



JACOB AND SARAH COULTER
NAMING GUIDANCE – 5.12.15

Slingshot Farms

Pulled from your favorite name choice thus far. Added “s” to make it sound bigger.

Pros:

- Fun, Whimsical
- Nostalgic; calls to mind childhood
- Retro
- Speaks to adventure – like going to the farm & exploring the unknown
- Unique name for a farm
- Memorable
- Easy to pronounce and spell
- Ownable commercially online and across all social media
- Currently available as a domain name – www.slingshotfarms.com
- Handle “slingshotfarms” appears available (unassigned) on Instagram, Pinterest, Twitter, and Facebook

Cons:

- [Slingshot Coffee Company](#) (based in Raleigh, NC) makes artisan cold-brewed coffee concentrate; they have a retro logo and feel also
- Using a slingshot can be a violent reference; tonally is not a match for the farm/the brand as envisioned
- [Slingshot Wines](#) is a well known line of wines
- [US TESS Trademark search](#) has many results under “Slingshot” – recommend you read all records. Slingshot Coffee Co. does own its name as a trademark. It’s also protected for wine (under Slingshot wine)
- There’s a “slingshot cider” marketed by a well-branded local cider company in Western Australia known as [Margaret River Cider Co.](#) Though physically far away, their branding is great and they pop up easily in the search results for “slingshot cider” on google. First hit.



Paper Plane Farms

Pros:

- Fun, Whimsical
- Nostalgic; calls to mind childhood
- Speaks to adventure – like going to the farm & exploring the unknown
- Unique name for a farm
- Memorable
- Easy to pronounce and spell
- Ownable commercially online and across all social media
- Currently available as a domain name – www.paperplane farms.com
- Handle “paperplane farms” appears available (unassigned) on Instagram, Pinterest, Twitter, and Facebook
- Positive / non-violent connotation
- Plays into personal interest in flying/planes
- Paper can be green and recycled (organic): a way to bring out the fact that you’ll be the only organic offering in Ohio
- Because paper planes can be made from all kinds of paper, there would be a lot of collateral opportunities (business cards that fold into planes!) and activities for direct marketing customers (building paper plane launchers, having design contests for kids and adults, printing food education on folded paper planes)

Cons:

- [Paper plane Wines](#) is a well known line of wines
- [US TESS Trademark search](#) has many results under “Paper Plane” – recommend you read, in particular – the record on the next page for the bar/restaurant [Paper Plane](#) in San Jose, CA.
- Also on trademark search is the Paper Plane wine company but that’s for wine, not cider or a farm.

Paper Plane

Word Mark**Goods and Services****PAPER PLANE**

IC 043. US 100 101. G & S: Restaurant services, namely, providing of food and beverages for consumption on and off the premises. FIRST USE: 20140201. FIRST USE IN COMMERCE: 20140201

Standard Characters Claimed**Mark Drawing Code****Serial Number****Filing Date****Current Basis****Original Filing Basis****Published for Opposition****Owner**

(4) STANDARD CHARACTER MARK

86205555

February 27, 2014

1A

1A

September 2, 2014

(APPLICANT) Barrel Proof, INC DBA Paper Plane CORPORATION CALIFORNIA 72 S 1st Street San Jose CALIFORNIA 95113

Type of Mark**Register****Live/Dead Indicator**

SERVICE MARK

PRINCIPAL

LIVE



Barrel Roll Farms / Barrel Roll Organic Farms

Pros:

- Fun, Whimsical, Daring
- Word play: barrel roll for planes, barrels full of apples and fruit
- Nostalgic
- More dynamic/active than Paper Plane; without being necessarily violent in first impression
- Speaks to adventure – like going to the farm & exploring the unknown
- Unique name for a farm
- Memorable
- Easy to pronounce and spell
- Ownable commercially online and across all social media
- Currently available as a domain name – www.barrelrollfarms.com
- Handle “barrelrollfarms” appears available (unassigned) on Instagram, Pinterest, Twitter, and Facebook
- Plays into personal interest in flying/planes; flying puns!
- Paper planes can still be used
- Could use Organic in the name to foreground your niche/unique offering
- (Paper can be green and recycled (organic): a way to bring out the fact that you’ll be the only organic offering in Ohio)
- (Because paper planes can be made from all kinds of paper, there would be a lot of collateral opportunities (business cards that fold into planes!) and activities for direct marketing customers (building paper plane launchers, having design contests for kids and adults, printing food education on folded paper planes))

Cons:

- [US TESS Trademark search](#) has only two lives results, but both of them is for beer (individual and with “series” added to it).
- There are many businesses across industries that use “barrel roll” – no farms, but worth mentioning.

Word Mark	BARREL ROLL
Goods and Services	IC 032. US 045 046 048. G & S: Beer. FIRST USE: 20101218. FIRST USE IN COMMERCE: 20101218
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85804784

Filing Date	December 17, 2012
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	May 14, 2013
Registration Number	4376002
Registration Date	July 30, 2013
Owner	(REGISTRANT) Hangar 24 Craft Brewery, LLC LIMITED LIABILITY COMPANY CALIFORNIA 1710 Sessums Drive Redlands CALIFORNIA 92374
Attorney of Record	Linda H. Liu
Prior Registrations	4292806
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE