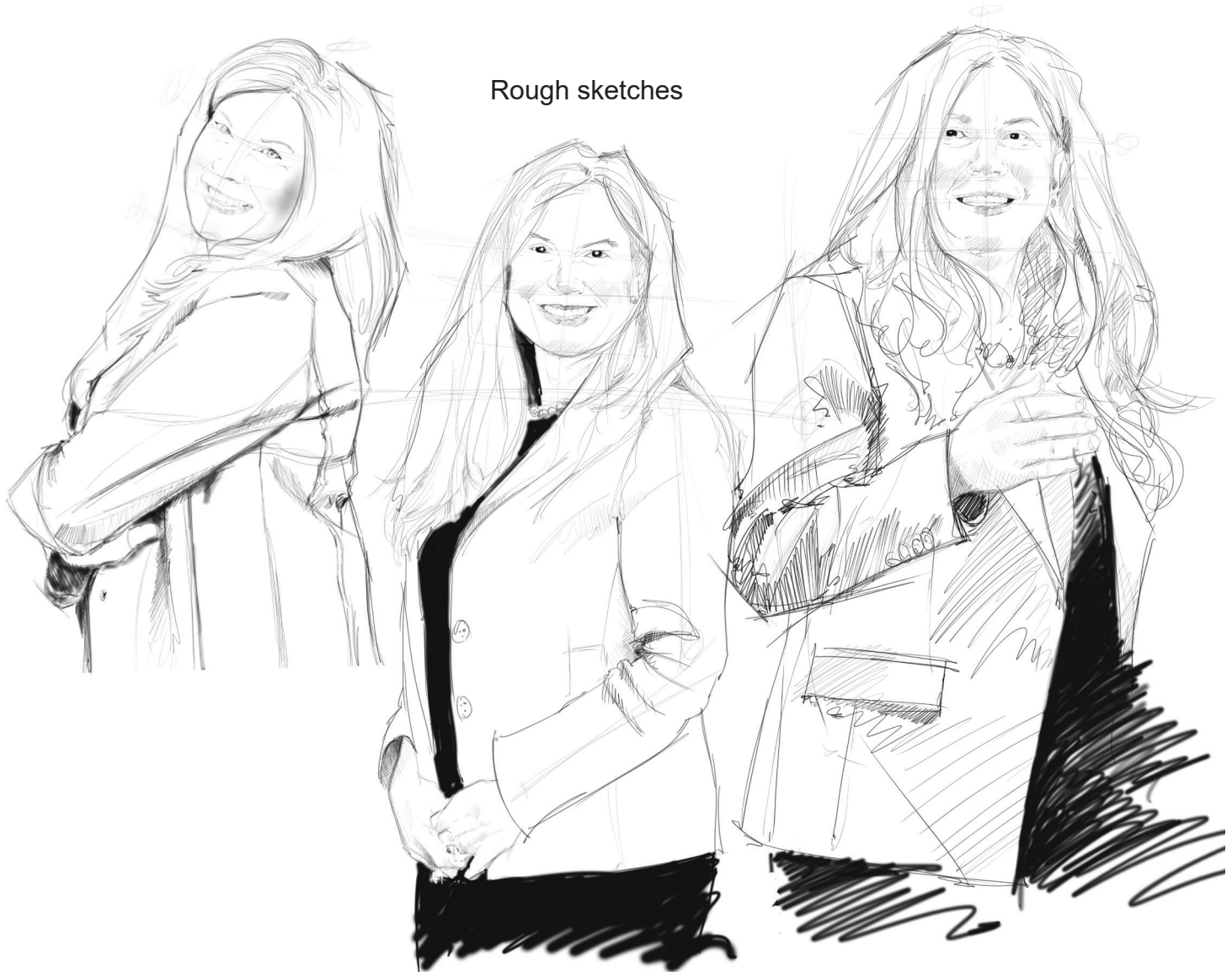


## Director of the United States Patent and Trademark Office Illustration Project

**Case study:** To create a Trademark departing gift as well as faux cert for the departing director



I completed numerous sketches, but I finally decided to show these to upper management for approval as they capture the essence and vitality of Miss Vidal.



reference photos



Rough sketches of K. Vidal



**My note to the other designer, for the layout of the certificate**

Pauldini,  
Since this is more like  
a portrait you may only  
be able to fit her just  
up to her hands to show her  
signature jacket which is  
what management pins on.  
I know you got this!!  
all the Best  
Pierre

**Final Illustration to be used in the faux certificate**



**reference photo**

Final faux certificate:  
Layout by: Paul Ehlke

# United States of America

United States Trademark and Patent Office



Reg. No. \_\_\_\_\_  
Registered December 13, 2024

Int. Cls.: 35, 39,  
41, 42, 43 and 45

SERVICE MARK  
PRINCIPAL REGISTER

text faded for privacy purpose

CLASS 35: *Caricature services, namely, creating and distributing caricatures for the entertainment of others*

CLASS 41: *Conducting guided eco tours for viewing hatterfish; Conducting dinner lectures for observing and studying octopuses in their natural habitat; Conducting guided outdoor expeditions of the Galapagos Islands; Sports training in the fields of rowing and marathon races; Party planning in the field of soirees with friends; Life coaching services in the field of eternal optimism; Magazine publishing, in particular, FORTUNE®'s Most Powerful Women; Providing photography services, information and expertise regarding the taking of a first-rate selfie, including lighting, posing, backgrounds, and looking like a BOSS; Conducting guided outdoor expeditions in uncharted territories for future agency leaders by trailblazing in the field of intellectual property; Entertainment services, namely, wine and food tastings featuring Pizza and Pinot*

CLASS 42: *Software engineering and electrical engineering; Technology consultation in the field of artificial intelligence (AI), particularly AI from the 90s*

CLASS 43: *Food reviewing services by food critics featuring pescatarian cuisine, green tea, and wine*

CLASS 45: *Online social networking services especially via LINKEDIN®; Military science services in the nature of adaptability, resilience, sacrifice, and a nomadic lifestyle as a military brat; Counseling for mothers in the field of sustaining and maintaining your COOL in the nature of being a BOY MOM; Dog walking services, namely, for Jack the Belgian Shepherd and Oliver the Belgian Tervuren; Legal services relating to granting of patents; Legal services relating to issuing of trademark registrations; Litigation services; Legal services, namely, intellectual property consulting, counseling, and advisory services*

KATHI HAS WORKED TIRELESSLY SERVING OUR AGENCY AND OUR COUNTRY, ALL WHILE MAINTAINING GRACE, PATIENCE, COMPASSION, AND RESPECT FOR HER COLLEAGUES AND STAKEHOLDERS, FOR WHICH SHE WILL BE GREATLY MISSED!

FIRST USE 4-13-2022; IN COMMERCE 4-13-2022

The mark consists of a tasteful caricature of our fearless director.

SER. NO. \_\_\_\_\_; FILED 04-13-2022