



## STAR ALLIANCE

Good Will Values Education for All

INVITING EVERYONE TO BECOME A STAR CITIZEN™

• Educating for *Our Highest Civic Ethics & Ideals* • Incorporated 1985-8-8 •

### CLARIFYING INFORMATION ABOUT OUR FAMOUS NAME & ITS HISTORY

The global public needs to know that the original STAR ALLIANCE — a California-based, globally-purposed, nonprofit, educational organization — expressing and promoting *Good Will & Wisdom Values* — invented its own name in 1986. (Please see letters, etc., below.)

We currently depend for our survival, effectiveness, and visibility on contributions of time, skills, concrete financial and in-kind support and sharing, *from and by you, dear people!*

From our very beginnings, the original STAR ALLIANCE has aspired to help bring the whole human race together around values which support *Unity AND Diversity* — and *Unity IN Diversity*, i.e.: genuinely healthy, peaceful, secure, happy, and sustainable relationships and achievements at every level of civilization. But we have been virtually invisible for far too long.

We certainly appreciate the global airline alliance that adopted our name in 1997, supporting us, in effect, in the following ways: 1) that they were attracted to our strong, fanciful trademark name in the first place. (We originally established it as our nonprofit corporate mark in 1986.); 2) to approach us honorably in late 1996, a decade later; 3) to engage us in negotiations for an explicit licensing and cooperation agreement in early 1997. The airlines drew one up at that time and pronounced it “ready to sign” by April of that year. But they offered only a tiny, one-time cash incentive, and omitted any guarantee of travel or promotional benefits!) Finally: 4) by adopting our name, even without an agreement, from mid-1997, the airlines alliance has made our name famous and respected throughout the world while protecting it, in many ways, from further “dilution” and confusion involving *other* users!

Nevertheless, the original STAR ALLIANCE has long been virtually “buried” — and feels the need to clarify these points about our history and provide some evidence — so that no one erroneously assumes that our organization has been or is “mooching” (improperly taking advantage of) the airlines’ fame and respectability; *or* assumes that since we, the original nonprofit, *have* this powerfully-symbolic name, that by some magical means we do not *urgently need active volunteer assistance, strong financial support and publicity* — *to be more rapidly known and effective in today’s fractured, heavily stressed, and dangerous world!*

The stakes could hardly be higher — all the way up to the all-too-real possibility of *Nuclear Winter*. (Please see online public information from *Dr. Alan Robock* and other scientists.)

*So please:* Visit our [Make a Gift page](#), read and consider it carefully, and take action if you possibly can. Thank you for your attention to this vital, urgent matter of safety for us all!

• L: 510-540-8887 • M: 510-220-7464 • Alt: 415-712-3829 •

• [www.STARALLIANCE.org](http://www.STARALLIANCE.org) • Redwood Gardens • 2951 Derby Street #119 • Berkeley, California 94705 • USA •

F. P E T E R F R A N C K

*Intellectual Property, Cultural and Constitutional Rights*

December 5, 2001

Mr. Peter DuMont  
Star Alliance  
2322 Shattuck Avenue  
Berkeley, CA 94704

Re: "Star Alliance"

Dear Peter DuMont:

I want to confirm for anyone concerned that in approximately 1987 you and several other founding members of your organization, Star Alliance, consulted me in my office in San Francisco (at the time 433 California Street, 10<sup>th</sup> Floor). I am reminded that you were accompanied by Mr. Ernest Siravo and Mr. Mark Woodward, among others.

You told me at the time that you had been inspired by the promotional potential of celebrity stars, using television and radio to combine with a friendly approach to peace, emphasizing "people to people" communication.

You had adopted the name "Star Alliance" for this purpose. I recall that we looked at a flag, which you had obtained, which had a white field and other colorful symbols.

I hope that this information is helpful.

Very truly yours,

  
Peter Franck

PF/nc

THE WHITE HOUSE

WASHINGTON

July 2, 1993

Mr. Ernest D. Siravo  
Co-Founder  
Star Alliance Global Goodwill  
Tours  
2322 Shattuck Avenue #309  
Berkeley, California 94704

Dear Mr. Siravo:

Thank you for inviting President Clinton to meet with the founders of the Star Alliance foundation. The President does appreciate your offer and is sorry he will be unable to accept.

Unfortunately, the tremendous demands on the President as he works to move our country forward do not give him the opportunity to accept as many invitations as he would like.

On behalf of the President, thank you again for your invitation. Your continued interest and support are deeply appreciated.

Sincerely,

A handwritten signature in cursive script that reads "Marcia".

Assistant to the President  
Director of Scheduling and Advance



সদস্য।

**MIAH ABDULLAH WAZED**

Member of Parliament

To,

Date : 20.1.93

Mr. Ernest D. Siravo  
Star Alliance Global Goodwill Tours  
2322 Shattuck Avenue # 309  
Berkeley CA 94704.

Dear Mr. Siravo,

Please accept my heartfelt thanks for your kind accompany with me during my visit to San Francisco, and also for your graceful co-ordination to meet with the honourable Mayor of San Francisco city. It is true to say that lacking of your friendly co-operation I could not visit San Francisco so smoothly as to make me ever grateful to you. On 16th January '93 I return home safely.

With hope of your good health I once again thank you for your co-operation.

Yours sincerely,

(MIAH ABDULLAH WAZED)  
MEMBER OF PARLIAMENT  
People's Republic of Bangladesh.



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**STAR ALLIANCE GLOBAL GOODWILL TOURS**

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June 30th, 1993

Mayor Joseph Alioto  
San Francisco, California

Dear Mayor Alioto:

It was a real delight running into you in North Beach the other day.

Enclosed please find a copy of the most recent edition/draft of our Star Alliance Declaration for Ideals which you may find familiar from similar editions in past correspondence.

As Co-Founders of Star Alliance Peter DuMont and myself would like to discuss with you the subject of your being on our Council of Global Trustees. We feel certain that you would provide a necessary perspective on our efforts. Your daughter, Angela, is one of the signers of the Declaration, incidentally, as are the Dalai Lama and 2 other Nobel Prize Winners.

Plans are being made to start-up our T.V. program again, "The Star Alliance Show", this time as a truly global enterprise. We hope to establish a T.V. studio/office headquarters in the Presidio.

Finally, it recently occurred to me that within the Star Alliance there should be a Council of former San Francisco Mayors to discuss local issues within the scope of the Universal Star Alliance. What do you think of this ideal?

Yours truly,

Ernest D. Sifavo

Co-Founder; Star Alliance Foundation

*Dear Ernest - Congratulations on the great work you are doing. I must decline your kind invitation to serve on your Council of Global Trustees, because I simply cannot attend meetings. Good luck on your commendable efforts -*

*Regards - Joe Alioto*



Jrug, a  
Living Pyre.

नशा, एक  
जलती चिता।

(Ministry of Welfare)

MR. D. SIRAVO  
C/O. STAR ALLIANCE GLOBAL  
GOODWILL TOURS  
2322 SHATTUCK AVE #309  
BERKELEY, CA 94704  
CALIFORNIA (U.S.A.)

दूसरा मोड़ SECOND FOLD

भेजने वाले का नाम और पता:-  
Sender's Name and Address:-

INDIA

MRS. [REDACTED] BURKE

AHMEDABAD - 380001  
इस पत्र के अन्दर कुछ न रखिये  
No Enclosures Allowed (Gujarat State)

INDIA

you are most welcome to stay  
with us and please do bring  
Mr. Ernest with you. We have  
sufficient room for you to stay.  
with us. You need not worry.  
We shall be happy to cooperate  
your early reply. With regards  
Sincerely,  
Mrs. Burke

MRS. [REDACTED] BURKE.

PHONE  
[REDACTED]

[REDACTED]  
AHMEDABAD-380 001  
(GUJARAT STATE)  
INDIA

Dear Mr. Ernest

It was a pleasant surprise  
to receive your card on 11-4-1994.

We are very glad to  
hear that you are planning to  
visit India next year. You are  
most welcome.

We shall thank you to let  
us know your detailed  
programme in India. Are you  
visiting alone or with tour?  
Hope by now you must have  
married.

If you wish to know  
about places to be visited in  
India, please let us know, as we  
may be able to give you some  
ideas.

You may have gone through  
[REDACTED] a year

Warwickshire

England

17 July 1993

Mr E D Siravo  
Star Alliance Global Goodwill Tours  
2322 Shattuck Avenue #309  
Berkeley  
CA 94704  
America

Dear Ernest

We were so grateful to have met you again outside the restaurant (the name of which I can't remember in Saucilita) and for your most expert route direction on getting to the airport. We followed your instructions exactly and arrived in good time without taking a wrong turn.

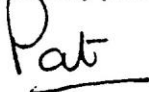
I must admit that we have found the road signing in America most complicated although we were getting more accustomed to it towards the end of our journey. We thoroughly enjoyed our first visit to America, the scenery is absolutely magnificent and everyone was so friendly. People in America seem to be much more positive in their attitude to life than we in Britain - I wonder why this is?

We found our tour of San Francisco with you most interesting and thoroughly enjoyed all the comments you had to make - what a lovely personality you have. We shall always look back on our few days in your lovely city with great affection and hope to return there again some day.

Should you ever find yourself in England please do not hesitate to contact us.

With best wishes and thank you for making our holiday a very memorable one.

Sincerely yours

A handwritten signature in cursive script that reads "Pat". The signature is written in dark ink and is positioned above a horizontal line.

Pat and Roger



PATER

CAMBRIDGE  
CB1 4NW  
U.K.

Cambridge  
CB1 4NW  
26/9/95

Dear Ernest,

I must sincerely  
apologise for the delay in  
replying to thank you for your  
assistance in trying to retrieve  
my camera. You certainly put a  
great deal of time and effort  
into trying to find it. I have  
now replaced it with a Minolta  
which I was able to get tax  
free.

Paul and I enjoyed our  
visit to San Francisco especially  
the time you took us on. Unfortunately  
we had insufficient time there but

By air mail  
Par avion



Ernest D. Surava  
Star Alliance Global  
Goodwill Tours  
2322 Shattuck Ave #309  
Berkeley CA 94704  
U.S.A.

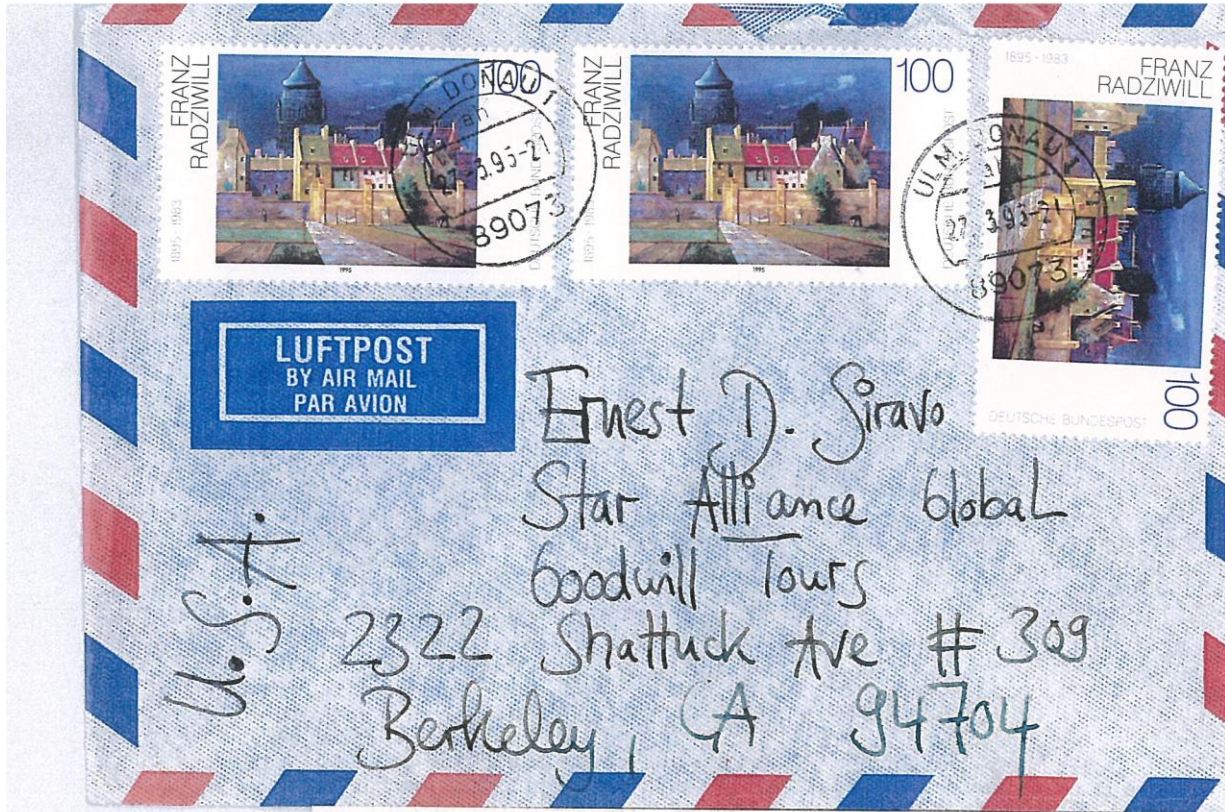
may be we will return.

Incidentally did you find out  
what the Freedom of Tennessee  
involved.

If you ever visit the U.K. you  
will be welcome at our home

Yours Sincerely

Peter



Dear Ernest, lieber Ernst,

Here the picture,  
we promised you.

Once again,  
thnx a lot for  
giving us a  
wonderful ride.

The girl on the your  
left side.

Hier das versprochene  
Bild.

Noch einmal möchte  
ich mich bei Dir  
bedanken, daß Du  
mir so eine tolle  
Mitfahrt ermöglicht hast

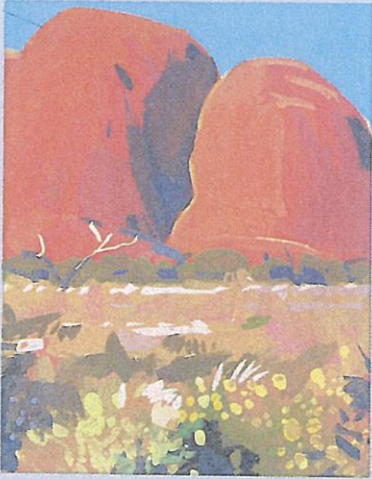
Das Mädchen  
an Deiner  
Rechten Seite.

Annette



Thoux  
Annette

BY AIR MAIL PAR AVION  
AEROGRAMME



AUSTRALIA 70

TO *Mr Ernest D. Siravo*  
*(Star Alliance Global Goodwill*  
*2322 Shattuck Ave No. 309*  
*Berkeley, Ca 94704*  
COUNTRY OF DESTINATION *U.S.A.*

SENDER'S NAME AND ADDRESS

*Mrs D. Walden*



*Australia*



SEAL SIDE FLAPS FIRST

SEAL SIDE FLAPS FIRST

TO OPEN SLIT HERE FIRST

BEYOND THIS LINE

14/12/92

Dear Ernie,

Your address card you gave me in San Fran. I couldn't find. Then I got an address from Highlights Tours at San Mateo, Cal. & so last week I posted correspondence & a card to you there.

Now today I found your card safely in my money wallet!! & found it different to the one I sent last week, so I now write to tell you in case the office at <sup>San</sup> Mateo, 94401 is closed for holidays.

I hope you find the enclosures interesting & enlightening: At our Church where we have the Tridentine Latin Mass every 5 PM Sundays; I am the organist & we have been practicing weekly for our midnight Mass, singing the Ave Angelus Gregorian Chant (well known tune) & H. Carols: so will be busy in that period.

Have a happy Christmas, & holidays,

Yours sincerely

D. Walden.



STAR Alliance Global Goodwill Tours

Mr. Ernest D. Siravo

2322 Shattuck Nr. 305

Berkely . C.A. 94704

U. S. A .



Mr. WANG

Ms Sun

Grenoble

France

26. 7. 92

Dear Ernest

We left San Francisco already 22 days, but we never forget you. We are very glad ~~to~~ taking your tour in 4. 7. 92.

In the photo I'm in your right side and my wife is in your left side.

San Francisco is one fantastic city: the ~~beautify~~ beautiful city, the delicious Chinese food and the Golden Gate Bridge. You give us one very deep and very friendly expression. We would like see you again

late. We are very enjoy your tour!

Yours Sincerely

WANG

Sun

include 7 photo.

Grenoble

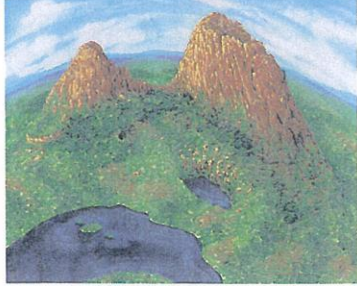
Em...

Mr. WANG

Grenoble

France

BY AIR MAIL - AVION  
AEROGamme



DOVE LAKE, CRADLE MT. TAS



POSTAGE PAID



A U S T R A L I A

TO Ernest D Siravo  
C/- Star Alliance Global Goodwill Tours  
2322 Shattuck Ave #309  
Berkeley CA 94704

COUNTRY OF DESTINATION U.S.A.

Sender's Name and Address  
S. Reid  
Paraparumu Beach  
New Zealand.  
Postcode

If anything is enclosed or attached, this form must bear the postage for an air mail letter.

DO NOT WRITE BELOW THIS LINE  
I have made a request for a photo-graph of Prince Charles for you. It has arrived. I will try another source. I should be able to post a photo to you within the next two or three weeks. I enjoyed the tour in New Zealand. Thank you. The photos you took are wonderful. I hope you had a good time.  
in the morning. He was conversing in his  
note.  
made.  
I have made a request for a photo-graph of Prince Charles for you. It has arrived. I will try another source. I should be able to post a photo to you within the next two or three weeks. I enjoyed the tour in New Zealand. Thank you. The photos you took are wonderful. I hope you had a good time.

To open slit here



9 312650 269050

54 1/2

Seal side flaps first

Seal side flaps first

from young from ~~my~~ paradise  
Coast of Australia. because I bought too  
train program which I can only post 4  
The post office in New Zealand will not  
as the postage is different. Therefore you  
"lucky" recipient!

Surfers is supposed to be warm and see  
lovely golden sand and beautiful surf. It  
is, the sand is gold and the surf looks blue  
it is so strong one gets knocked over by it  
has missed workday for the last 3 months and  
is still doing so. I thought I would be able to  
get a sun tan by lying on the beach or by  
the hotel pool. - That is wonderful thinking.

Surfers is interesting - a lot quieter than I  
expected but it has a casino down the road  
somewhere. I think we are going to an English  
pub at the casino tonight. I am interested  
in the pub not the casino. St. Leger casinos  
bored me to tears.

I managed to see Carlita's Way and  
therefore your handsome brother. I didn't like  
the movie. Although I usually like Al Pacino  
I don't think the movie did anything for him  
either. I know they were all supposed to be  
tough racketeers and probably played their  
parts well but the language and violence was  
a bit over-the-top. In N.Z. the censorship  
is very strict so the original script may  
even be worse than what was shown on  
our screens. As a film I don't think it  
has had good reviews and it hasn't had  
long runs in the theatres. However it is  
always of interest when one has had some



# California Secretary of State

## Electronic Certificate of Registration of Trademark/Service Mark

I, ALEX PADILLA, Secretary of State of the State of California, hereby certify:

Type of Mark: Trademark  
Name of Owner (Registrant): STAR ALLIANCE

Registration Number: 305082  
Business Address: PO Box 11125, Berkeley, CA, 94712, USA

Business Structure: Corporation  
California



Mr Peter DuMont  
2951 Derby St Apt 119  
Berkeley, CA 94705

*NOTE: DERBY ST. ADDRESS  
SUPERCEDES P.O. BOX WHICH  
WAS CLOSED 2019-11*

Names of General Partners: None

Date First Used Anywhere: 05/01/1999  
Date First Used in California: 05/01/1999

*PRINTED DATES REFER TO VISUAL LOGO  
WITH HEART. FIRST USE FOR NAMES  
AND LOGO WITHOUT HEART WERE 1986 & 1987.*

Description of Mark:

The Arc of Rainbow Stars: 5, 5-pointed stars touch at the lateral tips, connected and unified by multiple bands of color "running through them:" Red at the tip-tops, then golden-yellow, then green, then blue/purple/black. Radiating from a 3-D red heart at the vertex below & up to the "feet" of the stars are ten expanding rays of gold.

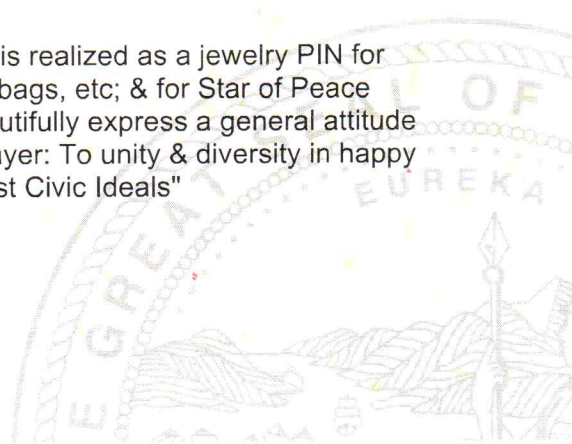
Disclaimer:  
N/A

Identification of Goods or Services:

A unique symbol since 1987 (with heart added since 1999), is realized as a jewelry PIN for promotional use on lapels, hats, shirts, coats, ties, scarves, bags, etc; & for Star of Peace Award ribbons, volunteer recognition, etc.. The logo-pin beautifully express a general attitude of good will & a commitment on the part of the wearer-displayer: To unity & diversity in happy harmony according to all declared STAR ALLIANCE "Highest Civic Ideals"

Classification Code(s): 014  
Date of Registration: 11/06/2018  
Term of Registration  
Extends to and Includes: 11/06/2023

Certificate Verification Number: RDPEDQ





**California Secretary of State**  
Electronic Certificate of  
Registration of Trademark/Service Mark

In accordance with the application filed in this office, the mark described above has been duly registered. A copy, specimen, facsimile, counterpart or a reproduction of the mark is attached.



**IN WITNESS WHEREOF**, I execute this certificate and affix the Great Seal of the State of California on November 6, 2018.

**ALEX PADILLA**  
Secretary of State

Verification Number: RDPEDQ  
Date Issued: 11/06/2018  
Registration Number: 305082





**Secretary of State**  
**Trademark / Service Mark**  
**Application for Registration**

**TM-100**

REG. NO. 305082  
 CLASS NO.(S) 14

**FILED**  
**Secretary of State**  
**State of California**

**NOV 06 2018**

*Above Space for Office Use Only*

**IMPORTANT** — Read instructions **before** completing this form.

Filing Fee — \$70.00 per Classification

Copy Fees — First page \$1.00; each attachment page \$0.50;  
 Certification Fee - \$5.00 plus copy fees

1. Application for Registration of (Check one):  Trademark  Service Mark

**2. Owner (Registrant) Name, Address and Declaration of Ownership**

a. Name of Owner(Registrant)

STAR ALLIANCE

b. Business Address

PO Box 11125

City (no abbreviations)

Berkeley

State

CA

Zip Code

94712

c. Declaration of Ownership (Do not alter.)

Registrant declares that the Registrant is the owner of the mark, that the mark is in use, and that to the Registrant's knowledge, no other person has registered the mark in this state, or has the right to use the mark, either in the identical form or in such near resemblance as to be likely, when applied to the goods or services of the other person, to cause confusion, to cause mistake, or to deceive.

**3. Business Structure of Registrant (Only check one and fill in the blank)**

- Corporation (State of Incorporation): California  Sole Proprietor
- Limited Liability Company (State of Organization): \_\_\_\_\_  Spouses, as Community Property
- Limited Partnership (State of Organization): \_\_\_\_\_  Domestic Partners, as Community Property
- General Partnership (State of Organization): \_\_\_\_\_  Other (Describe): \_\_\_\_\_

**4. Name(s) of General Partner(s), if the Registrant is a Limited Partnership**

N/A

**5. Name and/or Design of Mark** (For design, provide a brief written description that can be pictured in one's mind without reference to the specimens. Attach a drawing of the mark to the Application. Do not draw the design on the Application.)

The Arc of Rainbow Stars: 5, 5-pointed stars touch at the lateral tips, connected and unified by multiple bands of color "running through them:" Red at the tip-tops, then golden-yellow, then green, then blue/purple/black.

Radiating from a 3-D red heart at a vertex below & up to the "feet" of the stars are ten expanding rays of gold.

**6. Design Code(s)** (If your mark includes a design element, using the *Design Search Code Manual* developed by the U.S. Patent and Trademark Office, please include the appropriate design code(s) that describe your design element.)

Design Code(s): 01.01.10 01.01.03 01.03.03 02.11.12 01.15.01 01.15.25

**7. Disclaimer** (If Applicable) No claim is made to the exclusive right to use the term(s) below:

N/A

**8. Dates of First Use of Mark**

a. Date the Mark was First Used Anywhere

1999 May

b. Date the Mark was First Used in California

1999 May

Continue on Next Page

9. Identification of Goods or Services

305082

a. If a Trademark, list specific Goods or Products. If a Service Mark, list specific Services.

A unique symbol since 1987 (with heart added since 1999), is realized as a jewelry PIN for promotional use on lapels, hats, shirts, coats, ties, scarves, bags, etc; & for Star of Peace™ Award ribbons, volunteer recognition, etc.. The logo-pin beautifully express a general attitude of good will & a commitment on the part of the wearer-  
displayer:To unity & diversity in happy harmony according to all declared STAR ALLIANCE "Highest Civic Ideals"

b. Classification Code(s): 14

10. U.S. Patent and Trademark Information (Indicate whether an application to register the mark, or portions, or a composite of the mark, has been filed by the Registrant or a predecessor in interest with the United States Patent and Trademark Office.)

a. File Date	b. Serial/File Number	c. Status of Application
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d. If Refused, Why?

e.  Check here if this Item 10 does not apply

11. How is the Mark Used (If Trademark, only check Trademark options; If Service Mark, only check Service Mark Options)

**For Trademark Only** (Check all that apply to Trademark)

- On Labels and Tags Affixed to the Goods
- On Labels and Tags Affixed to Containers of the Goods
- By Printing Mark Directly onto the Goods
- By Printing Mark Directly onto the Containers of the Goods
- Other on bus cards, documents, flags, etc. helping to promote goods & meaning of goods

**For Service Mark Only** (Check all that apply to Service Mark)

- On Business Signs
- On Advertising Brochures
- On Advertising Leaflets
- On Business Cards
- On Letterhead
- On Menus
- Other \_\_\_\_\_

12. Specimens (If Trademark, only check Trademark option; If Service Mark, only check Service Mark Option. Include three (3) identical original specimens showing current use of the Mark.)

**For Trademark Only** (Check one box and enclose three (3) specimens)

- Actual Labels
- Actual Tags
- Photographs of Goods / Containers showing the Trademark
- Front Panels of a Paper Container Bearing the Trademark
- Other \_\_\_\_\_

**For Service Mark Only** (Check one box and enclose three (3) specimens)

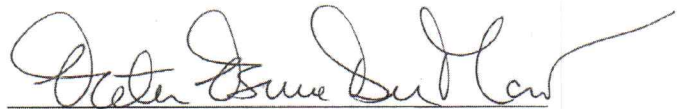
- Business Cards
- Advertising Brochures
- Advertising Leaflets
- Menus showing the Service Mark
- Other \_\_\_\_\_

Declaration of Accuracy and Signature

I declare that all the foregoing information contained in this Application is accurate, true and correct and that I am authorized to sign this application. I understand that if I willfully state in the Application any material fact that I know to be false, I will be subject to a civil penalty of not more than ten thousand dollars (\$10,000.00).

2018-11-1  
Date

Peter Bruce DuMont  
Type or Print Name of Authorized Person

  
Signature





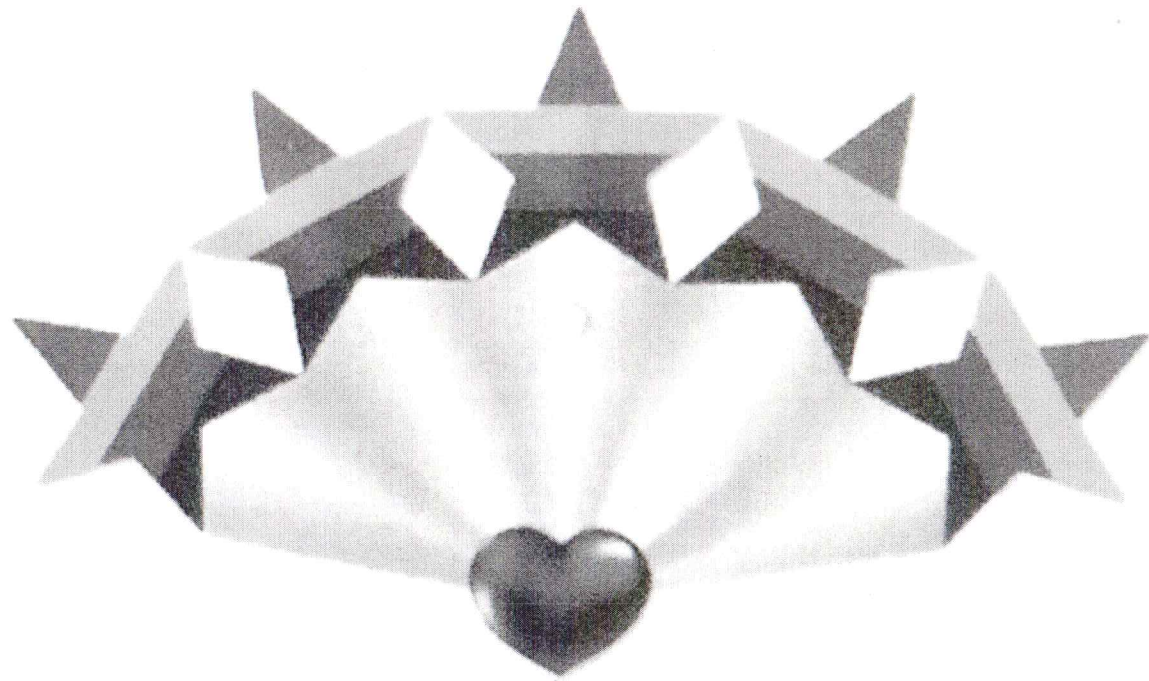


## STAR ALLIANCE™

*Congratulations!*

You are holding in your hand a  
STAR ALLIANCE *StarPoints™ Good Will Wisdom Principles Pin!*  
Please see [www.STARALLIANCE.org](http://www.STARALLIANCE.org), and wear the pin to spread  
good will, solidarity, and inspiration for all our *Highest Civic Ideals.*

[www.STARALLIANCE.org](http://www.STARALLIANCE.org) | 888-PLEDGE-8





## STAR ALLIANCE™

*Congratulations!*

You are holding in your hand a

STAR ALLIANCE *StarPoints™ Good Will Wisdom Principles Pin!*

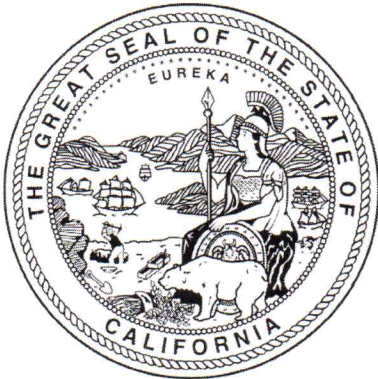
Please see [www.STARALLIANCE.org](http://www.STARALLIANCE.org), and wear the pin to spread good will, solidarity, and inspiration for all our *Highest Civic Ideals*.

[www.STARALLIANCE.org](http://www.STARALLIANCE.org) | 888-PLEDGE-8



**California Secretary of State**  
Electronic Certified Copy

I, ALEX PADILLA, Secretary of State of the State of California, hereby certify that the attached transcript of 4 page(s) is a full, true and correct copy of the original record in the custody of the California Secretary of State's office.



**IN WITNESS WHEREOF**, I execute this certificate and affix the Great Seal of the State of California on November 6, 2018.

**ALEX PADILLA**  
Secretary of State

Verification Number: XGE7QA  
Date Issued: 11/06/2018

