Trademark/service mark application, Principal Register

Serial number: 50142237

Mark: We Bake a Change

Mark format: Standard character

Owner name: WE BAKE A CHANGE

Filing date: October 2, 2026 at 3:30:51 PM ET

Docket number:

Amount paid: $700 (2 classes)

Filing receipt for trademark/service mark application, Principal Register and next steps in the application process

Thank you for submitting your trademark application to the U.S. Patent and Trademark Office (USPTO)! You have started the legal process to federally register your mark.

This filing receipt confirms that you successfully submitted your application, which now must be reviewed to see if it qualifies for registration. Registration is not *automatic or guaranteed*. Below you will see your mark, the serial number assigned to your application, and a description of what happens next in the application process. Carefully review this information to make sure it is correct and so you know what to expect. We also highly recommend keeping a copy for your records.

Please pay attention to the section below regarding scams and read the Protect against scams section on our website. Also, we encourage you to take advantage of the resources we have linked at the end for first-time applicants, startups, and women entrepreneurs.

Your mark

We Bake a Change (standard characters, mark.jpg)
The literal element of the mark consists of We Bake a Change. The mark consists of standard characters, without claim to any particular font style, size, or color.

Your serial number

Your application was assigned serial number 50142237. You must refer to your serial number in all communications about your application.

What you should do right now

Review your application data below for any errors. If you find an error, visit the After You File webpage for information on correcting errors.

What we do next

Now that your application has been submitted, it will eventually be assigned to an examining attorney. The examining attorney reviews your application to make sure it meets all of the legal requirements and that your mark is registrable. To learn more, please visit the Examination of your application webpage and the Trademark basics webpage.

Marks with a design element

If your mark includes a design element, we'll assign it one or more design search codes. We'll notify you of these codes within the next several weeks and you can suggest that we add or delete a design search code from your file.

Timing

It will take some time before you hear from the examining attorney. Check out what impacts how long it takes to register your mark and the current average processing times.

Office actions

If your application does not meet all of the requirements, you'll receive a communication from your examining attorney called an "office action." This doesn't automatically mean your mark isn't registrable. It describes any issues the examining attorney found in your application. Your reply to an office action is an opportunity to resolve the issues. You must reply by the deadline to continue the application process and avoid abandonment of your application.

If you have questions, see how to respond to office actions or call the assigned examining attorney. The attorney's contact information is included in the office action. They can help clarify the issues raised in the office action at no cost to you. Please keep in mind that they cannot provide you with legal advice.

What else you should do

These are things to monitor while your application moves through the examination process.

Keep your addresses current in USPTO records

If your postal or email address changes, you must update the owner's address

using the electronic filing forms on our website. We don’t extend filing deadlines if you don’t receive USPTO mail or email.

Check your application status in our database every three to four months
To be sure that you don't miss an important email from us, and to avoid the possible abandonment of your application, check your application status and review your documents in our database, Trademark Status and Document Retrieval (TSDR), every three to four months.

TSDR contains your complete application record. It includes every communication we send you and every action related to your application.

Watch out for scams
Recognizing common signs of a scam can help you avoid costly mistakes. Scammers pretend to be from the USPTO, often state there’s some sort of problem with your application, pressure you to act immediately, and tell you to pay some sort of fee or provide personal information. Some will even call you and use names, numbers, and locations of real USPTO employees to try to steal your money or personal information. USPTO employees will never ask you for your personal or payment information over the phone.

If you receive a notification about paying to publish your trademark in a directory, avoid doing so. Trademark directory listings aren’t necessary. They’re unofficial and not associated with the USPTO.

All official communications will be from the "United States Patent and Trademark Office" in Alexandria, Virginia, and from emails with the domain "uspto.gov." If you’re unsure about whether a communication is from us, call or email the Trademark Assistance Center or check your records in our database, TSDR. Any official communications we send you will be uploaded to your records in TSDR. Visit protect against scams on our website.

Stay current with USPTO
Sign up to get Trademark Alert emails to stay up to date with changes in the USPTO that may impact your application or registration. This may include upcoming system changes, events and roundtables, rules changes, and other operational matters.

How to sign up
On our subscription center webpage, select the Subscribe button, enter your

email address, and select the Submit button. Consent to the privacy policy and select the Submit button. You can choose to receive emails about all United States Patent and Trademark (USPTO) topics or specific topics (e.g., Trademark Alerts). Pick your areas of interest, then select the Submit button.

Provide feedback

You may receive a survey invitation in a separate email. Let us know how we can improve your experience.

Resources for new applicants

We have many resources available for small business owners, first-time applicants, and entrepreneurs taking the first step to protect their trademark. Read the welcome letter from our leaders for details.

Trademark details

Mark

WE BAKE A CHANGE

Mark format

Standard character

The mark consists of standard characters, without claim to any particular font style, size, or color.

Owner information

*Name	WE BAKE A CHANGE
*Entity type	Charitable, non-profit corporation
*Place of organization/citizenship	New Jersey
Mailing address information	
*Address line 1	180 LAFAYETTE AVENUE 7H
*City	PASSAIC
*State/territory	New Jersey
*Zip/postal code	07055
*Country/region/jurisdiction/territory	United States

*Email address	info@webakeachange.com
Domicile address information	
The mailing address is the same as the owner's domicile address.	

Goods and services

Filing basis information

Section 1(a)

Identification of goods and services

International Class 035
Filing basis: Section 1(a)
Charitable services, namely, organizing and conducting volunteer programs and community service projects

Specimen Information	
*First use anywhere date	At least as early as 02/26/2022
*First use in commerce date	At least as early as 02/26/2022
*Specimen file name	WE_BAKE_A_CHANGE_Specimen.pdf
URL	https://www.webakeachange.com/about
Date of access	10/02/2026
*Description	Screenshot of Applicant's website displaying the WE BAKE A CHANGE mark in connection with Applicant's charitable volunteer and community service program, including information about the organization's mission and community activities.

International Class 036

Filing basis: Section 1(a)
Charitable fundraising services

Specimen Information	
*First use anywhere date	At least as early as 02/26/2022
*First use in commerce date	At least as early as 02/26/2022
*Specimen file name	WE_BAKE_A_CHANGE_Specimen.pdf
URL	https://www.webakeachange.com/
Date of access	10/02/2026
*Description	Screenshot of Applicant's website displaying the WE BAKE A CHANGE mark in connection with charitable fundraising services, including a donation page through which consumers may make one-time or recurring monetary donations.

Additional statements

*Translation (if applicable)	
*Transliteration (if applicable)	
*Consent (name/likeness) (if applicable)	
*Claim of ownership of active prior registrations(s) (if applicable)	
*Section 2(f) Claim of acquired distinctiveness (if applicable)	
*Miscellaneous statements	
Significance of mark	
Disclaimer	

Attorney information

Attorney name and address

*Name	Sean Young
Law firm	Watson & Young PLLC
*Address line 1	244 Madison Ave #1054
*City	New York
*State/territory	New York
*Zip/postal code	10016
*Country/region/jurisdiction/territory	United States
*Email address	sean@watsonandyoung.com
Primary telephone number	(844) 659-0358
Extension	None specified.

Attorney registration information

*Bar membership or registration number	5528674
*Jurisdiction	NY
*Year of admission	2017

Statement of good standing

The attorney of record is an active member in good standing of the bar of the highest court of a U.S. state or commonwealth, the District of Columbia, or any U.S. territory.

Additional appointed attorneys

Zara Watson

Docket or reference number

Correspondence information

*Correspondence name	Sean Young
*Primary correspondence email address	sean@watsonandyoung.com
Courtesy copy email addresses	team@watsonandyoung.com; zara@watsonandyoung.com

Fee information

Application filing option	Trademark/service mark application, Principal Register
Number of classes	2
Base application fee, per class	$350
Total fees paid	$700

Declaration and signature

Declaration

[X] Basis:
If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a):

- The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;
- The mark is in use in commerce and was in use in commerce as of the filing date of the application on or in connection with the goods/services in the application;
- The specimen(s) shows the mark as used on or in connection with the goods/services in the application and was used on or in connection with the goods/services in the application as of the application filing date; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

And/or
If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e):

- The signatory believes that the applicant is entitled to use the mark in commerce;
- The applicant has a bona fide intention to use the mark in commerce and had a bona fide intention to use the mark in commerce as of the application filing date on or in connection with the goods/services in the application; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

[X] To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive.

[X] To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.

[X] The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

*Electronic signature	/Sean Young/
*Signatory's name	Sean Young
*Signatory's position	Attorney of Record
*Date signed	10/02/2026
Signature method	Signed directly within the form

Payment receipt

Owner: WE BAKE A CHANGE

Mark : We Bake a Change
Serial Number : 50142237
Docket Number :
Number of classes : 2

Fee code description	Fee amount	Qty	Item total
Base application, per class	$350	2	$700
			Total paid: $700
			Payment method: CARD
			Date payment received: 10/02/2026

STAMP:USPTO/APPB-8.23.83.37-20261002153051014-50142237-17.2-6bf2e705-c74a-4ef1-9c66-b113f75da8aa-CARD-20261002145739428960