



Trade and Service Marks - Registration

Secretary of State - Corporation Division - 255 Capitol St. NE, Suite 151 - Salem, OR 97310-1327 - sos.oregon.gov/business - Phone: (503) 986-2200

FILED**FEB 29 2024****OREGON
SECRETARY OF STATE**REGISTRY NUMBER: 52883

For office use only

In accordance with Oregon Revised Statute 192.410-192.490, the information on this application is public record.
We must release this information to all parties upon request.

For office use only

Please Type or Print Legibly in **Black** ink. Attach additional Sheets if Necessary.

1) CORRESPONDENT NAME:

Carrie L. Hellwig Christopher

MAILING ADDRESS:

PO Box 1475, Eugene, OR 97440

2) APPLICANT'S NAME: (Owner: ☐ Individual or ☒ Entity)

Serenity Lane

ADDRESS:

1 Serenity Lane, Coburg, OR 97408

3) IF THE APPLICANT IS AN ENTITY, ENTER THE STATE OF FORMATION:

Oregon

4) IF ENTITY IS A PARTNERSHIP, LIST NAMES OF GENERAL PARTNERS:

5) DESCRIPTION OF TRADE OR SERVICE MARK: (Include all words, designs and borders that comprise the mark) (Attach additional page if needed.)

Serenity Lane

6) SPECIMEN OF MARK IS REQUIRED: ☒ Attach a drawing or photocopy of the mark as it is actually used to this application.

7) GOODS OR SERVICES WITH WHICH THE MARK IS USED: (Examples of goods are pizzas, shirts; examples of services are serving food and selling clothing.)

See attached sheet.

8) EXPLAIN MODE OR MANNER IN WHICH THE MARK IS USED: (Example: on goods, tags, labels, containers, etc.)

On brochures, signs, printed materials, multimedia advertising, websites.

9) CLASS NUMBER(S) OF GOODS OR SERVICES: (See form 290-a)

142

10) DATE (MONTH, DAY, YEAR) MARK WAS FIRST USED ANYWHERE BY APPLICANT OR APPLICANT'S PREDECESSOR IN INTEREST:

May 9, 1986

11) DATE (MONTH, DAY, YEAR) MARK WAS FIRST USED IN OREGON BY APPLICANT OR APPLICANT'S PREDECESSOR IN INTEREST:

May 9, 1986

12) EXECUTION:

I, the applicant, own the mark, the mark is in use, and no other person has registered the mark with the federal government or in Oregon or has the right to use the mark or a mark that so resembles the mark as to be likely to cause confusion or mistake or deceive when applied to the goods or services of the other person. I declare under penalties of perjury that this application is true, correct and complete.

(If applicant is an entity, a member of a firm, officer of the corporation, officer of the limited liability company, or officer of an association must sign.)

Signature:

DocuSigned by:

Pete Kerns

Title:

President and CEO

Date:

2/27/2024

41936AAE5D4E487...

CONTACT NAME: (To resolve questions with this filing.)

Carrie L. Hellwig Christopher

PHONE NUMBER: (Include area code.)

541-686-8511



52883

Oregon Secretary of State
Applicant: Serenity Lane

Trade and Service Marks – Registration

CONTINUATION SHEET

7) GOODS OR SERVICES WITH WHICH THE MARK IS USED:

Medical services, namely, addiction detox services; providing substance use disorder treatment and withdrawal management services in a residential treatment facility and as outpatient services; rehabilitation of alcohol and drug addicted patients; providing substance use disorder primary treatment services and concurrent treatment of co-occurring mental disorders; telehealth services, namely, providing substance use disorder treatment and psychological counseling services and DUI group counseling; providing medication-assisted treatment for patients with opioid use disorder; providing in person and telehealth psychological counseling for families of patients in residential or outpatient treatment for alcohol or drug addiction, substance use disorder, and chemical dependency; providing psychological counseling to individuals who have been charged with a DUI or DWI offense in a group setting and individually; providing psychological counseling services for alcohol and other drug dependent patients and their families.

SPECIMEN

Class 142

SERENITY LANE



In-Network Insurance Providers

 Blue Distinction Center
 Substance Use Treatment

 First Choice Health

 First Health Network

 MultiPlan

 KAISER PERMANENTE

 PacificSource
 HEALTH PLANS

 Regence

 Regence BlueCross BlueShield

(541) 687-1110
admissions@serenitylane.org

E-FAX: 541-228-3609
outreach@serenitylane.org

 **SERENITY LANE**
 Alcohol & Drug Treatment Services

*Oregon born. Oregon grown.
 Helping save lives since 1973.*

PDF of trifold brochure advertising Applicant's services.
 Full brochure set out below.



In-Network Insurance Providers



Blue
Distinction.
Center
Substance Use Treatment

First Choice Health.



MultiPlan.



KAISER PERMANENTE

PacificSource
HEALTH PLANS

Regence

Regence
BlueCross BlueShield
of Oregon

Providence
Health Plan

Samaritan
Health Services

TRICARE

UMR
A UnitedHealthcare Company

UNITED
BEHAVIORAL HEALTH

United
Healthcare

(541) 687-1110

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**Confidential screenings and
admits 7 days a week**

**Withdrawal Management
& Residential Services in Coburg, OR**

7 Outpatient locations in Oregon
Albany | Bend | Eugene | SE Portland

serenitylane.org

SERENITY LANE
Alcohol & Drug Treatment Services

*Oregon born. Oregon grown.
Helping save lives since 1973.*





Exceptional and Personalized Care

Outstanding Medical & Mental Health Services

- Experienced medical staff including full time physicians
- Integrated mental health services provided by a team of psychiatrists, psychologists and licensed mental health staff
- 24-hour nursing staff
- Key partnerships with innovators in the field enable cutting-edge practices and improved outcomes

Patient-Centered Care

- Multi-disciplinary team approach
- Evidence-based treatment options
- Family education and programming

Modern Facilities & Holistic Approach

- Beautiful 15-acre campus easily accessible off I-5
- 96-bed residential facility
- Full-sized gymnasium and on-site fitness center with health and wellness programming
- Nutritious meals served daily
- Recovery-focused, culturally-responsive and interfaith spiritual programming available
- Collaboration with professional referents and employers

Accessible

- Continuous levels of care offered from withdrawal management to Level 1 Outpatient

Levels of Care

Withdrawal Management

We provide medically-managed withdrawal from alcohol and drugs, including the use of medication assisted therapy (MAT) to ease withdrawal symptoms. Our experienced medical staff and relationships with local hospitals allow us to work with patients who have complex needs during this critical period.



Residential

Patients work with staff to design individualized substance use disorder treatment plans. A Care Coordinator helps them transition between levels of care.

Comprehensive on-site mental health services with our team of psychiatrists, psychologists and other mental health professionals are available. Multiple evidence-based treatment approaches are used, including Dialectical Behavioral Therapy (DBT), Cognitive Behavioral Therapy (CBT) and Motivational Interviewing.



Day Treatment

Day treatment (PHP) is available for patients requiring this level of care. Patients can participate in residential programming while living at their primary residence or on campus.



Intensive Outpatient Programming

Our comprehensive continuum of care includes Intensive Outpatient, Level 1 Outpatient and DUII services with telehealth options in seven offices throughout Oregon. Outpatient programming can continue after residential treatment. We also offer integrated mental health services at multiple locations.

Lifetime Support

A patient's time with us is only the beginning of their life in recovery. A sober support network is key to lasting sobriety. Our alumni program helps connect patients to a network of thousands of alumni through regular meetings, special events, service opportunities and sober social activities.

