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# shibumi

**Word Mark** SHIBUMI

**Translations** The English translation of "Shibumi" in the mark is "effortless perfection".

**Goods and Services** IC 035. US 100 101 102. G & S: Business consultation services, namely, business process improvement and enterprise architecture design; Business consulting services in the field of information technology design and integration, organizational and work process change, software and cloud service enablement, corporate strategic and operational assessment and measurement; Business consulting services, namely, providing assistance in development of business strategies and creative ideation. FIRST USE: 20120321. FIRST USE IN COMMERCE: 20120321

IC 041. US 100 101 107. G & S: Educational services, namely, conducting seminars, conferences, workshops, and computer application training in the field of process and task management, business change management, time management, strategic assessment, assignment and tracking of responsibilities, employee efficiency, and business metric analysis and distribution of educational materials in connection therewith. FIRST USE: 20120321. FIRST USE IN COMMERCE: 20120321

IC 042. US 100 101. G & S: Providing temporary use of on-line non-downloadable software and applications for storing, managing, tracking, organizing, analyzing, relating and reporting data in the fields of process and task management, business change management, time management, assignment and tracking of responsibilities, employee efficiency, and key business metrics; Providing temporary use of on-line non-downloadable software for the facilitation of communication among peer professionals in an organization or designated work group, namely, providing a medium for discussion surrounding tasks, initiatives, actions and performance metrics. FIRST USE: 20120321. FIRST USE IN COMMERCE: 20120321

**Mark Drawing Code** (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

**Serial Number** 85803950

**Filing Date** December 17, 2012

**Current Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** December 3, 2013

**Registration Number** 4483586

**International  
Registration  
Number** 1501600

**Registration  
Date** February 18, 2014

**Owner** (REGISTRANT) **Shibumi.com**, Inc. CORPORATION DELAWARE 50 Washington Street, Suite 302E Norwalk  
CONNECTICUT 06854

**Description  
of Mark** Color is not claimed as a feature of the mark. The mark consists of the stylized word "shibumi".

**Type of  
Mark** SERVICE MARK

**Register** PRINCIPAL

**Affidavit  
Text** SECT 15. SECT 8 (6-YR).

**Live/Dead  
Indicator** LIVE

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