

The Trademark Registration

ORGANIZER



WILLIAMS MULLEN

Six Steps
To Protect
Your Trademarks



The Options Review

You give us information about your business, and the trademarks you are using or intend to use. We then help you to decide whether to consider registration of any of your trademarks, and to understand the priorities, timing and costs involved.

2

The Trademark Filter

We check each trademark that you want to register, and give you an opinion on whether the trademark is likely to be available for registration. We then help you decide whether or not to apply for registration of the trademark.

3

The Registration Expeditor

We prepare and send you the trademark registration application documents. After you provide us with all supporting materials, we file your application. From then on, we use our unique techniques to expedite your application.

4

The Quarterly Reporter

Each quarter, we report to you on the status of your application. If extraordinary circumstances occur, we send you special reports.

5

The Registration Wrap-up

Generally, we obtain and provide you with the original of your trademark registration certificate. If extraordinary circumstances occur, we help you decide whether to withdraw or go forward with your application.

6

The Post-Registration Monitor

We notify you of required post-registration filings, process those filings for you and monitor government records and other sources for potentially conflicting trademarks.

Call 1.888.783.8181 ext. 1213 or e-mail trademarks@williamsmullen.com.

THE KEYSTONE SEARCH PROCESS



THE BEST COMPANIES IN THE WORLD HAVE ACCOUNTABLE, HIGH PERFORMING CULTURES.
THESE CULTURES DON'T HAPPEN BY ACCIDENT, THEY ARE BUILT - ONE HIRE AT A TIME.

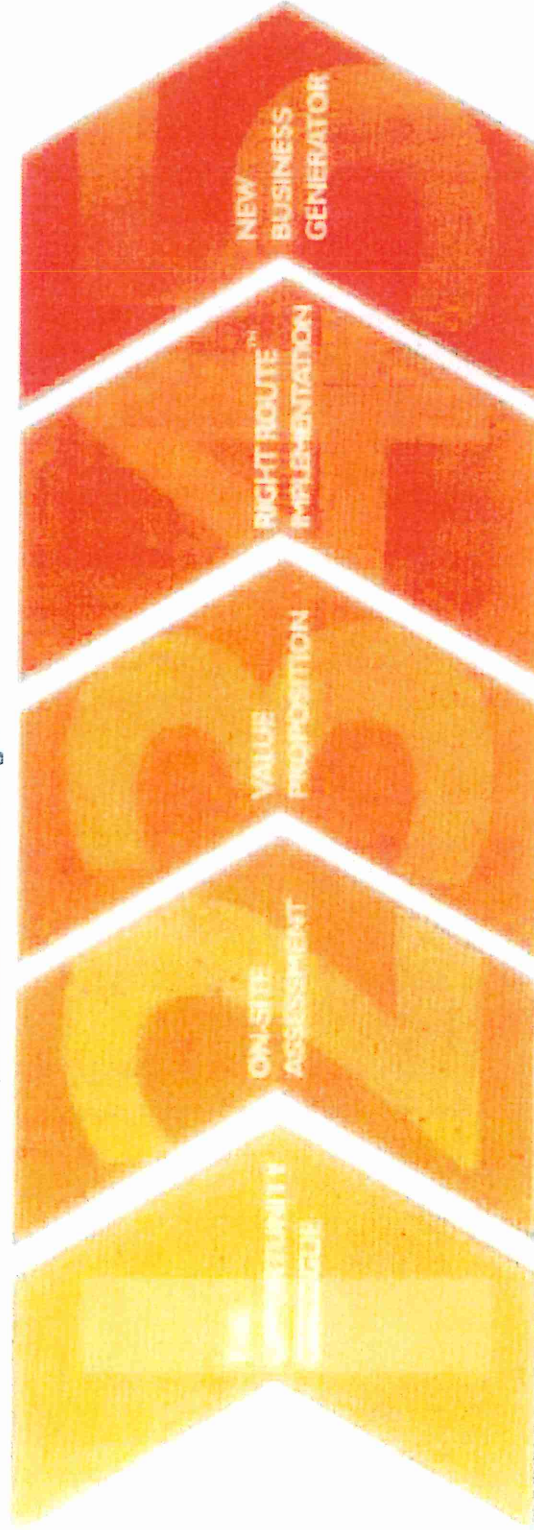
The Right Route™ Audit

734.422.4300 | www.reallycoolsolutions.com



TAKING YOUR BUSINESS NORTH

Onsite assessment to determine opportunities for cost savings.



- SCOPE OF ANALYSIS**
- Canadian or other international markets.
 - Current and planned programs and opportunities.
 - Mail production site visits.
 - Fixed time.
 - Postal compliance.
 - Quantified savings.

- | | | | |
|---|--|--|--|
| <ul style="list-style-type: none"> → Stakeholder meeting → Document objectives → Sponsorship to vendors → Schedule review times | Facility review: <ul style="list-style-type: none"> → Process review → Rate review → Compliance review | <ul style="list-style-type: none"> → Process launch → Transition plan → Status update | <ul style="list-style-type: none"> → Performance targets → Growth opportunities → Continuous review |
|---|--|--|--|

THE **BPS** CUTTING EDGE



Buckeye Power Sales is your power equipment partner. We have been providing equipment solutions to our customers since 1947. The BPS Cutting Edge, illustrated above, helps you get your job done by:

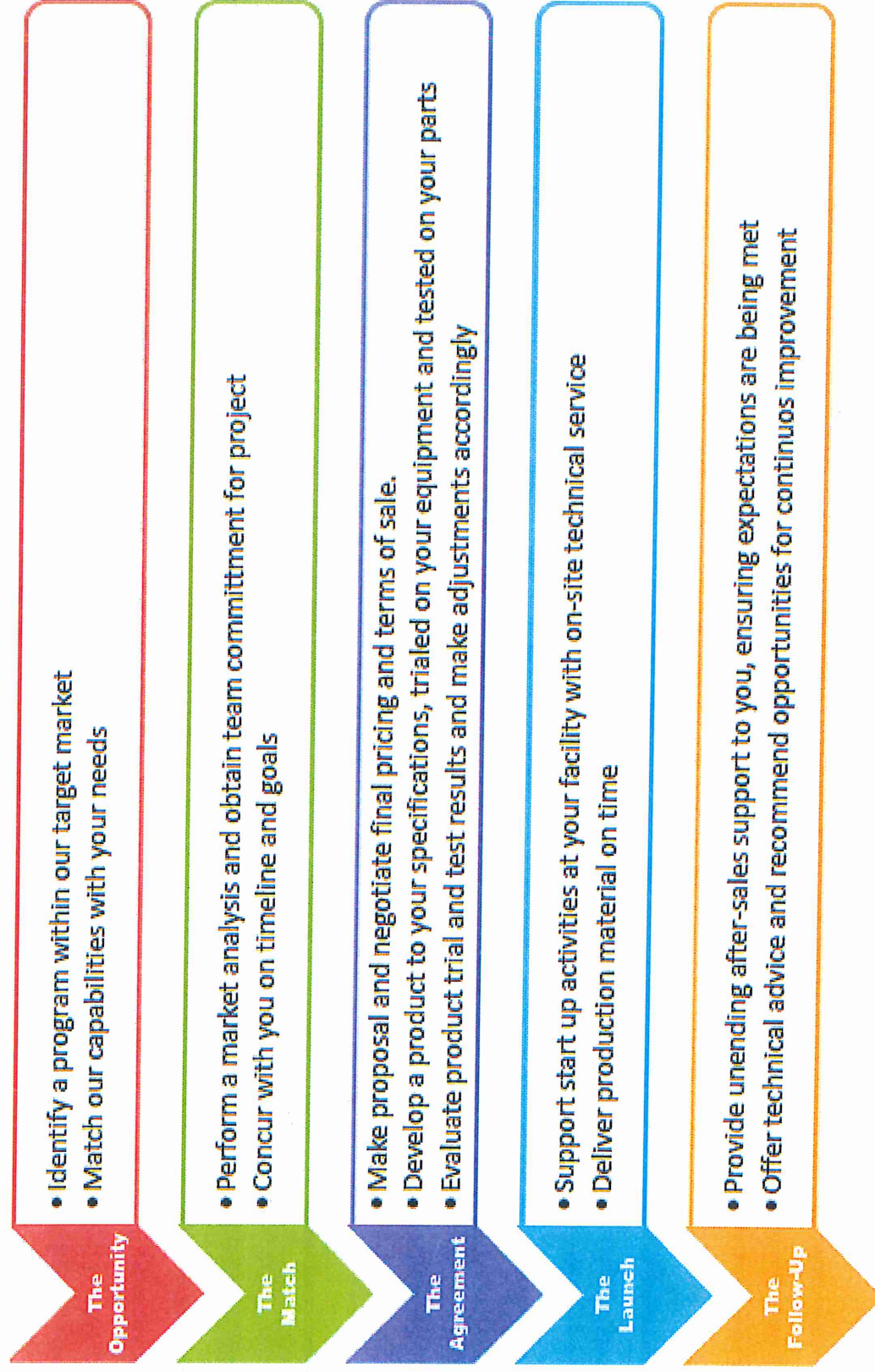
- Focusing on developing long term relationships with our customers. We want to solve your problems now & many years into the future.
- Working with you one-on-one to identify your need and developing a solution with the assistance of our professional sales staff, which specializes in outdoor power equipment. Our experience, knowledge, and training helps you select the right equipment for your job based on your requirements.
- Providing only the very best equipment that meets your needs and giving you the opportunity to try it out before you buy it.
- Setting up your equipment and testing it to verify it is operating properly before it leaves our store so there are not surprises when you are ready to use it.
- Supporting you after the sale with our factory trained and certified service technicians with an average of 25 years of experience, our 30-Day "No Hassle" Return Policy*, our BPS Power Partner Guarantee*, online parts look up and ordering, and the largest inventory of outdoor power equipment parts in Central Ohio.
- Letting you know when it's more practical to replace the equipment than it is to repair it.

*Please see us or visit our website for complete details of this program

We'll earn your business time after time and leave you smiling.

WWW.BUCKEYEPOWERSALES.COM

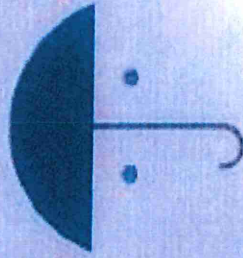
THE UNITED PAINT PROCESS



UNITED PAINT & CHEMICAL CORPORATION
24671 TELEGRAPH ROAD
SOUTHFIELD, MI 48033
248.333.3033
WWW.UNITEDPAINT.COM



the Solution



the benefits company.

your sanctuary

5 The Anniversary

- Review Objectives
- The Anniversary Report
- Employee Satisfaction Survey
- The Wellness Program™

4 The Quarterly Review

- Review and update objectives
- Group financials
- Pension one on one review
- The Insurance Concierge

3 Hired - On Contract Basis

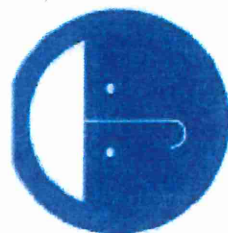
- Confirm achievement of objectives
- Agent of record letter and applications
- Application process

2 The 2nd Interview

- Provide necessary info/test to complete work -> Objectives
- Group: Demonstrate the "Pricing Model™"
- Pension: Demonstrate the "Governance Model™"
- The Market Report™

1 The Initial Interview

- Define your objectives
- Display our credentials and skills
- Determine fit



the benefits company.

