



# Fun Photo Guys®

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**FOR IMMEDIATE RELEASE**

## REGISTERED CERTIFICATION MARK

Green Wedding Providers<sup>SM</sup> Receives Official Registered Certification Mark from the USPTO

Green Wedding Providers<sup>SM</sup>, an online resource for wedding providers and couples seeking to have a more eco-conscious wedding, announced today that it was awarded a Certificate of Registration from the United States Patent and Trademark Office (USPTO) on September 29, 2009 for its Certification Mark, Certified Green Photographer<sup>®</sup>.



This registration establishes Green Wedding Providers<sup>SM</sup> legal ownership of the name, establishes a brand identity in the marketplace, and demonstrates that Green Wedding Providers<sup>SM</sup> claim to the term is unique, unusual, distinctive, and has been established through consistent long-term use.

The records of the USPTO show that an application for registration of "Certified Green Photographer<sup>®</sup>" filed in early 2009 was examined and determined to be in compliance with the requirements of the law and with the regulations prescribed by the Director of the USPTO; and that Green Wedding Providers<sup>SM</sup> is entitled to registration of the "Certified Green Photographer<sup>®</sup>" mark under the Trademark Act of 1946.

Businesses use Certification Marks to demonstrate that they adhere to strict standards/regulations. Trademarks, by contrast, are used to distinguish competing products, and Service Marks are used to distinguish competing services in their field. Trademarks are normally affixed to a product by a label; Service Marks and Certification Marks are displayed through websites, advertising and promotional materials.

Kevin Slovick, Founder, stated "Receiving the Registered Certification Mark further solidifies our brand identity and distinguishes us as from other certification programs". Kevin added "We have spent a lot of time, money and energy in promoting eco-conscious weddings. Our Registered Certification Mark will help to distinguish us from others who might use confusingly similar names or try to certify businesses using similar standards, particularly on the Internet."

### About Green Wedding Providers

Green Wedding Providers fills the void that exists for eco-conscious couples searching for ways to "green" their weddings. The website makes it easier for couples to learn how to decrease the impact of their wedding on the planet. Tips, articles, and certification programs make it easier for wedding providers to learn how to use sustainable business practices. GWP is a line of business of Fun Photo Guys<sup>®</sup>, a Green Business certified by the Bay Area Green Business Program, Green America, and GenGreen. More information is available at [CertifiedGreenPhotographer.com](http://CertifiedGreenPhotographer.com).



[CertifiedGreenPhotographer.com](http://CertifiedGreenPhotographer.com)

[FunPhotoGuys.com](http://FunPhotoGuys.com)

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# United States of America

United States Patent and Trademark Office



**Reg. No. 3,688,797** SLOVICK, KEVIN (UNITED STATES INDIVIDUAL), DBA GREEN WEDDING PROVIDERS  
Registered Sep. 29, 2009 77 NORWICH WAY  
PLEASANT HILL, CA 94523

CERTIFICATION MARK FOR: PHOTOGRAPHY SERVICES, IN CLASS B (U.S. CL. B).  
PRINCIPAL REGISTER

FIRST USE 2-9-2009; IN COMMERCE 2-9-2009.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CERTIFIED GREEN PHOTOGRAPHER" AND THE RECYCLING SYMBOL, APART FROM THE MARK AS SHOWN.

THE COLOR(S) GREEN, WHITE, BLACK IS/ARE CLAIMED AS A FEATURE OF THE MARK.

THE MARK CONSISTS OF THE TERMS "CERTIFIED GREEN PHOTOGRAPHER" IN WHITE ON AN OUTER GREEN RING, AN INNER WHITE CIRCLE, AN INSIDE GREEN CIRCLE CONTAINING THE DESIGN OF THREE CLOCKWISE ROTATING WHITE ARROWS OUTLINED IN BLACK.

THE CERTIFICATION MARK, AS USED BY AUTHORIZED PERSONS, CERTIFIES THAT A PHOTOGRAPHY BUSINESS CONSISTING OF ONE OR MORE PHOTOGRAPHERS HAS BEEN REVIEWED AND MEETS THE CERTIFIER'S STANDARDS REGARDING ENVIRONMENTALLY SUSTAINABLE AND SOCIALLY RESPONSIBLE BUSINESS PRACTICES.

SER. NO. 77-683,842, FILED 3-5-2009.

APRIL HESIK, EXAMINING ATTORNEY



*David J. Kybas*

Director of the United States Patent and Trademark Office