

Trademark/service mark application, Principal Register

Serial number: 99296987

Mark: PUEBLA CINCO DE MAYO DESDE 1862

Mark format: Combination of wording and a design

Filing date: July 22, 2025 at 4:56:15 PM ET

Docket number: 026892.TBA

Owner name: Gobierno del Estado de Puebla

Amount paid: \$2,200 (4 classes)

Trademark details

Mark



Literal element

PUEBLA CINCO DE MAYO DESDE 1862

Mark Description

the stylized words PUEBLA CINCO DE MAYO DESDE 1862 in white within a stylized shield design in black. A stylized cross in red surrounded with white dots is to the left of the word PUEBLA. A red flower petal with a white center is to the right of the word PUEBLA. The center of the letter O in the word CINCO is in the shape of a heart. A stylized wave design in red is below the word DE. A red curved design is below the letter O in MAYO. A white circle design with a red dot in the center is between the word DESDE and 1862

Mark Format

Design plus words, letters, and/or numbers

Color claim

The color(s) white, red and black is/are claimed as a feature of the mark.

Owner information

*Name	Gobierno del Estado de Puebla
Entity type	Government of the state of Puebla, Mexico
Place of organization/citizenship	Mexico
Mailing address information	
*Address line 1	Callejon De La 10 Nte. Num. Ext. 806, Paseo De San Francisco Barrio "el Alto"
*City	Puebla
*Zip/postal code	72290
*Country/region/jurisdiction/territory	Mexico
*Email address	*****

Domicile address information

The mailing address is the same as the owner's domicile address.

Goods and services

Filing basis information

Section 1(b); Section 44(d)

Identification of goods and services

International Class 029

Filing basis: Section 1(b); Section 44(d)

Meat, fish, poultry and game; meat extracts; preserved, frozen, dried and cooked fruits and vegetables; jellies, jams, compotes; eggs; milk, cheese, butter, yogurt and other dairy products; oils and fats for food.

Character count: 213

44(d) foreign application information

The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services and asserts a claim of priority based on the application identified below.

Foreign application number	3396538
Foreign application country/region/jurisdiction	Mexico
Foreign filing date	06/06/2025
	The applicant intends to rely on Section 44(e) as the basis

Intent to perfect 44(d)	for registration. If the application ultimately proceeds to registration under another basis, the applicant wants to retain the foreign application filing date for priority.
Goods and services depicted	Meat, fish, poultry and game; meat extracts; preserved, frozen, dried and cooked fruits and vegetables; jellies, jams, compotes; eggs; milk, cheese, butter, yogurt and other dairy products; oils and fats for food.
International Class 030	
Filing basis: Section 1(b); Section 44(d)	
<i>Coffee, tea, cocoa and substitutes therefor; rice, pasta and noodles; tapioca and sago; flour and preparations made from cereals; bread, pastries and confectionery; chocolate; ice cream, sorbets and other edible ices; sugar, honey, treacle; yeast, baking powder; salt, seasonings, spices, preserved herbs; vinegar, sauces and other condiments; ice.</i>	
Character count: 348	
44(d) foreign application information	
The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services and asserts a claim of priority based on the application identified below.	
Foreign application number	3396539
Foreign application country/region/jurisdiction	Mexico
Foreign filing date	06/06/2025
Intent to perfect 44(d)	The applicant intends to rely on Section 44(e) as the basis for registration. If the application ultimately proceeds to registration under another basis, the applicant wants to retain the foreign application filing date for priority.
Goods and services depicted	Coffee, tea, cocoa and substitutes therefor; rice, pasta and noodles; tapioca and sago; flour and preparations made from cereals; bread, pastries and confectionery; chocolate; ice cream, sorbets and other edible ices; sugar, honey, treacle; yeast, baking powder; salt, seasonings, spices, preserved herbs; vinegar, sauces and other condiments; ice.
International Class 031	
Filing basis: Section 1(b); Section 44(d)	
<i>Raw and unprocessed agricultural, aquacultural, horticultural and forestry products; raw and unprocessed grains and seeds; fresh fruits and vegetables, fresh herbs; natural plants and flowers; bulbs, seedlings and seeds for planting; live animals; foodstuffs and beverages for animals; malt.</i>	
Character count: 291	
44(d) foreign application information	
The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services and asserts a claim of priority based on the application identified below.	
Foreign application number	3396540
Foreign application country/region/jurisdiction	Mexico
Foreign filing date	06/06/2025
Intent to perfect 44(d)	The applicant intends to rely on Section 44(e) as the basis for registration. If the application ultimately proceeds to registration under another basis, the applicant wants to retain the foreign application filing date for priority.
Goods and services depicted	Raw and unprocessed agricultural, aquacultural, horticultural and forestry products; raw and unprocessed grains and seeds; fresh fruits and vegetables, fresh herbs; natural plants and flowers; bulbs, seedlings and seeds for planting; live animals; malt.; foodstuffs and beverages for animals
International Class 033	
Filing basis: Section 1(b); Section 44(d)	
<i>Alcoholic beverages (except beer); alcoholic preparations for making beverages.</i>	
Character count: 79	
44(d) foreign application information	
The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services and asserts a claim of priority based on the application identified below.	
Foreign application number	3396545
Foreign application country/region/jurisdiction	Mexico

Foreign filing date	06/06/2025
Intent to perfect 44(d)	The applicant intends to rely on Section 44(e) as the basis for registration. If the application ultimately proceeds to registration under another basis, the applicant wants to retain the foreign application filing date for priority.
Goods and services depicted	Alcoholic beverages (except beer); alcoholic preparations for making beverages.

Additional statements

Translation (if applicable)	The English translation of the Spanish wording "PUEBLA CINCO DE MAYO DESDE" is "Puebla has no translation. 5th of May Since" .
Transliteration (if applicable)	
Consent (name/likeness) (if applicable)	
Claim of ownership of active prior registrations(s) (if applicable)	
Section 2(f) Claim of acquired distinctiveness (if applicable)	
Additional statements including use of the mark in another form (if applicable)	
Significance of mark	
Disclaimer	

Attorney information

Attorney name and address

*Name	Ricardo Fischer
Law firm	ArentFox Schiff LLP
*Address line 1	1717 K Street, NW
*City	Washington
*State/territory	District of Columbia
*Zip/postal code	20006
*Country/region/jurisdiction/territory	United States
*Email address	tmocket@afslaw.com
Primary telephone number	(202) 857-6000
Extension	None specified.

Attorney registration information

*Bar membership or registration number	*****
*Jurisdiction	*****
*Year of admission	*****

Statement of good standing

The attorney of record is an active member in good standing of the bar of the highest court of a U.S. state or commonwealth, the District of Columbia, or any U.S. territory.

Additional appointed attorneys

Sarah Alberstein

Docket or reference number

026892.TBA

Correspondence information

*Correspondence name	Ricardo Fischer
*Primary correspondence email address	tmocket@afslaw.com
Docket or reference number	026892.TBA
Courtesy copy email addresses	sarah.alberstein@afslaw.com; ricardo.fischer@afslaw.com; todd.hopkins@afslaw.com

Fee information

Application filing option	Trademark/service mark application, Principal Register
Number of classes	4
Base application fee, per class	\$350

Free form fee, per class	\$200
Total fees paid	\$2,200

Declaration and signature

Declaration

Basis:

If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a):

- The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;
- The mark is in use in commerce and was in use in commerce as of the filing date of the application on or in connection with the goods/services in the application;
- The specimen(s) shows the mark as used on or in connection with the goods/services in the application and was used on or in connection with the goods/services in the application as of the application filing date; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

And/or

If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e):

- The signatory believes that the applicant is entitled to use the mark in commerce;
- The applicant has a bona fide intention to use the mark in commerce and had a bona fide intention to use the mark in commerce as of the application filing date on or in connection with the goods/services in the application; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive.

To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.

The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Electronic Signature	/Ricardo Patrick Fischer/
Signatory's name	Ricardo Fischer
Signatory's position	Partner Attorney for Applicant, ArentFox Schiff LLP, DC Bar Member
Date signed	07/22/2025
Signature method	Electronic signature emailed to third party

STAMP:USPTO/APPB-**,***.***.***-20250722165615852-99296987-16.1-8df63821-2007-4aee-a6fd-0cb06b4215c3-CARD-20250722153715471502

 PUEBLA 

CINCO 

DE MAYO 

DESDE  1862