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Prior U.S. Cls.: 100, 101, and 102

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**SERVICE MARK
PRINCIPAL REGISTER**



PACIFIC TELESIS GROUP (NEVADA CORPORATION)
140 NEW MONTGOMERY STREET
SAN FRANCISCO, CA 94105

FOR: ADVERTISING SERVICES, NAMELY, PROMOTING THE GOODS AND SERVICES OF OTHERS BY PREPARING AND PLACING ADVERTISEMENTS IN PRINTED PUBLICATIONS, ELECTRONIC MAGAZINES AND DIRECTORY LISTING DATABASES ACCESSED THROUGH A GLOBAL COMPUTER NETWORK; PROMOTING THE GOODS AND SERVICES OF OTHERS THROUGH AWARDS OF PURCHASE POINTS FOR PRODUCTS AND SERVICES AND BUSINESS DISCOUNTS; PROVIDING RETAIL STORE INFORMATION, SHOPPERS GUIDE INFORMATION AND BUSI-

NESS LISTINGS BY ELECTRONIC MEANS; BUSINESS MANAGEMENT CONSULTING SERVICES; BUSINESS MARKETING CONSULTING SERVICES; BILLING SERVICES; PROVIDING STATISTICAL INFORMATION; DATA PROCESSING SERVICES; REFERRAL SERVICES FOR DESIGN, INSTALLATION AND REPAIR OF TELECOMMUNICATION EQUIPMENT, SYSTEMS AND NETWORK, AND MERCHANDISE PACKAGING SERVICES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 2-0-1997; IN COMMERCE 2-0-1997.

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