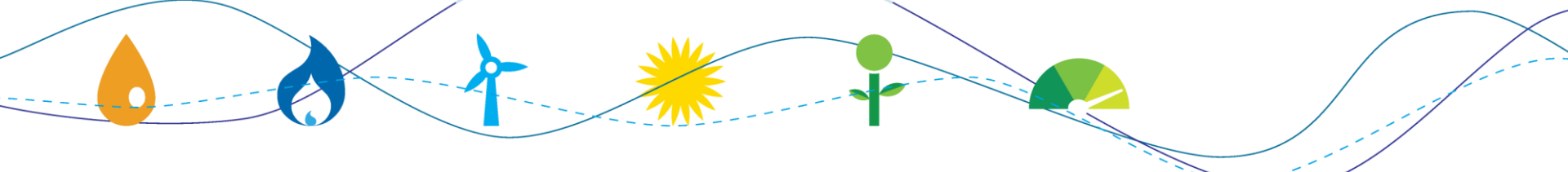


In-House Trade Mark Filing Priorities

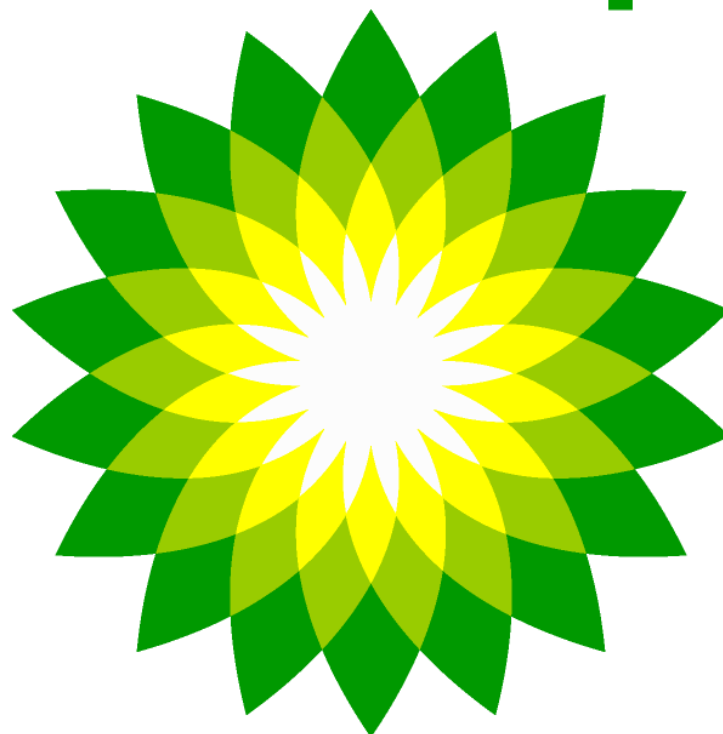
London
25 March 2010



“The Helios”



bp



CASTROL



Some of our other marks



SYNTEC

EDGE



GTX



Magnatec



Visco



The BP SHIELD 1930 - 2000



1930-1947



1947-1958

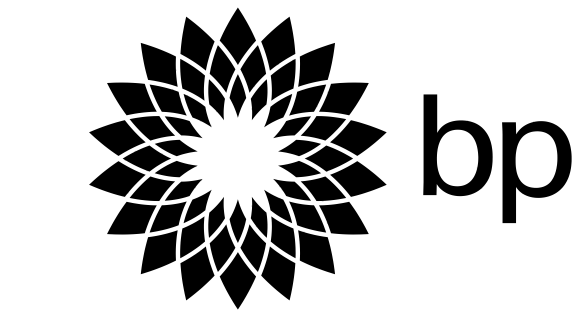
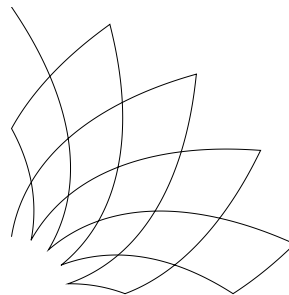
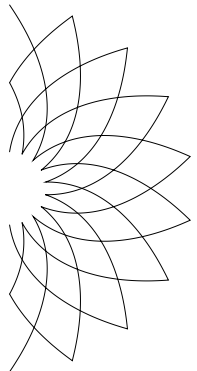
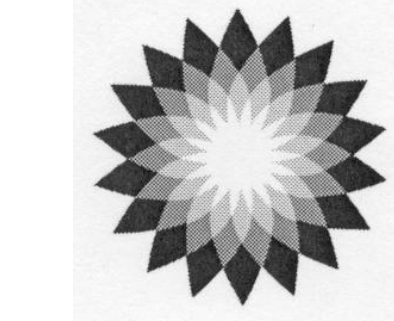
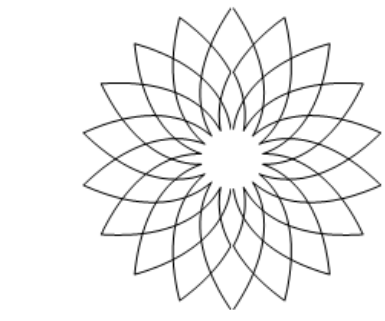
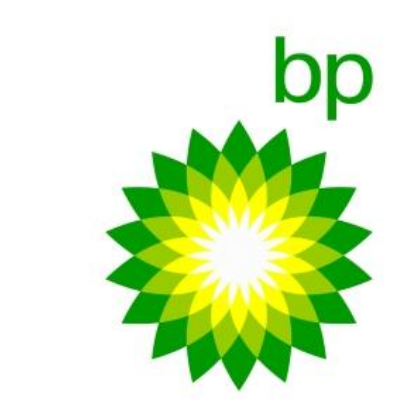
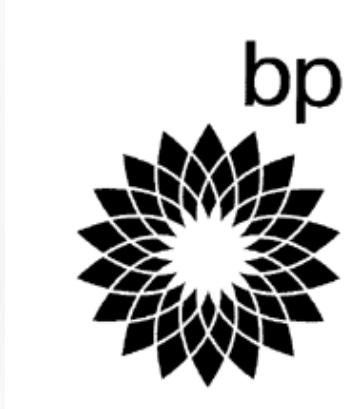


1958-1989



1989-2000

Differing versions of the Helios



Castrol logo evolution



1909



1946



1999



2010

Wild Bean Café logo



Wild Bean Café menu



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Wild Bean Café™ ▶ [What's on the menu](#) ▶ [Food](#) ▶ **Hot Snacks**


- ▶ [Sandwiches and Sushi](#)
- ▶ [Tempting Treats](#)
- ▶ [Healthy Choices](#)
- ▶ **Hot Snacks**

Hot Snacks

Need to grab lunch on the go? At Wild Bean Café™ you're sure to find something that tickles your taste buds.


Traditional Pies

- Crunky Steak Pie
- Crunky Pepper Steak Pie
- Chicken & Vegetable Pie
- Crunky Curry Steak Pie
- Cottage Pie
- Spinach & Fetta Pie
- Sausage Roll



Tradies Pies

- Tradies Chunky Steak Pie
- Tradies Double Cheese, Steak & Bacon Pie
- Tradies Beef, Egg & Bacon Pie
- Tradies Chunky Steak & Mushroom



Wild Bean Café Website



WILD BEAN CAFE


Country selector Search: **Go ▶**

Welcome to Wild Bean Café

Want a fresh, flavourful cup of coffee and a wide range of great snacks, quality baguettes, subs and sandwiches fast?

Select your part of the world

- [Europe](#)
- [South Africa](#)
- [Australasia](#)



Wild Bean Café is now located on four continents, providing fresh coffee, pastries, baguettes, sandwiches and subs in addition to many local favorites. Check out your local Wild Bean Café.

Select a Country:

Australia

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Castrol
Magnatec
5W-30 4L

Castrol
GTX
10W-40 4L

Castrol
GTX
10W-40 4L

Castrol
EDGE
5W-40 4L

Castrol
Visco 7000
5W-40 4L

Castrol
Magnatec
5W-30 4L

Castrol
Visco 7000
5W-40 4L

Castrol
POWER1
Racing
4T-15W 4L

Castrol
Visco 5000
5W-40 4L

LAGS -
WALKING PROTOCOL

LAGS -
WALKING PROTOCOL



Fully Synthetic
100% synthétique

Castrol

POWER1

Racing

4T 10W-40

Increased Acceleration
Améliore les accélérations

Ultimate Performance for Extreme Riding
Prestazioni insuperabili per la guida al limite
Performances maximales pour conduite sportive

4L

**TRI
ZONE**

Mag

5W

FULL
FOR

3/8-4

TIC

URE

TURN THE KEY

Sponsorship



IT'S MORE THAN JUST OIL.
IT'S LIQUID ENGINEERING.

The Castrol logo, featuring a green and red shield with a white 'C' and the word 'Castrol' in red script.

OFFICIAL FIFA WORLD CUP™ SPONSOR

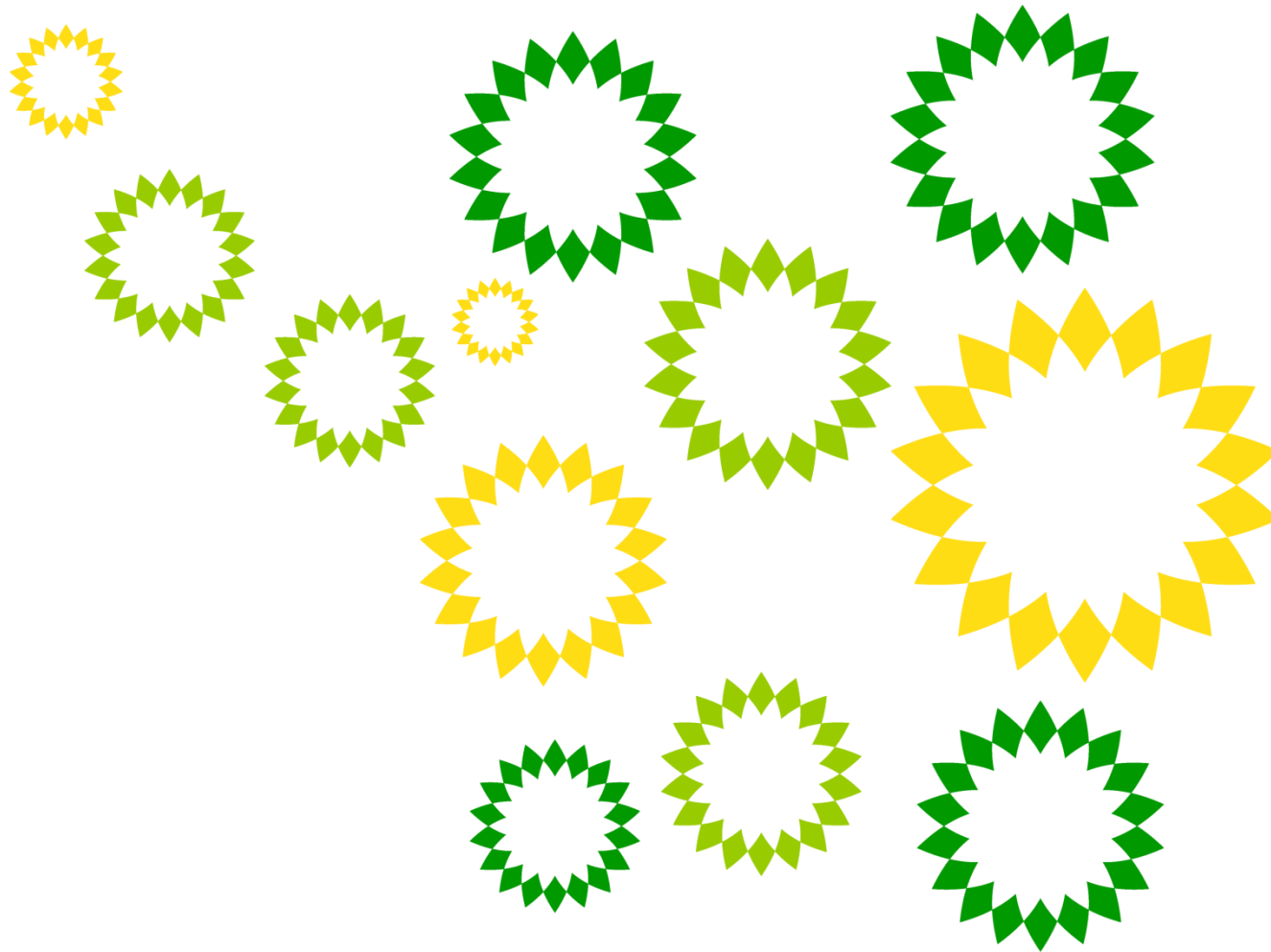
The logo for the 2010 FIFA World Cup in South Africa, featuring a stylized soccer ball and a player in action, with the text 'SOUTH AFRICA 2010' and 'FIFA WORLD CUP' below it.

SOUTH AFRICA 2010
FIFA WORLD CUP



official partner

The Helios evolves



The Helios evolves...



BP is proud to support
a unique energy source.
Team USA.



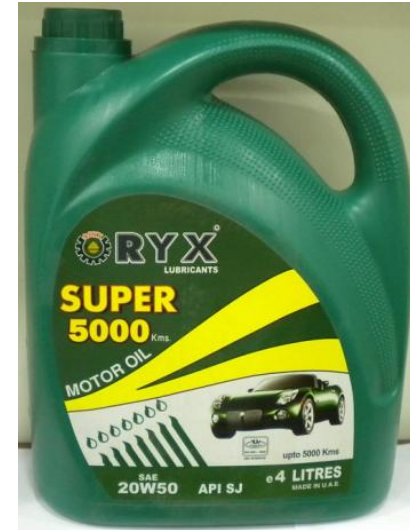
beyond petroleum

BP is proud to support
a unique energy source.
Team USA.



beyond petroleum





Dimple container trade mark



1 Ltr. 1 Ltr. Empty Container
DESIGN NO. 0092



Б и - П и

Бі-Пі

The End

Thank you

