



# Product Report

By Kaelyn Contardi

192697 Intellectual  
Property Law

# OVERVIEW

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## Product: **Starbucks Via Instant Pike Place Roast Instant and Microground Coffee**

### Summary of IP Portfolio

- The Starbucks Via Instant Pike Place Roast Instant Coffee has a variety of intellectual property protections surrounding it. This product is a Starbucks Corporation product offering that is offered in stores as an at-home alternative to the coffee that consumers know and love. This product is an instant coffee offering that is made to be soluble in water and easy for a novice, at home coffee-lover to make.
- The following pages lay out the details of the protections and how they relate to the Starbucks Via Instant Pike Place Roast Instant Coffee.

### Expiration Expectations:



- As the standard for utility patents is to last for 20 years after the patent application filing date, Starbucks can expect their patent for US Patent 8,043,645 to last until July 9, 2028, as it was filed July 9, 2008. At this time, competitors may duplicate their formula as it will be public information.
- Their trademarks are protected forever as long as they are in use while their trade secrets are also protected as long as they remain secret. As Starbucks has registered trademarks, if they want the registration to remain, they must renew every 10 years. For the trademark they license, they will have access to use it so long as the licensing agreement remains valid and remains in effect.
- Generally, copyright protections last for the life of the author plus an additional 70 years. For a work made for hire, the copyright will last for 95 years past its first publication or 120 years from its creation, whichever comes first.

## COPYRIGHT PORTFOLIO

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- For the Via Instant product, there are multiple related registered copyrights that Starbucks Corporation has claims to and all are related to visual material.
- As seen in Exhibit 1, Starbucks Corporation registered the label for their Pike Place Blend visual imagery which includes the background graphics of the Seattle Starbucks location and the font design of the “Pike Place Roast” verbiage. This visual material is registered under **VA 0001227917/2003-10-28**.
- As seen in Exhibit 2, registered as **VA0001735842 / 2010-09-2**, Starbucks Corporation also has a registration for the packet design visual imagery that is present on the individual Via Instant packets containing the single use coffee product.
- As seen in Exhibit 3, registration number **VA0001735841 / 2010-09-2**, Starbucks corporation is listed as the claimant for the visual material contained on the Via Instant box visuals. While my product specifically is the Pike Place Roast from the Via Instant line, all Via Instant outer boxes utilize the same, easily distinguishable artistry and design with strategically placed fonts, notable font choice, and consistent creative graphic imagery, which is what is covered by this registration. The distinctive elements of design on the box are thus protected. Also see Exhibit 6.
- Lastly, in Exhibit 4, registration number **VA0000875932 / 1998-03-09** is described as the visual material related to the siren logo that Starbucks uses across their product offerings. This can be found on my product’s outer box as well as the individual packets. See Exhibits 5 and 6.

## Exhibit 1:

Pike Place blend label design. Share  Actions 

**Registration Number / Date** VA0001227917 / 2003-10-28

**Type of Work** Visual Material

**Title** Pike Place blend label design.

**Application Title** Label-Pike Place blend.

**Date of Creation** 2003



**Date of Publication** 2003-04-16

**Copyright Claimant** Starbucks Corporation d.b.a. Starbucks Coffee Company

**Description** Photoprint.

**Names** [Starbucks Corporation](#)  
[Starbucks Coffee Company](#)

## Exhibit 2:

Starbucks VIA Ready Brew Packet. Share  Actions 

**Registration Number / Date** VA0001735842 / 2010-09-21

**Type of Work** Visual Material

**Certificate** [View PDF](#)

**Title** Starbucks VIA Ready Brew Packet.

**Application Title** Starbucks VIA Ready Brew Packet.

**Date of Creation** 2008

**Date of Publication** 2009-02-17

**Copyright Claimant** Starbucks Corporation d.b.a. Starbucks Coffee Company. Address: 2401 Utah Avenue South, Suite 800, MS: S-LA1, Seattle, WA, 98134, United States.

**Authorship on Application** Starbucks Corporation Domicile: United States; employer for hire; Citizenship: United States. Authorship: 2-D artwork. d.b.a. Starbucks Coffee Company,

**Rights and Permissions** Naser Baseer, Starbucks Corporation, 2401 Utah Avenue South, Suite 800, MS: S-LA1, Seattle, WA, 98134, United States, (206) 318-2984, (206) 447-1575, nbaseer@starbucks.com

**Description** Electronic file (eService)



**Copyright Note** C.O. correspondence.

**Nation of First Publication** United States

**Names** [Starbucks Corporation](#)  
[Starbucks Coffee Company](#)

[◀ Previous](#) [Next ▶](#)

### Exhibit 3:

Starbucks VIA Ready Brew Box. Share  Actions 

**Registration Number / Date** VA0001735841 / 2010-09-21

**Type of Work** Visual Material

**Certificate** [View PDF](#)

**Title** Starbucks VIA Ready Brew Box.

**Application Title** Starbucks VIA Ready Brew Box.

**Date of Creation** 2008

**Date of Publication** 2009-02-17

**Copyright Claimant** Starbucks Corporation d.b.a. Starbucks Coffee Company. Address: 2401 Utah Avenue South, Suite 800, MS: S-LA1, Seattle, WA, 98134, United States.

**Authorship on Application** Starbucks Corporation Domicile: United States; employer for hire; Citizenship: United States. Authorship: 2-D artwork, Text. d.b.a. Starbucks Coffee Company,

**Rights and Permissions** Naser Baseer, Starbucks Corporation, 2401 Utah Avenue South, Suite 800, MS: S-LA1, Seattle, WA, 98134, United States, (206) 318-2984, (206) 447-1575, nbaseer@starbucks.com

**Description** Electronic file (eService)


**Copyright Note** C.O. correspondence.

**Nation of First Publication** United States

**Names** [Starbucks Corporation](#)  
[Starbucks Coffee Company](#)

◀ Previous Next ▶

### Exhibit 4:

Starbucks Coffee Siren logo. Share 

**Registration Number / Date** VA0000875932 / 1998-03-09

**Type of Work** Visual Material

**Title** Starbucks Coffee Siren logo.

**Other Title** Siren logo

**Date of Creation** 1992

**Date of Publication** 1992-10-01

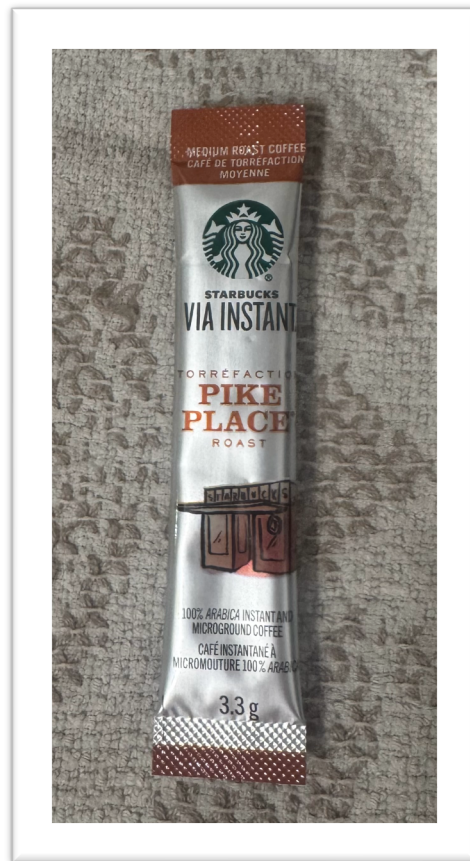
**Copyright Claimant** Starbucks Corporation

**Authorship on Application** Heckler & Associates, employer for hire.

**Names** [Starbucks Corporation](#)  
[Heckler & Associates](#)

**Exhibit 5:**

Starbucks Via Instant  
Individual Packet Design



**Exhibit 6:**

Starbucks Via Instant Box  
Design



## TRADE SECRET PORTFOLIO

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- While this section is largely speculative due to the nature of trade secrets and the secrecy necessary for a trade secret to exist, given my knowledge of the product, the following are my opinions on the trade secrets that might be embodied by the Starbucks Via Instant Pike Place Roast Instant Coffee.
- As a reference, I used the standards set by the Uniform Trade Secrets Act (UTSA) as well as various state laws, in defining a trade secret as something that must not be public knowledge, must provide economic value, cannot be easy to replicate, and efforts must be made to keep the concept secret in order to qualify.

### **The Process:**

- The process of turning the initial coffee beans into the product that later becomes the “Via Instant” instant coffee is likely protected as a trade secret as it is unique and contributes to their economic welfare.
- Using Starbucks’ product, one finds it to be very easily dissolvable in hot water and lacks the bitterness found in other brands of instant coffee. The texture of this product is very distinctive, and competitors are likely to struggle with efforts to replicate its unique nature. As the process of turning these beans into a dissolvable, flavorful powder, is not easily found online, this aids in the assumption that this information is not available to the public. The extraction techniques, roasting methods, and blending techniques are all likely part of a specific process that is unique to the Via Instant product line and is probably protected as a trade secret of Starbucks’, thus preventing competitors, like Dunkin or Keurig, from replicating this process exactly.

### **Specialty Beans-Bean Sources and Vendors:**

- A list of suppliers, such as where Starbucks sources their beans or other flavorings that are used to create notable flavors in their coffees, could also be considered a possible trade secret and would not be publicly disclosed. They do make general regions, such as “Columbia” public, but specifics are likely considered trade secrets. They do also note their ethical sourcing and give information regarding that on their packaging, but nothing overtly specific.

## **The Formula:**

The exact formula and recipe, including bean type, spices, and additives, used in the Starbucks Via Instant Pike Place Roast Instant coffee is likely protected by Starbucks as a trade secret, as their coffee across product lines must remain consistent and uniquely identifiable as their brand, in particular, their Pike Place Roast must remain the same as it is in stores, and not be replicated by others, so as to lose its allure. As such, they likely have a particular combination of ingredients that contribute to the unique flavor profile of the Pike Place Roast, which would be kept secret by Starbucks to avoid competition. The Via Instant formulation of the Pike Place Roast, which likely has additional additives/alterations compared to the in-store variation, is likely protected as a trade secret.



# TRADEMARK PORTFOLIO

- ❑ Starbucks Corporation owns multiple marks related to the Starbucks Via Instant Pike Place Roast. I sourced 4 I felt were most relevant for my product, specifically, all listed below.
- ❑ As a reference, a mark must be distinctive, used in commerce, and must not confuse the general public or be confusingly similar to another mark to be valid.
- ❑ On the packaging itself, the “Starbucks Via” mark was noted on the package as a registered trademark in addition to a note on the back of the packaging noting the “Pike Place” registered trademark. Furthermore, the logo had a registered trademark note on the outer package.
- ❑ Upon searching the USPTO database, 2 additional relevant trademarks were found, noted below. More detail can be found in Appendix A.
- ❑ Searching “Starbucks Via Instant” yielded over 15,000 results, including many cancelled marks that are no longer live.

1) Serial Number: 77504139

Registration Number: 3610224

International Classification: 030- Primary Class

Description of Goods and Services: Coffee and coffee-based beverages


STATUS DOCUMENTS MAINTENANCE ?

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Mark: STARBUCKS VIA

STARBUCKS VIA

US Serial Number: 77504139	Application Filing Date: Jun. 20, 2008
US Registration Number: 3610224	Registration Date: Apr. 21, 2009
Register: Principal	
Mark Type: Trademark	
TM5 Common Status Descriptor: 	LIVE/REGISTRATION/Issued and Active
Status: The registration has been renewed.	The trademark application has been registered with the Office.
Status Date: Nov. 02, 2018	
Publication Date: Sep. 02, 2008	Notice of Allowance Date: Nov. 25, 2008

▶ Mark Information Expand All

▶ Related Properties Information

Exhibit 7:

# STARBUCKS VIA

- This mark registration covers the standard characters in “Starbucks Via” without claim to any particular font, size, or style and is a standard character mark with a publication date of Sep 2, 2018. It is a live and active trademark.
- 

- 2) **Note:** “Pike Place” is a trademark used under license. The registered owner is Pike Place Market Preservation and Development Authority.

Serial Number: 86358165

Registration Number: 4788770

International Classification: 030- Primary Class

Description of Goods and Services: For coffee, chocolate

(continued on next page)


STATUS	DOCUMENTS	MAINTENANCE	?	Download	Print Preview
<b>Generated on:</b> This page was generated by TSDR on 2025-10-30 22:55:26 EDT					
<b>Mark:</b> PIKE PLACE					
<b>PIKE PLACE</b>					
<b>US Serial Number:</b> 86358165		<b>Application Filing Date:</b> Aug. 05, 2014			
<b>US Registration Number:</b> 4788770		<b>Registration Date:</b> Aug. 11, 2015			
<b>Register:</b> Principal					
<b>Mark Type:</b> Trademark					
<b>TM5 Common Status Descriptor:</b>		LIVE/REGISTRATION/Issued and Active			
		The trademark application has been registered with the Office.			
<b>Status:</b> The registration has been renewed.					
<b>Status Date:</b> Nov. 12, 2024					
<b>Publication Date:</b> May 26, 2015					
<b>Mark Information</b>					Expand All

Exhibit 8:

The mark shown on product packaging



- This mark is a standard character mark as well and covers the standard characters without claim to any particular size, font, style, size, or color.
- It has been renewed and is live and active. It has a publication date of May 26, 2015.

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3) **Serial Number:** 78567649

**Registration Number:** 3298944

**International Classification:** 030- Primary Class

**Description of Goods and Services:** Coffee; tea; cocoa; prepared coffee and coffee-based beverages; prepared espresso and espresso-based beverages; beverages made of tea; powdered chocolate (( and vanilla )) ; flavoring syrups to add to beverages; baked goods, namely, muffins, scones, biscuits, cookies, pastries and breads; sandwiches; hot (( [ and cold ] ready-to-eat fruit and whole grain based breakfast cereal; )) iced tea, [ (( ready-to-drink tea; )) ] chocolate food beverages not being dairy-based or vegetable based; chocolate food beverages not being dairy-based or vegetable based with coffee flavors; cocoa products, namely, cocoa mixes and cocoa powder; hot chocolate; cocoa beverages with milk; prepared cocoa and cocoa-based beverages; preparations for making chocolate or cocoa based drinks, namely, [ liquid and ] powdered hot chocolate mix and [ liquid and ] powdered hot cocoa mix; chocolate and candy, namely, chocolates, chocolate bars, chocolate-covered coffee beans, [ chocolate truffles, ] chocolate-covered fruits, chocolate-covered nuts, chocolate-covered dried fruits, chocolate-covered crackers and chocolate toppings

<b>Mark:</b> STARBUCKS	
<b>STARBUCKS</b>	
<b>US Serial Number:</b>	78567649
<b>US Registration Number:</b>	3298944
<b>Register:</b>	Principal
<b>Mark Type:</b>	Trademark
<b>TM5 Common Status Descriptor:</b>	LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Office.
<b>Status:</b>	The registration has been renewed.
<b>Status Date:</b>	Sep. 16, 2017
<b>Publication Date:</b>	Jan. 03, 2006
<b>Notice of Allowance Date:</b>	Mar. 28, 2006
<b>Mark Information</b> <span style="float: right;">Expand All</span>	
<b>Mark Literal Elements:</b>	STARBUCKS
<b>Standard Character Claim:</b>	Yes. The mark consists of standard characters without claim to any particular font style, size, or color.
<b>Mark Drawing Type:</b>	4 - STANDARD CHARACTER MARK

- This is a standard character mark for the letters found in “Starbucks” and covers any style it is used in and is live and active and has been renewed. It has a publication date of January 3, 2006.
- This shows on the Starbucks Via Instant Pike Place Roast Instant Coffee Outer Packaging and individual packets.

Exhibit 9:




4) **Serial Number:** 73540953

**Registration Number:** 1452359

**International Classification:** 030- Primary Class

**Description of Goods and Services:** Coffee, tea, [spices], herb tea, chocolate and cocoa

Mark:	STARBUCKS	
US Serial Number:	73540953	Application Filing Date: Jun. 03, 1985
US Registration Number:	1452359	Registration Date: Aug. 11, 1987
Register:	Principal	
Mark Type:	Trademark	
TM5 Common Status Descriptor:		LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Office.
Status:	The registration has been renewed.	
Status Date:	Dec. 10, 2016	
Publication Date:	May 19, 1987	
<b>Mark Information</b> <span style="float: right;">Expand All</span>		
Mark Literal Elements:	STARBUCKS	
Standard Character Claim:	Yes. The mark consists of standard characters without claim to any particular font style, size, or color.	
Mark Drawing Type:	1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)	

- This is a Typeset/Word(s)/Letter (s) trademark, and this composition shows up on the print packaging of the Starbucks Via Instant Box and the individual packets for my product, the Starbucks Via Instant Pike Place Instant Coffee.
- This mark has been renewed and has an original publication date of May 19, 1987.

Exhibit 10:





5) **Serial Number:** 75976499

**Registration Number:** 2120653

**International Classification:** 030- Primary Class

**Description of Goods and Services:** ready-to-drink coffee, ready-to-drink coffee based beverages

Mark: STARBUCKS COFFEE			
US Serial Number:	75976499	Application Filing Date:	Oct. 18, 1994
US Registration Number:	2120653	Registration Date:	Dec. 09, 1997
Register:	Principal		
Mark Type:	Trademark		
TM5 Common Status	LIVE/REGISTRATION/Issued and Active		
Descriptor:		The trademark application has been registered with the Office.	
Status:	The registration has been renewed.		
Status Date:	Nov. 13, 2017		
Publication Date:	Oct. 01, 1996	Notice of Allowance Date:	Dec. 24, 1996

- This mark is an illustration drawing which includes word (s)/letter (s)/number (s) and does not specify color.
- This mark is live/active and has a publication date of Oct 1, 1996 and has since been renewed.
- This mark shows up on the outer packaging and inner packets of this product.

# PATENT PORTFOLIO

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## Overview

- There is only one patent listed on the Starbucks Via Instant Pike Place Roast Packaging and this is noted below along with a description of this protected utility patent. This is specifically a process utility patent.

## **US Patent 8,043,645**

- This patent was filed in 2008 and is an active patent assigned to the Starbucks Corporation. This patent protects the methods that relate to beverages with enhanced flavors and aromas. This patent also embodies the methods of making soluble/instant coffee with improvements of qualities in taste and aroma.
- In summary, this includes how the coffee is pre-frozen before pulverizing, as well as the temperature the pulverization and grinding is carried out at. Furthermore, this patent also includes additives to the coffee as part of the process method that enhances the aroma and taste of the coffee. This includes coffee extract, concentrated coffee, coffee oils, flavor powders, flavor oils, ground/pulverized cocoa beans, ground/pulverized vanilla beans, antioxidants, fiber, omega-3 oils, omega-6 oils, beta-carotene, dry or wet green coffee extract, or even nutraceuticals within the blend.
- The method used to make a soluble coffee product of this caliber is protected by this patent, with a process of making instant coffee that covers specifics such as the number of times to grind the coffee, how to brew the batch, how to extract the numerous batches, how to mix the aroma with the liquid that enhances the smell and flavor, as well as drying the blend and mixing various dry components. This includes adding the pulverized coffee to the dry coffee extract for added aroma, complexity, and body to finalize the instant/soluble coffee.
- The inventor listed on this patent is Urano A. Robinson and J. Marcio da Cruz with Starbucks as the Assignee.



US008043645B2

(12) **United States Patent**  
**Robinson et al.**

(10) **Patent No.:** **US 8,043,645 B2**  
(45) **Date of Patent:** **Oct. 25, 2011**

- (54) **METHOD OF MAKING BEVERAGES WITH ENHANCED FLAVORS AND AROMAS**
- (75) Inventors: **Urano A. Robinson**, Seattle, WA (US);  
**J. Marcio da Cruz**, Seattle, WA (US)
- (73) Assignee: **Starbucks Corporation**, Seattle, WA (US)
- (\* ) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 656 days.

3,939,291 A	2/1976	Katz
3,944,677 A	3/1976	Katz
3,965,269 A	6/1976	Lee et al.
3,969,533 A	7/1976	Donnelly et al.
3,979,528 A	9/1976	Mahlmann
3,985,905 A	10/1976	Scelia et al.
3,991,223 A	11/1976	Baron et al.
4,001,454 A	1/1977	Jindra et al.
4,007,290 A	2/1977	Zeitlin et al.
4,007,291 A	2/1977	Siedlecki et al.
4,057,652 A	11/1977	Lawrence
4,064,795 A	12/1977	Ackerman
4,072,761 A	2/1978	Margolis et al.
4,076,856 A	2/1978	Zeitlin et al.
4,081,561 A	3/1978	Meyer et al.
4,100,305 A	7/1978	Gregg

(Continued)

- (21) Appl. No.: **12/170,396**
- (22) Filed: **Jul. 9, 2008**

- (65) **Prior Publication Data**  
US 2010/0009039 A1 Jan. 14, 2010

FOREIGN PATENT DOCUMENTS  
CA 989246 A1 5/1976  
(Continued)

- (51) **Int. Cl.**  
*A23F 5/00* (2006.01)
- (52) **U.S. Cl.** ..... **426/432**; 426/425; 426/595; 426/541
- (58) **Field of Classification Search** ..... 426/595, 426/541, 493, 425  
See application file for complete search history.

OTHER PUBLICATIONS

AGA AB, Reference installation for cryo grinding of spices. Internal technical documentation FOO-155-9111-1000-e and FOO-154-9111-2000-e.  
(Continued)

- (56) **References Cited**

U.S. PATENT DOCUMENTS

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2,955,768 A	3/1959	Engi
3,261,689 A	7/1966	Ponzoni
3,544,331 A	12/1970	Hair
3,565,635 A	2/1971	Mahlmann
3,652,292 A	3/1972	Bach et al.
3,652,293 A	3/1972	Lombana et al.
3,660,108 A	5/1972	Mednis
3,697,288 A	10/1972	McSwiggin
3,713,842 A	1/1973	Lubsen et al.
3,771,591 A	11/1973	Larsen

*Primary Examiner* — Anthony Weier  
(74) *Attorney, Agent, or Firm* — Knobbe Martens Olson & Bear LLP

- (57) **ABSTRACT**

The present embodiments generally relate to beverages with enhanced flavors and aromas and method of making same. Some embodiments of the present application are directed to soluble coffee and methods of making soluble coffee with improvements in such qualities as taste and aroma.

**40 Claims, 3 Drawing Sheets**

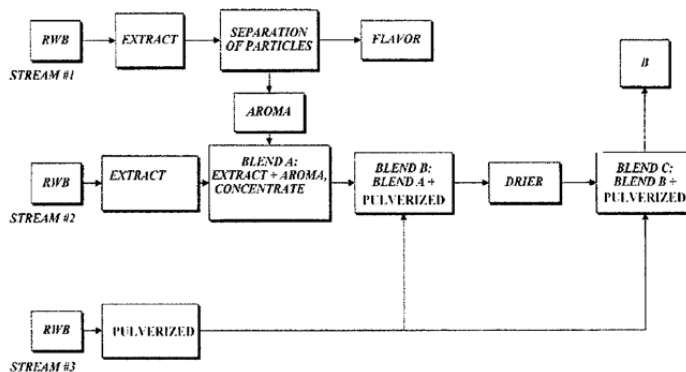



Exhibit 11: The below photos reference to the patent on the product's outer packaging.



# APPENDIX A: FULL TRADEMARK RECORDS

<b>Mark:</b>	STARBUCKS VIA		
	<b>STARBUCKS VIA</b>		
<b>US Serial Number:</b>	77504139	<b>Application Filing Date:</b>	Jun. 20, 2008
<b>US Registration Number:</b>	3610224	<b>Registration Date:</b>	Apr. 21, 2009
<b>Register:</b>	Principal		
<b>Mark Type:</b>	Trademark		
<b>TM5 Common Status Descriptor:</b>	LIVE/REGISTRATION/Issued and Active		
		The trademark application has been registered with the Office.	
<b>Status:</b>	The registration has been renewed.		
<b>Status Date:</b>	Nov. 02, 2018		
<b>Publication Date:</b>	Sep. 02, 2008	<b>Notice of Allowance Date:</b>	Nov. 25, 2008
<b>▼ Mark Information</b> <span style="float: right;">▼ Expand All</span>			
<b>Mark Literal Elements:</b>	STARBUCKS VIA		
<b>Standard Character Claim:</b>	Yes. The mark consists of standard characters without claim to any particular font style, size, or color.		
<b>Mark Drawing Type:</b>	4 - STANDARD CHARACTER MARK		
<b>▲ Related Properties Information</b>			
<b>▼ Goods and Services</b>			
<b>Note:</b>	The following symbols indicate that the registrant/owner has amended the goods/services:		
	<ul style="list-style-type: none"> <li>• Brackets [...] indicate deleted goods/services;</li> <li>• Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and</li> <li>• Asterisks *.* identify additional (new) wording in the goods/services.</li> </ul>		
<b>For:</b>	Coffee and coffee-based beverages		
<b>International Class(es):</b>	030 - Primary Class	<b>U.S Class(es):</b>	046
<b>Class Status:</b>	ACTIVE		
<b>First Use:</b>	Feb. 17, 2009	<b>Use in Commerce:</b>	Feb. 17, 2009
<b>▲ Basis Information (Case Level)</b>			
<b>▲ Current Owner(s) Information</b>			
<b>▲ Attorney/Correspondence Information</b>			

Mark: PIKE PLACE

# PIKE PLACE

US Serial Number: 86358165

Application Filing Date: Aug. 05, 2014

US Registration Number: 4788770

Registration Date: Aug. 11, 2015

Register: Principal

Mark Type: Trademark

TM5 Common Status  
Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Nov. 12, 2024

Publication Date: May 26, 2015

## ▼ Mark Information

▼ Expand All

Mark Literal Elements: PIKE PLACE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Acquired Distinctiveness  
Claim: In whole

## ▲ Related Properties Information

### ▼ Goods and Services

#### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: coffee; chocolate

International Class(es): 030 - Primary Class

U.S Class(es): 046

Class Status: ACTIVE

First Use: Feb. 20, 2008

Use in Commerce: Feb. 20, 2008

## ▲ Basis Information (Case Level)

## ▲ Current Owner(s) Information

## ▲ Attorney/Correspondence Information

**Mark:** STARBUCKS

STARBUCKS

**US Serial Number:** 78567649

**Application Filing Date:** Feb. 15, 2005

**US Registration Number:** 3298944

**Registration Date:** Sep. 25, 2007

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status  
Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** The registration has been renewed.

**Status Date:** Sep. 16, 2017

**Publication Date:** Jan. 03, 2006

**Notice of Allowance Date:** Mar. 28, 2006

#### ▼ **Mark Information**

▼ [Expand All](#)

**Mark Literal Elements:** STARBUCKS

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

#### ▲ **Related Properties Information**

#### ▼ **Goods and Services**

**Note:**

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [.] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Coffee; tea; cocoa; prepared coffee and coffee-based beverages; prepared espresso and espresso-based beverages; beverages made of tea; powdered chocolate (( and vanilla )); flavoring syrups to add to beverages; baked goods, namely, muffins, scones, biscuits, cookies, pastries and breads; sandwiches; hot (( [ and cold ] ready-to-eat fruit and whole grain based breakfast cereal; )) iced tea, [ (( ready-to-drink tea; )) ] chocolate food beverages not being dairy-based or vegetable based; chocolate food beverages not being dairy-based or vegetable based with coffee flavors; cocoa products, namely, cocoa mixes and cocoa powder; hot chocolate; cocoa beverages with milk; prepared cocoa and cocoa-based beverages; preparations for making chocolate or cocoa based drinks, namely, [ liquid and ] powdered hot chocolate mix and [ liquid and ] powdered hot cocoa mix; chocolate and candy, namely, chocolates, chocolate bars, chocolate-covered coffee beans, [ chocolate truffles, ] chocolate-covered fruits, chocolate-covered nuts, chocolate-covered dried fruits, chocolate-covered crackers and chocolate toppings

**International Class(es):** 030 - Primary Class

**U.S Class(es):** 046

**Class Status:** ACTIVE

**Mark:** STARBUCKS

STARBUCKS

**US Serial Number:** 73540953

**Application Filing Date:** Jun. 03, 1985

**US Registration Number:** 1452359

**Registration Date:** Aug. 11, 1987

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status**

**Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** The registration has been renewed.

**Status Date:** Dec. 10, 2016

**Publication Date:** May 19, 1987

### ▼ Mark Information

▼ Expand All

**Mark Literal Elements:** STARBUCKS

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

### ▲ Related Properties Information

#### ▼ Goods and Services

**Note:**

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** COFFEE, TEA, [ SPICES, ] HERB TEA, CHOCOLATE AND COCOA

**International Class(es):** 030 - Primary Class

**U.S Class(es):** 046

**Class Status:** ACTIVE

**First Use:** Mar. 29, 1971

**Use in Commerce:** Mar. 29, 1971

### ▲ Basis Information (Case Level)

### ▲ Current Owner(s) Information

### ▲ Attorney/Correspondence Information

Mark: STARBUCKS COFFEE



US Serial Number: 75976499

Application Filing Date: Oct. 18, 1994

US Registration Number: 2120653

Registration Date: Dec. 09, 1997

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Nov. 13, 2017

Publication Date: Oct. 01, 1996 Notice of Allowance Date: Dec. 24, 1996

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## Mark Information

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Mark Literal: STARBUCKS COFFEE

Elements:

Standard Character: No

Claim:

Mark Drawing: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S) /NUMBER(S)

Type:

Lining and Stippling Statement: The lining in the drawing is a feature of the mark and is not intended to indicate color.

Statement:

Disclaimer: "COFFEE"

Design Search Code(s): 01.01.10 - Stars, three or more; Three or more stars

01.01.13 - Stars - multiple stars with five points

02.03.01 - Busts of women facing forward; Heads of women facing forward; Heads, portraits, busts of women not in profile.; Portraiture of women facing forward; Women - head, portraiture or busts facing forward

02.03.03 - Crowns (women wearing); Princesses; Queens; Women wearing crowns or other symbols of royalty, including queens and princesses

02.03.26 - Grotesque women formed by letters, numbers, punctuation or geometric shapes

24.11.02 - Crowns open at the top

26.01.18 - Circles, three or more concentric; Concentric circles, three or more; Three or more concentric circles

26.17.02 - Bands, wavy; Bars, wavy; Lines, wavy; Wavy line(s), band(s) or bar(s)

26.17.05 - Bands, horizontal; Bars, horizontal; Horizontal line(s), band(s) or bar(s); Lines, horizontal

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## Related Properties Information

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Child Of: 74586973

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## Goods and Services

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For: ready-to-drink coffee, ready-to-drink coffee based beverages