

# United States of America

United States Patent and Trademark Office



**Reg. No. 4,216,818**

**Registered Oct. 2, 2012**

**Int. Cl.: 9**

**TRADEMARK**

**PRINCIPAL REGISTER**

BETTER CABLES LLC (VIRGINIA LIMITED LIABILITY COMPANY)  
SUITE 116  
43300 SOUTHERN WALK PLAZA  
BROADLANDS, VA 201484463

FOR: AUDIO CABLES; CABLES, ELECTRIC; COAXIAL CABLES; COMPUTER CABLES;  
ELECTRIC CABLES; ELECTRICAL CABLES; ELECTRONIC CABLES; GUITAR CABLES;  
MICROPHONE CABLES; OPTICAL CABLES; VIDEO CABLES, IN CLASS 9 (U.S. CLS. 21,  
23, 26, 36 AND 38).

FIRST USE 11-7-2005; IN COMMERCE 11-7-2005.

OWNER OF U.S. REG. NOS. 2,637,408 AND 3,385,589.

THE COLOR(S) WHITE, BLACK, AND RED IS/ARE CLAIMED AS A FEATURE OF THE  
MARK.

THE MARK CONSISTS OF "BETTER" IN BLACK CAPITAL LETTERS, FOLLOWED  
WITHOUT A SPACE BY "CABLES" IN RED CAPITAL LETTERS, FOLLOWED BY ".COM"  
IN BLACK LOWER CASE LETTERS, WITH "BETTER" SURROUNDED ON THE TOP, LEFT  
AND BOTTOM BY A SIDEWAYS ELONGATED BLACK U-SHAPE, AND WITH  
"CABLES.COM" SURROUNDED ON THE TOP, RIGHT AND BOTTOM BY A SIDEWAYS  
ELONGATED RED U-SHAPE, ALL AGAINST A WHITE BACKGROUND.

SEC. 2(F).

SER. NO. 85-495,743, FILED 12-14-2011.

DEBORAH LOBO, EXAMINING ATTORNEY



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Director of the United States Patent and Trademark Office