



**REPUBLIC OF NAOERO
GOVERNMENT GAZETTE
PUBLISHED BY AUTHORITY
EXTRAORDINARY**

No. 279

10th August, 2026

Naoero

G.N.No. 813/2026

TRADEMARKS ACT 2019

[Section 10; Regulation 6]

NOTICE OF APPLICATION FOR REGISTRATION OF TRADEMARK

The Registrar of Trademarks has received an application for registration of trademark as follows:

- (a) **Applicant's full name:** New Century Beverage Company, LLC
- (b) **Address of the applicant:** 700 Anderson Hill Road, Purchase, New York 10577, United States
- (c) **Date application lodged:** 22nd July 2026
- (d) **Time application received:** 1:19pm
- (e) **Reference number for the application:** 36/01NRUTM/2026
- (f) **Representation, drawing or design of mark:**

Word

MUG ROOT BEER

Representation of the trademark is in black and white

- (g) **Goods or services for which the trademark is associated with:**

International Class: 32

Non-alcoholic beverages; carbonated soft drinks; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; energy drinks; sports drinks and isotonic drinks; syrups and other preparations for making beverages; non-alcoholic essences and fruit extracts for making beverages; concentrates for making beverages; concentrates used in the preparation of soft drinks.

A person may lodge a notice of opposition to the Registrar within 21 days of gazettal of this Notice.

Loretta Teueli

Acting Registrar of Trademarks

Date: 6th August 2026