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D. L. Sliney-B2SB
W. C. Hammann-T3A
R. H. Munch-T1B
J. G. Bryant-T1J
M. E. Gibbs-W1A
Q. E. Thompson-T3E
W. R. Richard-RIC
R. A. Pohl-B2SB
W. B. Lubic-B1NB
G. F. Barton-B1NB
D. Bishop-B1ND
J. J. Zeman-B2SK JAN 20 1976
F. H. Langenfeld
R. Davis
T. Bottini-B2CA
W. W. Withers-B2SA
J. C. Weber-B2SK
W. B. Papageorge-B3NB
A. Leisy-1740
G. Johnson-1740
R. Perotti-E1NE
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J. R. Savage-B3NH
J. L. Wikoff-B3NH
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A. J. Koenig-B2SC
J. Buchanan-5080
H. McPhaden-5110

DSW 185350

STLCOPCB4051596

Monsanto

FROM (NAME & LOCATION) David Wood-St. Louis-B2SD

D : January 16, 1976 CC

SUBJECT : TRADEMARK - MCS-1238

REFERENCE :

TO : (All Persons on Attached List)

We wish to select a name for MCS-1238, our non-PCB capacitor fluid by end-February, at the latest.

Once a short list has been selected, the trademark clearance search will take 2-3 weeks.

I plan to meet, therefore, with Rose Perotti in our Legal Department to review a list of candidates about February 7th.

We would welcome your suggestions for a name for our new product. If you wish to submit a candidate(s), please send me your suggestion by February 5th at latest.

As a guide, it is suggested that there are a number of areas to avoid.

a) Name should be non-descriptive, but may be suggestive of the application.

b) Avoid Acronyms or initial letters.

c) Avoid Santo/ Mon-prefix

The initial list will be reviewed by C. Paton, J. Zeman, R. Munch, R. Perotti, and me.

Please let us have your ideas by February 5th.

David Wood

/deb

DSW 185351