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## Trade and Service Marks - Registration

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DEC 03 2020

REGISTRY NUMBER: \_\_\_\_\_

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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.

OREGON  
SECRETARY OF STATE

For office use only

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

1) CORRESPONDENT NAME:

MAILING ADDRESS:

Kim Ramsay

245 South Grape St  
Medford, OR 975012) APPLICANT'S NAME: (Owner: ☐ Individual or ☐ Entity)

ADDRESS:

Neilsen Research Corporation

245 South Grape St  
Medford, OR 97501

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.)

Top 40 Water Chemistry Package

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.)

Analytical Testing

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

Analytical Reports, Flyers, Advertising

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

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

10/7/2005 KR 6/20/2007

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

10/7/2005 KR 6/20/2007

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:

Kim Ramsay

Vice President

11/25/2020

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

Kim Ramsay

PHONE NUMBER: (Include area code.)

541-760-5078

## FEES

Required Processing Fee \$50.00

Processing Fees are nonrefundable. Please make check payable to "Corporation Division."

## **Top 40™ Contaminants**

Scientists at Neilson Research Corporation generated this package after years of collecting data from water sources all over the nation. This series of tests will enable you to identify the presence of contaminants most likely to be found in levels of concern.

### **Aluminum (Al)**

Low-level exposure is not thought to be harmful, but long-term intake has been linked to bone disease and impaired brain function, including Alzheimer's disease. Federal Limit 0.05 mg/L.

### **Antimony (Sb)**

Found in batteries, pigments, and naturally occurring ore, this metal has been shown to cause nausea, vomiting, diarrhea, and is a potential human carcinogen. Federal Limit 0.006 mg/L.

### **Arsenic (As)**

A known human carcinogen. Any exposure to this toxic metal can cause skin and circulatory system damage. Symptoms of arsenic poisoning include weight loss, nausea, diarrhea, hair loss, depression, tiredness, and intestinal upsets. Federal Limit 0.010 mg/L. [More news about Arsenic.](#)

### **Barium (Ba)**

Symptoms of poisoning include increased blood pressure, changes in heart rhythm, stomach irritation, and muscle weakness. Federal Limit: 2 mg/L

### **Beryllium (Be)**

One of the most toxic chemicals known, and a probable human carcinogen, beryllium has been shown in lab tests to cause mutation of animal DNA. Federal Limit 0.004 mg/L.

### **Boron (B)**

While there is currently no Federal limit established for boron, the EPA is considering a 0.6 mg/L limit because of its toxicity to plants. We include boron in this package because it is commonly requested by homeowners. Plants can tolerate boron levels up to 4.0 mg/L.

### **Cadmium (Cd)**

Symptoms of cadmium poisoning include cramps, nausea, vomiting and diarrhea. Chronic exposure to low levels leads to kidney disease, lung damage and fragile bones. Federal Limit 0.005 mg/L.

### **Calcium (Ca)**

The most abundant metal in the human body, calcium is necessary for bone and tooth formation. Homeowners often request calcium testing as part of water hardness determination. No Federal limit. See "Hardness" below.



**Chloride (Cl<sup>-</sup>)**

Chloride is regulated as a Secondary contaminant due to its general non-toxicity. Homeowners with a chloride level higher than 100 mg/L may notice a salty taste. Federal Limit 250 mg/L.

**Chromium (Cr)**

Exposure above the EPA limit may cause skin ulceration. Long-term contact may damage liver, kidneys, and nerve tissue. Federal Limit 0.1 mg/L.

**Conductivity ( $\sigma$ )**

Measures resistance to an electrical current passing through water. Useful indicator for the concentration of dissolved salts. No Federal Limit.

**Copper (Cu)**

Imparts a bitter taste, stains fixtures, hair, and fabrics, and can cause stomach irritation and vomiting. Federal Limit: 1.0 mg/L with an Action Level at 1.3 mg/L

**Fluoride (F)**

Helps prevent tooth decay. Long-term overexposure leads to tooth enamel destruction, brittle bones, and joint pain. Federal Limit: 4 mg/L.

**Hardness**

Hard water is caused by a variety of dissolved metallic ions including calcium, magnesium, iron, and manganese. Hard water is a nuisance that causes soap scum, limescale, and increased soap consumption, but no known negative health effects. Federal Limit 250 mg calcium carbonate per liter.

**Iron (Fe)**

A secondary contaminant, iron oxidizes in water and becomes visible sediment, imparts a metallic taste, and stains clothing and fixtures. Human illness caused by water-borne iron is unlikely. Federal Limit: 0.3 mg/L

**Lead (Pb)**

This is a very conservative standard aimed at protecting pregnant women and small children. Delays in physical and mental development along with deficits in attention span and learning abilities can result from exposure. Federal Action Level 0.015 mg/L.

**Lithium (Li)**

Like other alkali metals, contact with lithium leads to internal blistering. The body does not readily absorb lithium and upon oral intake it is mildly toxic. Lithium occurs naturally in many regions. There is no Federal limit.

**Magnesium (Mg)**

Humans need at least 200 mg per day and there is no evidence that magnesium produces systemic poisoning. Magnesium contributes to water hardness and lime scale deposits on fixtures. High levels can have a laxative effect. There is no Federal Limit, except as a component of water "hardness" calculation.

#### **Manganese (Mn)**

This element is regulated as a secondary contaminant because it produces very unpleasant odor and taste in drinking water. Extremely high levels of manganese can be toxic to expectant mothers and children. Federal Limit: 0.05 mg/L.

#### **Nickel (Ni)**

Essential for humans, Nickel aids hormone production. Long-term overexposure can cause decreased body weight, heart and liver damage. The EPA has added and removed Nickel from the contaminant list and is now reviewing the MCL. The Oregon limit is 0.1 mg/L

#### **Nitrate (NO<sub>2</sub>)**

In infants, nitrates reduce the blood's ability to carry oxygen and may cause death or permanent brain damage. High nitrate levels also cause gastric and stomach cancers. Federal Limit: 10.0 mg/L

#### **Nitrite (NO<sub>3</sub>)**

Nitrates are formed when nitrites are ingested. Infants younger than 6 months of age are at risk of permanent brain damage or death from exposure. Federal Limit: 1 mg/L

#### **pH**

The ideal pH for drinking water is 7.5. When pH is below 7.0, the water is acidic and can cause corrosion of pipes and fixtures. When the pH is higher than 8.0, the water is alkaline. This can create mineral deposits on the interior surfaces of pipes and the water will have a slippery feeling. Federal Limit: 6.5-8.5 pH Units

#### **Potassium (K)**

Classified in the body as an electrolyte, potassium is necessary for protein synthesis and carbohydrate metabolism. Adults should consume 4.7 grams of potassium per day to help lower blood pressure and reduces the risk of bone loss. Federal Reporting Limit: 0.0001 mg/L

#### **Selenium (Se)**

This essential nutrient may boost fertility. However, too much selenium can cause selenosis, which can result in hair loss, nail problems, nausea, irritability, fatigue, and mild nerve damage. Federal Limit: 0.05 mg/L.

#### **Silver (Ag)**

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Regulated as a secondary contaminant. Silver poisoning causes skin discoloration and can be fatal to humans in high doses. Federal Limit: 0.1 mg/L

### **Sodium (Na)**

There is no enforceable limit on sodium. A salty taste may be noticeable if the sodium level approaches 100 mg/L and the chloride level is near 100 mg/L. A level of 20 mg/L is advised for those medically restricted to 500 mg sodium intake per day.

### **Sulfate (SO<sub>4</sub>)**

Sulfate is second to bicarbonate as the major anion in hard water reservoirs has a laxative effect in humans. Sulfate is regulated as a secondary contaminant with a maximum level of 250 mg/L.

### **Thallium (Tl)**

This highly toxic metal was once used in rat poisons. Long-term exposure may cause hair loss and damage to liver, kidney, intestinal, and testicular tissues. Federal Limit 0.002 mg/L

### **Zinc (Zn)**

Gives the water a metallic taste and can cause a greasy film when boiled. High levels give water a milky appearance. Zinc bearing water should not be used in acid drinks like lemonade because zinc citrate and other organic zinc compounds that will result may be poisonous. Federal Limit: 5.0 mg/L