

# United States of America

United States Patent and Trademark Office



**Reg. No. 4,337,968**

**Registered May 21, 2013**

**Int. Cl.: 36**

**SERVICE MARK**

**PRINCIPAL REGISTER**

DIVERSE FINANCIAL CORPORATION (CALIFORNIA CORPORATION)  
SUITE 330  
100 BAYVIEW CIRCLE  
NEWPORT BEACH, CA 92660

FOR: FINANCIAL ADVISORY AND CONSULTANCY SERVICES; INSURANCE CONSULTING IN THE FIELD OF LIFE INSURANCE; INSURANCE AGENCY, INFORMATION AND CONSULTANCY SERVICES; FINANCIAL ASSET MANAGEMENT; AND INVESTMENT MANAGEMENT, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 7-0-2007; IN COMMERCE 7-0-2007.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FINANCIAL", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF A SERIES OF THREE SPACED-APART SHAPES, NAMELY, FROM LEFT-TO-RIGHT, (1) A CORNER-LIKE SHAPE SIMILAR TO A CARPENTER'S SQUARE SHAPE, (2) TWO RECTANGULAR SHAPES CONNECTED ADJACENT TO EACH OTHER AT ONE CORNER OF EACH RECTANGLE, AND (2) A SQUARE SHAPE, ALL OF WHICH TOGETHER GENERALLY FORM THE SHAPE OF A DIAMOND; THE WORDS "DIVERSE FINANCIAL" IN CAPITAL LETTERING SUPERIMPOSED ON THE SQUARE, AND THE WORDS "BUILDING & PROTECTING WEALTH" SITUATED BELOW THE WORD "FINANCIAL".

SER. NO. 85-721,465, FILED 9-5-2012.

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Acting Director of the United States Patent and Trademark Office