

**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

REGISTRY NUMBER:

51424

For office use only



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

Please Type or Print Legibly in **Black** ink. Attach additional Sheets if Necessary.1) **CORRESPONDENT NAME:**

Lisanne M. Butterfield, Carr Butterfield, LLP, Attorneys

MAILING ADDRESS:

5285 Meadows Road, Suite 199, Lake Oswego, OR 97035

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

Edward Lebold (dba Portland Financial Group)

ADDRESS:

5885 Meadows Road, Suite 850, Lake Oswego, OR 97035

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

The words PORTLAND FINANCIAL GROUP in teal colored text with the stylized letter "P" in teal color to the left of the text.

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.)

Financial services to include financial planning, investment planning, insurance planning and group benefits consulting/brokerage. Also insurance consulting.

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

Marketing materials including, brochures, email footer, website, newsletter, statements to clients, letterhead, business cards; financial and insurance industry communications.

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:**

September 16, 2019

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

September 16, 2019

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:

Owner

Date:

02/19/2021

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

Lisanne M. Butterfield, Carr Butterfield, LLP

PHONE NUMBER: (Include area code.)

503-635-5244

FILED
MAR 04 2021**FEES**

Required Processing Fee \$50.00

OREGON
SECRETARY OF STATE

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

Whitesell, Caroline

From: Portland Financial Group <elebold@financialguide.com>
Sent: Monday, September 16, 2019 2:35 PM
To: Whitesell, Caroline
Subject: Say hello to our new brand!



Say hello to our new brand!

We are happy to announce a new logo, color scheme and website. Our current logo and website were developed 10 years ago in 2009. We wanted to modernize our look, and become more cohesive across our social media, website, and client-facing materials.

Since our founding in 1987, we have focused as a firm on providing exceptional client service. We updated our brand to create a refreshing experience for our clients, in person and online.

Visit our new website to learn more!

portlandfinancialgroup.com

Portland Financial Group is not a subsidiary or affiliate of NML Investor Services LLC or its affiliated companies

Visit our new website!

Portland Financial Group | 5885 Meadows Rd Suite 850, Lake Oswego, OR 97035

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