



Issue Date: August 31, 2025

Trademarks: Registered and Common Law

In addition to patents, the brand architecture of the system is protected through both federal registration and common law rights:

- Registered Mark. PortalWall® is federally registered with the USPTO (Reg. No. 7,797,165; May 13, 2025) in International Class 6 (building wall framing made primarily of metal). This provides nationwide enforceability and presumptive proof of ownership.
- Common Law Marks. Other marks in active commercial use as shown below while not yet federally registered, they derive value from continuous use in commerce since 2017 and carry distinct goodwill and brand recognition in the façade industry.
- Valuation Significance. Together, the registered and common law marks form a brand ecosystem around the patented technology. This protects commercial identity, deters copycats, and enhances licensing leverage by ensuring the system is recognizable in both technical and market terms.

PortalWall® WDSA™ (Water Draining Spandrel Assembly)

PortalWall® Opaque Infill™

MC2™ (2 MAJOR COMPONENTS)

WVA™ (WATER VAPOR ALOFT)

WE OUTSULATE™ Continuously

PortalFlow™

PORTALWALL® + PARRALELS™

PortalSteel™

Active-Wall™

ZUZALOGIC™

ZUZATHERM™

DELUGEWALL™

FREED-AIR™

ACTIVE-PORTALS™

TESTALOGICA™

TESTAWALL™

ACTIVE-COAT™

OUTSULATE™

Let's Design + Comply + Perform™ Together - PortalWall® Design Software

Notarized:

