

**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**FILED****MAY 18 2022****OREGON**  
**SECRETARY OF STATE**

REGISTRY NUMBER:

52002

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.

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

## 1) CORRESPONDENT NAME:

## MAILING ADDRESS:

Brad HutchinsUniversity of Oregon, 5286 University of Oregon, Eugene, OR 97403-52862) APPLICANT'S NAME: (Owner ☐ Individual or ☐ Entity)

## ADDRESS:

University of OregonUniversity of Oregon, 5286 University of Oregon, Eugene, OR 97403-5286

## 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.)

PK Park (see attached logo & press release)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)

Stadium Signage, clothing, advertising & marketing, etc.

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

Mark will be utilized to promote and schedule events for University of Oregon. PK mark will also be utilized in retail on clothing/apparel, hats, etc.

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

125, 128, 135, 141, 142

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

February 23, 2022

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

February 23, 2022

## 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:

Brad Hutchins

Title:

Contracts Officer

Date:

March 15, 2022

CONTACT NAME: (To resolve questions with this filing)

Brad Hutchins

PHONE NUMBER: (Include area code)

541-346-6083 or via email at hutchins@uoregon.edu

52002



## University of Oregon Athletics



#52002





# New PK Park Logo Features Personal Touches

Oregon's baseball facility, named for former athletic director Pat Kilkenny, has a new logo reflecting his heritage, his hometown and his passion for baseball.

Rob Moseley

Baseball

Posted: 02/22/22

Prior to Oregon's home football game against California last October, friends and family of former UO head coach [Mike Bellotti](#) met at a tailgate.

They were there to celebrate the unveiling of Bellotti's new plaque outside the Casanova Center, honoring his induction into the College Football Hall of Fame. It was at that tailgate that Todd Van Horne, the former creative director at Nike, pulled aside former UO athletic director Pat Kilkenny to show him a design Van Horne was working on – an updated logo for Oregon's baseball stadium, PK Park.

Kilkenny had been athletic director when the Ducks decided to reboot their program, and it was his initials that graced the stadium. At a university widely known for its relationship with Nike co-founder Phil Knight, clarifying Kilkenny's association with the baseball stadium was part of Van Horne's motivation for updating PK Park's logo.

Kilkenny is a proud descendant of Irish heritage and an equally proud native of Heppner, a small town in Eastern Oregon. He is also a diehard fan of baseball, all of which Van Horne sought to convey in the new PK Park logo he showed Kilkenny at that tailgate outside Autzen Stadium back in October, on printouts spread out across the hood of a truck.

The reaction was visceral: "I got goosebumps," Kilkenny said. "It's very cool, and very special."

The new logo was designed this past offseason in conjunction with other PK Park upgrades including new turf, a new video board and new outfield fencing. The Ducks will play their first home game in the upgraded facility Friday, against St. John's at 4:05 p.m.

Above and beyond.

PK Park got a few upgrades in time for [UO Baseball's](#) home opener this Friday. [#GoDucks](#)

Tickets: <https://t.co/3WvY4T77Qn> pic.twitter.com/UnDeMCE66

GoDucks (@GoDucks) February 23, 2022

That will be the first chance for fans to see updates to the park, including the new logo. The imagery includes a shamrock and a baseball diamond, a flying duck and the image of home plate, reflecting both Kilkenny's passion for baseball and affection for his hometown of Heppner. All of it is linked together in the style of a Celtic knot.

Van Horne has previously done design work for Heppner High on behalf of Kilkenny. He said about 10 years of picking up bits and pieces about Kilkenny's background went into the formulation of the new PK Park logo.

"There's the whole notion of, we're products of where we came from and who we came from," Van Horne said. "You combine 'who' and 'where' and you've got these great plotlines."

The characterization of "home" in the context of both baseball and his roots in Heppner might have been the most meaningful touch to Kilkenny, the former UO athletic director said.

"We're all blessed with lots of different assets when we're born, and mine was being part of a really extraordinary family, that grew up in a community that's quite special," Kilkenny said. "It never gets old making your family and your parents proud. That's at the root of everything that's good in our lives. People talk about the 'luck of the Irish,' and I sure have had more than I've earned."

The logo and other changes to PK Park are among the latest new touches to Oregon's world-class facilities. From Matthew Knight Arena to the Marcus Mariota Performance Center to the reimagined Hayward Field, all have storytelling elements like those Van Horne incorporated to honor Kilkenny.

"What's beautiful about all the different facilities at Oregon is, each one of them has a unique feel," Van Horne said. "There's unique branding elements, unique pieces that all feel really creative, really innovative. They push the sports forward in different ways, and reflect the attitude of what it means to be Oregon."

Kilkenny's pride in seeing his heritage and hometown honored in the new PK Park logo is balanced by his bashfulness at drawing attention to himself. He's looking forward to seeing the updated stadium in person this spring, as much as anything because it will bring a chance to see the university he adores playing a sport he loves.

"It's a game families can enjoy, it's America's game, and a community like Eugene and the University of Oregon deserved to have a baseball program," Kilkenny said. "We were so lucky to have George Horton as our coach, and to compete at a high level pretty quickly. And I think the next step from a leadership perspective couldn't be any better than [Mark Wasikowski](#)."

Copyright ©2022 University of Oregon Athletics

# 52002