

**Trade and Service Marks - Registration**Secretary of State - Corporation Division - 255 Capitol St. NE, Suite 151 - Salem, OR 97310-1327 - <http://www.FilingInOregon.com> - Phone (503) 986-2200

MAY 09 2018

OREGON  
SECRETARY OF STATEREGISTRY NUMBER: 47211

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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.

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

- 1) **CORRESPONDENT NAME:** City of Portland, City Attorney's Office **MAILING ADDRESS:** 1221 SW 4th Ave, Rm. 430, Portland, OR 97204 Attn: Kalei Taylor
- 2) **APPLICANT'S NAME:** (Owner: ☐ Individual or ☐ Entity) **ADDRESS:**  
City of Portland - Bureau of Transportation 1120 SW Fifth Ave, Portland OR 97204 Attn: Clay Veka
- 3) **IF THE APPLICANT IS AN ENTITY, ENTER THE STATE OF FORMATION:**  
Municipal Corporation of the State of Oregon
- 4) **IF ENTITY IS A PARTNERSHIP, LIST NAMES OF GENERAL PARTNERS:**  
N/A
- 5) **DESCRIPTION OF TRADE OR SERVICE MARK:** (Include all words, designs and borders that comprise the mark) (Attach additional page if needed.)  
See attached additional page
- 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 additional page
- 8) **EXPLAIN MODE OR MANNER IN WHICH THE MARK IS USED:** (Example: on goods, tags, labels, containers, etc.)  
Logo used on jackets; in handouts, mailers, PBOT website, emails, presentations; print/digital ads, Facebook, Twitter, Nextdoor, and other print/digital media.
- 9) **CLASS NUMBER(S) OF GOODS OR SERVICES:** (See form 290-a)  
135, 138, 139, 141, 142
- 10) **DATE (MONTH, DAY, YEAR) MARK WAS FIRST USED ANYWHERE BY APPLICANT OR APPLICANT'S PREDECESSOR IN INTEREST:**  
9/10/2015
- 11) **DATE (MONTH, DAY, YEAR) MARK WAS FIRST USED IN OREGON BY APPLICANT OR APPLICANT'S PREDECESSOR IN INTEREST:**  
9/10/2015

**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:

Title:

Date:

Kalei Taylor  
Deputy City Attorney03/27/2018**CONTACT NAME:** (To resolve questions with this filing.)Kalei Taylor**PHONE NUMBER:** (Include area code.)503-823-4047

47211

Corporation Division."

**5) Description of Service Mark**

The mark features the City of Portland Bureau of Transportation program name "VISION ZERO" written horizontally. A circle with two breaks at approximately the 2:00 and 8:00 clock face positions represents the letter "O" in the "ZERO" portion of the text. The mark uses the Futura font primarily in Pantone 1505 U, a strong shade of orange, with alternate gray and black color variations.

**6) Specimens of Service Mark**



VISION ZERO  
VISION ZERO  
VISION ZERO

**7) Goods or Services with Which the Mark is Used:**

The Portland Bureau of Transportation uses the logo to highlight the City of Portland's efforts to raise awareness of substantially and substantially reduce the deaths and serious injuries that result from automobile traffic on city streets.