

ESTTA Tracking number: **ESTTA522789**

Filing date: **02/21/2013**

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

Proceeding	91207992
Party	Plaintiff Hachette Filipacchi Presse
Correspondence Address	MICHAEL CHIAPPETTA FROSS ZELNICK LEHRMAN ZISSU PC 866 UNITED NATIONS PLAZA NEW YORK, NY 10017 UNITED STATES mc@fzlz.com
Submission	Other Motions/Papers
Filer's Name	Michael Chiappetta
Filer's e-mail	mc@fzlz.com
Signature	/Michael Chiappetta/
Date	02/21/2013
Attachments	Response to Motion to Set Aside Default (F1176861).PDF ( 38 pages )(1227234 bytes )



Opposer's counsel never received any bounce-back e-mail or other indication that delivery of the e-mail was not completed.

Dated: New York, New York  
February 21, 2013

Respectfully submitted,

FROSS ZELNICK LEHRMAN  
& ZISSU, P.C.

By:   
Michael Chiappetta

Barbara Solomon  
Attorneys for Opposer  
866 United Nations Plaza  
New York, New York 10017  
(212) 813-5900

# EXHIBIT A

## Michael Chiappetta

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**From:** Michael Chiappetta  
**Sent:** Thursday, November 15, 2012 1:04 PM  
**To:** 'trichards1975@gmail.com'  
**Subject:** ELLE JOLIE Notice of Opposition Service copy  
**Attachments:** Notice of Opposition (F1120204).PDF

Mr. Richards:

Attached is your service copy of the Notice of Opposition filed yesterday. Service was also made to Applicant.

Michael Chiappetta  
Fross Zelnick Lehrman & Zissu, P.C.  
866 United Nations Plaza  
New York, New York 10017  
Phone: (212) 813-5900  
Fax: (212) 813-5901



by famous and accomplished photographers. The ELLE magazine is extensively promoted on the Internet, at newsstands and elsewhere, and enjoys substantial sales and reputation.

2. The ELLE mark has become synonymous with fashion. Not only does the publication focus on fashion, but the ELLE mark has been used and licensed for use in connection with apparel and footwear, including the ELLE contemporary collection of women's clothing (featuring tops, skirts, jackets, dresses, coats, pants, shorts and pajamas), shoes and accessories).

3. The ELLE mark has been used for clothing in the United States since long before any date on which Applicant may rely in this proceeding. As a result of the promotion and sale of ELLE-branded apparel, the ELLE mark has become distinctive of Opposer's apparel products, and has come to represent enormous goodwill for Opposer.

4. The Trademark Trial and Appeal Board has determined that Opposer's mark ELLE "is famous in connection with its magazine and within the fashion industry generally, and is entitled to broad protection." *Hachette Filipacchi Presse v. Ev International, LLC*, Opp. No. 91174433 (Sept. 5, 2008).

5. Opposer owns numerous registrations for the ELLE mark, including the following:

Reg. No.	Filing Date	Reg. Date.	Goods
862,001*	July 24, 1967	Dec. 17, 1968	"Dresses, skirts, jackets, coats, sweaters, bathing suits, ties, scarves, caps, gloves" in Class 25
1,348,158*	Dec. 10, 1984	July 9, 1985	"Footwear, namely, shoes" in Class 25
2,708,222*	July 20, 1989	Apr. 22, 2003	Various goods including "footwear – namely, shoes, boots, sandals and clogs" in Class 25

3,614,358	May 10, 2007	May 5, 2009	“Clothing, namely pants, t-shirts, shirts, blouses, tank tops, raincoats, sweatshirts” in Class 25
3,745,516	Dec. 20, 2005	Feb. 2, 2010	Various Goods, including “Sleepwear, namely, short and long gowns, pajamas, sleepshirts, robes, tops, shorts; headband” in Class 25
758,137*	Nov. 14, 1962	Oct. 8, 1963	“Magazine”

(the “ELLE Registrations”). The ELLE Registrations indicated with an asterisk are incontestable pursuant to 15 U.S.C. § 1065. Printouts of USPTO records reflecting the foregoing ELLE Registrations are annexed hereto as Exhibit A and made of record.

6. On July 28, 2011, Applicant, Cheo Green, filed an application to register the mark ELLE JOLIE for “women’s clothing, namely, shirts, dresses, skirts, blouses” based on intent to use. This application was assigned Serial No. 85/383,850.

7. As of Applicant’s filing of Application Serial No. 85/383,850 on July 28, 2011, Applicant was on constructive notice of the ELLE Registrations and Opposer’s rights in the ELLE mark as set forth in the ELLE Registrations and, on information and belief, was on actual notice of Opposer’s use of and rights in the ELLE mark given the fame of the ELLE mark in the fashion industry.

8. On information and belief, Applicant made no use of the mark ELLE JOLIE prior to the filing date of July 28, 2011, and in any event Applicant made no use of the mark ELLE JOLIE prior to Opposer’s first use of the ELLE in the United States. Therefore, Opposer has priority.

FIRST CLAIM FOR RELIEF – LIKELIHOOD  
OF CONFUSION UNDER 15 U.S.C. § 1052(d)

9. Opposer repeats and realleges all claims set forth in Paragraphs 1 through 8 as if fully set forth herein.

10. The mark that Applicant seeks to register, ELLE JOLIE, includes in its entirety Opposer's mark ELLE, making it highly similar in sound, appearance and commercial impression to Opposer's ELLE mark. The addition of the word "JOLIE" does not create a sufficiently distinguishable mark. Opposer uses the ELLE mark with other terms for various products and services such as ELLE SHOPS, ELLE ACCESSORIES, ELL FASHION, and uses ELLE-variant trademarks such as ELLE BIJOUX and ELLE DÉCOR. As such, adding JOLIE to Opposer's ELLE mark could be viewed as denoting another line extension or co-branding project from Opposer.

11. Applicant's mark ELLE JOLIE is to be used in connection with goods that are identical or closely related to the goods in connection with which Opposer uses or licenses for use its registered ELLE mark.

12. Applicant's application is unrestricted as to consumers or channels of trade. As such, it is presumed that Applicant's products identified in the application opposed herein will be sold to the same consumers who purchase Opposer's ELLE-branded clothing and footwear products and will be sold through the same channels of trade as Opposer's ELLE-branded clothing and footwear products.

13. Based on the similarities of the marks and the goods, as well as the overlap in consumers and trade channels, the public is likely to associate the goods to be offered by the Applicant under the ELLE JOLIE mark with Opposer or with Opposer's ELLE

products, or to believe that Applicant's goods are sponsored, endorsed or licensed by Opposer, or that there is some relationship between Applicant and Opposer.

14. For the above reasons, any use of the mark ELLE JOLIE by Applicant is likely to cause confusion, cause mistake or deceive the public, and cause the public to believe that the goods offered under the mark ELLE JOLIE emanate from or are otherwise sponsored by or endorsed by Opposer in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

15. Applicant's application is inconsistent with Opposer's prior rights in an registrations of the ELLE mark.

SECOND CLAIM FOR RELIEF - DILUTION UNDER 15 U.S.C. § 1125(c)

16. Opposer repeats and realleges all claims set forth in Paragraphs 1 through 15 as if fully set forth herein.

17. The ELLE mark is inherently distinctive, has been used in commerce since 1952 in connection with magazines, has been used in commerce since long before any date on which Applicant may rely in connection with apparel, and has been used under license for many years for a variety of related merchandise. The ELLE mark is the subject of numerous federal trademark registrations, some of which are incontestable. As a result, the ELLE mark is widely recognized by the public in the United States as a designation of source of Opposer's goods, and is famous.

18. The ELLE JOLIE mark was adopted and the application at issue was filed long after Opposer's ELLE mark became famous.

19. By virtue of the similarity between Applicant's ELLE JOLIE mark and the ELLE mark, the fame of the ELLE mark, and the exclusive association between the ELLE

mark and Opposer, registration of the mark ELLE JOLIE as applied for is likely to dilute Opposer's ELLE mark by impairing the distinctiveness of Opposer's ELLE mark in violation of Section 43(c) of the Lanham Act, 15 U.S.C. § 1125(c), and would be inconsistent with Opposer's statutory grant of exclusive rights in the ELLE mark.

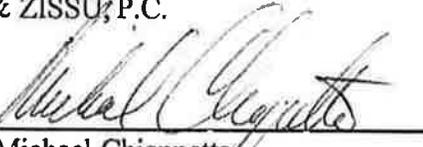
By reason of the foregoing, Opposer will be damaged by the registration of the mark ELLE JOLIE to Applicant.

Wherefore, Opposer respectfully requests that this opposition be sustained and that the registration sought by Application Serial No. 85/383,850 be denied.

Dated: New York, New York  
November 14, 2012

Respectfully submitted,

FROSS ZELNICK LEHRMAN  
& ZISSU, P.C.

By: 

Michael Chiappetta  
Barbara Solomon  
Attorneys for Opposer  
866 United Nations Plaza  
New York, New York 10017  
(212) 813-5900

# EXHIBIT A

STATUS DOCUMENTS

[Back to Search](#)

Print

Generated on: This page was generated by TSDR on 2012-11-14 12:16:37 EST

Mark: ELLE

US Serial Number: 72276692

Application Filing Date: Jul. 24, 1967

US Registration Number: 862001

Registration Date: Dec. 17, 1968

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Jun. 18, 2009

Mark Information

[expand all](#)

Mark Literal Elements: ELLE

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Related Properties Information

Claimed Ownership of US [0758137](#)

Registrations:

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [.] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*.\* identify additional (new) wording in the goods/services.

For: DRESSES, [ CLOAKS, CAPES, ] SKIRTS, JACKETS, [ SUITS, TWO-PIECE COSTUMES OR SUITS, ] COATS, SWEATERS, [ BODICES, PULLOVERS, HOUSE-GOWNS, SLIPS, COMBINATION UNDERWEAR, PETTICOATS, CORSETS, SHEATH CORSETS, BUST-BODICES, BRASSIERES, UNDERSHIRTS, UNDERWEAR, ] BATHING SUITS, [ JODPHURS, KNICKERS, STOCKINGS, ] TIES, SCARVES, [ SQUARE SHAWLS, HATS, ] CAPS, GLOVES [ AND SLIPPERS ]

International 010, 025, 026

U.S Class: 039 - Primary Class

Class:

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 22, 1949

Use in Commerce: Mar. 22, 1965

Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: Hachette Filipacchi Presse

Owner Address: 149 Rue Anatole France  
92534 Levallois-Perret Cedex  
FRANCE

Legal Entity Type: CORPORATION

State or Country Where  
Organized: FRANCE**Attorney/Correspondence Information****Attorney of Record**

Attorney Name: Perla M. Kuhn

Docket Number: 70924.1036 P

**Correspondent**Correspondent Perla M. Kuhn  
Name/Address: Hughes Hubbard & Reed LLP  
One Battery Park Plaza  
NEW YORK, NEW YORK 10004-1482  
UNITED STATES

Phone: (212) 837-6550

Fax: (212) 837-6269

Correspondent e-mail: [kuhn@hugheshubbard.com](mailto:kuhn@hugheshubbard.com)Correspondent e-mail Yes  
Authorized:**Domestic Representative**

Domestic Representative Name: Perla M. Kuhn

Phone: (212) 837-6550

Fax: (212) 837-6269

Domestic Representative e-mail: [kuhn@hugheshubbard.com](mailto:kuhn@hugheshubbard.com)Domestic Representative e-mail Yes  
Authorized:**Prosecution History**

Date	Description	Proceeding Number
Jun. 18, 2009	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	59807
Jun. 18, 2009	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jun. 16, 2009	ASSIGNED TO PARALEGAL	59807
Jun. 10, 2009	TEAS SECTION 8 & 9 RECEIVED	
Feb. 12, 2009	CASE FILE IN TICRS	
Dec. 17, 1988	REGISTERED AND RENEWED (FIRST RENEWAL - 20 YRS)	
Mar. 06, 1989	RESPONSE RECEIVED TO POST REG. ACTION	
Feb. 02, 1989	POST REGISTRATION ACTION MAILED - SEC. 9	
Nov. 16, 1988	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
Apr. 28, 1988	AMENDMENT UNDER SECTION 7 - ISSUED	
Mar. 22, 1988	AMENDMENT UNDER SECTION 7 - ISSUED	
Aug. 31, 1987	POST REGISTRATION ACTION MAILED - SEC. 7	
Jun. 30, 1987	POST REGISTRATION ACTION MAILED - SEC. 7	
Apr. 10, 1987	SEC 7 REQUEST FILED	

**Maintenance Filings or Post Registration Information**

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Dec. 17, 2008

Change in Registration: Yes

Amendment to a Registration/Renewal Certificate: IN THE STATEMENT, COLUMN 2, LINES 3, 4, 5, 6, 7 AND 8, "BODICES, SLIPS, COMBINATION UNDERWEAR, PETTICOATS, CORSETS, SHEATH CORSETS, BUST-BODICES, BRASSIERES, UNDERSHIRTS, UNDERWEAR, STOCKINGS," IS DELETED. IN THE STATEMENT, COLUMN 2, LINES 3, 4, 5, 6, 7 AND 8, "BODICES, SLIPS, COMBINATION UNDERWEAR, PETTICOATS, CORSETS, SHEATH CORSETS, BUST-BODICES, BRASSIERES, UNDERSHIRTS, UNDERWEAR, STOCKINGS," IS DELETED.

**TM Staff and Location Information**

TM Staff Information - None

File Location

Current Location: POST REGISTRATION

Date In Location: Jun. 18, 2009

**Assignment Abstract of Title Information**

Conveyance Filter

**Summary**

Total Assignments: 5

Registrant: FRANCE EDITIONS & PUBLICATIONS

**Assignment 1 of 5**

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

Reel/Frame: 0184/0397

Pages: 1

Date Recorded: Jul. 16, 1968

Supporting Documents: No Supporting Documents

**Assignor**

Name: S. A. R. L. EDITIONS MAI

Execution Date: May 20, 1968

Legal Entity Type: COMPANY

State or Country Where Organized: FRANCE

**Assignee**

Name: FRANCE EDITIONS & PUBLICATIONS

State or Country Where Organized: FRANCE

Legal Entity Type: COMPANY

Address: 100 RUE REAUMUR  
PARIS 2, FRANCE

**Correspondent**

Correspondent Name: HASELTINE, LAKE & CO.

Correspondent Address: 19 WEST 44TH ST.  
NEW YORK, NY 10036

Domestic Representative - Not Found

**Assignment 2 of 5**

Conveyance: CHANGE OF ADDRESS FILED ON DECEMBER 15, 1976 IN THE COMMERCIAL COURT OF PARIS

Reel/Frame: 0629/0443

Pages: 0

Date Recorded: Dec. 22, 1968

Supporting Documents: No Supporting Documents

**Assignor**

Name: FRANCE EDITIONS ET PUBLICATIONS

Execution Date: Dec. 30, 1976

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

**Assignee**

Name: FRANCE EDITIONS ET PUBLICATIONS

State or Country Where Organized: No Place Where Organized Found

Legal Entity Type: UNKNOWN

Address: 2-8 RUE ANCELLE IN NEUILLY, NONE

**Correspondent**

Correspondent Name: KUHN AND MULLER

Correspondent Address: 1412 BROADWAY  
NEW YORK, NY 10018

Domestic Representative - Not Found

**Assignment 3 of 5**

Conveyance: CHANGE OF NAME 19921230

Reel/Frame: 1049/0163

Pages: 11

Date Recorded: Oct. 14, 1993

Supporting Documents: No Supporting Documents

**Assignor**

Name: FRANCE EDITIONS ET PUBLICATIONS

Execution Date: Dec. 30, 1992

Legal Entity Type: CORPORATION

State or Country Where Organized: FRANCE

**Assignee**

Name: HACHETTE FILIPACCHI PRESSE

Legal Entity Type: CORPORATION

State or Country Where Organized: FRANCE

Address: 6, RUE ANCELLE, NEUILLY SUR SEINE, HAUTS DE SEINE, FRANCE

**Correspondent**

Correspondent Name: PERLA M. KUHN, ESQ.

Correspondent Address: KUHN AND MULLER  
405 LEXINGTON AVENUE  
NEW YORK, NY 10174

Domestic Representative - Not Found

**Assignment 4 of 5**

Conveyance: CHANGE OF ADDRESS

Reel/Frame: 1084/0102

Pages: 5

Date Recorded: Oct. 14, 1993

Supporting Documents: No Supporting Documents

**Assignor**

Name: HACHETTE FILIPACCHI PRESSE

Execution Date: Oct. 13, 1993

Legal Entity Type: CORPORATION

State or Country Where Organized: FRANCE

**Assignee**

Name: HACHETTE FILIPACCHI PRESSE

State or Country Where Organized: FRANCE

Legal Entity Type: CORPORATION

Address: 149, RUE ANATOLE FRANCE  
92534 LEVALLOIS-PERRET CEDEX, FRANCE

**Correspondent**

Correspondent Name: PERLA M. KUHN, ESQ.

Correspondent Address: KUHN AND MULLER  
405 LEXINGTON AVENUE  
NEW YORK, NY 10174

Domestic Representative - Not Found

**Assignment 5 of 5**

Conveyance: LICENSE AGREEMENT

Reel/Frame: 1381/0921

Pages: 21

Date Recorded: Aug. 16, 1995

Supporting Documents: No Supporting Documents

**Assignor**

Name: HACHETTE FILIPACCHI PRESSE

Execution Date: Mar. 28, 1994

Legal Entity Type: CORPORATION

State or Country Where Organized: FRANCE

**Assignee**

Name: T.K. MAB INCORPORATED

State or Country Where Organized: No Place Where Organized Found

Legal Entity Type: CORPORATION

Address: 6223 SANTA MONICA BLVD  
WEST HOLLYWOOD, CALIFORNIA 90046

**Correspondent**

Correspondent Name: KUHN AND MULLER

Correspondent Address: PERLA M. KUHN, ESQ.  
405 LEXINGTON AVENUE  
NEW YORK, NY 10174

Domestic Representative - Not Found

**STATUS DOCUMENTS**

Generated on: This page was generated by TSDR on 2012-11-14 12:17:52 EST

Mark: ELLE

US Serial Number: 73512968

Application Filing Date: Dec. 10

US Registration Number: 1348158

Registration Date: Jul. 09,

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Aug. 03, 2005

Publication Date: Apr. 30, 1985

**Mark Information**

Mark Literal Elements: ELLE

Standard Character Claim: No

Mark Drawing Type: 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZE

Color(s) Claimed: Color is not claimed as a feature of the mark.

Translation: THE MARK ELLE MAY BE TRANSLATED INTO ENGLISH AS "SHE".

**Related Properties Information**

Claimed Ownership of US 0758137,0861159

Registrations:

**Foreign Information**

Foreign Registration Number: 1113720

Foreign Registration Date: Jun. 28

Foreign Country: FRANCE

Foreign Expiration Date: Jun. 28

Application/Registration Country:

**Goods and Services****Note:**

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*.\* identify additional (new) wording in the goods/services.

For: FOOTWEAR-NAMELY, SHOES [, BOOTS, SLIPPERS, SANDALS AND CLOGS ]

International Class: 025 - Primary Class

U.S Class: 022, 03

Class Status: ACTIVE

Basis: 44(e)

**Basis Information (Case Level)**

Filed Use: No	Currently Use: No
Filed ITU: No	Currently ITU: No
Filed 44D: No	Currently 44D: No
Filed 44E: Yes	Currently 44E: Yes
Filed 66A: No	Currently 66A: No
Filed No Basis: No	Currently No Basis: No

**Current Owner(s) Information**

Owner Name: HACHETTE FILIPACCHI PRESSE  
 Owner Address: 149 RUE ANATOLE FRANCE  
 92534 LEVALLOIS-PERRET CEDEX  
 FRANCE  
 Legal Entity Type: CORPORATION  
 State or Country Where Organized: FRANC

**Attorney/Correspondence Information**

**Attorney of Record**

Attorney Name: Susan Upton Douglass Docket Number: 70924.:

**Correspondent**

Correspondent Susan Upton Douglass  
 Name/Address: Fross Zelnick Lehrman & Zissu, P.C.  
 866 United Nations Plaza  
 NEW YORK, NEW YORK 10017  
 UNITED STATES

Phone: 212-813-5900 Fax: 212-81

Correspondent e-mail: [sdouglass@fziz.com](mailto:sdouglass@fziz.com) Correspondent e-mail Yes Authorized:

**Domestic Representative**

Domestic Representative Susan Upton Douglass  
 Name:

**Prosecution History**

Date	Description
------	-------------

Sep. 27, 2012 POST REGISTRATION ACTION MAILED - SEC. 15  
 Sep. 27, 2012 CASE ASSIGNED TO POST REGISTRATION PARALEGAL  
 Sep. 25, 2012 TEAS SECTION 15 RECEIVED  
 May 23, 2008 CASE FILE IN TICRS  
 Aug. 03, 2005 REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)  
 Aug. 03, 2005 REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED  
 Jun. 14, 2005 REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED  
 Aug. 03, 2005 ASSIGNED TO PARALEGAL  
 Jun. 14, 2005 TEAS SECTION 8 & 9 RECEIVED  
 Nov. 12, 1991 REGISTERED - SEC. 8 (6-YR) ACCEPTED  
 Jul. 08, 1991 REGISTERED - SEC. 8 (6-YR) FILED  
 Jul. 09, 1985 REGISTERED-PRINCIPAL REGISTER  
 Apr. 30, 1985 PUBLISHED FOR OPPOSITION  
 Mar. 29, 1985 NOTICE OF PUBLICATION  
 Feb. 05, 1985 APPROVED FOR PUB - PRINCIPAL REGISTER  
 Feb. 05, 1985 ASSIGNED TO EXAMINER  
 Feb. 01, 1985 ASSIGNED TO EXAMINER

**Maintenance Filings or Post Registration Information**

**Affidavit of Continued Use:** Section 8 - Accepted  
 Renewal Date: Jul. 09, 2005

**TM Staff and Location Information**

**TM Staff Information - None**  
**File Location**

Current Location: Not Found

Date in Location: Sep. 27

**Assignment Abstract of Title Information**

**Summary**

Total Assignments: 2

Registrant: FRANC

**Assignment 1 of 2**

Conveyance: CHANGE OF NAME 19921230

Reel/Frame: 1049/0163

Pages: 11

Date Recorded: Oct. 14, 1993

Supporting Documents: No Supporting Documents

**Assignor**

Name: FRANCE EDITIONS ET PUBLICATIONS

Execution Date: Dec. 31

Legal Entity Type: CORPORATION

State or Country Where Organized: FRANC

**Assignee**

Name: HACHETTE FILIPACCHI PRESSE

Legal Entity Type: CORPORATION

State or Country Where Organized: FRANC

Address: 6, RUE ANCELLE, NEUILLY SUR SEINE, HAUTS DE SEINE, FRANCE

**Correspondent**

Correspondent Name: PERLA M. KUHN, ESQ.

Correspondent Address: KUHN AND MULLER  
405 LEXINGTON AVENUE  
NEW YORK, NY 10174

Domestic Representative - Not Found

**Assignment 2 of 2**

Conveyance: CHANGE OF ADDRESS

Reel/Frame: 1084/0102

Pages: 5

Date Recorded: Oct. 14, 1993

Supporting Documents: No Supporting Documents

**Assignor**

Name: HACHETTE FILIPACCHI PRESSE

Execution Date: Oct. 13

Legal Entity Type: CORPORATION

State or Country Where Organized: FRANC

**Assignee**

Name: HACHETTE FILIPACCHI PRESSE

Legal Entity Type: CORPORATION

State or Country Where Organized: FRANC

Address: 149, RUE ANATOLE FRANCE  
92534 LEVALLOIS-PERRET CEDEX, FRANCE

**Correspondent**

Correspondent Name: PERLA M. KUHN, ESQ.

Correspondent Address: KUHN AND MULLER  
405 LEXINGTON AVENUE  
NEW YORK, NY 10174

Domestic Representative - Not Found

**STATUS DOCUMENTS**

**Generated on:** This page was generated by TSDR on 2012-11-14 12:18:15 EST

**Mark:** ELLE

**US Serial Number:** 73814081

**Application Filing Date:** Jul. 20,

**US Registration Number:** 2708222

**Registration Date:** Apr. 22

**Register:** Principal

**Mark Type:** Trademark

**Status:** A partial Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Nov. 02, 2009

**Publication Date:** Nov. 06, 1990

**Mark Information**

**Mark Literal Elements:** ELLE

**Standard Character Claim:** No

**Mark Drawing Type:** 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

**Translation:** THE ENGLISH TRANSLATION OF THE WORD "ELLE" IN THE MARK IS "SHE".

**Related Properties Information**

**Claimed Ownership of US 1374805,1408531**

**Registrations:**

**Foreign Information**

**Priority Claimed:** Yes

**Foreign Application Number:** 104229

**Foreign Application Filing Date:** Jan. 20

**Foreign Registration Number:** 1500024

**Foreign Registration Date:** Jan. 20

**Foreign Application/Registration Country:** FRANCE

**Foreign Expiration Date:** Jan. 20

**Goods and Services****Note:**

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [.] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** [ TABLE UTENSILS, NAMELY, KNIVES, FORKS, AND SPOONS ]

**International** 008 - Primary Class

**U.S Class:** 023, 028, (

**Class:**

**Class Status:** SECTION 8 - CANCELLED

**Basis:** 44(e)

**For:** SPECTACLES

**International** 009 - Primary Class

**U.S Class:** 026

**Class:**

**Class Status:** ACTIVE

**Basis:** 44(e)

**For:** [ FURNITURE ]

**International** 020 - Primary Class

**U.S Class:** 002, 013, (

**Class:**

**Class Status:** SECTION 8 - CANCELLED

**Basis:** 44(e)

**For:** [ DISHES, PLATES,] CUPS, [ DRINKING GLASSES, BOTTLES, BOTTLE STANDS, COASTERS, BOTTLE CLEANING TANKS AND CONTAINERS, BRUSHES FOR FOOTWEAR, ELECTRIC BRUSHES, BRUSHES TRAYS, COFFEE SERVICE IN NON-PRECIOUS METAL, COFFEE POTS, MENU CARD RESTS, POTS F CUPS, STATUES AND FIGURINES OF PORCELAIN, TERRA COTTA AND GLASS, BASINS, COOKING F DRINKING VESSELS, ORNAMENTAL BOXES OF GLASS, ALL-PURPOSE BOXES OF METAL FOR DOM SCREWS, SPONGES FOR HOUSEHOLD PURPOSES, TOILET SPONGES, FLASKS IN NON-PRECIOUS PRECIOUS METAL, CRUMB TRAYS, FITTED VANITY CASES, PERFUME VAPORIZERS, CURRY COME OPERATED PEPPER MILLS, PEPPER POTS IN NON-PRECIOUS METAL, POWDER COMPACTS IN NO BUCKETS, PAILS, EPERGNES,] MUGS, [ GOBLETS, BASKETS FOR DOMESTIC USE, TRAYS FOR DOI PRECIOUS METAL,] CUPS IN NON-PRECIOUS METAL [, TABLE PLATES, DECANTERS, DISHES IN NC STANDS, GLASS BOWLS, STEW PANS, EGG CUPS IN NON-PRECIOUS METAL, PITCHERS, POTS IN RESTS FOR THE TABLE ]

**International 021 - Primary Class**  
**Class:**

**U.S Class:** 002, 013, 1

**Class Status:** ACTIVE

**Basis:** 44(e)

**For:** BATH TOWELS, HAND TOWELS [, TABLE CLOTHS, TEXTILE TABLE NAPKINS, SHEETS, BLANKETS A

**International 024 - Primary Class**  
**Class:**

**U.S Class:** 042, 050

**Class Status:** ACTIVE

**Basis:** 44(e)

**For:** FOOTWEAR - NAMELY, SHOES, BOOTS, [ SLIPPERS ], SANDALS AND CLOGS

**International 025 - Primary Class**  
**Class:**

**U.S Class:** 022, 039

**Class Status:** ACTIVE

**Basis:** 44(e)

### **Basis Information (Case Level)**

<b>Filed Use:</b> No	<b>Currently Use:</b> No
<b>Filed ITU:</b> No	<b>Currently ITU:</b> No
<b>Filed 44D:</b> Yes	<b>Currently 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> Yes
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No

### **Current Owner(s) Information**

**Owner Name:** HACHETTE FILIPACCHI PRESSE  
**Owner Address:** 149, RUE ANATOLE FRANCE  
92534 LEVALLOIS-PERRET CEDEX  
FRANCE

**Legal Entity Type:** CORPORATION

**State or Country Where** FRANC  
**Organized:**

### **Attorney/Correspondence Information**

**Attorney of Record**

**Attorney Name:** PERLA M. KUHN

**Docket Number:** 070824

**Correspondent**

**Correspondent** PERLA M. KUHN  
**Name/Address:** HUGHES HUBBARD & REED LLP  
 ONE BATTERY PARK PLAZA  
 NEW YORK, NEW YORK 10004-1482  
 UNITED STATES

**Phone:** (212) 837-6550

**Fax:** (212) 8

**Correspondent e-mail:** [kuhn@hugheshubbard.com](mailto:kuhn@hugheshubbard.com)

**Correspondent e-mail Yes  
 Authorized:**

**Domestic Representative**

**Domestic Representative** Perla M. Kuhn  
**Name:**

**Phone:** (212) 8

**Fax:** (212) 837-6269

**Domestic Representative e-mail:** [kuhn@hugheshubbard.com](mailto:kuhn@hugheshubbard.com)

**Domestic Representative e-mail Yes  
 Authorized:**

**Prosecution History**

<b>Date</b>	<b>Description</b>
Nov. 02, 2009	REGISTERED - PARTIAL SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.
Nov. 02, 2009	CASE ASSIGNED TO POST REGISTRATION PARALEGAL
Oct. 21, 2009	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED
Oct. 21, 2009	TEAS SECTION 8 & 15 RECEIVED
Oct. 12, 2007	CASE FILE IN TICRS
Apr. 22, 2003	REGISTERED-PRINCIPAL REGISTER
Dec. 30, 2002	CORRESPONDENCE RECEIVED IN LAW OFFICE
Jan. 21, 2003	ASSIGNED TO EXAMINER
Dec. 30, 2002	PAPER RECEIVED
Sep. 30, 2002	PAPER RECEIVED
Feb. 08, 2002	OPPOSITION TERMINATED NO. 999999
Nov. 06, 1990	PUBLISHED FOR OPPOSITION
Oct. 06, 1990	NOTICE OF PUBLICATION
May 14, 1990	APPROVED FOR PUB - PRINCIPAL REGISTER
Mar. 09, 1990	CORRESPONDENCE RECEIVED IN LAW OFFICE
Mar. 28, 1990	ASSIGNED TO EXAMINER
Oct. 03, 1989	NON-FINAL ACTION MAILED
Sep. 19, 1989	ASSIGNED TO EXAMINER

**Maintenance Filings or Post Registration Information**

**Affidavit of Continued Use:** Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

**TM Staff and Location Information**

TM Staff Information - None

**File Location**

Current Location: TMO LAW OFFICE 116

Date in Location: Nov. 02

**Assignment Abstract of Title Information**

**Summary**

Total Assignments: 2

Registrant: HACHE

**Assignment 1 of 2**

Conveyance: CHANGE OF NAME 19921230

Reel/Frame: 1049/0163

Pages: 11

Date Recorded: Oct. 14, 1993

Supporting Documents: No Supporting Documents

**Assignor**

Name: FRANCE EDITIONS ET PUBLICATIONS

Execution Date: Dec. 30

Legal Entity Type: CORPORATION

State or Country Where FRANC  
Organized:

**Assignee**

Name: HACHETTE FILIPACCHI PRESSE

State or Country Where FRANC  
Organized:

Legal Entity Type: CORPORATION

Address: 6, RUE ANCELLE, NEUILLY SUR  
SEINE, HAUTS DE SEINE, FRANCE

**Correspondent**

Correspondent Name: PERLA M. KUHN, ESQ.

Correspondent Address: KUHN AND MULLER  
405 LEXINGTON AVENUE  
NEW YORK, NY 10174

Domestic Representative - Not Found

**Assignment 2 of 2**

Conveyance: CHANGE OF ADDRESS

Reel/Frame: 1084/0102

Pages: 5

Date Recorded: Oct. 14, 1993

Supporting Documents: No Supporting Documents

**Assignor**

Name: HACHETTE FILIPACCHI PRESSE

Execution Date: Oct. 13

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** FRANC

**Assignee**

**Name:** HACHETTE FILIPACCHI PRESSE

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** FRANC

**Address:** 149, RUE ANATOLE FRANCE  
92534 LEVALLOIS-PERRET CEDEX, FRANCE

**Correspondent**

**Correspondent Name:** PERLA M. KUHN, ESQ.

**Correspondent Address:** KUHN AND MULLER  
405 LEXINGTON AVENUE  
NEW YORK, NY 10174

**Domestic Representative - Not Found**

## STATUS DOCUMENTS

Generated on: This page was generated by TSDR on 2012-11-14 12:20:35 EST

Mark: ELLE

US Serial Number: 78981251

Application Filing Date: Dec. 20

US Registration Number: 3745516

Registration Date: Feb. 02

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance

Status Date: Feb. 02, 2010

Publication Date: Jul. 31, 2007

Notice of Allowance Date: Oct. 23

## Mark Information

Mark Literal Elements: ELLE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Translation: The foreign wording in the mark translates into English as SHE.

## Related Properties Information

Claimed Ownership of US 0862001,1348158,1454393,2016657,2708222,78777208, and others

Registrations:

Child Of: 78777208

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of Incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: Downloadable electronic publications in the nature of magazines and newsletters in the field of beauty, literature, arts, education, home decoration, gardening, landscaping; downloadable ring tones, logos, pl and horoscopes via a global computer network and wireless devices

International 009 - Primary Class

U.S Class: 021, 023

Class:

Class Status: ACTIVE

Basis: 1(a)

**First Use:** Sep. 15, 2005

**Use in Commerce:** Jun. 01,

**For:** Sleepwear, namely, short and long gowns, pajamas, sleepshirts, robes, tops, shorts; headband

**International 025 - Primary Class**

**U.S Class:** 022, 03E

**Class:**

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Aug. 31, 2005

**Use in Commerce:** Aug. 31,

**For:** All kinds of hair accessories, namely, barrettes, bows, elastic ribbons, hair clips, hair bands, ponytail ho  
twisters, hair ornaments

**International 026 - Primary Class**

**U.S Class:** 037, 03E

**Class:**

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** May 31, 2004

**Use in Commerce:** May 31,

### **Basis Information (Case Level)**

**Filed Use:** Yes

**Currently Use:** Yes

**Filed ITU:** Yes

**Currently ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

### **Current Owner(s) Information**

**Owner Name:** Hachette Filipacchi Presse

**Owner Address:** 149 rue Anatole France  
Levallois-Perret 92300  
FRANCE

**Legal Entity Type:** CORPORATION

**State or Country Where** FRANC  
**Organized:**

### **Attorney/Correspondence Information**

**Attorney of Record**

**Attorney Name:** PERLA M. KUHN

**Docket Number:** 70924:

**Correspondent**

**Correspondent** PERLA M. KUHN  
**Name/Address:** HUGHES HUBBARD & REED LLP  
 ONE BATTERY PARK PLAZA  
 NEW YORK, NEW YORK 10004-1482  
 UNITED STATES

**Phone:** 212-837-6000

**Fax:** 212-83

**Correspondent e-mail:** [kuhn@hugheshubbard.com](mailto:kuhn@hugheshubbard.com)

**Correspondent e-mail No  
 Authorized:**

**Domestic Representative**

**Domestic Representative** Hughes Hubbard & Reed LLP  
**Name:**

**Phone:** 212-83

**Fax:** 212-837-6269

**Domestic Representative e-mail:** [kuhn@hugheshubbard.com](mailto:kuhn@hugheshubbard.com)

**Domestic Representative e-mail Authorized:**

**Prosecution History**

Date	Description
Feb. 02, 2010	REGISTERED-PRINCIPAL REGISTER
Dec. 29, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED
Dec. 29, 2009	ASSIGNED TO LIE
Dec. 17, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED
Dec. 10, 2009	STATEMENT OF USE PROCESSING COMPLETE
Oct. 21, 2009	USE AMENDMENT FILED
Dec. 10, 2009	DIVISIONAL PROCESSING COMPLETE
Nov. 05, 2009	DIVISIONAL REQUEST RECEIVED
Dec. 10, 2009	REVIEW OF CORRESPONDENCE COMPLETE
Nov. 05, 2009	FAX RECEIVED
Oct. 21, 2009	TEAS REQUEST TO DIVIDE RECEIVED
Oct. 21, 2009	TEAS STATEMENT OF USE RECEIVED
Apr. 09, 2009	EXTENSION 3 GRANTED
Apr. 07, 2009	EXTENSION 3 FILED
Apr. 07, 2009	TEAS EXTENSION RECEIVED
Oct. 24, 2008	EXTENSION 2 GRANTED
Oct. 23, 2008	EXTENSION 2 FILED
Oct. 24, 2008	CASE ASSIGNED TO INTENT TO USE PARALEGAL
Oct. 23, 2008	TEAS EXTENSION RECEIVED
Apr. 22, 2008	EXTENSION 1 GRANTED
Apr. 22, 2008	EXTENSION 1 FILED

Apr. 22, 2008	TEAS EXTENSION RECEIVED
Oct. 23, 2007	NOA MAILED - SOU REQUIRED FROM APPLICANT
Jul. 31, 2007	PUBLISHED FOR OPPOSITION
Jul. 11, 2007	NOTICE OF PUBLICATION
Jun. 23, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED
Jun. 21, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER
Jun. 21, 2007	AMENDMENT FROM APPLICANT ENTERED
Jun. 21, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE
Jun. 15, 2007	ASSIGNED TO LIE
Jun. 14, 2007	PAPER RECEIVED
Jan. 22, 2007	LETTER OF SUSPENSION E-MAILED
Jan. 22, 2007	SUSPENSION LETTER WRITTEN
Jan. 13, 2007	AMENDMENT FROM APPLICANT ENTERED
Jan. 13, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE
Jan. 12, 2007	ASSIGNED TO LIE
Dec. 12, 2006	FAX RECEIVED
Nov. 20, 2006	PAPER RECEIVED
May 30, 2006	NON-FINAL ACTION E-MAILED
May 30, 2006	NON-FINAL ACTION WRITTEN
May 26, 2006	ASSIGNED TO EXAMINER
Dec. 28, 2005	NEW APPLICATION ENTERED IN TRAM

### **TM Staff and Location Information**

**TM Staff Information - None**

#### **File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Dec. 29

**STATUS DOCUMENTS**

Generated on: This page was generated by TSDR on 2012-11-14 12:21:16 EST

Mark: ELLE

US Serial Number: 72157211

Application Filing Date: Nov. 14

US Registration Number: 758137

Registration Date: Oct. 08

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Jul. 07, 2003

**Mark Information**

Mark Literal Elements: ELLE

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Translation: An English translation of the French word "Elle" is "she".

**Goods and Services**

**Note:**

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [.] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: Magazine

International Class: 016

U.S Class: 038 - P

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 01, 1945

Use in Commerce: 1945

**Basis Information (Case Level)**

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44D: No



**TM Staff and Location Information****TM Staff Information - None****File Location**

Current Location: SCANNING ON DEMAND

Date in Location: Oct. 29

**Assignment Abstract of Title Information****Summary**

Total Assignments: 8

Registrant: France I

**Assignment 1 of 8**

Conveyance: CHANGE OF NAME 19760617

Reel/Frame: 0453/0887

Pages: 10

Date Recorded: Nov. 30, 1983

Supporting Documents: No Supporting Documents

**Assignor**Name: FRANCE EDITIONS ET PUBLICATIONS

Execution Date: Aug. 04,

Legal Entity Type: UNKNOWN

State or Country Where No Place  
Organized:**Assignee**Name: UNION DES FONDATEURS & COLLABORATEURS DES PUBLICATIONS F.E.P. (U.F.C.) (UNIC  
COLLABORATORS OF F.E.P.)

Legal Entity Type: UNKNOWN

State or Country Where No Place  
Organized:

Address: No Assignee Address Found

**Correspondent**

Correspondent Name: OFFNER AND KUHN

Name:

Correspondent Address: 1412 BROADWAY

Address: NEW YORK, NY 10018

**Domestic Representative - Not Found****Assignment 2 of 8**Conveyance: CERTIFIED COPY OF A DOCUMENT FROM THE REGISTRY OF THE PARIS COMMERCIAL CC  
ENTERED ON JULY 1, 1976 (IN FRENCH WITH ENGLISH TRANSLATION ATTACHED)Reel/Frame: 0453/0878

Pages: 9

Date Recorded: Nov. 30, 1983

Supporting Documents: No Supporting Documents

**Assignor**

Name: FRANCE EDITIONS ET PUBLICATIONS

Legal Entity Type: UNKNOWN

Execution Date: Dec. 31,

State or Country Where No Place  
Organized:

**Assignee**

Name: FRANCE EDITIONS ET PUBLICATIONS

Legal Entity Type: UNKNOWN

State or Country Where No Place  
Organized:

Address: 94 AVENUE DE PARIS  
CLICHY (HAUTE DE SEINE), NONE

**Correspondent**

Correspondent OFFNER & KUHN

Name:

Correspondent 1412 BROADWAY

Address: NEW YORK, NY 10018

Domestic Representative - Not Found

**Assignment 3 of 8**

Conveyance: SECURITY INTEREST

Reel/Frame: 0631/0410

Pages: 25

Date Recorded: Dec. 22, 1988

Supporting No Supporting Documents  
Documents:

**Assignor**

Name: ELLE PUBLISHING, L.P.

Execution Date: Dec. 19,

Legal Entity Type: LIMITED PARTNERSHIP

State or Country Where No Place  
Organized:

**Assignee**

Name: CHASE MANHATTAN BANK (NATIONAL ASSOCIATION), THE, AS COLLATERAL AGENT

Legal Entity Type: UNKNOWN

State or Country Where No Place  
Organized:

Address: No Assignee Address Found

**Correspondent**

Correspondent BRUMBAUGH, GRAVES, DONOHUE & RAYMOND

Name:

Correspondent 30 ROCKEFELLER PLAZA

Address: NEW YORK, NY 10112

Domestic Representative - Not Found

**Assignment 4 of 8**

Conveyance: CHANGE OF NAME 19921230

Reel/Frame: 1049/0163

Pages: 11

Date Recorded: Oct. 14, 1993

Supporting Documents: No Supporting Documents

**Assignor**

Name: FRANCE EDITIONS ET PUBLICATIONS

Legal Entity Type: CORPORATION

Execution Date: Dec. 30,

State or Country Where Organized: FRANC

**Assignee**

Name: HACHETTE FILIPACCHI PRESSE

Legal Entity Type: CORPORATION

State or Country Where Organized: FRANC

Address: 6, RUE ANCELLE, NEUILLY SUR SEINE, HAUTS DE SEINE, FRANCE

**Correspondent**

Correspondent Name: PERLA M. KUHN, ESQ.

Correspondent Address: KUHN AND MULLER  
405 LEXINGTON AVENUE  
NEW YORK, NY 10174

Domestic Representative - Not Found

**Assignment 5 of 8**

Conveyance: CHANGE OF ADDRESS

Reel/Frame: 1084/0102

Pages: 5

Date Recorded: Oct. 14, 1993

Supporting Documents: No Supporting Documents

**Assignor**

Name: HACHETTE FILIPACCHI PRESSE

Legal Entity Type: CORPORATION

Execution Date: Oct. 13,

State or Country Where Organized: FRANC

**Assignee**

Name: HACHETTE FILIPACCHI PRESSE

Legal Entity Type: CORPORATION

State or Country Where Organized: FRANC

Address: 149, RUE ANATOLE FRANCE  
92534 LEVALLOIS-PERRET CEDEX, FRANCE

**Correspondent**

Correspondent Name: PERLA M. KUHN, ESQ.

Correspondent Address: KUHN AND MULLER  
405 LEXINGTON AVENUE  
NEW YORK, NY 10174

**Domestic Representative - Not Found****Assignment 6 of 8**

Conveyance: LICENSE AGREEMENT

Reel/Frame: 1266/0123

Pages: 45

Date Recorded: Dec. 13, 1994

Supporting Documents: No Supporting Documents

**Assignor**Name: HACHETTE FILIPACCHI PRESSE S.A.

Execution Date: Jan. 01,

Legal Entity Type: CORPORATION

State or Country Where Organized: FRANCI

**Assignee**Name: EDITORIAL AMERICA S.A.

State or Country Where Organized: PANAM.

Legal Entity Type: CORPORATION

Address: 6355 NW 35TH STREET VIRGINA GARDENS, FL 33166

**Correspondent**

Correspondent Name: KUHN AND MULLER

Correspondent Address: PERLA M. KUHN, ESQ.  
405 LEXINGTON AVENUE  
NEW YORK, NY 10174**Domestic Representative - Not Found****Assignment 7 of 8**

Conveyance: CONFIRMATION OF TRADEMARK ASSIGNMENT

Reel/Frame: 2450/0650

Pages: 6

Date Recorded: Jan. 23, 2002

Supporting Documents: assignment-tm-2450-0650.pdf**Assignor**Name: EDITORIAL AMERICA, S.A.

Execution Date: Nov. 30,

Legal Entity Type: CORPORATION

State or Country Where Organized: PANAM.

**Assignee**Name: EDITORIAL TELEVISA INTERNATIONAL, S.A.

State or Country Where Organized: MEXICC

Legal Entity Type: CORPORATION

Address: EDIFICIO "A" 4 PISO, COL  
AV. VASCO DE QUIROGA 2000  
SANTA FE 01210, MEXICO

**Correspondent**

**Correspondent** FULBRIGHT & JAWORSKI L.L.P.  
**Name:**

**Correspondent** MARK N. MUTTERPERL  
**Address:** 666 FIFTH AVENUE  
NEW YORK, NY 10103

**Domestic Representative - Not Found**

**Assignment 8 of 8**

**Conveyance:** REMOVE 0,758,137. OWNERSHIP FOR 0,758,137 REMAINS WITH HACHETTE FILIPACCHI PR.  
REEL 002450 FRAME 0650.

**Reel/Frame:** 2767/0372

**Pages:** 10

**Date Recorded:** Dec. 19, 2003

**Supporting Documents:** assignment-tm-2767-0372.pdf

**Assignor**

**Name:** EDITORIAL AMERICA, S.A.

**Execution Date:** Nov. 30,

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** PANAM.

**Assignee**

**Name:** EDITORIAL TELEVISA INTERNATIONAL, S.A.

**State or Country Where Organized:** MEXICO

**Legal Entity Type:** CORPORATION

**Address:** AV. VASCO DE QUIROGA 2000  
EDIFICIO "A", 4 PISO, COL.  
SANTA FE, 01210, MEXICO

**Correspondent**

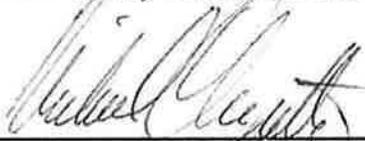
**Correspondent** FULBRIGHT & JAWORSKI L.L.P.  
**Name:**

**Correspondent** MARK N. MUTTERPERL  
**Address:** 666 FIFTH AVENUE  
NEW YORK, NY 10103

**Domestic Representative - Not Found**

CERTIFICATE OF SERVICE

I hereby certify that a copy of the foregoing was served by prepaid, first-class mail upon Applicant, Cheo Green, 163 E. Main Street, Little Falls, New Jersey 07424, this 14th day of November, 2012.



---

Michael Chiappetta

CERTIFICATE OF SERVICE

I hereby certify that a copy of the foregoing was served by prepaid, first-class mail and e-mail upon Applicant's counsel of record, Thomas K. Richards, 249 Skillman Avenue, Brooklyn, New York 11211, trichards1975@gmail.com, this 21st day of February, 2013.

  
\_\_\_\_\_  
Michael Chiappetta