

From: Martin, Christine

Sent: 1/13/2014 10:41:46 AM

To: TTAB EFiling

CC:










Subject: U.S. TRADEMARK APPLICATION NO. 85673832 - THE HALLMARK - 109250-801 - Request for
Reconsideration Denied - Return to TTAB - Message 2 of 9

Attachment Information:

Count: 6

Files: 3-1.jpg, 3-2.jpg, 4-1.jpg, 4-2.jpg, 6.jpg, 7.jpg

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ASSISTED LIVING

THE COMFORTS OF HOME MINUS THE WORK AND WORRY.

If you need a little extra support and assistance, our traditional assisted living or senior living communities are designed to be a warm and caring option for you. We offer a broad spectrum of activities such as wellness programs, community outings, socialization and personal care to enhance your life. It is the comforts and privacy of home without the work and worry. Our services are offered in a variety of settings to meet your needs. Many of our assisted living centers operate under the Springhouse name.

Our communities are designed specifically with you in mind. They are places that let you maintain control over your life by encouraging choices and independence while maintaining the comforts of home. We offer a selection of beautiful accommodations with private baths and ample closet space. Many also have kitchenettes. We provide an emergency call system, weekly housekeeping, linen service and delicious meals. Common areas, lounges, courtyards and patios along with planned activities provide many choices in how you want to spend your day.

OUR BLOG

SN

7 Jan 2014

Success Stories: Washington Township

"You have one great facility, full of wonderful and caring professionals."

SN

3 Jan 2014

Flu Season

Influenza is a contagious respiratory illness caused by viruses.

SN

24 Dec

spend your day.

Some of our skilled nursing and rehabilitation centers also offer assisted living on their campuses.

For more information about our senior living communities, please call 1.888.478.2410 between 9 a.m. and 11 p.m. Eastern Time to speak to a representative. After hours, you can e-mail us at help@hcr-manorcare.com, and a representative will contact you the next day. You can also use our [online search tool](#) to find a facility near you.

SN 31 Dec
OR 2013

Success Stories:
West Palm
Beach

"I was always
treated with
respect by the
therapists and
would rate the
therapy staff as
excellent."

HEALTH
TIPS

RESOURCES

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Care Specialties
About HCR ManorCare
Health Care Resources
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Quality Report
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Notice of
Information
Practices

CARE SPECIALTIES

HCR ManorCare
Corporate
Skilled Nursing and
Rehab
Memory Care
Assisted Living
Independent Living
Outpatient
Rehabilitation
Home Health Care
Hospice Care
IV Care

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INDEPENDENT LIVING

FREEDOM, CONFIDENCE AND QUALITY OF LIFE.

When you no longer want the responsibilities of running a household, independent living may be the right option for you. We have a committed team of professionals dedicated to providing quality senior living with genuine care. Recognizing your unique needs, we offer a continuum of care which includes a combination of enjoyable activities, companionship, security and comfortable upscale living.

Our goal is to enhance your quality of life through wellness programs, creative activities, socialization and personal care services in a warm and caring environment. We offer a variety of well-designed accommodations, nicely decorated lodgings, security systems, individual climate control, and a range of social gatherings and recreational programs.

Many of our locations are located on a campus with a skilled nursing and rehabilitation center. So if you ever need additional services after an illness, injury or surgery, you can receive care close to home.

OUR BLOG

 7 Jan 2014
Success Stories: Washington Township
"You have one great facility, full of wonderful and caring professionals."

 3 Jan 2014
Flu Season
Influenza is a contagious respiratory illness caused by viruses.

 24 Dec

Residents get together to exchange a friendly hello or discuss current events over delicious and nutritious meals served in our elegant dining room. You always have the option of having your meal delivered or preparing your own light meal at home.

For more information about our senior living communities, and pricing and payment options, please call 1.888.478.2410 between 9 a.m. and 11 p.m. Eastern Time to speak to a representative. After hours, you can e-mail us at help@hcr-manorcare.com, and a representative will contact you the next day. You can also use our [online search tool](#) to find an independent living facility near you.

SN 31 Dec
OR 2013

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Care Specialties
About HCR ManorCare
Health Care Resources
Careers at HCR ManorCare
Contact Us

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Quality Report
Site Map
Terms of Use
Privacy Policy
Notice of
Information
Practices

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Skilled Nursing and
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Memory Care
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