFO

ccTLD Watch Service covers over 200 Jurisdictions.

*"He that filches from me my good name...
makes me poor indeed"
- William Shakespeare, Othello III, iii*

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