

NOTE TO THE FILE

SERIAL NUMBER: 97120257

DATE: 08/23/2022

NAME: aroach

NOTE:

- DO NOT PRINT incomplete mark description
- Added design code in TRADEUPS
- Changed TRADEUPS to: delete incomplete mark description

Sent to TICRS as Serial Number: 97120589

Sent to TICRS as Serial Number: 97120423

Sent to TICRS as Serial Number: 97120284

Sent to TICRS as Serial Number: 97120257

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To: Colin Newberry(Colin@haylegal.com)
Subject: U.S. Trademark Application Serial No. 97120257 - ALBERT, TX EST. 1892
Sent: August 23, 2022 05:01:32 PM EDT
Sent As: tmng.notices@uspto.gov

Attachments

[dom1](#)
[AHDtx](#)
[AHDtexas](#)
[TXmap1](#)
[TXmap2](#)
[googlemapAlbert](#)
[TSHAalbert](#)
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United States Patent and Trademark Office (USPTO) Office Action (Official Letter) About Applicant's Trademark Application

U.S. Application Serial No. 97120257

Mark: ALBERT, TX EST. 1892

Correspondence Address:
COLIN NEWBERRY
HAY LEGAL
611 W 5TH ST SUITE 300
AUSTIN TX 78701 UNITED STATES

Applicant: Albert Ice Dance Partners, LLC

Reference/Docket No. N/A

Correspondence Email Address: Colin@haylegal.com

NONFINAL OFFICE ACTION

The USPTO must receive applicant's response to this letter within six months of the issue date below or the application will be abandoned. Respond using the Trademark Electronic Application System (TEAS). A link to the appropriate TEAS response form appears at the end of this Office action.

Issue date: August 23, 2022

The application has been reviewed by the assigned examining attorney.

Summary of Issues

Applicant must respond timely and completely to the issues below:

1. Trademark Act Section 2(e)(2) - Refusal to Register Geographically Descriptive Mark
2. Specimen Shows Ornamental Use - Registration Refused
3. Applicant's Domicile Address Required

15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

Search Results

The trademark examining attorney has searched the USPTO database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). 15 U.S.C. §1052(d); TMEP §704.02.

1. Trademark Act Section 2(e)(2) - Refusal to Register Geographically Descriptive Mark

Registration is refused because the applied-for mark is primarily geographically descriptive of the origin of applicant's goods and/or services. Trademark Act Section 2(e)(2), 15 U.S.C. §1052(e)(2); *see* TMEP §§1210, 1210.01(a).

The refusal under Trademark Act Section 2(e)(2) is now made FINAL for the reasons set forth below. *See* 15 U.S.C. §1052(e)(2); 37 C.F.R. §2.63(b).

A mark is primarily geographically descriptive when the following is demonstrated:

- (1) The primary significance of the mark to the purchasing public is a generally known location;
- (2) The goods or services originate in the place identified in the mark; and
- (3) The purchasing public would be likely to believe that the goods or services originate in the geographic place identified in the mark; that is, to make a goods-place or services-place association.

See Spiritline Cruises LLC v. Tour Mgmt. Servs., Inc., 2020 USPQ2d 48324, at *5 (TTAB 2020) (citing *In re Nantucket, Inc.*, 677 F.2d 95, 96-97, 213 USPQ 889, 891 (C.C.P.A. 1982)); *see also In re Newbridge Cutlery Co.*, 776 F.3d 854, 860-61, 113 USPQ2d 1445, 1448-49 (Fed. Cir. 2015); *In re*

Societe Generale des Eaux Minerales de Vittel S.A., 824 F.2d 957, 959, 3 USPQ2d 1450, 1452 (Fed. Cir. 1987); *In re JT Tobacconists*, 59 USPQ2d 1080, 1081 (TTAB 2001)); TMEP §1210.01(a).

Primary significance. The attached evidence from from <https://www.tshaonline.org/handbook/entries/albert-tx> and <http://www.texasescapes.com/TexasHillCountryTowns/Albert-Texas.htm> shows that "ALBERT" is a town in Texas. "TX" is an abbreviation for "Texas," which is a state in the southern United States. See attached definitions from the online American Heritage Dictionary. Together, the primary significance of "ALBERT, TX" is to identify a place in Texas.

The primary significance of the design of the map is also geographic. An accurate picture or design of geographically descriptive matter and the word or words that describe the design are legal equivalents. See *In re Can. Dry Ginger Ale, Inc.*, 86 F.2d 830, 832, 32 USPQ 49, 50 (C.C.P.A. 1936) (holding a map of Canada equivalent to the word "Canada" and primarily geographically descriptive of applicant's soft drinks); *East Tenn. Packing Co. v. Armour & Co.*, 102 USPQ 425, 426 (Chief Exam'r 1954) (finding a map of Tennessee equivalent to the word "Tennessee"); TMEP §1210.02(a). The attached from <https://www.tourtexas.com/texas-maps/map-of-texas-cities> and <https://ftp.txdot.gov/pub/txdot-info/trv/maps/texas.pdf> shows that the shape in the mark is an accurate representation of the shape of the state of Texas.

The addition of the highly descriptive "EST. 1892" does not diminish that geographic word or term's primary geographic significance. TMEP §1210.02(c)(ii); see, e.g., *Spiritline Cruises LLC v. Tour Mgmt. Servs., Inc.*, 2020 USPQ2d 48324, at *6-7 (TTAB 2020) (holding CHARLESTON HARBOR TOURS primarily geographically descriptive of various travel tour and cruise services because TOURS is generic for the services and CHARLESTON HARBOR is a well-known harbor in Charleston, South Carolina); *In re Hollywood Lawyers Online*, 110 USPQ2d 1852, 1853-54 (TTAB 2014) (holding HOLLYWOOD LAWYERS ONLINE primarily geographically descriptive of attorney referrals, online business information, and an online business directory).

"EST" is an abbreviation for "established," which means "to cause (an institution, for example) to come into existence or begin operating; found; set up." See attached definitions from the online American Heritage Dictionary.

See attached from <https://www.alberttexas.com/> and <https://www.tshaonline.org/handbook/entries/albert-tx> showing that Martinsburg, Texas was renamed "Albert" in the year 1982.

The two triangle shaped lines in the mark do not obviate the primary geographic significance of "ALBERT, TX". See *In re Cambridge Digital Sys.*, 1 USPQ2d 1659, 1662 (TTAB 1986) (CAMBRIDGE DIGITAL and design held primarily geographically descriptive, addition of high descriptive wording and design does not detract from geographic significance of the composite); TMEP 1210.02(c).

Goods/services originate in named place. Goods are considered to originate from a geographic location when the record shows that the goods are sold there, manufactured or produced there, packaged and shipped from there, and/or contain a main ingredient or component derived from there. See, e.g., *City of London Distillery, Ltd. v. Hayman Grp. Ltd.*, 2020 USPQ2d 11487, at *9-10 (TTAB 2020) (holding applicant's gin originated within or near the city limits of London, because it was distilled in London and bottled just outside of London); *In re Joint-Stock Co. "Baik,"* 80 USPQ2d

1305, 1310 (TTAB 2006) (holding applicant's vodka originated from BAIKALSKAYA, a Russian word meaning "from Baikal," because it was made from the water of Lake Baikal and applicant produced various vodkas from a location near Lake Baikal); *In re JT Tobacconists*, 59 USPQ2d 1080, 1083 (TTAB 2001) (holding applicant's cigars, cigar cases, and humidors originated from MINNESOTA because they were packaged and shipped from MINNESOTA, and applicant's business was located in MINNESOTA); TMEP §1210.03.

For services to originate in a geographic place, the record must show that they are rendered at least in part in the geographic place. See *In re Chalk's Int'l Airline Inc.*, 21 USPQ2d 1637 (TTAB 1991) (holding PARADISE ISLAND AIRLINES primarily geographically descriptive of air transportation services of passengers and/or goods that are performed at least in part on Paradise Island); *In re Cal. Pizza Kitchen Inc.*, 10 USPQ2d 1704 (TTAB 1988) (holding CALIFORNIA PIZZA KITCHEN primarily geographically descriptive of restaurant services rendered in California and outside the state as well); *In re Opryland USA Inc.*, 1 USPQ2d 1409 (TTAB 1986) (holding THE NASHVILLE NETWORK primarily geographically descriptive of television production and distribution services provided in Nashville); TMEP §1210.03.

In this case, the goods and services originate in Albert, Texas. See attached from applicant's website at <https://www.alberttexas.com/> listing applicant's address as "Albert-Stonewall, TX."

Goods/services place association presumed. A goods-place or services-place association may be presumed where (1) the location in the mark is generally known to the purchasing public, (2) the term's geographical significance is its primary significance, and (3) the goods and/or services do, in fact, originate from the named location in the mark. TMEP §1210.04; see, e.g., *In re Cal. Pizza Kitchen Inc.*, 10 USPQ2d 1704, 1705 (TTAB 1988) (finding a services-place association was presumed between applicant's restaurant services and California because the services originated in California); *In re Handler Fenton Ws., Inc.*, 214 USPQ 848, 850 (TTAB 1982) (finding a goods-place association was presumed between applicant's t-shirts and Denver because the goods had their geographical origin in Denver); see also *In re Nantucket, Inc.*, 677 F.2d 95, 102, 213 USPQ 889, 895 (C.C.P.A. 1982) (Nies, J., concurring) ("[W]e must start with the concept that a geographic name of a place of business is a descriptive term when used on the goods of that business. There is a public goods/place association, in effect, presumed." (internal footnote removed)).

Although applicant's mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration.

Advisory re Supplemental Register. The applied-for mark has been refused registration on the Principal Register. Applicant may respond to the refusal by submitting evidence and arguments in support of registration and/or by amending the application to seek registration on the Supplemental Register. See 15 U.S.C. §1091; 37 C.F.R. §§2.47, 2.75(a); TMEP §§801.02(b), 816. Amending to the Supplemental Register does not preclude applicant from submitting evidence and arguments against the refusal(s). TMEP §816.04.

2. Specimen Shows Ornamental Use - Registration Refused

Registration is refused because the applied-for mark as used on the specimen of record is merely a decorative or ornamental feature of applicant's clothing and, thus, does not function as a trademark to indicate the source of applicant's clothing and to identify and distinguish applicant's clothing from others. Trademark Act Sections 1, 2, and 45, 15 U.S.C. §§1051-1052, 1127; see *In re Lululemon*

Athletica Can. Inc., 105 USPQ2d 1684, 1689 (TTAB 2013); *In re Pro-Line Corp.*, 28 USPQ2d 1141, 1142 (TTAB 1993); TMEP §§904.07(b), 1202.03 *et seq.*

The size, location, dominance, and significance of the alleged mark as used on the goods are all relevant factors in determining the commercial impression of the applied-for mark. *See, e.g., In re Peace Love World Live, LLC*, 127 USPQ2d 1400, 1403 (TTAB 2018) (quoting *In re Hulting*, 107 USPQ2d 1175, 1178 (TTAB 2013)); *In re Lululemon Athletica Can. Inc.*, 105 USPQ2d at 1687 (quoting *In re Right-On Co.*, 87 USPQ2d 1152, 1156 (TTAB 2008)); TMEP §1202.03(a).

With respect to clothing, consumers may recognize small designs or discrete wording as trademarks, rather than as merely ornamental features, when located, for example, on the pocket or breast area of a shirt. *See* TMEP §1202.03(a). Consumers may not, however, perceive larger designs or slogans as trademarks when such matter is prominently displayed across the front of a t-shirt. *See In re Pro-Line Corp.*, 28 USPQ2d at 1142; *In re Dimitri's Inc.*, 9 USPQ2d 1666, 1667-68 (TTAB 1988); TMEP §1202.03(a), (b), (f)(i), (f)(ii).

In this case, the submitted specimen shows the applied-for mark, , located directly on the front and center of the shirt, where ornamental elements often appear. *See* TMEP §1202.03(a), (b). Furthermore, the mark is displayed in a relatively large size on the clothing such that it dominates the overall appearance of the goods. Lastly, the applied-for mark appears to be a design element that is used in a merely decorative manner that would be perceived by consumers as having little or no particular source-identifying significance.

Therefore, consumers would view the applied-for mark as a decorative or ornamental feature of the goods, rather than as a trademark to indicate the source of applicant's goods and to distinguish them from others.

In appropriate circumstances, applicant may overcome this refusal by satisfying one of the following options:

(1) Submit a different specimen (a verified “**substitute**” specimen) that was in actual use in commerce at least as early as the filing date of the application (or prior to the filing of an amendment to allege use) and that shows proper trademark use for the identified goods in International Class 25. Examples of acceptable specimens that show non-ornamental use on clothing include hang tags and labels used inside a garment.

(2) Amend to the **Supplemental Register**, which is a second trademark register for marks not yet eligible for registration on the Principal Register, but which may become capable over time of functioning as source indicators.

(3) Claim acquired distinctiveness under Trademark Act Section 2(f) by submitting **evidence** that the applied-for mark has become distinctive of applicant's goods; that is, proof that applicant's extensive use and promotion of the mark allowed consumers now directly to associate the mark with applicant as the source of the goods.

(4) Submit evidence that the applied-for mark is an **indicator of secondary source**; that is, proof that the mark is already recognized as a source indicator for *other* goods or services that applicant sells/offers.

(5) Amend the filing basis to [intent to use under Section 1\(b\)](#). This option will later necessitate additional fee(s) and filing requirements.

For an overview of the response options above and instructions on how to satisfy each option online using the Trademark Electronic Application System (TEAS) form, see the [Ornamental Refusal webpage](#).

3. Applicant's Domicile Address Required

Applicant must clarify its domicile street address because the domicile address of record identifies “c/o” or in “care of” another party’s address and does not appear to be applicant’s permanent legal place of residence or principal place of business. *See 37 C.F.R. §§2.11(b), 2.189; TMEP §601.01(b)(1).* The application lists the same address for the applicant and the attorney of record, and the attached from <https://haylegal.com/contact-us/> shows that the address "611 W 5th St Suite 300 Austin TX 78701" is the address of The Hay Legal Group, PLLC. A domicile address must identify either (1) the permanent legal place of residence, which is the place an individual applicant resides and intends to be the applicant’s principal home; or (2) the principal place of business, which is the juristic applicant’s headquarters where its senior executives or officers ordinarily direct and control the entity’s activities. *See 37 C.F.R. §2.2(o)-(p); TMEP §803.05(a).* All applications must include the applicant’s domicile address, which is required for a complete application. *See 37 C.F.R. §§2.22(a)(1), 2.32(a)(2), 2.189.*

In this case, the application record lists applicant as a juristic entity and specifies applicant’s domicile as “c/o” or in “care of” another party’s address. In most cases, an address that is listed as “c/o” or in “care of” another party’s address is not acceptable as a domicile address because it does not identify the location of applicant’s headquarters where the entity’s senior executives or officers ordinarily direct and control the entity’s activities. *See 37 C.F.R. §2.2(o)-(p); TMEP §601.01(b)(1).*

Response options. Applicant must provide its domicile street address. *See 37 C.F.R. §2.32(a)(2), 2.189; TMEP §803.05.* Alternatively, applicant may provide (1) documentation showing that the listed address is, in fact, applicant’s domicile, or (2) a detailed explanation supporting that applicant has no fixed physical address. *See 37 C.F.R. §2.11(b); TMEP §601.01(b)-(b)(1).*

To provide applicant’s domicile street address. After opening the correct Trademark Electronic Application System (TEAS) response form and entering the serial number, (1) answer “yes” to question 5 and click “Continue;” (2) on the “Owner Information” page, in the “Domicile Address” field, uncheck the box stating the domicile and mailing address are not the same; and (3) below the checkbox provide applicant’s domicile street address. Applicant’s domicile street address will be hidden from public view if it is entered into the “Domicile Address” field. However, any street address listed in the “Mailing Address” field will be publicly viewable.

To provide documentation to support applicant’s domicile address. Applicant should provide the most recent documentation showing that the address is the applicant’s business headquarters, for example one of the following: (1) the most recent final annual or quarterly report or other similar report; or (2) a current, valid signed rental, lease, or mortgage agreement for office space. *TMEP §601.01(b)-(b)(1); see 37 C.F.R. §2.11(b).* Submitted documentation must show the name, listed domicile address, and the date of the document but should redact other personal and financial information.

To provide this documentation, open the correct TEAS response form and enter the serial number,

answer “yes” to question 3, and on the “Additional Statement(s)” page, below the “Miscellaneous Statement” field, click the button below the text box to attach documentation to support the U.S. street address.

To provide a detailed explanation that applicant has no fixed physical address. If applicant has no physical headquarters where its senior executives or officers ordinarily direct and control the business (e.g., because the business is conducted virtually), applicant should state for the record that applicant has no fixed physical address and provide a detailed explanation of the circumstances.

To provide this explanation, open the correct TEAS response form and enter the serial number, answer “yes” to question 3, and on the “Additional Statement(s)” page, in the “Miscellaneous Statement” field, enter the referenced explanation in the text box.

Response Information

Please call or email the assigned trademark examining attorney with questions about this Office action.

How to respond. [**Click to file a response to this nonfinal Office action.**](#)

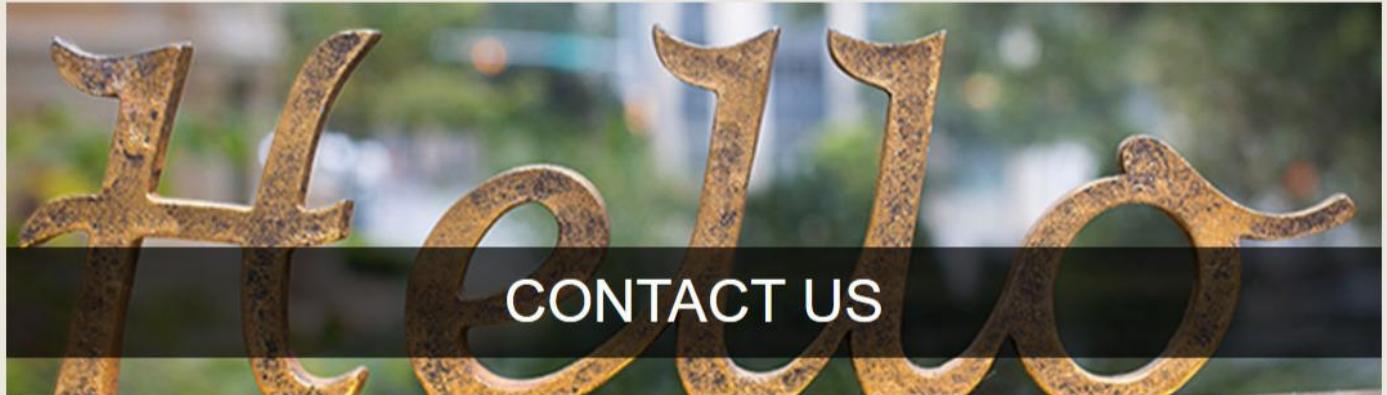
/April Roach/
April Roach
Trademark Examining Attorney
Law Office 115
(571) 272-1092
april.roach@uspto.gov

RESPONSE GUIDANCE

- **Missing the response deadline to this letter will cause the application to [abandon](#).** The response must be received by the USPTO before midnight **Eastern Time** of the last day of the response period. TEAS maintenance or [unforeseen circumstances](#) could affect an applicant’s ability to timely respond.
- **Responses signed by an unauthorized party** are not accepted and can **cause the application to [abandon](#)**. If applicant does not have an attorney, the response must be signed by the individual applicant, all joint applicants, or someone with [legal authority to bind a juristic applicant](#). If applicant has an attorney, the response must be signed by the attorney.
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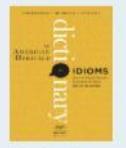
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Indo-European Roots**Semitic Roots**

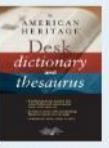
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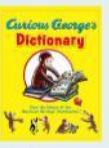
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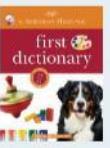
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Tex·as ^{wik} (tĕk'săs) *Abbr. TX or Tex.*

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A state of the south-central United States. It was admitted as the 28th state in 1845. Explored by the Spanish in the 1500s and 1600s, the region became a province of Mexico in the early 1800s. Texans won their independence in 1836 after a gallant but losing stand at the Alamo in February and a defeat of Santa Anna's forces at the Battle of San Jacinto (April 21). Denied admission as a state by antislavery forces in the US Congress, the leaders of Texas formed an independent republic that lasted until 1845. Austin is the capital.

Tex'an adj. & n.

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tex·as ^{wik} (tĕk'săs)

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n. A structure on a river steamboat containing the pilothouse and the officers' quarters.

[After **Texas** (from the fact that steamboat cabins were named after states and the officers' quarters were the largest).]

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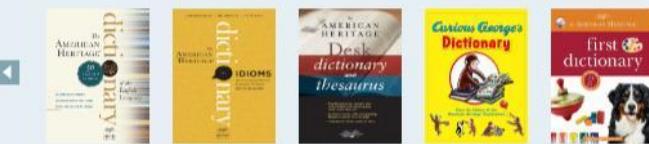
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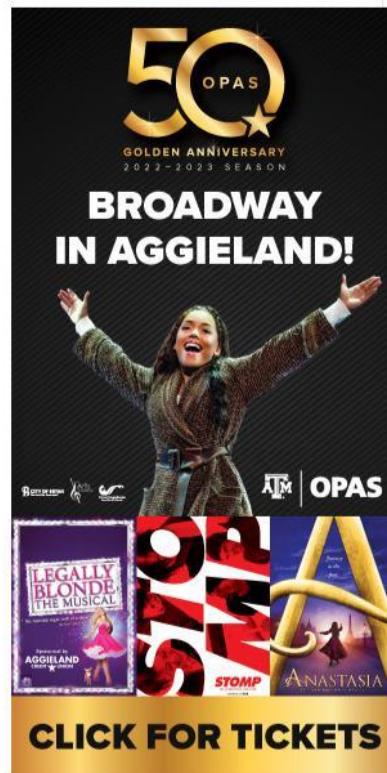


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albert tx

The screenshot shows a Google Maps search result for "albert tx". At the top left is a thumbnail image of a city skyline. To the right is a search bar with the query "albert tx" and a magnifying glass icon. Below the search bar are five category buttons: Restaurants, Hotels, Attractions, Museums, and Transit. A "Sign in" button is in the top right corner. The main area features a map of the Texas Hill Country. A red location marker is placed near the town of Albert, which is located between Fredericksburg to the west and Marble Falls to the east. The map also shows Llano, Buchanan Dam, Kingland, Granite Shoals, Marble Falls, Horseshoe Bay, Spicewood, Round Mountain, Cypress Mill, Johnson City, Henly, Dripping Springs, Blanco, Sisterdale, Kendallia, Spring Branch, Canyon Lake, Wimberley, Fischer, and various smaller settlements like Eckert, Willow City, Cain City, Luckenbach, Grapetown, Nelson City, Welfare, and Boerne. Major roads like US 290, US 281, and FM 16 are labeled. Below the map, there's a section for "Hotels" with three cards showing photos, prices (\$137, \$229, \$229), ratings (4.8, 4.2, 4.4 stars), and names (Stonewall Motor L..., Carter Creek Winer..., Messir...). A "View more hotels" link is below this. At the bottom, there's a section for "Other neighborhoods" with cards for Downtown Austin, South Congress, and Zilker.

Albert
Texas 78671

Light rain showers - 73°F
8:51 AM

Directions Save Nearby Send to phone Share

Quick facts

Albert, originally Martinsburg, is a ghost town 16 miles southeast of Fredericksburg and one mile west of the Blanco County line in southeastern Gillespie County, Texas, United States. The town was a stop on the Fredericksburg-Blanco stage route and in 1967 became a stop on the President's Ranch Trail. [Wikipedia](#)

Hotels About pricing ⓘ

\$137
Stonewall Motor L... 4.8 ★

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Carter Creek Winer... 4.2 ★

\$229
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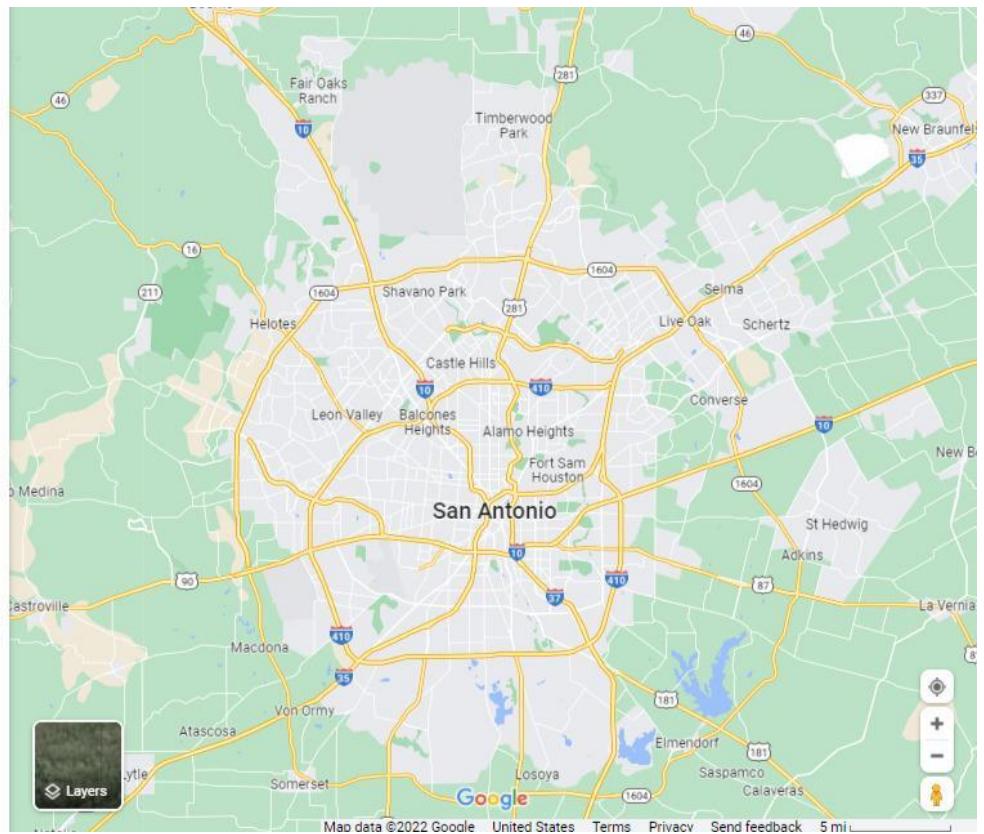
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Other neighborhoods

Downtown Austin
Texas State Capitol & bustling nightlife

South Congress
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Albert, TX

By: [Martin Donell Kohout](#)

Type: General Entry

Published: 1952

Updated: November 1, 1994

ALBERT, TX. Albert is on Williams Creek sixteen miles southeast of Fredericksburg and one mile west of the Blanco county line in southeastern Gillespie County. The earliest known settlers in the area were George Cauley, Ben White, Sr., and a man named Jacobs. The town dates from 1877, when Fritz Wilke, George Maenius, and John Petri moved from Fredericksburg seeking new grazing lands for their cattle. Wilke, a blacksmith, bought his land from a man named Elmeier, who was murdered in a robbery several years later. The town was originally called Martinsburg after an early settler and was a stop on the Fredericksburg-Blanco stage route. The Martinsburg post office operated from 1877 to 1886, when mail was routed through nearby Hye in Blanco County. In 1892, however, Martinsburg got a new post office and a new name, thanks to Albert Luckenbach, who sold his store in Luckenbach, moved to Martinsburg, and opened a new post office, which he registered as Albert. The first local school was established in 1891, and in 1897 postmaster Otto Schumann opened the town's first store. The Albert Echo, a singing society, was founded the following year. In 1900 a new school building was erected; there the young [Lyndon Baines Johnson](#) was enrolled for a year. A local Lutheran mission was established in 1902 and eventually grew into what was often called the Lutheran Church of Stonewall, which Johnson attended. Albert had fifty residents in 1925, four in 1964, and twenty-five in 1972. By 1985 the store had been torn down, the school was a community club, and the town's dance hall was partitioned and used for storage; Albert still had twenty-five residents and two businesses. The reported population in 1990 and again in 2000 was twenty-five.

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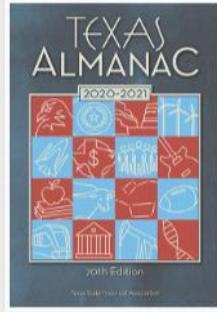
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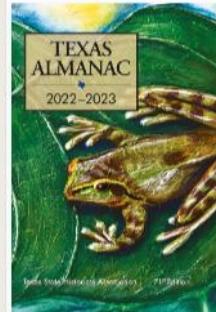
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Kathleen Bauer, "Settlement and Progress of the Albert Community," *Junior Historian*, September 1968.

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Town Fields

Has post office: No

Is Incorporated: No

Belongs to

Gillespie County

Associated Names



	Associated Names				
Place	Martinsburg				
Albert	Williams Creek				
Currently Exists					
Yes					
Place Type	Coordinates				
Town	Latitude: 30.19381540° Longitude: -98.60169580°				
USGS ID	Population Counts				
1377922	<table border="1"> <thead> <tr> <th>People</th> <th>Year</th> </tr> </thead> <tbody> <tr> <td>25</td> <td>2014</td> </tr> </tbody> </table>	People	Year	25	2014
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FM 1623
On Williams Creek
1 Mile W of the [Blanco County](#) Line
16 Miles SE of [Fredericksburg](#) the county seat
SE of [Stonewall](#)
Population: (Estimated at 25 since 1972)

[Albert, Texas Area Hotels](#) : [Fredericksburg Hotels](#)



Albert city limits on FM 1623.
Photo courtesy [Terry Jeanson](#), November 2007
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Settlers from [Fredericksburg](#) moved here around 1877 in

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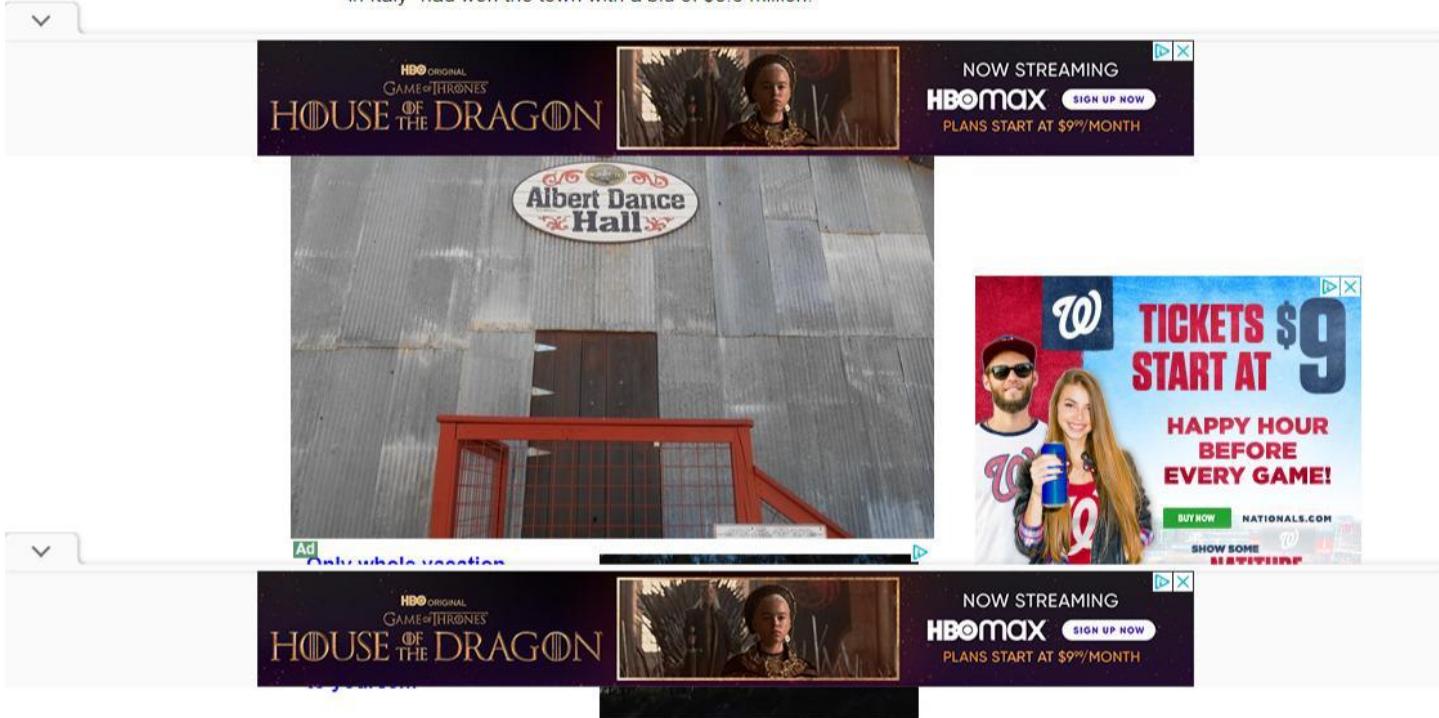
search of greener pastures for their livestock. The town was originally named **Martinsburg** and was on the Blanco-Fredericksburg stage line.

Martinsburg had a post office from 1877 to 1886, when the mail was rerouted through Hye in Blanco County. But when Albert Luckenbach, (see Luckenbach, Texas) moved here after selling his store there, he applied for a post office under his first name. It was approved in 1892. In a rare switch of priorities, Albert got its post office five years before it opened its first store (1897).

A new school replaced an earlier building in 1900. Lyndon Baines Johnson was a student here, albeit for only one year. From 50 residents in 1925, it reached rock-bottom in the mid 1960s with only four residents. In the early 1970s when Luckenbach was finally being appreciated as an endangered Hill Country "lifestyle," Albert, Texas had increased its population to 25. The store was demolished in the 1980s, and the old school put to another use.

The population figure of 25 has been in use ever since and the 13-acre town became a single property. In November of 2007, the town was put up for auction with a minimum acceptance price of 2.5 million.

On November 24th, 2007, it was reported that "someone in Italy" had won the town with a bid of \$3.8 million.



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Albert Dance Hall
Photo courtesy Michael Barr, June 2019
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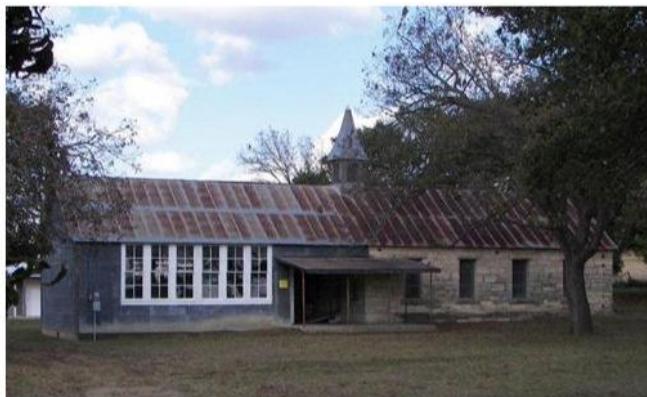


Albert Ice House

Photo courtesy [Michael Barr](#), June 2019

[Drinking Beer Under the Trees at Albert](#) by Michael Barr

A hot summer day in the Texas Hill Country can give Lucifer a heat rash, but in Albert, where the beer is cold, the music is lively and a gentle breeze stirs the air under the giant oak trees behind the Albert icehouse, even a sultry Texas afternoon can be downright pleasant.... [more](#)



The Williams Creek School, aka the Albert School, was once attended by a young Lyndon B. Johnson
Recorded Texas Historic Landmark
- Terry Jeanson, November 2007 photo



WILLIAMS CREEK SCHOOL
ESTABLISHED TO SERVE THE RURAL ALBERT
COMMUNITY, THE WILLIAMS CREEK SCHOOL,
ALSO KNOWN AS THE ALBERT SCHOOL,
BEGAN IN 1890-91 NEAR THE CREEK. IN 1897,
TRUSTEES APPROVED CONSTRUCTION OF A
STONE SCHOOLHOUSE AT THIS SITE. THEY

HBO ORIGINAL GAME OF THRONES  NOW STREAMING HBO MAX SIGN UP NOW PLANS START AT \$9.99/MONTH

YOUNG LYNDON BAINES JOHNSON, AN AREA NATIVE, ATTENDED THE SCHOOL, WHICH MERGED WITH STONEWALL IN 1950, AND THE BUILDING HAS SINCE PROVIDED SPACE FOR A COMMUNITY CLUB, WHICH MEETS REGULARLY, AS WELL AS OTHER LOCAL EVENTS.

RECORDED TEXAS HISTORIC LANDMARK - 2002

Williams Creek School Marker
Photo courtesy Terry Jeanson, November 2007
More [Texas Schoolhouses](#)

Historical Marker: 5501 South RR 1623

Williams Creek School

Established to serve the rural Albert community, the Williams Creek School, also known as the Albert School, began in 1890-91 near the creek. In 1897, trustees approved construction of a stone schoolhouse at this site. They enlarged the school to two rooms in 1922, constructing a frame addition clad in brick-faced metal siding. A dogtrot separates the two main rooms, and the original bell tower became a central feature. For one year, the young Lyndon Baines Johnson, an area native, attended the school, which merged with Stonewall in 1950, and the building has since provided space for a community club, which meets regularly, as well as other local events.

Recorded Texas Historic Landmark - 2002



Downtown Albert
Photo courtesy [Terry Jeanson](#), November 2007





Riders of beast and machine congregate in Albert most weekends.

- Terry Jeanson, November 2007 photo



A screenshot of a promotional banner for the TV show "House of the Dragon". The banner features the show's title and a small image of a character. To the right, it says "NOW STREAMING" and "HBO MAX", with a "SIGN UP NOW" button and the text "PLANS START AT \$9.99/MONTH". There are also small "D" and "X" icons in the top right corner.

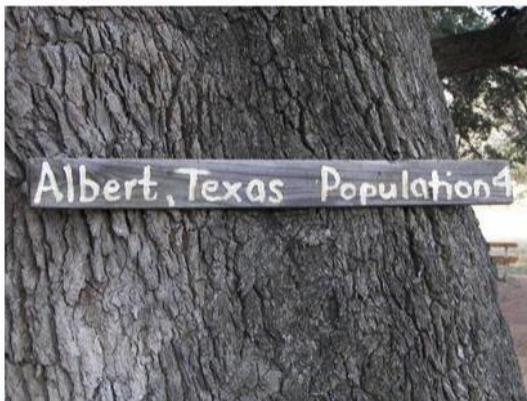


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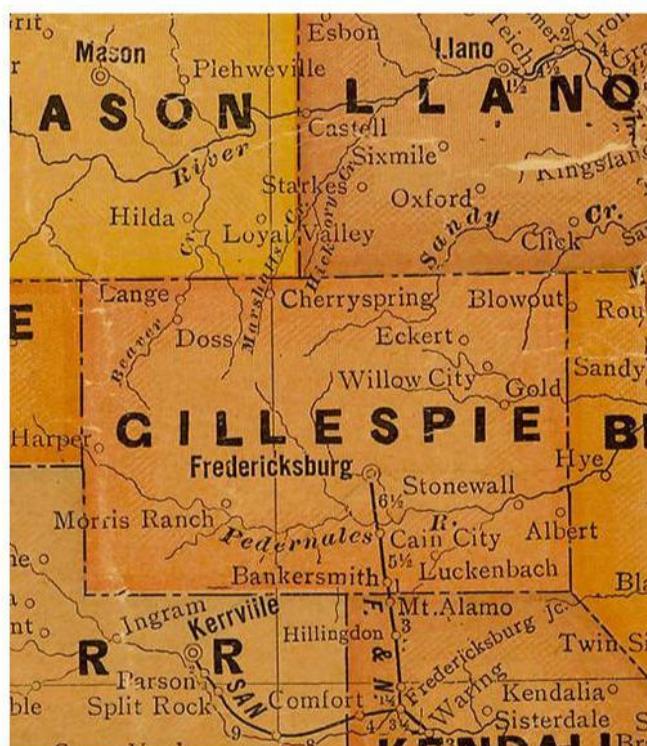
Historical Marker: 6141 South Ranch Road

Wilke Cemetery at Albert, Texas

This burial ground served the rural community of Albert (originally Martinsburg), which was named for Albert Luckenbach, who opened a new post office in the town in

1892. Blacksmith and rancher Friedrich August Wilke, Sr., a native of Germany, conveyed this property for cemetery use in 1907. The first burial was of Constantine A. Kleinert (1892 - 1894), who was reinterred from a ranch that year. Cemetery features include interior fencing, Masonic gravestones and extensive curbing. In 1980, the Wilke Cemetery of Albert, Texas Association formed. Today, the cemetery association continues to maintain the burial ground, which as a vestige of the Albert Community, serves as a reminder of the area's early pioneers.
2010

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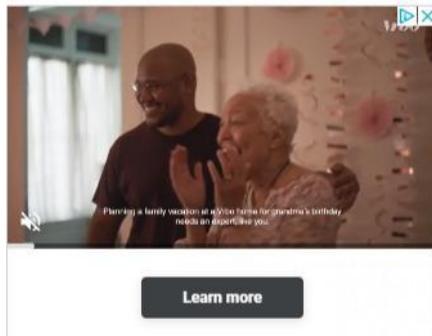
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ALBERT, TX - A HILL COUNTRY TRADITION SINCE 1892.

In 1892, when Albert and Minnie Luckenbach sold their store in Luckenbach and moved 20 miles east to Martinsburg, the little town of Martinsburg was renamed "Albert". The first local school was established in 1891, and in 1897, then Postmaster Otto Schumann opened the town's first general store. By 1900, a new school building was erected that the young LBJ would attend.

The Albert Dance Hall was built in 1922 by Max Beckman, and provided the community a place for Saturday night dances and social gatherings. It featured German brass bands rotating between the Luckenbach, Hye and Weinheimer Dance Halls of the time.

Located just south of Highway 290, halfway between Fredericksburg and Johnson City, the tradition of community gatherings and dancing continues. We're always happy to see familiar faces or make a new friend, so stop on by and enjoy a little taste of Texas tradition and a cold beer or cocktail while you're at it. We've got live music most nights and our Icehouse is open everyday!

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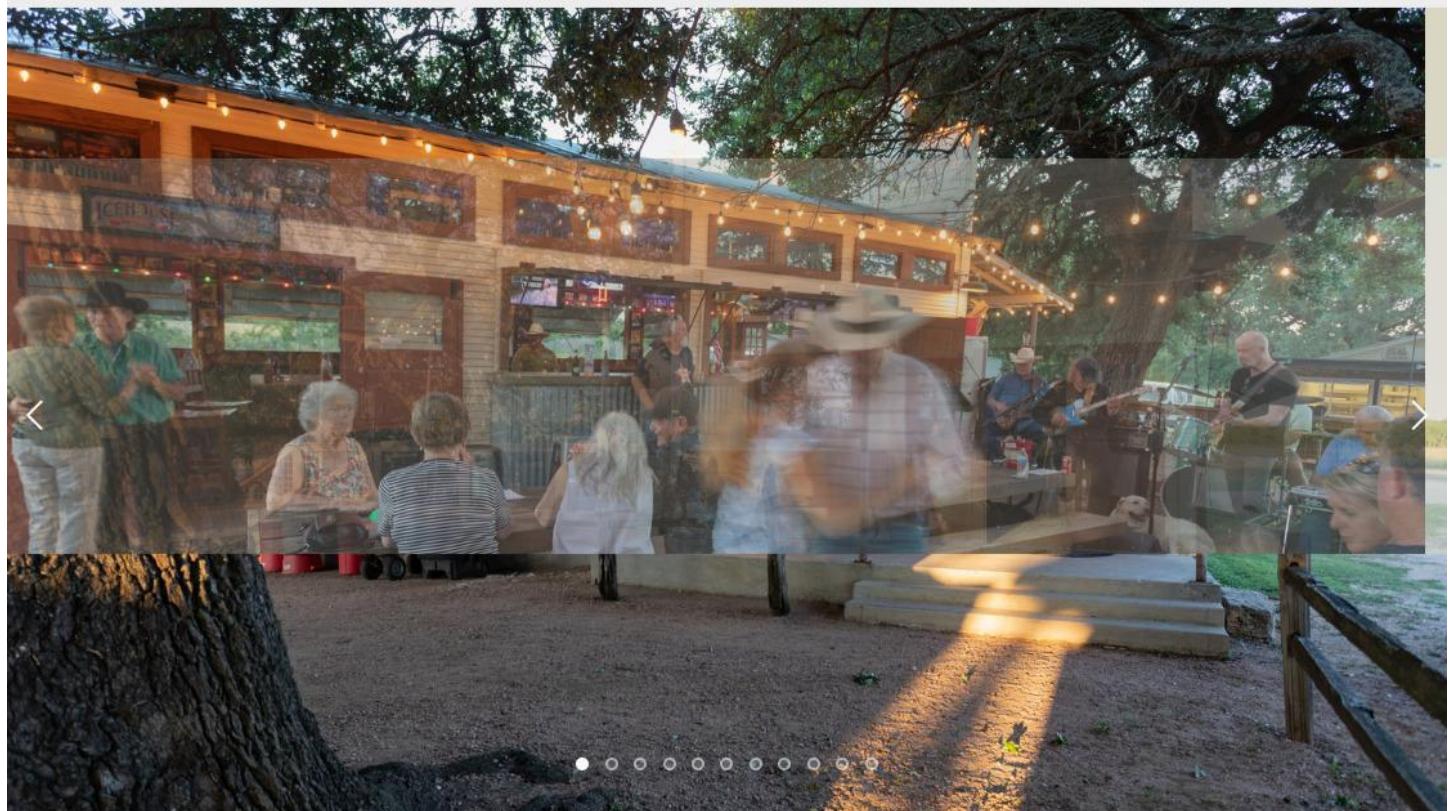
Devin Baize
AUG 25, 2022



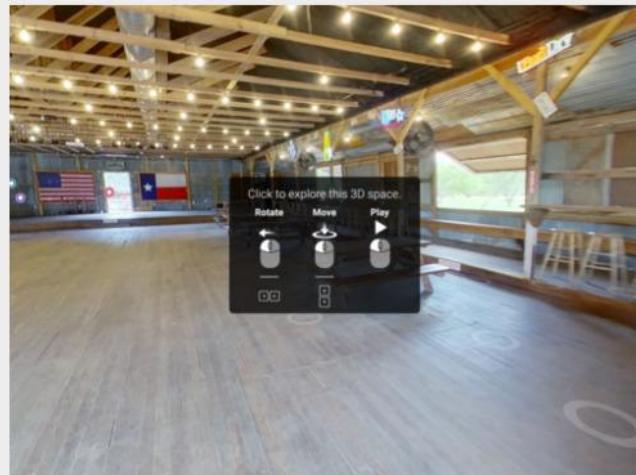
Lindsey Lane Band
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Many Lowry
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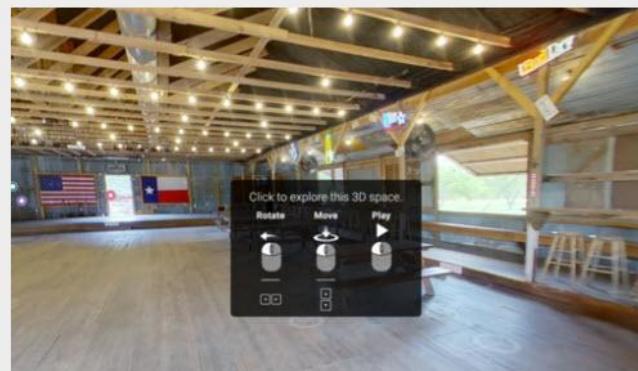
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The AMERICAN HERITAGE® dictionary

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es·tab·lish (ĕ-stăb'lis̍h)

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tr.v. es·tab·lished, es·tab·lish·ing, es·tab·lish·es

1.

- a. To cause (an institution, for example) to come into existence or begin operating; found; set up.
- b. To bring about; generate or effect: *establish goodwill in the neighborhood.*

2.

- a. To place or settle in a secure position or condition: *They established me in my own business.*
- b. To cause to become regular or usual: *established the habit of going to bed early.*
- c. To cause to be able to grow or thrive: *The tree needs to be watered to help it become established.*

3.

To cause to be recognized and accepted: *a discovery that established his reputation.*

4. To introduce and put (a law, for example) into force.

5. To prove the validity or truth of: *The defense attorneys established the innocence of the accused.*

6. To make a state institution of (a church).

[Middle English *establisnen*, from Old French *establir*, *establis-*, from Latin *stabilire*, from *stabilis*, firm; see **stā-** in the Appendix of Indo-European roots.]

es·tab·lish·er *n.*

Synonyms: **establish, create, found¹, institute, organize**

These verbs mean to bring something into existence and set it in operation: *establishing a business; created a trust fund; founded a colony; instituted an annual benefit concert; organizing a field trip.*

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USPTO OFFICIAL NOTICE

Office Action (Official Letter) has issued

on August 23, 2022 for

U.S. Trademark Application Serial No. 97120257

A USPTO examining attorney has reviewed your trademark application and issued an Office action. You must respond to this Office action in order to avoid your application abandoning. Follow the steps below.

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User: April Roach

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#	Search	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/Search Duration
1	*a{"l":2>{"b":2}{v:2>{"r":2}t*[BI,TI] and live[LD]	317	0	0	0	0:01
2	(*texa{"sz"}* *tx*)[BI,TI] and live[LD]	6331	0	0	0	0:00
3	(011712 Texas map)[DC] and live[ld]	822	0	0	0	0:00
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6	*1892*[BI,TI] and live[LD]	67	0	0	0	0:01
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9	1 and (4 5)	6	0	6	6	0:01
10	1 and (6 8)	4	0	4	4	0:01
11	(2 3) and (6 8)	9	0	9	9	0:00
12	(2 3) and (4 5)	95	0	95	95	0:01

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3	"TX"[BI, TI] and live[LD]	421	0	0	0	0:02
4	"T X"[BI, TI] and live[LD]	23	0	23	23	0:01
5	*texa{"sz"}*[BI, TI] and live[LD]	3730	0	0	0	0:00
6	(011712 Texas map)[DC] and live[ld]	822	0	0	0	0:02
7	1 and (2 3 5 6)	7	0	7	7	0:01
8	*albert*[BI, TI] and live[LD]	314	0	0	0	0:01
9	albert*[BI, TI] and live[LD]	303	0	0	0	0:01
10	albert[BI, TI] and live[LD]	186	0	0	0	0:01
11	albert[BI, TI] and live[LD]	187	0	0	0	P/0:00
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13	(11 12)	186	0	186	186	0:01

Session started 08/23/2022 8:08 am

Session ended 08/23/2022 8:19 am

Total search duration 17.00

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