



TxDMV \* 4000 JACKSON AVENUE, AUSTIN, TEXAS 78731 | media@dmv.state.tx.us | www.TxDMV.gov

FOR IMMEDIATE RELEASE JANUARY 25, 2010 Julia Bardnell (512) 374.5101 jbardne@dmv.state.tx.us

## Texas Automobile Burglary and Theft Prevention Authority Announces "Watch Your Car" ® and "You Hold the Key" ® Service Marks

AUSTIN – The Texas Automobile Burglary and Theft Prevention Authority (ABTPA) announced that the United States Patent and Trademark Office (USPTO) has awarded them the registered service marks for the "Watch Your Car" mark and design (reg. no. 3,733,046 and reg. no. 3,733,047) and for the "You Hold the Key" mark (reg. no. 3,726,962) as of January 5, 2010. The "Watch Your Car" design consists of a silhouette in the shape of a car with the tires of the car being a cartoon image shaped like eyes.

The marks are used for promoting public awareness of the need for vehicle theft and vehicle burglary prevention, producing television public service announcements on the subject of vehicle theft and vehicle burglary prevention, and direct mail advertising on vehicle theft and vehicle burglary prevention.

Any entity currently using the "Watch Your Car" and/or "You Hold the Key" will need to contact the ABTPA office at 512.374.5101 to obtain official permission to use either service mark.

## **About Us**

The Texas Automobile Burglary and Theft Prevention Authority (ABTPA), supports a statewide network through grants, theft reduction initiatives, and public awareness/education. Since its inception in 1991, ABTPA has funded and managed 485 grants which have reduced motor vehicle theft by 61%. For more information on ABTPA and prevention tips, go to <a href="https://www.txwatchyourcar.com">www.txwatchyourcar.com</a> or call (512) 374-5101. Fan us on <a href="facebook">Facebook</a>.

The Texas Department of Vehicles (TxDMV) is responsible for vehicle registration and titling, issuing motor carrier operating authority, motor carrier enforcement, licensing vehicle dealers, and awarding law enforcement agencies grants to reduce auto theft and increase public awareness. Visit www.TxDMV.gov for more information about the state agency.