

# United States of America

United States Patent and Trademark Office

## REAL CHEESE PEOPLE

**Reg. No. 5,383,125**

**Registered Jan. 23, 2018**

**Int. Cl.: 16, 29, 35, 41**

**Service Mark**

**Trademark**

**Principal Register**

Sargento Foods Inc. (WISCONSIN CORPORATION)  
One Persnickety Place  
Plymouth, WISCONSIN 53073

CLASS 16: Newsletters providing information related to the food industry; printed publications, namely, recipe brochures, brochures relating to the field of food

FIRST USE 10-25-2016; IN COMMERCE 10-25-2016

CLASS 29: imported and domestic, whole, sliced, and shredded natural cheeses; imitation cheese; processed cheese; cheese sauce; chili con queso; dairy-based snack foods excluding ice cream, ice milk and frozen yogurt; snack foods containing a combination of cheese, processed nuts and dried fruit; snack foods containing a combination of cheese, processed nuts, processed edible seeds and dried fruit; snack food, namely, cheese and snack food combination consisting primarily of cheese and also containing salsa; food toppings for potatoes, vegetables and salads consisting primarily of cheese, dried fruit, and processed nuts and also containing cheese sauce and food seasonings; breaded and unbreaded pieces of cheese, meat, cheese and meat mixtures, and cheese, meat and vegetable mixtures for use as appetizers

FIRST USE 11-15-2016; IN COMMERCE 11-15-2016

CLASS 35: providing a website featuring consumer product information about cheese and snack products

FIRST USE 10-00-2016; IN COMMERCE 10-00-2016

CLASS 41: Online non-downloadable electronic newsletters providing information related to the food industry

FIRST USE 10-25-2016; IN COMMERCE 10-25-2016

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 86-440,012, FILED 10-30-2014



*Joseph Matal*

Performing the Functions and Duties of the  
Under Secretary of Commerce for  
Intellectual Property and Director of the  
United States Patent and Trademark Office