

From: Martin, Christine

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To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85673832 - THE HALLMARK - 109250-801 - Request for
Reconsideration Denied - Return to TTAB - Message 4 of 9

Attachment Information:

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Files: 11-2.jpg, 12-1.jpg, 12-2.jpg


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**Elmwood Commercial;
You Do Have A Choice**

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Elmwood Communities
Home Office
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Skilled Nursing, Long-Term Care & Rehabilitation
Specialized care for those who require around-the-clock, physician-ordered medical care and assistance with daily living activities.

Rehabilitation Therapy
Physician-ordered Physical, Occupational, Hand, Speech and Aquatic Therapy services. Inpatient and outpatient services.

Specialty Services
Warm Water Aquatic Therapy, Sleep Diagnostic Services, Hearing/Audiology Services and Day Springs Program for IDD adults.



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Elmwood Communities

Independent Living • Assisted Living • Nursing Home & Long-Term Care
Skilled Nursing • Specialty Hospital (LTACH) • Rehabilitation Services



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Services

INDEPENDENT LIVING (AGES 55+)

A worry-free, maintenance-free lifestyle for adults that offers couples and individuals the opportunity to remain independent with the added benefit of assistance, if and when needed.

Elmwood Village offers 1, 2, and 3-bedroom Garden Homes designed for privacy and independence. These totally handicapped accessible, quality built homes are absolutely stunning and offer all of the comforts of home including walk-in closets, cozy fireplaces, spacious kitchens and dining areas, indirect lighting, and so much more.

Available in: [Green Springs](#) (Click on location for more information)

ASSISTED LIVING

A lifestyle alternative for seniors who are finding it too difficult to live at home. The combination of housing, personalized support services and health care are designed to assist with daily living activities such as eating, bathing, dressing, laundry, housekeeping, and assistance with medication administration. Now seniors have the opportunity to live as independently as possible in a safe and secure home-like residential setting.



Note: Some Elmwood Assisted Living communities offer skilled nursing care on a limited basis, along with Alzheimer's and Dementia/Memory Care.

Assisted Living offers: 24-hour nursing care & support, a nurse-call system, medication administration, social activities, day trips, onsite rehabilitation therapy, fine dining & refreshments, transportation, daily housekeeping, laundry service & much more.

NURSING HOME & LONG-TERM CARE

Elmwood offers nursing home services on both their east and west campuses in Green Springs. Each campus serves a certain population and is designed to help care for those who may require special nursing or rehabilitative care, and other supervised needs. Personal care services include: assistance in walking, bathing, dressing, and eating, with special diets available as prescribed by a physician. With the emphasis on quality living, the aim is to help a person care for himself or herself to the best of their ability. However, most residents usually come for long-term care resulting in permanent residency.



Our east campus Nursing Home specializes in caring for frail seniors, ages 75 and older, along with those suffering from Alzheimer's and other forms of dementia.

The west campus Long-Term Care facility is located within our Healthcare Center and provides care for residents ages 18 to 75. This unit specializes in caring for those with spinal cord injuries, are comatose or cognitively unaware, or need special respiratory care.

Twenty-four hour nursing care is provided in all Skilled Nursing facilities.

Care can be paid by the individual, and may be funded by Medicaid or Medicare programs, or through private long-term care insurance. Elmwood is Medicare and Medicaid certified.

Available in Green Springs: (Click on location for more information)

- [Elmwood Nursing Home at The Springs - East Campus](#)
- [Elmwood Healthcare Center at The Springs - West Campus](#)



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- **Elmwood Healthcare Center at The Springs - West Campus**
- **Elmwood Skilled Nursing of Fremont - Opening 2014**

Some rehabilitative care services are also available in **Fremont, New Bremen and Tiffin**

DAY & RESPITE CARE (SHORT TERM CARE)

Day Care Services are provided to those residents who may live at home but need occasional assistance when personal caregivers or family members are unavailable. Also available for those with *Alzheimer's or memory impairments. (*Tiffin and Fremont only)

Program offers:

- Flexible hours-minimum of 4 per day available / days a week
- Delicious meals and snacks
- Personal care and attention to medical needs
- Daily activities

Available in: **Fremont, Green Springs, New Bremen and Tiffin**



ALZHEIMERS & MEMORY CARE

Specialized care for memory-impaired individuals provided in a safe and secure home-like environment. Elmwood offers a separate neighborhood uniquely designed to meet the special needs of these residents. Each Reminiscence Neighborhood is designed to be both safe and stimulating. This distinctive environment provides cues and reminders to the residents, allowing them to be involved in the activities of daily living with the level of safety and security they need.

Each Reminiscence Neighborhood provides the following services and amenities:

- Ongoing, individualized assistance with personal care
- Nurse Call system
- Incontinence management
- Delicious, nutritious meals and snacks
- Therapeutic activities by specially trained staff
- Wellness visits by licensed nurses
- Ongoing communication between staff, family and physicians
- Family support groups & reference library

In addition, each Reminiscence Neighborhood offers:

- Private or companion suites
- Beautifully decorated common areas for activity and relaxation
- Daily housekeeping and laundry
- Fire and safety protection

Fremont, New Bremen and Tiffin (Click on location for more information)

SKILLED NURSING & REHABILITATION SERVICES

Elmwood offers Skilled Nursing and Rehabilitation Services on both their east and west campus. Specialized care for those who require physician ordered skilled nursing care typically ordered after a 3-day hospital stay. An average stay is 120 days or less. Physical, occupational, and speech therapy services are available onsite, six days a week. This unit specializes in post-operative orthopedic surgery care. Other nursing care services available include: IV/TPN Therapy, dressing changes, special diets, wound care, complex respiratory services, Hospice, & respite care. Warm-water aquatic therapy is also available onsite. Twenty-four hour nursing care is provided in all Skilled Nursing facilities. After an individual receives their skilled nursing services, they are often discharged to home, an assisted living or a long-term care nursing home, all of which are available in Elmwood Communities.

