

Int. Cl.: 38

Prior U.S. Cls.: 100, 101 and 104

**United States Patent and Trademark Office**

**Reg. No. 2,524,881**

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**SERVICE MARK  
PRINCIPAL REGISTER**



AT&T CORP. (NEW YORK CORPORATION)  
32 AVENUE OF THE AMERICAS  
NEW YORK, NY 10013

FOR: TELECOMMUNICATIONS SERVICES,  
NAMELY, THE ELECTRONIC TRANSMISSION OF  
VOICE, DATA, FACSIMILE MESSAGES, VIDEO  
SIGNALS, AND ELECTRONIC MESSAGES, IN  
CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 11-0-2000; IN COMMERCE 11-0-2000.

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE JAPANESE IDEOGRAMS MEAN-

ING "DIAL AND SAVE" AND "10-10-345", APART  
FROM THE MARK AS SHOWN.

THE STIPPLING SHOWN IN THE MARK IS  
MERELY TO INDICATE SHADING.

THE PHONETIC PRONUNCIATION OF THE JA-  
PANESE CHARACTERS SET FORTH IN THE  
DRAWING IS "KAKETE, TOKUSHIYOU, ICHI-  
ZERO, ICHIZERO, SAN YON GO". THE BACK  
TRANSLATION IS "DIAL AND SAVE 10 10 345".

SER. NO. 76-198,718, FILED 1-23-2001.

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