

## ASU PENDING AND REGISTERED TRADEMARKS WITH THE UNITED STATES TRADEMARK OFFICE

In using this chart, please be aware of the following:

1. This chart is for ASU internal use only.



2. Please check USPTO website to confirm all information.











3. This chart covers only United States trademark information for marks owned by ABOR for and on behalf of ASU, and marks registered to the Thunderbird School of Global Management, an Arizona nonprofit corporation (TSGM), each of which is marked with an \*.

4. This chart does not include any common law, state, or foreign trademark uses, applications, or registrations. Nor does it include marks owned by any ASU Component Units (other than TSGM), such as ASU Enterprise Partners.

6. Use the ® with all registered marks.



7. For questions or more information, contact [sundevillicensing@asu.edu](mailto:sundevillicensing@asu.edu)

As of July 22, 2019			
Mark Description	Mark as Registered	Registration Number	Goods and Services
ACT*	ACT*	4592751	35 Int. Association services, namely, promoting the interests of the alumni of a graduate school in the field of international management
ALUMNI COUNCIL OF THUNDERBIRD*	ALUMNI COUNCIL OF THUNDERBIRD*	4600776	35 Int. Association services, namely, promoting the interests of the alumni of a graduate school in the field of international management
ARIZONA STATE UNIVERSITY 1885 Seal design		1452194	21 IC: Mugs, cups, glasses, tumblers, containers for food, and portable household containers not of metal
ARIZONA STATE UNIVERSITY 1885 Seal design		5068400	16 IC: note cards; sticky memo pads; blank journals; paperweights; notebooks; folders; notepad holders; binders; day planners; document portfolios; decals 20 IC: Diploma frames 25IC: T-shirts; sweatpants; sweatshirts
ARIZONA STATE	ARIZONA STATE	1439228	25 IC: T-SHIRTS, SWEATSHIRTS, SWEAT PANTS, SHORTS, GOLF SHIRTS, SCARVES, GLOVES, HATS, CAPS, SOCKS, JACKETS, JERSEYS, AND SWEATERS
ARIZONA STATE	ARIZONA STATE	1448545	21 IC: MUGS, CUPS, GLASSES, TUMBLERS, CONTAINERS FOR FOOD, AND PORTABLE HOUSEHOLD CONTAINERS NOT OF METAL
ARIZONA STATE	ARIZONA STATE	1499948	41 IC: Educational and entertainment services, provided both on and off campus, namely, producing and creating classroom instruction, seminars, field trips, lectures, discussions, individual tutoring and counseling, laboratories, films, slide shows and other special programs, both independently of and as part of accredited graduate and undergraduate degree programs, post degree programs, and continuing adult education; presenting cultural, dramatic, musical, intellectual and entertaining exhibitions, programs and events for students, faculty and general public; planning and presenting intramural, intercollegiate and exhibition athletic and sporting events including football, basketball, track and field, gymnastics, baseball, wrestling, volleyball, badminton, golf, tennis, archery, softball, swimming and diving, cross-country, and the like.
ARIZONA STATE UNIVERSITY	ARIZONA STATE UNIVERSITY	5635618	42 IC: Scientific research; providing temporary use of on-line non-downloadable software for use in scientific research, namely, for use in data management and distribution in the fields of the arts and humanities, the social, physical, biological and medical sciences, technology, law, agriculture, business, and industry; providing on-line searchable databases relating to scientific research, in the fields of the arts and humanities, the social, physical, biological and medical sciences, technology, law, education, engineering, innovation, sustainability, journalism, business, and industry, for scientific research purposes; scientific laboratory services; product research and development; materials testing and evaluation; product testing.
ARIZONA STATE UNIVERSITY	ARIZONA STATE UNIVERSITY	4308701	14 IC: Charms; Clocks; Cuff links; Jewelry; Ornamental pins; Rings; Tie clips; Tie tacks; Watches
ARIZONA STATE UNIVERSITY	ARIZONA STATE UNIVERSITY	4308702	18 IC: Athletic bags; backpacks; briefcase-type leather portfolios; coin purses; leather key chains; luggage tags; pet accessories; namely, collars and leashes for dogs and cats; pet clothing; purses; tote bags; umbrellas; wallets
ARIZONA STATE UNIVERSITY	ARIZONA STATE UNIVERSITY	4308703	28 IC: Balloons; Christmas tree ornaments and stockings; games and playthings, namely, board games, dolls, mini toy helmets, plush toys; sporting articles, namely, baseballs, basketballs, basketball backboards, divot repair tools for golfers, footballs, golf ball markers, golf bags, golf balls, golf club head covers, golf gloves, golf tees, soccer balls, volleyballs
ARIZONA STATE UNIVERSITY	ARIZONA STATE UNIVERSITY	1450896	25 IC: T-SHIRTS, SWEATSHIRTS, SWEAT PANTS, TANK TOPS, SHORTS, GOLF SHIRTS, NECK TIES, HATS, CAPS, SOCKS, JACKETS, JERSEYS, AND SWEATERS
ARIZONA STATE UNIVERSITY	ARIZONA STATE UNIVERSITY	1448546	21 IC: MUGS, CUPS, GLASSES, TUMBLERS, CONTAINERS FOR FOOD, AND PORTABLE HOUSEHOLD CONTAINERS NOT OF METAL
ARIZONA STATE UNIVERSITY	ARIZONA STATE UNIVERSITY	1449597	16 IC: PUBLICATIONS NAMELY, HANDBOOKS PAMPHLETS, MANUALS, BROCHURES, PROGRAMS, NEWSPAPERS, SCHEDULES AND OTHER INFORMATIVE PRINTED AND WRITTEN MATERIAL CONCERNING THE UNIVERSITY AND ITS RELATED ACTIVITIES










ARIZONA STATE UNIVERSITY	ARIZONA STATE UNIVERSITY	1499947	41 IC: Educational and entertainment services, provided both on and off campus, namely, producing and creating classroom instruction, seminars, field trips, lectures, discussions, individual tutoring and counseling, laboratories, films, slide shows and other special programs, both independently of and as part of accredited graduate and undergraduate degree programs, post degree programs, and continuing adult education; presenting cultural, dramatic, musical, intellectual and entertaining exhibitions, programs and events for students, faculty and general public; planning and presenting intramural, intercollegiate and exhibition athletic and sporting events including football, basketball, track and field, gymnastics, baseball, wrestling, volleyball, badminton, golf, tennis, archery, softball, swimming and diving, cross-country, and the like.
AS stylized design		3097817	41 IC: Organizing intramural, intercollegiate and exhibition athletic and sporting events
AS stylized design		3089972	25 IC: baseball caps, knit shirts, polo shirts, sweat shirts, t-shirts, and uniforms
AS stylized design		3089974	16 IC: loose leaf binders, 3 ring binders, pens
AS stylized design		3089975	21 IC: beverageware
ASSET and Design		2939799	41 IC: educational services, namely classes, research and testing in the area of using technology to strengthen both teaching and learning in the classroom; providing professional development and curriculum resources, namely development and dissemination of educational materials in the field of technology in the classroom; and providing online educational and assessment courses in regard to training of teachers in the use of technology, use of technology by students and evaluation of technology skills in the classroom
ASU	ASU	5766627	42 IC: Scientific research; temporary use of on-line non-downloadable software for use in scientific research; providing databases relating to scientific research; laboratory services; product research and development; materials testing and evaluation; product testing
ASU	ASU	1433973	25 IC: T-SHIRTS, SWEATSHIRTS, SWEAT PANTS, TANK TOPS, SHORTS, GOLF SHIRTS, NECK TIES, HATS, CAPS, SOCKS, JACKETS, JERSEYS, AND SWEATERS
ASU	ASU	1449742	21 IC: MUGS, CUPS, GLASSES, TUMBLERS, CONTAINERS FOR FOOD, AND PORTABLE HOUSEHOLD CONTAINERS NOT OF METAL
ASU	ASU	1462309	41 IC: EDUCATIONAL AND ENTERTAINMENT SERVICES NAMELY, OFFERING UNDERGRADUATE, GRADUATE, POST-GRADUATE AND CONTINUING ADULT INSTRUCTION; SPONSORING ATHLETIC EVENTS; AND PRESENTING CULTURAL, DRAMATIC AND MUSICAL ENTERTAINMENT EVENTS
ASU	ASU	5525349	43 IC: Making hotel reservations for others; hotel services; restaurant services; bar services; catering services; providing hotel accommodations; hotels; arranging and providing temporary accommodations for others
ASU	ASU	Pending, not yet registered	43 IC: Continuing care retirement communities (CCRCs) in the nature of assisted living and independent living facilities; Providing assisted living facilities; providing continuing care retirement community living facilities; retirement homes
ASU and Design		2147703	20 IC: hand held mirrors, non-metal key fobs, non-metal key rings, non-metal letter boxes, non-metal key chains, non-metal name plates, non-metal trophies, picture frames, plastic key chain tags, plastic name badges, plastic novelty license plates, plastic key tags, seat cushions, wood boxes
ASU and Design		2147704	21 IC: beverage glassware, beverageware, coffee cups, cups, drinking glasses, earthenware mugs, glass beverageware, glass mugs, mugs, plastic cups
ASU and Design		2147705	25 IC: Aprons, athletic footwear, athletic uniforms, blouses, boxer shorts, golf shirts, golf shoes, gym shorts, gym suits, hats, head wear, infantwear, knit shirts, neckties, neckwear, polo shirts, robes, sport shirts, sweat bands, sweat pants, sweat shirts, sweat shorts, sweat suits, sweaters, T-shirts, tank tops, tennis wear, uniforms, wrist bands.
ASU and Design		2147706	18 IC: all purpose athletic bags, backpacks, book bags, fanny packs, knapsacks, luggage tags, tote bags, travel bags
ASU and Design		2149373	16 IC: address books, address labels, announcement cards, appliques in the form of decals, appointment books, ball-point pens, bookmarks, bulletin boards, bumper stickers, business cards, business forms, calendar desk pads, calendars, cardboard boxes, check books, checkbook covers, christmas cards, clip boards, composition books, credit cards, daily planners, date books, decals, desk baskets for desk accessories, desk calendars, desk file trays, desk pads, desk sets, desk stands and holders for pens, pencils, and ink, desk top organizers, desk top planners, diaries, engagement books, envelopes, file folders, gift cards, greeting cards, lap boards for reading and writing, loose leaf binders, maps, merchandise bags, notebooks, note cards, paper banners, paper name badges, paper pennants, paperweights, pencils, pens, picture postcards, pocket calendars, price tags, printed awards, printed tickets, rubber stamps, stationery, stationery folders, telephone directories, wall calendars, wrapping paper, writing pads, writing paper, writing tablets

ASU and Design		2147708	14 IC: alarm clocks, charms, clocks, costume jewelry, jewelry, ornamental lapel pins, ornamental pins, precious metal money clips, precious metal trophies, rings being jewelry, tie clips, tie tacks, wall clocks, watch bands, watches, wristwatches
ASU and Design		2231419	41 IC: Educational and entertainment services, provided both on and off campus, namely, providing classroom instruction, seminars, field trips, lectures, discussions, individual tutoring, laboratories, films, slide shows and other special programs, both independently of and as a part of accredited graduate and undergraduate degree programs, post degree programs, and continuing adult education; executive cultural, dramatic, musical, educational and entertainment exhibitions, programs and events in the nature of performances and
ASU and Design		2147709	28 IC: backboards for basketball, baseballs, basketballs, board games, dolls, golf ball markers, golf balls, rubber action balls, sports balls, stuffed toy animals, tennis balls
ASU BIODESIGN INSTITUTE ARIZONA STATE UNIVERSITY Design		4001403	42 IC: Revised to: Scientific research and medical research; scientific research and medical research; analysis services in the nature of DNA sequencing services for scientific research purposes; providing temporary use of on-line non-downloadable software for use in scientific research for data management and distribution; providing an on-line searchable database in the field of bioscience for scientific research purposes
ASU BIODESIGN INSTITUTE ARIZONA STATE UNIVERSITY Design		4014985	41 IC: Revised to: Education services, namely, providing instruction in the field of bioscience; community outreach services, namely, providing education in the field of bioscience; research in the field of education; publishing and issuing scientific papers in relation to bioscience
ASU BIODESIGN INSTITUTE ARIZONA STATE UNIVERSITY Design		4001402	38 IC: Providing access to databases
ASU BIODESIGN INSTITUTE ARIZONA STATE UNIVERSITY Design		4001401	35 IC: Revised to: Business administration assistance services; business consulting services; business incubator services, namely, business marketing services, business management services, and business development services in the nature of start-up support for the businesses of others; rental and leasing of office machinery and equipment
ASU INVESTU	ASU INVESTU	pending, not yet registered	35 IC: Business services, namely, matching potential private investors with entrepreneurs needing funding; and Business intermediary services relating to the matching of potential private investors with entrepreneurs needing funding; Business development services, namely, providing start-up support for businesses of others; Arranging and conducting business competitions for entrepreneurs to compete for seed capital to finance business activities 36IC: Venture capital funding services to emerging and startup companies; providing venture capital, development capital, private equity and investment funding; management of a capital investment fund; capital investment consulting; private equity fund investment services; investment clubs
ASU KED TALKS	ASU KED TALKS	5167476	41 IC: Educational services, namely, producing and conducting educational programs presented by Arizona State University faculty and staff related to research conducted at Arizona State University in the field of business and economic development, leadership, entrepreneurial thinking and entrepreneurship, manufacturing, transportation, megacities, big data, global security, robotics, international development, religion and conflict, global operations, water, health, sustainability, arts, humanities, computing, education, engineering, life sciences, chemistry, earth and space, physics and math, social sciences, law and policy, innovation, and inspiration and related to accomplishments of visiting professors, Arizona State University alumni, and community and business thought leaders
ASU LAW & T-BIRDS ON ICE	ASU LAW & T-BIRDS ON ICE	pending, not yet registered	41IC: Educational services, namely, conducting classes, seminars, conferences, workshops, retreats, camps and field trips in the field of law, entrepreneurship, business, geology, history, and science and distribution of training material in connection therewith
ASU LAW & T-BIRDS ON ICE	ASU LAW & T-BIRDS ON ICE	pending, not yet registered	39IC: Organization of trips; Organization of travel and boat trips
U LIGHTWORKS ARIZONA STATE UNIVERSITY LIGHT INSPIRED SOLUTIONS and Design		4017609	42 IC: Scientific research
ASU ONLINE	ASU ONLINE	4575028	41 IC: Educational services, namely, providing on-line education courses, instruction and training via a global computer network at the undergraduate, graduate, post-graduate and professional levels, and distribution of course materials in connection therewith; Education services in the nature of courses at the university level; Educational services, namely, conducting distance learning instruction at the university level
ASU SCALEU	ASU SCALEU	Pending, not yet registered	42 IC: Scientific and technological services, namely, conducting pilot testing of products and services, and validating and evaluating test results, in the field of education technology
ASU THRIVE	ASU THRIVE	4925502	09 IC: Digital media, namely downloadable electronic publications featuring information on collegiate life, athletics, alumni events, educational programs, entertainment, news and current events and topics of general interest; Mobile applications for viewing and interacting with electronic magazines featuring information on collegiate life, athletics, alumni events, educational programs, entertainment, news and current events and topics of general interest; Downloadable electronic publications in the nature of digital magazines in the field of information on collegiate life, athletics, alumni events, educational programs, entertainment, news and current events and topics of general interest; Downloadable software in the nature of a mobile application for viewing and interacting with digital magazines; Downloadable video recordings featuring information on collegiate life, athletics, alumni events, educational programs, entertainment, news and current events and topics of general interest; Downloadable electronic publications in the nature of a magazine in the field of information on collegiate life, athletics, alumni events, educational programs, entertainment, news and current events and topics of general interest via the internet and wireless devices
ASU UNIVERSAL LEARNING	ASU UNIVERSAL LEARNING	5752959	41 IC: Education services, namely, providing post-secondary classes and skill building programs for learners with a wide range of needs, capacities, and goals; education services, namely, providing on-line post-secondary classes and skill building programs for learners with a wide range of needs, capacities, and goals; training services in the field of learners with a wide range of needs, capacities, and goals
BIODESIGN INSTITUTE	BIODESIGN INSTITUTE	3973259	41 IC: Revised to Research in the field of education; publishing and issuing scientific papers in relation to bioscience
BIODESIGN INSTITUTE	BIODESIGN INSTITUTE	3973293	35 IC: Revised to: Business administration assistance services; business consulting services; business incubator services, namely, business marketing services, business management services, and business development services in the nature of start-up support for the businesses of others; rental and leasing of office machinery and equipment
BIODESIGN INSTITUTE	BIODESIGN INSTITUTE	3973294	38 IC: Providing access to databases

BIODESIGN INSTITUTE	BIODESIGN INSTITUTE	3984392	42 IC: Revised to: Scientific research and medical research; DNA analysis services in the nature of DNA sequencing services for scientific research purposes; providing temporary use of on-line non-downloadable software for use in scientific research for data management and distribution; providing an on-line searchable database in the field of bioscience for scientific research purposes
CASHING IN	CASHING IN	2286315	41 IC: educational services, namely, providing seminars on business topics
CAIPER INTERPROFESSIONAL BY DESIGN	CAIPER INTERPROFESSIONAL BY DESIGN	5695517	16 IC: Printed instructional, educational and teaching materials in the field of interprofessional and team-based healthcare; printed assessment and evaluation materials in the nature of surveys and assessments in the field of interprofessional and team-based healthcare 41 IC: Educational services, namely, developing curriculum, assessment, evaluation and training materials for live trainings all in the field of interprofessional and team-based healthcare; educational services, namely, developing online learning materials in the nature of curricula, assessment and evaluations and eLearning modules all in the field of interprofessional and team-based healthcare; educational services, namely, conducting workshops and live and online trainings in the field of interprofessional and team-based healthcare, and distribution of educational, teaching, assessment and evaluation materials in connection therewith; research in the field of education
CAMPUS METABOLISM and Design		3922934	35 IC: Providing a website featuring information on energy usage management and energy efficiency
CENTER OF THE GALAXY	CENTER OF THE GALAXY	5781234	3 IC: Lip Balm
CONSTRUCTION IN INDIAN COUNTRY	CONSTRUCTION IN INDIAN COUNTRY	4295826	41 IC: Educational services, namely, providing conferences, non-downloadable webinars, seminars and training in the field of construction practices and management and distributing course materials in connection therewith
CONSTRUCTION IN INDIAN COUNTRY and Design		4295829	41 IC: Educational services, namely, providing conferences, non-downloadable webinars, seminars and training in the field of construction practices and management and distributing course materials in connection therewith
CURTAIN OF DISTRACTION	CURTAIN OF DISTRACTION	5045209	25 IC: T-shirts 41 IC: Entertainment in the nature of basketball games; Organizing and conducting athletic competitions and games in the field of basketball; Providing collegiate athletic and sporting events
DAS TOR*	DAS TOR*	1748450	16 Int. student newspaper
DECISION THEATER	DECISION THEATER	3383956	35 IC: Public policy research and analysis services in the area of visualization, modeling and simulation and group collaborative decision making
DOUBLE INFERNO	DOUBLE INFERNO	4948042	41 IC: Fan clubs; Providing collegiate athletic and sporting events
EARNED ADMISSION	EARNED ADMISSION	5493197	41 IC: Educational services, namely, providing courses of instruction at the undergraduate, graduate and post-graduate level and distribution of course materials in connection therewith; educational services, namely, providing online courses of instruction at the undergraduate, graduate and post-graduate level
ECASU	ECASU	Pending, not yet registered	35IC: New business venture development and formation consulting services; business development consulting services; Business services, namely, assisting the owners of intellectual property and intangible assets in finding investors; business strategy development services; Business consulting services, namely, providing assistance in development of business strategies and creative ideation; Business development services, namely, providing start-up support for businesses of others; assistance with business management and planning.
ELEMENTAL:COVERING SUSTAINABILITY	ELEMENTAL:COVERING SUSTAINABILITY	Pending, not yet registered	IC 38: Television broadcasting services focusing on urbanization, climate change, water and renewable energy, and other sustainability issues; radio broadcasting services focusing on urbanization, climate change, water and renewable energy, and other sustainability issues; streaming of audio, video and multimedia material over the Internet focusing on urbanization, climate change, water and renewable energy, and other sustainability issues IC IC 41: Entertainment services, namely, the provision of continuing programs featuring news and commentary delivered in person and by television, radio, satellite and the Internet focusing on urbanization, climate change, water and renewable energy, and other sustainability issues; production of television programs focusing on urbanization, climate change, water and renewable energy, and other sustainability issues; entertainment services, namely, multimedia production services focusing on urbanization, climate change, water and renewable energy, and other sustainability issues
ENTERPRISE COLLABORATORY AT ASU	ENTERPRISE COLLABORATORY AT ASU	Pending, not yet registered	35IC: New business venture development and formation consulting services; business development consulting services; Business services, namely, assisting the owners of intellectual property and intangible assets in finding investors; business strategy development services; Business consulting services, namely, providing assistance in development of business strategies and creative ideation; Business development services, namely, providing start-up support for businesses of others; assistance with business management and planning
FEAR THE FORK	FEAR THE FORK	4305363	16 IC: Posters; decals 18 IC: Travel bags; luggage tags 25 IC: Shirts 41 IC: Entertainment in the nature of dance performances, theater productions, live music concerts, art exhibitions and competitions in the field of athletics
FORKS UP	FORKS UP	5389508	25 IC: Clothing, namely shirts; headwear
GIOS	GIOS	4648007	35 IC: Promoting public awareness of sustainability; public policy research services in the field of sustainability; providing news, information, and commentary in the field of sustainable business solutions; arranging and conducting special events for business purposes in the field of sustainability 37 IC: Providing news, information, and commentary in the field of sustainable construction services pertaining to construction of environmentally-conscious buildings and the installation of heating, cooling and environmental control systems primarily using solar energy, renewable energy resources and rainwater 40 IC: Providing news, information, and commentary in the field of sustainability as it pertains to technical consultation in the field of production of solar energy 41 IC: Education services, namely, providing instruction in the field of sustainability and distributing course material in connection therewith; community outreach services, namely, providing education in the nature of classes, seminars and workshops in the field of sustainability; research in the field of education as it pertains to teaching courses about sustainability; publishing and issuing scientific papers in relation to sustainability; providing a website featuring non-downloadable instructional videos in the field of sustainability; arranging and conducting educational exhibitions in the field of sustainability 42 IC: Scientific research; scientific research in the field of sustainability; providing news, information, and commentary in the field of sustainability as it pertains to wetland habitat development and preservation services, namely, monitoring, testing and analyzing ecological success in the field of environmentally sensitive habitat conservation and preservation of native plants and wildlife; providing news, information, and commentary in the field of sustainability as it pertains to the design of solar photovoltaic systems
GLOBAL MINDSET*	GLOBAL MINDSET*	3276886	41 Int. Educational services, namely, graduate level studies in the field of international management and business

GLOBAL MINDSET INSTITUTE*	GLOBAL MINDSET INSTITUTE*	4767913	35 Int. Personalized business research services, namely, aptitude testing to determine the global business skills of certain personnel; preparing business reports; business consulting and information services; business strategic planning services; expert evaluation and reports relating to business matters; business risk assessment services; business development services; conducting business surveys; database management 41 Int. Business and student education and training services, namely, training on global business and global aptitude; Business training consultancy services 42 Int. Testing, analysis and evaluation of the services and qualifications of others for the purpose of certification
GLOBAL MINDSET INVENTORY*	GLOBAL MINDSET INVENTORY*	4767825	35 Int. Personalized global business management research services using an assessment tool, namely, aptitude testing to determine the global business management skills of certain personnel; preparing business management reports based on an assessment tool and related to the aptitude of personnel for understanding global business management skills; business management consulting and information services using an assessment tool and related to improving global business management skills of certain personnel; business management strategic planning services using an assessment tool and for improving global business management skills of certain personnel; expert evaluation and reports using an assessment tool and relating to the aptitude of personnel for understanding global management business skills; business management risk assessment services using an assessment tool and related to global business management skills of certain personnel; business management development services using an assessment tool to further develop the global business management skills of certain personnel; conducting business management surveys using an assessment tool to determine the global business management skills of certain personnel; database management using an assessment tool related to the aptitude of personnel for understanding global business management skills 41 Int. Business and student education and training services using an assessment tool, namely, using an assessment tool for training on global business management and global aptitude for business management; Global business management training consultancy services using an assessment tool 42 Int. Testing, analysis and evaluation of the services and qualifications of others using an assessment tool and for the purpose of certification for conducting aptitude testing to determine the global business management skills of certain personnel
GMI*	GMI*	4806995	35 Int. Personalized global business management research services using an assessment tool, namely, aptitude testing to determine the global business management skills of certain personnel; preparing business management reports based on an assessment tool and related to the aptitude of personnel for understanding global business management skills; business management consulting and information services using an assessment tool and related to improving global business management skills of certain personnel; business management strategic planning services using an assessment tool and for improving global business management skills of certain personnel; expert evaluation and reports using an assessment tool and relating to the aptitude of personnel for understanding global management business skills; business management risk assessment services using an assessment tool and related to global business management skills of certain personnel; business management development services using an assessment tool to further develop the global business management skills of certain personnel; conducting business management surveys using an assessment tool to determine the global business management skills of certain personnel; database management using an assessment tool related to the aptitude of personnel for understanding global business management skills 41 Int. Business and student education and training services using an assessment tool, namely, using an assessment tool for training on global business management and global aptitude for business management; Global business management training consultancy services using an assessment tool 42 Int. Testing, analysis and evaluation of the services and qualifications of others using an assessment tool and for the purpose of certification for conducting aptitude testing to determine the global business management skills of certain personnel
Hand Fork Design		4631228	25 IC: Clothing, namely t-shirts 41 IC: Educational services, namely, providing courses of instruction at the college, graduate and post-graduate level and distributing materials in connection therewith; Entertainment services in the nature of conducting collegiate athletic and sporting events; providing information relating to collegiate athletic and sporting events
HOUSE OF HEAT	HOUSE OF HEAT	4993558	25 IC: Clothing, namely shirts 35 IC: Retail gift shops 41 IC: Providing various facilities for an array of sporting events, sports and athletic competitions and awards programs; rental of stadium facilities; entertainment in the nature of football games; entertainment services, namely, organizing and conducting an array of athletic events rendered live and recorded for the purpose of distribution through broadcast media; entertainment in the nature of competitions in the field of athletics; arranging and conducting athletic competitions; organizing and conducting college sport competitions and athletic events; providing collegiate athletic and sporting events
INNOVATIONSPACE	INNOVATIONSPACE	3471407	41 IC: Education services, namely, providing courses at the university level in the field of research and development for new products which serve social needs and minimize impacts on the environment 42 IC: Research and development for new products for others which serve social needs and minimize impacts on the environment
J-DSP	J-DSP	3556685	09 IC: Educational software featuring instruction in the fields of mathematics and engineering
J-DSP EDITOR and Design		3983150	09 IC: Educational software featuring instruction in the fields of mathematics and engineering
KAET	KAET	2226132	38 IC: television broadcasting, cable television broadcasting and cable television transmission
KAET	KAET	2230722	41 IC: entertainment in the nature of television news shows; production of television programs; television production; cable television programming; production of closed captioned television programs; distribution of television programming for others; entertainment in the nature of on-going television programs in the fields of news, comedy, variety, education, science, drama, theater, arts, arts and crafts, talk and business; television show production and television show programming
LEARN TO THRIVE	LEARN TO THRIVE	4921048	41 IC: Educational services, namely, providing courses of instruction at the college, graduate and post-graduate level and distributing course materials in connection therewith; Entertainment services in the nature of providing collegiate athletic and sporting events; production of radio and television programs; providing information relating to collegiate athletic and sporting events
LIGHTWORKS	LIGHTWORKS	3824745	42 IC: Scientific research
MACROTECHNOLOGY WORKS	MACROTECHNOLOGY WORKS	3659386	35 IC: Advisory services, consulting services and technical assistance with regard to business planning, business analysis, business management, and business organization; business consulting, management, planning and supervision services; providing technical assistance in business operations relating to the impact of the research, development, and production of goods and services from inception to production
Maroon and Gold Fight Song (sensory) sound mark	Maroon and Gold Fight Song (sensory) sound mark	5212115	41 IC: Providing collegiate athletic and sporting events

ME3	ME3	5071070	35 IC: Career planning services; providing career information; providing on-line employment information in the field of careers 36 IC: Providing a web site that features information on attending college and university; providing a web site featuring information and non-downloadable videos in the field of college and university admissions and courses of study; providing a web site featuring non-downloadable videos in the field of college and university financial aid 41 IC: Providing a web site that features information on attending college and university; providing a website featuring information and videos in the field of college and university admissions, financial aid and courses of study and also featuring non-downloadable software for tracking progress towards meeting admission standards 42 IC: Providing a website featuring on-line non-downloadable software that enables users to track progress towards meeting college or university admission standards
MY THUNDERBIRD*	MY THUNDERBIRD*	2625860	41 Int. Educational services, namely graduate-level studies in the field of international management
MyiLOGS	MyiLOGS	4597947	09 IC: Downloadable computer software for education, training, and project management of curricula objectives development, storage, or presentation for both class and individual student levels of learning 41 IC: Educational services, namely, developing curricula objectives for others, in both individual and classroom instruction environments, without regard to specific content or subject matter 42 IC: Providing online non-downloadable software for the development, storage, or presentation of curricula objectives aimed at both individual and group communities without regard to specific content or subject matter
MyiLOGS INSTRUCTIONAL LEARNING OPPORTUNITIES GUIDANCE SYSTEM and Color Design		4597948	09 IC: Computer software accessed online and downloadable in modules to the user's computer, for training and assisting teachers in planning and implementing curricula objectives at both class and student levels 41 IC: Educational services, namely, assisting others in developing curricula objectives and developing curricula objectives for others, regardless of specific fields or subject matter 42 IC: Providing online non-downloadable software that provides an online community for registered users to assist teachers in implementing and planning curricula objectives, regardless of subject matter or specific fields, at both the student and classroom level
NOVUS	NOVUS	5371576	36 IC: Real estate services, namely, rental, brokerage, leasing and management of commercial, office, and retail real estate; listing of real estate; providing real estate listings and real estate information via the internet 37 IC: Real estate development
NOVUS INNOVATION CORRIDOR	NOVUS INNOVATION CORRIDOR	5371577	36 IC: Real estate services, namely, rental, brokerage, leasing and management of commercial, office, and retail real estate; listing of real estate; providing real estate listings and real estate information via the internet 37 IC: Real estate development
Pitchfork Design		4501912	25 IC: Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms
Pitchfork Design		4551583	35 IC: Promotional sponsorship of intramural, intercollegiate and exhibition athletic and sporting events 38 IC: Podcasting and webcasting services
Pitchfork Design		4074579	25 IC: Athletic uniforms; Caps; Caps with visors; Jerseys; Shirts; Tops; Uniforms
Pitchfork Design		3910101	41 IC: Encouraging and providing coaching and facilities for intramural, intercollegiate and exhibition athletic and sporting competitions by organizing, sanctioning, conducting, regulating and governing sports programs and activities in the following sports: football; basketball; track and field; gymnastics; baseball; wrestling; volleyball; badminton; golf; tennis; archery; softball
PROJECT HONEYBEE	PROJECT HONEYBEE	4826268	41 IC: Educational services, namely, conducting programs, classes, and seminars in the fields of healthcare technologies and interdisciplinary approaches for improving healthcare 42 IC: Medical and scientific research in the fields of monitoring and predicting disease progression to improve patient outcomes and reduce healthcare costs; collecting, analyzing, and validating medical and healthcare data retrieved from wearable biosensors; developing and overseeing clinical trials and test the utility of wearable biosensors 44 IC: Consulting services in the field of health
PROJECT HONEYBEE Logo		4817540	41 IC: Educational services, namely, conducting programs, classes, and seminars in the fields of healthcare technologies and interdisciplinary approaches for improving healthcare
SALUTE TO SERVICE	SALUTE TO SERVICE	Pending, not yet registered	41 IC: Providing collegiate athletic and sporting events
SALUTE TO SERVICE	SALUTE TO SERVICE	5304766	25 IC: T-shirts, marketed and sold in connection with collegiate athletic, sporting, and other university-sponsored events and activities, and not in connection with professional American football
SALUTE TO SERVICE	SALUTE TO SERVICE	5276536	14 IC: Commemorative coins, marketed and sold in connection with collegiate athletic, sporting, and other university-sponsored events and activities, and not in connection with professional American football
SOLARSPELL	SOLARSPELL	5643546	09 IC: Computers 35 IC: Compilation of information into computer databases; systemization of information into computer databases; updating and maintenance of data in computer databases; Providing an on-line searchable database featuring employment opportunities and content about employment; Promoting collaboration within the scientific, research, governmental, non-governmental organization, educational, and provider communities to achieve advances in the field educational services provision. 41 IC: Educational services, namely, developing animation based instructions for others in the field of consumer or manufacturing how-to procedures; Mobile library services; On-line library services, namely, providing electronic library services which feature digital newspapers, magazines, photographs and pictures via an on-line computer network; Practical training services in the field of welding; arranging and conducting social entertainment events in the nature of student clubs and societies by student and university administered organizations for educational and entertainment purposes 42 IC: Providing a web hosting platform for digital libraries, educational content and training content

SUN DEVIL	SUN DEVIL	1493595	41 IC: Educational and entertainment services, namely sponsoring athletic events.
SUN DEVIL		4826569	35 IC: Association services, namely, promoting the interests of ASU alumni and their families; On-line business directory featuring businesses owned by alumni; Retail store services featuring books, apparel, school and office supplies; online retail store services featuring apparel, athletic gear, and memorabilia for sports fans; Career placement; Career planning services; Business and advisory services, namely, assisting entrepreneurs, venture capitalists, and employers with creating and finding business opportunities; Business networking services; Association services, namely promoting the interests of college athletic clubs; Association services, namely promoting educational and cultural opportunities for college students and their families; Concession stands featuring souvenirs
SUN DEVIL		4812788	43 IC: Bar services; Catering services; Restaurant and café services; Wine bars
SUN DEVIL Design		1449790	25 IC: T-shirts, sweatshirts, sweat pants, tank tops, shorts, golf shirts, neck ties, hats, caps, socks, jackets, jerseys, and sweaters.
SUN DEVIL Design		1555794	21 IC: Mugs, cups, glasses, tumblers, containers for food, and portable, and household containers not of metal.
SUN DEVIL Design		1446309	16 IC: Publications namely, handbooks, pamphlets, manuals, brochures, programs, newspapers, schedules, and other informative printed and written material concerning the university and its related activities.
SUN DEVIL Design		1470103	41 IC: Educational and entertainment services, namely, sponsoring athletic events.
SUN DEVIL NATION	SUN DEVIL NATION	5114694	25 IC: T-shirts; sweatshirts; and long sleeve T-shirts
SUN DEVIL NATION	SUN DEVIL NATION	5176528	41 IC: Providing collegiate athletic and sporting events; and providing athletic and educational facilities for others
SUN DEVILS	SUN DEVILS	5495594	41 IC: Entertainment services in the nature of providing collegiate athletic and sporting events; providing information relating to collegiate athletic and sporting events; entertainment in the nature of competition in the field of athletics; sponsoring intramural, intercollegiate and exhibition athletic and sporting events, namely, football, basketball, track and field, gymnastics, baseball, wrestling, volleyball, badminton, golf, tennis, archery, softball, swimming and diving, cross-country, and other related sports; fan clubs
SUN DEVILS	SUN DEVILS	1438108	25 IC: T-shirts, sweatshirts, sweat pants, tank tops, shorts, golf shirts, neck ties, hats, caps, socks, jackets, jerseys, and sweaters.
SUN DEVILS	SUN DEVILS	1445084	16 IC: Publications namely, handbooks, pamphlets, manuals, brochures, programs, newspapers, schedules and other informative printed and written material concerning the university and its related activities.
SUN DEVILS	SUN DEVILS	1552926	21 IC: Mugs, cups, glasses, tumblers, containers for food, and portable household containers not of metal.
SUN DEVILS FOR WATER SAFETY	SUN DEVILS FOR WATER SAFETY	Pending, not yet registered	16IC: Printed educational materials in the field of water safety 36IC:Charitable fund raising 41IC: Development and dissemination of printed educational materials of others in the field of water safety; Swimming instruction
Sustainability Design		4447918	35 IC: Promoting public awareness of industry standards and information technology advancements in the field of sustainable products and sustainable business solutions
Sustainability Design		4447919	42 IC: Developing quality control and voluntary industry standards for designing new sustainable products and sustainable business solutions and designing information technology systems in relation thereto; Scientific research in the field of product sustainability and sustainable business practices
TERRITORIAL CUP	TERRITORIAL CUP	5364556	25 IC: T-shirts
TERRITORIAL CUP	TERRITORIAL CUP	4418221	41 IC: Organizing intramural, intercollegiate and exhibition athletic and sporting events, namely, baseball games, basketball games, cross country meets, football games, golf tournaments, gymnastics meets, soccer matches, softball games, swimming meets, diving meets, tennis matches, track and field competitions and volleyball matches; Entertainment in the nature of competitions in the field of athletics
THE BIODESIGN INSTITUTE AT ARIZONA STATE UNIVERSITY	THE BIODESIGN INSTITUTE AT ARIZONA STATE UNIVERSITY	4001398	35 IC: Business administration assistance services; business consulting services; business incubator services, namely, business marketing services, business management services, and business development services in the nature of start-up support for the businesses of others; rental and leasing of office machinery and equipment
THE BIODESIGN INSTITUTE AT ARIZONA STATE UNIVERSITY	THE BIODESIGN INSTITUTE AT ARIZONA STATE UNIVERSITY	4014984	41 IC: Revised to: Education services, namely, providing instruction in the field of bioscience; community outreach services, namely, providing education in the field of bioscience; research in the field of education; Publishing and issuing scientific papers in relation to bioscience
THE BIODESIGN INSTITUTE AT ARIZONA STATE UNIVERSITY	THE BIODESIGN INSTITUTE AT ARIZONA STATE UNIVERSITY	4001399	42 IC: Revised to: Scientific research and medical research; analysis services in the nature of DNA sequencing services for scientific research purposes; providing temporary use of on-line non-downloadable software for use in scientific research for data management and distribution; providing an on-line searchable database in the field of bioscience for scientific research purposes
THE BIODESIGN INSTITUTE AT ARIZONA STATE UNIVERSITY Disclaim INSTITUTE	THE BIODESIGN INSTITUTE AT ARIZONA STATE UNIVERSITY Disclaim INSTITUTE	4037376	38 IC: Providing access to databases
THE LATEST PROCEDURE and design		4511695	38 IC: Television broadcasting, namely, transmission of television programs to the public 41 IC: Entertainment services, in the nature of an on-going television program featuring scientific and medical developments; 42 IC: production of television program; television program syndication; distribution of television programming ; 44 IC: providing a website feature information regarding scientific developments .; providing a website feature information regarding medical developments

