

DEC 13 2002

UNITED STATES PATENT AND TRADEMARK OFFICE  
Trademark Trial and Appeal Board  
2900 Crystal Drive  
Arlington, Virginia 22202-3513

Mailed: December 10, 2002

Opposition No. 91152722

PROCTER & GAMBLE COMPANY, THE

v.

EDL LICENSING CORP.

Frances S. Wolfson, Interlocutory Attorney:

Applicant's motion (filed October 15, 2002) for an order extending its time to file an answer to the notice of opposition is granted as conceded and as well-taken. See Trademark Rule 2.127(a).

Opposer is allowed until **TWENTY DAYS** from the mailing date of this order to serve applicant with a complete copy of the notice of opposition and to file a complete copy with the Board. Applicant is allowed until **THIRTY DAYS** from the date of service of the complete copy of the notice of opposition to file its answer.

Proceedings herein are otherwise suspended. Dates, including the closing date of the discovery period, will be reset upon resumption of proceedings.

-o0o-



Mark: LUV-IT

SEP 5 2002

Appl/Reg/No. 76/039,365

Opp/Cancel/No.

Action: Transmittal Letter (Original + 1), Notice of  
Opposition (Original + 1), plus post card

Total # Pages: *22 plus post card*

Please place the official stamp of the PTO on this card and return  
it to us as an acknowledgement by the PTO of receipt on the date  
stamped of the above identified paper.

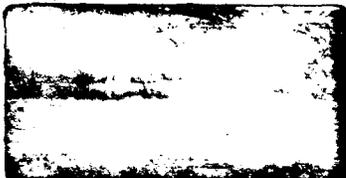
The Procter & Gamble Company  
Trademarks Section



#76126, TMT

08-28-2002

U.S. Patent & TMO/TM Mail Rcpt Dt. #61



Mark: LUV-IT

Appl/Reg/No. 76/039,365

Opp/Cancel/No. -

Action: Transmittal Letter (Original + 1), Notice of  
Opposition (Original + 1), plus post card

Total # Pages: *22 plus post card*

Please place the official stamp of the PTO on this card and return  
it to us as an acknowledgement by the PTO of receipt on the date  
stamped of the above identified paper.

The Procter & Gamble Company  
Trademarks Section

#76126, TMT

TTAB



The Procter & Gamble Company  
Legal Division  
1 P&G Plaza  
Cincinnati, Ohio 45202-3315  
www.pg.com

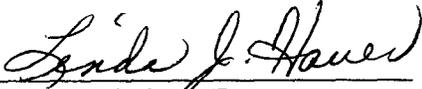


01-02-2003

U.S. Patent & TMOfo/TM Mail RcptDt. #70

CERTIFICATE OF SERVICE

I hereby certify that a true and accurate complete copy of the foregoing Notice of Opposition was mailed this 30th day of December, 2002, by first class mail with postage prepaid, to Robert W. Adams, Applicant's attorney, at the following address: Nixon & Vanderhye, P.C., 1100 North Glebe Road, 8<sup>th</sup> Floor, Arlington, VA.

  
Linda J. Hauer

AD



The Procter & Gamble Company  
Legal Division  
1 P&G Plaza  
Cincinnati, Ohio 45202-3315  
www.pg.com

Tracy M. Tramonte  
Trademark Counsel  
Intellectual Property

Phone: (513) 983-4517  
Fax: (513) 983-1992  
E-mail: Tramonte.tm@pg.com

August 26, 2002

Box TTAB FEE  
Assistant Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, VA 22202-3513

Attention: Trademark Trial & Appeal Board

Re:

THE PROCTER & GAMBLE COMPANY  
Opposer,

vs.

EDL LICENSING CORP.  
Applicant.

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to:

Assistant Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, VA 22202-3513

name: Jessica M Brown  
signature: Jessica M Brown  
date: 8-26-02

Opposition No.

Dear Sir or Madam:

Enclosed herein are one original and one copy of the above referenced Opposition, duly executed by Opposer, THE PROCTER & GAMBLE COMPANY.

Please charge the fee of \$300.00 to Deposit Account No. 16-2488 in the name of The Procter & Gamble Company, Trademark Section, Legal Division, One Procter & Gamble Plaza, Cincinnati, Ohio 45202. A copy of this letter is enclosed for that purpose.

Please process this Opposition in accordance with usual procedures and notify me directly if you have any questions or require additional information or submissions.

Please acknowledge receipt of the enclosures by stamping and returning the enclosed postcard.

Sincerely,

Tracy M. Tramonte

Enclosures  
c: PTO Accounting

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

IN THE MATTER OF Application Serial No. 76/039,365 filed May 2, 2000  
PUBLISHED IN THE OFFICIAL GAZETTE of May 28, 2002, Vol. 1258, No. 4

I hereby certify that this correspondence is being deposited  
with the United States Postal Service as first class mail in  
an envelope addressed to:

Page TM 67-68 TTAB  
Assistant Commissioner for Trademarks  
2000 Crystal Drive  
Arlington, VA 22202-3513  
Attn: Frances Wolfson

THE PROCTER & GAMBLE COMPANY

Opposer,

) LINDA HAUER  
) name  
) Linda Hauer  
) signature  
) 12/30/02  
) date

v.

EDL LICENSING CORP.

Applicant.

I hereby certify that this correspondence is being deposited  
with the United States Postal Service as first class mail in  
an envelope addressed to:

Assistant Commissioner for Trademarks  
2000 Crystal Drive  
Arlington, VA 22202-3513

) Jessica M Brown  
) name  
) Jessica M Brown  
) signature  
) 8-26-02  
) date

**NOTICE OF OPPOSITION**

The Procter & Gamble Company, an Ohio corporation, having its principal place  
of business at One Procter & Gamble Plaza, Cincinnati, Ohio 45202 ("Opposer") believes  
it will be damaged by the registration of the alleged mark shown in Application Serial  
No. 76/039,365, and hereby opposes the registration of that mark under the provisions of  
15 U.S.C. § 1063.

As grounds of opposition, it is alleged that:

1. On May 2, 2000 the Applicant filed an intent to use application seeking to  
register LUV-IT as a trademark for "babies' and children's strollers, carriages, car seats,  
bumpers, carriers and bicycles (I.C. 12); babies' and children's bags, packs and carriers

(I.C. 18); babies' and children's furniture, mattresses, pillows, and bassinets (I.C. 20); babies' and children's bedding and bath products, namely, mattress covers and pads, sheets, pillow cases, crib bumpers, blankets, quilts, dust ruffles, valances, crib and cradle covers, towels, wash cloths and mitts, bath mats (I.C. 24); babies' and children's toys, namely, play mats, crib toys, mobiles, rattles, stuffed animals, plastic and rubber animals, dolls, play cosmetics, musical toy instruments, musical players and toys, activity toys, activity tables and benches, blackboards, crayons and chalk, bicycles and tricycles, wagons, sleds, cars and trucks, play gyms, slides, swings, play pools, sand boxes, play balls, toy bats and paddles, and hand held unit for playing electronic games (I.C. 28);" as evidenced by the publication of said mark in the *Official Gazette* on page TM 67-68 of the May 28, 2000 issue (attached hereto as Exhibit 1).

2. The Opposer has since 1975 used the mark LUVS on baby diapers in interstate commerce by applying labels bearing said trademark to the packages in which said goods are shipped and sold, and by displaying representations of said mark in advertising and in other ways customary to the trade. Opposer is submitting herewith as part hereof and marked Exhibit 2, Registration No. 1,060,347 issued March 1, 1977, covering this mark.

3. There is no issue as to priority. The Applicant's filing date is subsequent to the issuance date of Opposer's Registration No. 1,060,347.

4. Opposer has sold its goods listed in the aforesaid registration under the aforesaid mark as hereinbefore referred to throughout the United States. Opposer has developed an exceedingly valuable goodwill in respect to the mark covered by the aforesaid registration.

5. The Opposer's LUVS mark is advertised and distributed in every area of the United States, as well as in many countries throughout the world. By virtue of its efforts and expenditure of considerable sums for promotional activities, and by virtue of the excellence of its products, the Opposer has gained for its above-identified mark a most valuable reputation and enormous recognition in the United States among consumers for these products.

6. The trademark proposed for registration by the Applicant, namely, LUV-IT, is substantially incorporated in Opposer's LUVS mark, and is applied to highly related goods as those sold by Opposer and so nearly resembles the Opposer's mark as to be likely to be confused therewith and mistaken therefore. The Applicant's mark is deceptively similar to Opposer's mark so as to cause confusion and lead to deception as to the origin of Applicant's goods bearing the Applicant's mark.

7. The products for which Applicant seeks registration and Opposer's products would ordinarily pass through the same channels of trade and be sold in the same point-of-sale retail establishments. Applicant's goods and Opposer's goods are related, as they would be marketed to the same purchasers, namely they would be marketed to parents for use with babies and young children. The goods that would be sold under Applicant's mark would likely be used in conjunction with the goods sold under Opposer's mark.

8. In particular, Applicant has applied for use of the LUV-IT mark on baby strollers, baby carriages, baby bags, packs and carriers. Parents would likely use all of these goods in conjunction with diapers, namely by carrying extra diapers in these items. In fact, it appears the goods known as "diaper bags" would fall within the

abovementioned goods description. If the registration was granted to Applicant, then parents would likely carry LUVS brand diapers and wipes in LUV-IT brand diaper bags. This will likely lead to confusion as to the source of the goods, as well as a lessening in the source-distinguishing capacity of the Opposer's valuable mark.

9. If the Applicant is permitted to use and register his mark for his goods, as specified in the application herein opposed, confusion in trade resulting in damage and injury to the Opposer would be caused and would result by reason of the similarity between the Applicant's mark and the Opposer's mark. Persons familiar with Opposer's mark would be likely to buy Applicant's related baby goods believing them to be made and sold by the Opposer. Any defect, objection or fault found with the Applicant's products marketed under its LUV-IT mark would necessarily reflect upon and seriously injure the reputation the Opposer has established for its products merchandised under its marks. Opposer has no control over the nature and quality of the goods produced by Applicant and thus will be damaged and irreparably harmed by reason of the loss of control over its reputation and the erosion of its goodwill in the LUVS mark.

WHEREFORE, Opposer respectfully prays that Application Serial No. 76/039,365 be rejected, that no registration be issued on this application to Applicant, and that this opposition be sustained in favor of Opposer. A duplicate copy of this Notice of Opposition and the transmittal letter are enclosed for charging the fee of \$300.00 to our Deposit Account No. 16-2488.

Respectfully submitted,

THE PROCTER & GAMBLE COMPANY

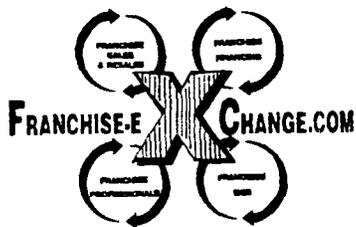
Date: 8/26/02

By: Tracy Tramonte  
Tracy Tramonte  
Attorney for the Opposer  
One Procter & Gamble Plaza  
Cincinnati, Ohio 45202  
513/983-4517

MAY 28, 2002

U.S. PATENT AND TRADEMARK OFFICE

TM 67

SN 76-033,797. SCHAEFFER, BRUCE S., NEW YORK, NY.  
FILED 4-26-2000.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FRANCHISE SALES & REALES", "FRANCHISE FINANCING", "FRANCHISE PROFESSIONALS" AND "FRANCHISE B2B". APART FROM THE MARK AS SHOWN, THE MARK IS LINED FOR THE COLOR RED.

**CLASS 35—ADVERTISING AND BUSINESS**

FOR COMPUTERIZED ONLINE ORDERING SERVICES FOR ALL SUPPLIES TO FRANCHISES IN ALL FIELDS, FOOD AND BEVERAGES, PAPER GOODS, CLEANING SUPPLIES, OFFICE EQUIPMENT AND SUPPLIES, AND SUPPLIES AND EQUIPMENT FOR THE REPAIR AND SERVICING OF CARS AND TRUCKS (U.S. CLS. 100, 101 AND 102).

FIRST USE 2-15-2000; IN COMMERCE 2-15-2000.

**CLASS 36—INSURANCE AND FINANCIAL**

FOR COMPUTERIZED SERVICES, NAMELY MATCHING BORROWERS WITH POTENTIAL LENDERS IN THE FIELD OF FRANCHISE LOANS AND FRANCHISE LOAN TRANSACTIONS FOR FRANCHISES VIA GLOBAL COMPUTER NETWORK (U.S. CLS. 100, 101 AND 102).

FIRST USE 2-15-2000; IN COMMERCE 2-15-2000.

**CLASS 38—COMMUNICATION**

FOR PROVIDING ON-LINE ELECTRONIC BULLETIN BOARDS FOR TRANSMISSION OF MESSAGES AMONG COMPUTER USERS CONCERNING ESTABLISHING FRANCHISES, FUNDING FRANCHISES, SALES RECORDS OF FRANCHISES AND ONLINE ORDERING SERVICES FOR FRANCHISES (U.S. CLS. 100, 101 AND 104).

FIRST USE 2-15-2000; IN COMMERCE 2-15-2000.

SN 76-036,298. K-PLEX INC., SANTA CRUZ, CA. FILED 5-1-2000.

**K-PLEX****CLASS 9—ELECTRICAL AND SCIENTIFIC APPARATUS**

FOR SOFTWARE DEVELOPMENT SOFTWARE (U.S. CLS. 21, 23, 26, 36 AND 38).

**CLASS 35—ADVERTISING AND BUSINESS**

FOR ON-LINE RETAIL STORE SERVICES FEATURING SOFTWARE DEVELOPMENT SOFTWARE; AND DISTRIBUTORSHIP IN THE FIELD OF SOFTWARE DEVELOPMENT SOFTWARE (U.S. CLS. 100, 101 AND 102).

**CLASS 42—SCIENTIFIC, COMPUTER AND LEGAL SERVICES**

FOR DESIGN AND DEVELOPMENT FOR OTHERS OF SOFTWARE DEVELOPMENT SOFTWARE (U.S. CLS. 100 AND 101).

SN 76-037,486. COMPUTER SERVICES, INC., PADUCAH, KY. FILED S.R. 5-1-2000; AM. P.R. 1-30-2002.

**CSIWEB@WORK**

OWNER OF U.S. REG. NOS. 840,182, 2,271,310 AND OTHERS.

**CLASS 9—ELECTRICAL AND SCIENTIFIC APPARATUS**

FOR DOWNLOADABLE COMPUTER SOFTWARE TO ENABLE ACCESS TO SECURED NETWORKS OVER A GLOBAL COMPUTER NETWORK, AND WHICH PERFORMS THE FUNCTIONS OF PROVIDING A BULLETIN BOARD, ELECTRONIC MAIL, DYNAMIC MESSAGING, ENCRYPTION AND STORAGE OF DATA, CREATION OF ELECTRONIC ADDRESS BOOKS, COMPILING AND UPDATING INDIVIDUAL EMPLOYEE AND GROUP BIOGRAPHICAL AND WORK INFORMATION, CALENDAR FUNCTIONS, FORM GENERATION, FACILITY IDENTIFICATION AND SCHEDULING, WEB PAGE DESIGN AND IMPLEMENTATION, CREATING AND UPDATING CUSTOMER DIRECTORY INFORMATION, DESKTOP PUBLICATION OF ELECTRONIC POLICY (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-0-2000; IN COMMERCE 1-0-2000.

**CLASS 35—ADVERTISING AND BUSINESS**

FOR DISSEMINATION OF ADVERTISING MATTER FOR OTHERS VIA AN ON-LINE ELECTRONIC COMMUNICATIONS NETWORK, PROVIDING ON-LINE DIRECTORY INFORMATION SERVICES ALSO FEATURING HYPERLINKS TO OTHER WEBSITES (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-0-2000; IN COMMERCE 1-0-2000.

SN 76-039,365. EDL LICENSING CORP., NEW YORK, NY. FILED 5-2-2000.

**LUV-IT**

OWNER OF U.S. REG. NO. 1,130,452.

**CLASS 12—VEHICLES**

FOR BABIES' AND CHILDREN'S STROLLERS, CARRIAGES, CAR SEATS, BUMPERS, CARRIERS AND BICYCLES (U.S. CLS. 19, 21, 23, 31, 35 AND 44).

**CLASS 18—LEATHER GOODS**

FOR BABIES' AND CHILDREN'S BAGS, PACKS AND CARRIERS (U.S. CLS. 1, 2, 3, 22 AND 41).

**CLASS 20—FURNITURE AND ARTICLES NOT OTHERWISE CLASSIFIED**

FOR BABIES' AND CHILDREN'S FURNITURE; MATTRESSES, PILLOWS, AND BASSINETS (U.S. CLS. 2, 13, 22, 25, 32 AND 50).

**CLASS 24—FABRICS**

FOR BABIES' AND CHILDREN'S BEDDING AND BATH PRODUCTS, NAMELY, MATTRESS COVERS AND PADS, SHEETS, PILLOW CASES, CRIB BUMPERS, BLANKETS, QUILTS, DUST RUFFLES, VALANCES, CRIB AND CRADLE COVERS, TOWELS, WASH CLOTHS AND MITTS, BATH MATS (U.S. CLS. 42 AND 50).

**CLASS 28—TOYS AND SPORTING GOODS**

FOR BABIES' AND CHILDREN'S TOYS, NAMELY, PLAY MATS, CRIB TOYS, MOBILES, RATTLES, STUFFED ANIMALS, PLASTIC AND RUBBER ANIMALS, DOLLS, PLAY COSMETICS, MUSICAL TOY INSTRUMENTS, MUSICAL PLAYERS AND TOYS, ACTIVITY TOYS, ACTIVITY TABLES AND BENCHES, BLACKBOARDS, CRAYONS AND CHALK, BICYCLES AND TRICYCLES, WAGONS, SLEDS, CARS AND TRUCKS, PLAY GYMS, SLIDES, SWINGS, PLAY POOLS, SAND BOXES, PLAY BALLS, TOY BATS AND PADDLES, AND HAND HELD UNIT FOR PLAYING ELECTRONIC GAMES (U.S. CLS. 22, 23, 38 AND 50).

SN 76-039,372. FATHER FLANAGAN'S BOYS' HOME, BOYS TOWN, NE. FILED 5-2-2000.

**GIRLS AND BOYS TOWN**

OWNER OF U.S. REG. NOS. 1,075,701, 2,019,149 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "GIRLS", APART FROM THE MARK AS SHOWN, SEC. 2(F) AS TO "BOYS".

**CLASS 41—EDUCATION AND ENTERTAINMENT**

FOR EDUCATIONAL SERVICES, NAMELY, PROVIDING COURSES OF INSTRUCTION IN THE PRIMARY AND SECONDARY LEVELS FOR YOUTH (U.S. CLS. 100, 101 AND 107).

FIRST USE 8-24-2000; IN COMMERCE 8-24-2000.

**CLASS 42—SCIENTIFIC, COMPUTER AND LEGAL SERVICES**

FOR BEHAVIORAL TREATMENT PROGRAMS AND COUNSELING SERVICES FOR YOUTH; CHARITABLE OUTREACH PROGRAM SERVICES FOR YOUTH AND FAMILIES; CONSULTATION SERVICES RELATING TO THE CARE AND TREATMENT OF YOUTH; AND RESEARCH SERVICES RELATING TO YOUTH AND FAMILY ISSUES (U.S. CLS. 100 AND 101)

FIRST USE 8-24-2000; IN COMMERCE 8-24-2000.

SN 76-039,784. FROG'S BREATH FOUNDATION, NEW LISKEARD, CANADA, FILED 4-28-2000.

**FROG'S BREATH**

PRIORITY CLAIMED UNDER SEC. 44(D) ON CANADA APPLICATION NO. 1,042,273. FILED 1-12-2000. REG. NO. TMA554683, DATED 11-29-2001, EXPIRES 11-29-2016.

**CLASS 7—MACHINERY**

FOR GOLF COURSE MAINTENANCE AND GROOMING EQUIPMENT, NAMELY, LAWN MOWERS, POWER OPERATED GRASS/WEED TRIMMERS (U.S. CLS. 13, 19, 21, 23, 31, 34 AND 35).

**CLASS 8—HAND TOOLS**

FOR GOLF COURSE MAINTENANCE AND GROOMING EQUIPMENT, NAMELY, TREE KNIVES, SCISSORS, SHEARS AND SAND TRAP RAKES (U.S. CLS. 23, 28 AND 44).

**CLASS 11—ENVIRONMENTAL CONTROL APPARATUS**

FOR GOLF COURSE MAINTENANCE AND GROOMING EQUIPMENT, NAMELY, IRRIGATION SPRINKLERS, IRRIGATION SYSTEMS, COMPRISED OF VALVES, FILTERS AND REGULATORS (U.S. CLS. 13, 21, 23, 31 AND 34).

**CLASS 12—VEHICLES**

FOR MOTORIZED GOLF CARTS (U.S. CLS. 19, 21, 23, 31, 35 AND 44).

**CLASS 16—PAPER GOODS AND PRINTED MATTER**

FOR PROMOTIONAL LITERATURE, NAMELY, PROMOTIONAL PAMPHLETS AND BROCHURES PROMOTING THE GOODS AND SERVICES OF OTHERS RELATING TO GOLF, GOLF COURSES AND GOLF EQUIPMENT OF ALL TYPES (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

**CLASS 25—CLOTHING**

FOR CLOTHING FOR MEN AND WOMEN, NAMELY, SHOES, SHIRTS, HATS, CAPS, VISORS, SWEATERS, T-SHIRTS, JACKETS, PANTS, WIND RESISTANT JACKETS, RAIN WEAR AND GALOSHES (U.S. CLS. 22 AND 39).

**CLASS 28—TOYS AND SPORTING GOODS**

FOR GOLF COURSE DECORATIONS AND ORNAMENTS, NAMELY, DISTANCE MARKERS, YARD MARKERS, WATER HAZARD MARKERS, GOLF FLAGS, GOLF EQUIPMENT, NAMELY TEES, BALLS, CLUBS, BAGS, GOLF GLOVES, NON-MOTORIZED GOLF CARTS (U.S. CLS. 22, 23, 38 AND 50).

**CLASS 35—ADVERTISING AND BUSINESS**

FOR GOLF PRO-SHOP RETAIL STORE SERVICES FEATURING GOLF EQUIPMENT AND CLOTHING (U.S. CLS. 100, 101 AND 102).

**CLASS 41—EDUCATION AND ENTERTAINMENT**

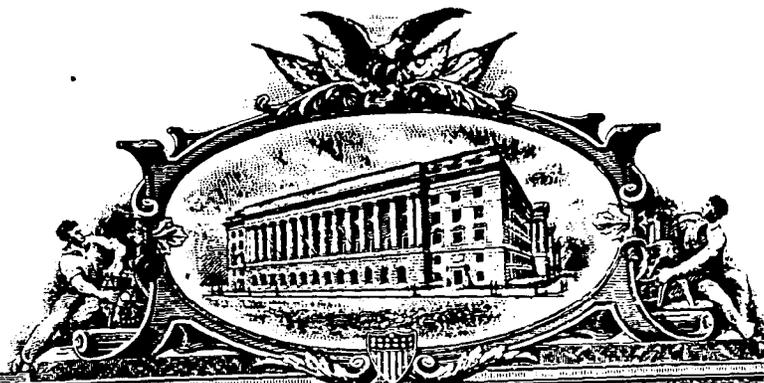
FOR OPERATION OF A GOLF COURSE AND RELATED SERVICE FACILITIES, NAMELY, GOLF COURSES AND GOLF CLUB SERVICES (U.S. CLS. 100, 101 AND 107).

SN 76-039,990. MEDIBUY.COM, INC., SAN DIEGO, CA. FILED 5-3-2000.

**LOG ON TO THE FUTURE****CLASS 35—ADVERTISING AND BUSINESS**

FOR ON-LINE ORDERING SERVICES FEATURING HEALTHCARE PRODUCTS; CATALOG SERVICES FEATURING HEALTHCARE PRODUCTS FOR MULTIPLE SIMULTANEOUS USERS; SPECIAL PRICING AND BIDDING SERVICES FOR OTHERS IN THE FIELD OF HEALTHCARE (U.S. CLS. 100, 101 AND 102).

885073



**THE UNITED STATES OF AMERICA**

**TO ALL TO WHOM THESE PRESENTS SHALL COME:  
UNITED STATES DEPARTMENT OF COMMERCE**

**United States Patent and Trademark Office**

**August 20, 2002**

**THE ATTACHED U.S. TRADEMARK REGISTRATION 1,060,347 IS  
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND  
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN  
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES  
PATENT AND TRADEMARK OFFICE.**

**REGISTERED FOR A TERM OF 20 YEARS FROM *March 01, 1977*  
1st RENEWAL FOR A TERM OF 10 YEARS FROM *March 01, 1997*  
SECTION 8 & 15**

**SAID RECORDS SHOW TITLE TO BE IN:**

***REGISTRANT***



**By Authority of the  
COMMISSIONER OF PATENTS AND TRADEMARKS**

**M. K. HAWKINS  
Certifying Officer**

Int. Cl.: 25

Prior U.S. Cl.: 39

Reg. No. 1,060,347

United States Patent and Trademark Office

Registered Mar. 1, 1977

10 Year Renewal

Renewal Term Begins Mar. 1, 1997

TRADEMARK  
PRINCIPAL REGISTER

LUVS

PROCTER & GAMBLE COMPANY, THE  
(OHIO CORPORATION)  
ONE PROCTER & GAMBLE PLAZA  
CINCINNATI, OH 45202

FOR: DISPOSABLE DIAPERS, IN  
CLASS 25 (U.S. CL. 39).  
FIRST USE 6-3-1975; IN COMMERCE  
6-3-1975.

SER. NO. 73-056,591, FILED 6-30-1975.

*In testimony whereof I have hereunto set my hand  
and caused the seal of The Patent and Trademark  
Office to be affixed on June 3, 1997.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent Office

Reg. No. 1,060,347

Registered Mar. 1, 1977

**TRADEMARK**  
Principal Register

**LUVS**

The Procter & Gamble Company (Ohio corporation)  
301 E. 6th St.  
Cincinnati, Ohio 45202

For: DISPOSABLE DIAPERS, in CLASS 25 (U.S.  
CL. 39).  
First use June 3, 1975; in commerce June 3, 1975.

Ser. No. 56,591, filed June 30, 1975.

B. DENNISON, Examiner