

# BEAR NECESSITIES



The official newsletter of the MADE IN ALASKA program

JULY 2007

## What is a Trademark?

by Signe Jorgenson

A trademark is a distinctive symbol or indicator which is used by an individual, business, or organization to identify products or services, and to distinguish those products and services from competing products and services. Trademarks often consist of a logo, a name, a phrase, a design, an image, or a combination of these elements. For example, the Made In Alaska trademark consists of a logo, the mother bear and cub, which incorporates the slogan "Made In Alaska." However, the slogan is not on its own trademarked. In other words, a person can use the words "Made In Alaska" to mark a product but, without being a member of the Made in Alaska program, that person cannot use those words in combination with the well-recognized image that has come to represent authenticity and quality in Alaskan-made goods.

Trademarks are similar to copyrights and patents, but are not identical. Copyrights regulate the use of ideas and information, and are used to protect particular expressions of ideas and information. This expression may take the form of a written work, a painting, a musical composition, or some other artistic form. Patents function in the same way, but they regulate and protect inventions. Trademarks, on the other hand, are mostly used as a means of identity-building rather than as a way to protect or regulate a product. (For instance, the

trademarked Coca-Cola logo identifies the product and can be used only by Coca-Cola, but the formula is patented to prevent other soft drink manufacturers from creating an identical product.)

### What's the difference between Trademark and Registered Trademark?

Anyone can claim a trademark by using the designation "TM" in conjunction with a logo, name, et cetera, to alert the public to one's claim of a particular mark or slogan. However, to use the Registered Trademark symbol (®) an application must be on file with the United States Patent and Trademark Office, and the ® may not be used to designate a trademark until after that application has been approved by the USPTO.

### Federal vs. state trademark registration

There are two types of trademark registration: federal and state. Alaska State Trademarks are regulated through the state of Alaska, and are valid for five years. To register a trademark with the state, the product or service being registered *must* be sold or used in Alaska. When a trademark is registered through the state of Alaska, it is searched against all other trademarks registered through the state to ensure that the trademark is unique. However, the state cannot search against trademarks

registered in other states though it is able to search trademarks registered through the USPTO. The ® symbol may not be used if a trademark is only registered through the state of Alaska. Federal trademark applications may be filed online at [www.uspto.gov/teas/eTEASpageA.htm](http://www.uspto.gov/teas/eTEASpageA.htm), and the minimum application cost is \$275. State of Alaska trademark applications may not be filed online, although the form is available at [www.dced.state.ak.us/bsc/pub/08-565.pdf](http://www.dced.state.ak.us/bsc/pub/08-565.pdf). The cost to apply is \$50.

For more information on Alaska trademarks, contact the Alaska Department of Community and Economic Development: [www.dced.state.ak.us/bsc/tmark.htm](http://www.dced.state.ak.us/bsc/tmark.htm) OR State of Alaska/Corporations Section/PO Box 11808/Juneau, AK/99811.

For more information on federal trademarks, contact the USPTO:

<http://www.uspto.gov> OR 1-800-786-9199 OR Commissioner for Trademarks/PO Box 1451/Alexandria, VA/22313-1451.

*Your Made In Alaska permit allows you to use the trademark mother bear and cub logo in conjunction with your product, promotional material, letterhead and business cards.*

# Welcome New Permit Holders

Basement Studios LLC  
Tasha Walen  
Juneau 586-3048  
basementstudios@gmail.com  
www.basementstudiosalaska.com  
Wholesale - No  
Permit #6005 for Handcrafted Art  
Glass Beads, Beaded Jewelry  
And Art Glass

New Phase Photography  
BJ & Larry Bond  
Delta Junction 895-1895  
bjbond@wildak.net  
Wholesale - No  
Permit #6006 for Alaska Photo's,  
Note Cards, Greeting Cards  
Bark Valley Treats

Tammy Shinn  
Wasilla 841-7089  
barkvalleytreats@pobox.mtaonline.net  
www.barkvalleytreats.com  
Wholesale - Yes  
Permit #6007 for All-Natural,  
Preservative-Free Dog Treats  
Utilizing Reindeer, Buffalo Meat,  
As Well As Peanut Butter And  
Chicken

Raven's Eye Studio  
Heidi Johnson  
Juneau 364-1543  
Wholesale - No  
Permit #6008 for Handmade  
Fused Glass Items Including  
Tiles, Tableware And Art Objects

Martin Craft  
Wayne McMurchie  
Ketchikan 247-2346  
Wholesale - No  
Permit #6009 for Alaska Design  
Native Contemporary Jewelry

Glacier Bay Botanicals  
Coleen Stansbury  
Gustavus 697-2771  
codlips@gmail.com  
Wholesale - Yes  
Permit #6010 for Soap, Glacier  
Ice Soap, Rainforrest Soap,  
Body Lotion And Lip Balm

Jumping Frog Designs  
Heidi Hill  
Anchorage  
heidi4649@yahoo.com  
Wholesale - No  
Permit #6011 for Natural Stone  
Jewelry  
Permit #6012 for Quilted Items

Alaskan Wish  
Carroll O'Neal  
Wasilla 232-4551  
alaskanwish@hotmail.com  
Wholesale - No  
Permit #6013 for Northern Lights  
Fused Glass With Metal Art,  
Fused Glass Ornaments With  
Card  
Permit #6014 for Alaskan Wish  
Earrings With Card, Sterling  
Silver With Beads

Summit Consulting Services Inc.  
Dave Cramer  
Anchorage 563-5675  
www.summitalaska.com  
Wholesale - No  
Permit #6015 for Rural Waste  
Management Equipment  
Taiga Mushing Supplies, Inc.

Joanne Trefethen  
North Pole 488-2502  
trefethn@polarnet.com  
www.mushingsupplies.com  
Wholesale - Yes  
Permit #6016 for Nylon Dog  
Harnesses And Collars

Raven Wi' Enterprises  
Cynthia Alvidres  
Palmer 745-7293  
ravenwi@mtaonline.net  
www.ravenscreations.net  
Wholesale - No  
Permit #6017 for Hand Painted  
Glassware  
Permit #6018 for Sewn Items  
Permit #6019 for Graphic Art  
Design

Tongass Needle Arts  
Michelle Calvin-Casey  
Juneau 364-3444  
www.tongassneedlearts.com  
Wholesale - Yes  
Permit #6020 for Alaska Themed  
Cross Stitch Designs And Kits

Simple Fare And Rudolfs  
William Nixon  
Wasilla 357-9823  
Wholesale - No  
Permit #6021 for Funnel Cakes  
With Berries, Hot Dogs-Reindeer  
Sausage

Cicccone Glass Studio  
Kim Cicccone  
Anchorage 248-2493  
ciccconeglass@gmail.com  
www.ciccconeglass.com  
Wholesale - Yes  
Permit #6022 for Glassart-Fused  
And Slumped Glass

Good Designs  
Katherine Gooddell  
Anchorage 345-4641  
bkgoodell@acsalaska.net  
Wholesale - Yes  
Permit #6023 for Jewelry  
  
Alaska Hot Sauce Company  
John Shore  
Anchorage 272-2253  
cshore@alaska.net  
www.alaskahot.net  
Wholesale - No  
Permit #6024 for Habanero Hot  
Sauce

Aurora Ice  
Jessie Mayes  
Anchorage 440-0072  
aurora-ice@hotmail.com  
Wholesale - No  
Permit #6025 for Handcrafted  
Jewelry

Pinochle Creek Photography  
Heather Burnell  
Palmer 746-4343  
lipriprz@mtaonline.net  
Wholesale - No  
Permit #6026 for Photography

Alaska Things & Dreams  
Anna McKee  
Talkeetna 841-7889  
atd@huges.net  
www.atd.com  
Wholesale - No  
Permit #6027 for Dream  
Catchers  
Permit #6028 for Polymer Clay  
Sculptures  
Permit #6029 for Beaded Jewelry  
Permit #6045 for Scrapbooking  
Permit #6046 for Glass Art

Nome Photos  
Peggy Fagerstrom  
Nome 443-2566  
pfagerst@gci.net  
www.nomephotos.com  
Wholesale - Yes  
Permit #6030 for Photography  
Nome Photos  
Permit #6031 for Paintings-Oil  
Paint And Acrylic

Show Stopper Quilts  
Shana Clay  
North Pole 322-5721  
shana@showstopperquilts.com  
www.showstopperquilts.com  
Wholesale - No  
Permit #6032 for Custom Alaska  
Themed Quilts That Showcase  
Alaskan Wildlife And Nature  
Scenes.

Glacier Valley Roasters  
Carol Sanner  
Girdwood 783-2912  
drewchugach@acsalaska.net  
Wholesale - Yes  
Permit #6033 for Custom  
Roasted Coffee, Whole Bean Or  
Ground

New Archangel Seafood  
Richard Rohlman  
Sitka 738-8698  
rwrohlman@yahoo.com  
www.newarchangelseafoods.com  
Wholesale - Yes  
Permit #6034 for Wholesale  
Smoked Salmon Designed For  
Catering And Food Service  
Applications.

Absentminded Sisters' Designs  
Kay Platter  
Anchorage 240-1928  
absentmindedsisters@yahoo.com  
Wholesale - Yes  
Permit #6035 for Handmade  
Beaded Jewelry Made With  
Glass, Semi Precious  
Gemstones, Polymer Clay &  
Metal Beads

The Summit Grill  
Jen Littell  
Anchorage 351-4556  
Wholesale - No  
Permit #6036 for Prepared Food  
Items

Jeanne's Fiber Arts  
Jeanne Thomas  
Fairbanks 452-6038  
jeanne@ak.net  
Wholesale - No  
Permit #6037 for Handknit Felted  
Originals Including Handbags,  
Totebags, Baskets And Buttons

Coalminer's Cabin Collectibles &  
Fine Jewelry  
Donnah-Rae DeVernon-Pearson  
Sutton 745-1938  
paws@mtaonline.net  
Wholesale - Yes  
Permit #6038 for Alaskan  
Jewelry Made With Stones &  
Crystals

Rock-Hard Solid Surface  
Trudy Formica  
Soldotna 262-7625  
rockhard@acsalaska.net  
Wholesale - No  
Permit #6039 for Solid Surface  
Materials For Counter Tops,  
Vanities, Tub & Shower, Window  
Sills, Cutting Boards

# Welcome New Permit Holders

Gage Tree Service  
 Carla Gage  
 Anchorage 345-9699  
 gagetreeservice@ak.net  
 Wholesale - Yes  
 Permit #6040 for Different Color  
 Mulch

Takenya Rosetta  
 Takenya Ford  
 Fairbanks 388-8882  
 admin@takenyarosetta.com  
 www.takenyarosetta.com  
 Wholesale - Yes  
 Permit #6051 for Fine Art Prints  
 And Cards Of Original Art Work

Peggy's Hobbies & Craft  
 Margaret Bjorgan  
 Anchorage 337-9121  
 pbj@alaska.net  
 Wholesale - No  
 Permit #6041 for Beaded Jewelry

The Craft Of Chocolate  
 Tara Ford  
 Anchorage 223-1287  
 thecraftofchocolate@gmail.com  
 Wholesale - No  
 Permit #6052 for Handcrafted  
 Chocolate Sauce

Alaska Arctic Treasures  
 Robin Johnson  
 Sterling 262-0411  
 alaskaarctictreasures@alaska.net  
 Wholesale - No  
 Permit #6042 for Jewelry Made  
 From Alaska Mastadon Fossil  
 Ivory, Jade, Jasper, Opal, Azurite,  
 With Sterling Silver And Other  
 Metals.

True Alaska Bottling Company  
 Candy Johnson  
 Lamoille 775-777-3626  
 canjohno@frontiernet.net  
 www.truealaskabottling.com  
 Wholesale - No  
 Permit #6053 for Bottled Water

Silver's Creations  
 Pamela Coghill  
 Nenana 832-5654  
 beadgoddess@silver-creations.com  
 www.silvers-creations.com  
 Wholesale - No  
 Permit #6043 for Beaded Jewelry,  
 Barrettes, Lighter Cases, Sun  
 Catchers

Eagle Song Alaska  
 Paula Williams  
 Wasilla 733-5239  
 eaglesongalaska@gci.net  
 Wholesale - No  
 Permit #6054 for Burl Bowls &  
 Carvings

Teasing Raven Designs  
 Dan Martin  
 Juneau  
 amym@ptialaska.net  
 Wholesale - Yes  
 Permit #6044 for Handmade  
 Earrings And Necklaces

Tedsnologies, Inc.  
 Donald Harman  
 Anchorage 345-6838  
 don@palletguy.net  
 www.tedsbox.com  
 Wholesale - Yes  
 Permit #6055 for Thermostatically  
 Controlled, Battery Powered,  
 Mechanically Refrigerated Air  
 Cargo Container Of RKN Type.


Grandma's Dollhouse  
 Shirley Novak  
 Sutton 746-0771  
 granmadh@pobox.mtaonline.net  
 Wholesale - No  
 Permit #6047 for Porcelain And  
 Fabric Dolls Including Clothes  
 Permit #6048 for Porcelain Vases

A & S Glassworks  
 Scott Feldmann  
 Auke Bay 789-1652  
 drydogs@acsalaska.net  
 Wholesale - No  
 Permit #6056 for The  
 Representation Of Alaska And  
 Life Here Through The Medium  
 Of Stained, Etched And Carved  
 Glass

Special Alaskans Craft Company  
 Diane Stauner  
 Fairbanks  
 8\_stauners@gci.net  
 Wholesale - No  
 Permit #6049 for Caribou Antler:  
 Buttons, Keychains, Zipper Pulls,  
 And Magnets

Homer Hounds LLC  
 Victoria Rockefeller  
 Homer 235-7389  
 homerhounds@hotmail.com  
 Wholesale - Yes  
 Permit #6057 for Homemade, All  
 Natural, Dog Biscuits Made In  
 Homer Alaska

T & J Enterprises  
 Terry Pickel  
 Eagle River 696-4094  
 terrykp@pobox.mtaonline.net  
 Wholesale - No  
 Permit #6050 for Hand Knitted  
 Scarves, Hats, Felted Hats,  
 Felted Bags And Wearable Items



**Made In Alaska — Label Order Form**

*Return this form to: Made In Alaska*

741 East 13th Avenue, Anchorage, AK 99501

Fax: 272-5635 Phone: 272-5634



Permit # \_\_\_\_\_

Company: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/Zip: \_\_\_\_\_

**Checks Payable to: State of Alaska**

\_\_\_\_\_

Roll Labels (Stickers)	# of Rolls or Bags	Cost per Roll or Bag	Amount Due
<b>1,000/roll</b>			
<b>Large 1" x 1"</b>			
<b>Small 1/2" x 1/2"</b>			
White & Black - Large		\$15.00	
Gold & Black - Large		\$15.00	
Silver & Black - Large		\$15.00	
White & Black - Small		\$12.50	
Gold & Black - Small		\$12.50	
Silver & Black - Small		\$12.50	
<b>NEW! White &amp; Black Extra Large Stickers</b>			
<b>4" x 4" Industrial - 500/Roll</b>			
Industrial Roll of 500		\$85.00	
10 Stickers		\$3.00	
<b>Woven Cloth Labels sold 50 per bag</b>			
<b>1" x 1"</b>			
Red		\$12.50	
Light Blue		\$12.50	
Light Pink		\$12.50	
Dark Pink		\$12.50	
Yellow		\$12.50	
Forest Green		\$12.50	
<b>Black &amp; White Special Order Woven Cloth Labels</b>			
Small (1/2") bag of 50		\$7.50	
Small Bag of 500		\$52.50	
Med (1") bag of 50		\$8.00	
Med bag of 350		\$40.00	
Large (1 1/2") bag of 50		\$8.50	
Large bag of 400		\$46.00	

**Total Amount Due \$ \_\_\_\_\_**



## Free — Point Of Sale items Posters, Tents, Decals

Made In Alaska maintains an inventory of point of sale merchandising items and decals available to permit holders and retailers of all types...just for the asking. These items spruce up your in-store or booth displays and bring positive attention to your Made In Alaska certified items. All permit holders benefit when you spread the word...

### “Look for the Label”

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Number	Item
	Decal — 6” x 6”, Back Stick Display & Doors
	Decal — 6” x 6”, Front Stick Doors
	Look for the Label Tents 3” x 5” folded
	Look for the Label Posters 8” x 10”
	Another Alaskan Product Tent 2” x 3” folded
	Another Alaskan Product flat 3” x 4”
	Another Alaskan Product flat 4” x 9”

[www.madeinalaska.org](http://www.madeinalaska.org)

#### Made In Alaska

741 East 13th Avenue \* Anchorage, Alaska 99501-4621

Phone: 272-5634 Fax: 272-5635

Email: [madeinalaska@anchoragemarkets.com](mailto:madeinalaska@anchoragemarkets.com)

# Product Wall Display Changes

The State of Alaska Department of Commerce, Community and Economic Development (DCCED) has entrusted the management of the Made In Alaska Product Wall display cases to Webb's Consulting & Management Services, Inc.

Webb's Consulting & Management Services will soon rotate the products in the Product Wall Display cases and are in need of new products to fill our four cases.

If you would like the opportunity to display your Made In Alaska certified product at any of our four locations please call Greg Stubbs at 272-5634 and ask for a copy of the "Alaska Products Display Application." There is no charge to permit holders wishing to display products at these great sites.



**VALUE** — the biggest value that a permit holder can receive is the right to attach the Made In Alaska emblem to their products. However, this value is only received if you actually attach the emblem, every time.

### E-Mail Newsletter

Our biggest cost increases the past five years have been in postage and printing cost of our newsletter and the annual Permit Holders & Products Guide. Meanwhile, the ability to communicate by email and web pages is getting easier to use, cheaper and practicable as a substitute for the printed word.

We are now using software that will allow us to send you our quarterly newsletter in electronic format. Many already receive it this way and we hope that a majority of our recipients accept this option. Please complete the information below, select your preferred method of delivery for our October and future issues and return to Made In Alaska:

Please send by:

U.S. Mail     Email to this address:

PRSR STD  
U.S. POSTAGE  
**PAID**  
Permit No. 93  
Anchorage, AK