

ESTTA Tracking number: **ESTTA512131**

Filing date: **12/20/2012**

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

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Victoria's Secret Stores Brand Management, Inc.		
Entity	Corporation	Citizenship	Delaware
Address	Three Limited Parkway Reynoldsburg, OH 43068 UNITED STATES		

Attorney information	Kevin C. Parks; Nimita L. Parekh Leydig, Voit & Mayer, Ltd. 180 North Stetson Ave., Suite 4900 Two Prudential Plaza Chicago, IL 60601 UNITED STATES nparekh@leydig.com, kparks@leydig.com Phone:312-616-5600		
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Applicant Information

Application No	85645197	Publication date	12/11/2012
Opposition Filing Date	12/20/2012	Opposition Period Ends	01/10/2013
Applicant	ALLURA IMPORTS INC. Suite 1127 112 West 34th St. New York, NY 10120 UNITED STATES		

Goods/Services Affected by Opposition

Class 025. First Use: 2012/05/15 First Use In Commerce: 2012/05/15 All goods and services in the class are opposed, namely: MEN, WOMAN, CHILDREN'S CLOTHING, NAMELY, JEANS, PANTS, SHIRTS, T-SHIRTS, SHORTS, SKIRTS, DRESSES, TANK TOPS, MUSCLE TOPS, POLO SHIRTS, BATHING SUITS, FLEECE TOP AND BOTTOMS, GOLF SHORTS, GYM SHORTS
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Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
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Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	2820380	Application Date	01/25/2001
Registration Date	03/02/2004	Foreign Priority Date	NONE
Word Mark	VICTORIA'S SECRET PINK		

Design Mark	VICTORIA'S SECRET PINK		
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2001/12/00 First Use In Commerce: 2001/12/00 Clothing, namely, bras, panties, camisoles, pajamas, sleep shirts, robes and T-shirts		

U.S. Registration No.	2992758	Application Date	01/25/2001
Registration Date	09/06/2005	Foreign Priority Date	NONE
Word Mark	VICTORIA'S SECRET PINK		
Design Mark	VICTORIA'S SECRET PINK		
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2004/07/00 First Use In Commerce: 2004/07/00 Clothing, namely, [slips, teddies,] nightgowns, shirts, swimwear, [bodysuits,] tap pants, pants, [sarongs, garter belts, stockings, hosiery, pantyhose,] socks, tights [and teddies with garters]		

U.S. Registration No.	3992764	Application Date	10/25/2010
Registration Date	07/12/2011	Foreign Priority Date	NONE
Word Mark	VICTORIA'S SECRET PINK		
Design Mark	VICTORIA'S SECRET PINK		
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2004/07/00 First Use In Commerce: 2004/07/00 SWEATERS; SCARVES; FOOTWEAR; SKIRTS; DRESSES; JEANS; TANK TOPS; COATS; JACKETS; SWEATPANTS; YOGA PANTS; HOODED SWEATSHIRTS; BOXERS; SHORTS; PAJAMAS; LEGGINGS; T-SHIRTS; CARDIGAN; CAMIS; HATS; JERSEYS		

U.S. Registration No.	3805362	Application Date	10/01/2008
Registration Date	06/22/2010	Foreign Priority Date	NONE
Word Mark	LOVE PINK VICTORIA'S SECRET		
Design Mark			
Description of Mark	The mark consists of the stylized wording "LOVE PINK VICTORIA'S SECRET" stacked in two rows followed by the design of a dog inside a heart.		
Goods/Services	Class 025. First use: First Use: 2006/10/17 First Use In Commerce: 2006/10/17 Bras; Jackets; Panties; Sleepwear; Sweat pants; T-shirts		

U.S. Registration No.	3750738	Application Date	09/26/2005
Registration Date	02/16/2010	Foreign Priority Date	NONE
Word Mark	PINK U		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2007/08/29 First Use In Commerce: 2007/08/29 PANTIES, T-SHIRTS		

U.S. Registration No.	3729795	Application Date	12/19/2008
Registration Date	12/22/2009	Foreign Priority Date	NONE
Word Mark	PINK NATION		

Design Mark	PINK NATION
Description of Mark	NONE
Goods/Services	Class 035. First use: First Use: 2009/04/30 First Use In Commerce: 2009/04/30 Retail store services in the field of clothing and accessories, personal care products and jewelry featuring a bonus incentive program for customers

U.S. Registration No.	3840101	Application Date	08/04/2009
Registration Date	08/31/2010	Foreign Priority Date	NONE

Word Mark	PINK NATION VICTORIA'S SECRET
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Design Mark	
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Description of Mark	The mark consists of the wording "PINK NATION" and "VICTORIA'S SECRET" which is located beneath the term "PINK". The design of a heart containing wavy lines and the silhouette of a dog and circled with five pointed stars is positioned between the terms "PINK" and "NATION".
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Goods/Services	Class 035. First use: First Use: 2009/04/30 First Use In Commerce: 2009/04/30 retail store services in the field of clothing and accessories, personal care products, jewelry and various gifts featuring a bonus incentive program for customers
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U.S. Application No.	85792922	Application Date	12/03/2012
Registration Date	NONE	Foreign Priority Date	NONE

Word Mark	PINK
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Design Mark	<h1>PINK</h1>
Description of Mark	NONE
Goods/Services	<p>Class 025. First use: First Use: 2004/01/00 First Use In Commerce: 2004/01/00 Underwear, namely, bras, panties, boxer shorts, camisoles, and tights; sleepwear, namely, sleep shirts, pajamas, night gowns, and night shirts; activewear, namely, sweat pants, sweat shirts, sweat shorts, sweat suits, hooded sweat shirts, leggings, jogging suits, and yoga pants; swimwear; outerwear, namely, jackets, blazers, gloves and earmuffs; clothing, namely, socks, t-shirts, tank tops, shirts, blouses, halter tops, jeans, jean shorts, knit shirts, knit tops, pants, shorts, skirts, sweaters, camisoles, jerseys; footwear namely, slippers and booties; headwear, namely, hats and caps</p> <p>Class 035. First use: First Use: 2004/01/00 First Use In Commerce: 2004/01/00 Retail store, catalog and on-line ordering services in the fields of personal care products and accessories, tote bags, travel bags, all-purpose bags, clutches, handbags, clothing and accessories; bonus incentive programs for customers</p>

U.S. Application No.	85792915	Application Date	12/03/2012
Registration Date	NONE	Foreign Priority Date	NONE

Word Mark	PINK
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Design Mark	
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Description of Mark	The mark consists of the word PINK in collegiate style font.
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Goods/Services	<p>Class 025. First use: First Use: 2005/01/00 First Use In Commerce: 2005/01/00 Underwear, namely, bras, panties, boxer shorts, camisoles, and tights; sleepwear, namely, sleep shirts, pajamas, night gowns, and night shirts; active wear, namely, sweat pants, sweat shirts, sweat shorts, sweat suits, hooded sweat shirts, leggings, jogging suits, and yoga pants; swimwear; outerwear, namely, jackets, blazers, gloves and earmuffs; clothing, namely, socks, t-shirts, tank tops, shirts, blouses, halter tops, jeans, jean shorts, knit shirts, knit tops, pants, shorts, skirts, sweaters, camisoles, jerseys; footwear namely, slippers and booties; headwear, namely, hats</p> <p>Class 035. First use: First Use: 2005/01/00 First Use In Commerce: 2005/01/00</p>
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	Retail store, catalog and on-line ordering services in the fields of personal care products and accessories, tote bags, travel bags, all-purpose bags, clutches, handbags, clothing and accessories; bonus incentive programs for customers
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Attachments	76976203#TMSN.gif (1 page)(bytes) 76200191#TMSN.gif (1 page)(bytes) 85159962#TMSN.jpeg (1 page)(bytes) 77583183#TMSN.jpeg (1 page)(bytes) 78720303#TMSN.jpeg (1 page)(bytes) 77637012#TMSN.jpeg (1 page)(bytes) 77796835#TMSN.jpeg (1 page)(bytes) 85792922#TMSN.jpeg (1 page)(bytes) 85792915#TMSN.jpeg (1 page)(bytes) Notice of Opposition.pdf (5 pages)(194039 bytes) Exhibit A.pdf (49 pages)(2264631 bytes) Exhibit B.pdf (6 pages)(1177935 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Nimita L. Parekh/
Name	Kevin C. Parks; Nimita L. Parekh
Date	12/20/2012

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

VICTORIA'S SECRET STORES)	
BRAND MANAGEMENT, INC.,)	
)	
Opposer,)	Opposition No. _____
)	Serial No. 85/645,197
v.)	
)	
ALLURA IMPORTS INC.,)	
)	
_____ Applicant.)	

NOTICE OF OPPOSITION

Victoria's Secret Stores Brand Management, Inc. ("Opposer"), a Delaware corporation, located at Three Limited Parkway, Reynoldsburg, Ohio 43068, hereby opposes Application Serial No. 85/645,197 for the mark "FOREVER PINK" (the "Application" or "Applicant's Mark") in Class 25, filed by Allura Imports Inc. ("Applicant"), a corporation organized under the laws of New York, and published in the Official Gazette December 11, 2012. Opposer believes it will be damaged by the registration of this Application and therefore opposes the same.

As grounds for the opposition, Opposer alleges as follows:

1. Opposer is a highly successful fashion retailer, and a leading provider of intimate apparel and lingerie, clothing, accessories, and beauty products, among others.
2. Opposer uses trademarks comprised or consisting in part of the word PINK (the "PINK Marks") in connection with a full-line of clothing items in Class 25, such as intimate apparel, lingerie, active wear, including t-shirts, pants, sweat shirts and pants, swimwear, and other items.
3. Opposer has continuously used the PINK Marks in interstate commerce since at least as early as 2001 in connection with various clothing items.

4. Opposer owns various U. S. registrations and applications for its PINK Marks, including:

Registration No.	Mark	Registration Date	First Use Date
2,820,380	VICTORIA'S SECRET PINK	Mar. 2, 2004	Dec. 2001
2,992,758	VICTORIA'S SECRET PINK	Sept. 6, 2005	July 2004
3,992,764	VICTORIA'S SECRET PINK	July 12, 2011	July 2004
3,805,362	LOVE PINK  VICTORIA'S SECRET	June 22, 2010	Oct. 17, 2006
3,750,738	PINK U	Feb. 16, 2010	Aug. 29, 2007
3,729,795	PINK NATION	Dec. 22, 2009	Apr. 30, 2009
3,840,101	PINK  NATION	Aug. 31, 2010	Apr. 30, 2009
Serial No.	Mark	Filing Date	First Use Date
85,792,922	PINK	Dec. 3, 2012	Jan. 2004
85,792,915	PINK	Dec. 3, 2012	Jan. 2005

Copies of the registration certificates, applicable renewal information, and application information are attached hereto as Exhibit A.

5. Opposer has used the PINK Marks in highly successful advertising and promotional campaigns, and as a result, has enjoyed substantial sales of such goods and services.

6. Screen shots from Opposer's website located at victoriasecret.com/pink are attached hereto as Exhibit B, which illustrate Opposer's current use of its PINK Marks on clothing items.

7. On June 6, 2012, Applicant filed the Application for the mark FOREVER PINK, claiming use since May 15, 2012 in connection with "mens, womens, childrens clothing" in Class 25. The Application was subsequently amended to list a variety of specific clothing items in Class 25, namely "men, woman [sic], childrens clothing namely, jeans, pants, shirts, t-shirts, shorts, skirts, dresses, tank tops, muscle tops, polo shirts, bathing suits, fleece top and bottoms, golf shorts, gym shorts."

8. Opposer's use of the PINK Marks long predates Applicant's May 15, 2012 first use date.

9. Upon information and belief, Applicant was aware of Opposer and Opposer's longstanding use of its PINK Marks prior to May 15, 2012.

10. Applicant's Mark is confusingly similar to Opposer's PINK Marks.

11. Due to the similarity of the marks and goods involved, and other factors, confusion is likely as between Opposer's PINK Marks and Applicant's Mark, pursuant to Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

12. Registration of Applicant's Mark is likely to cause confusion or mistake in the mind of the public, and to lead the relevant public into believing that Applicant's goods are Opposer's, or are endorsed or sponsored by, or otherwise affiliated or connected with Opposer, all to the damage and injury of Opposer and the relevant public.

13. In view of the above, the grant of a registration for Applicant's Mark, as sought in the Application, should be denied.

WHEREFORE, by its undersigned attorneys, Opposer respectfully requests that this Notice of Opposition be sustained and that registration of Application Serial No. 85/645,197 be refused.

Please charge deposit account No. 12-1216 in the amount of \$300.00 to cover the filing fee of this Notice of Opposition against the Application. Please charge any additional fees to Deposit Account 12-1216, as necessary.

Respectfully submitted,

Date: December 20, 2012

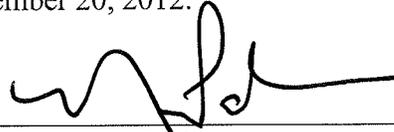
By:

A handwritten signature in black ink, appearing to read 'K. Parks', is written over a horizontal line.

Kevin C. Parks
Nimita L. Parekh
LEYDIG, VOIT & MAYER, LTD.
Two Prudential Plaza, 180 N. Stetson Ave.
Suite 4900
Chicago, Illinois 60601-6731
(312) 616-5600
Attorneys for Opposer

CERTIFICATE OF ELECTRONIC FILING

I hereby certify that the attached NOTICE OF OPPOSITION was filed electronically with the Trademark Trial and Appeal Board on December 20, 2012.

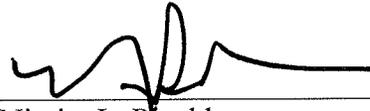


Nimita L. Parekh

CERTIFICATE OF SERVICE

I hereby certify that a copy of this NOTICE OF OPPOSITION was served by First Class Mail to the following address on December 20, 2012, such being the Applicant's correspondence address listed in the TSDR system as of this date:

Allura Imports Inc.
112 West 34th Street, Suite 1127
New York, New York 10120



Nimita L. Parekh

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,820,380

Registered Mar. 2, 2004

**TRADEMARK
PRINCIPAL REGISTER**

VICTORIA'S SECRET PINK

V SECRET CATALOGUE, INC. (DELAWARE
CORPORATION)
1105 NORTH MARKET STREET
WILMINGTON, DE 19801

FOR: CLOTHING, NAMELY, BRAS, PANTIES,
CAMISOLES, PAJAMAS, SLEEP SHIRTS, ROBES
AND T-SHIRTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 12-0-2001; IN COMMERCE 12-0-2001.

OWNER OF U.S. REG. NOS. 1,146,199, 2,455,260,
AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "PINK", APART FROM THE MARK
AS SHOWN.

SN 76-976,203, FILED 1-25-2001.

GENE MACIOL, EXAMINING ATTORNEY

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Mark: VICTORIA'S SECRET PINK

VICTORIA'S SECRET PINK

US Serial Number: 76976203

Application Filing Date: Jan. 25, 2001

US Registration Number: 2820380

Registration Date: Mar. 02, 2004

Register: Principal

Mark Type: Trademark

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

Status Date: Feb. 25, 2010

Publication Date: Apr. 16, 2002

Notice of Allowance Date: Jul. 09, 2002

Mark Information

Mark Literal Elements: VICTORIA'S SECRET PINK

Standard Character Claim: No

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

Disclaimer: "PINK"

Related Properties Information

International Registration Number: [0925667](#)

International Application(s)/Registration(s) Based on this Property: [A0007884/0925667](#)

Claimed Ownership of US Registrations: [1146199,1179309,1908042,1924706,1935346,2093476,2099903,2118112,2168500,2168510,2196470,2300658,2330205,2407056,2416251,2455260,76200191](#),and others

Child Of: [76200191](#)

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: Clothing, namely, bras, panties, camisoles, pajamas, sleep shirts, robes and T-shirts

International Class: 025 - Primary Class **U.S Class:** 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 2001 **Use in Commerce:** Dec. 2001

Basis Information (Case Level)

Filed Use:	No	Currently Use:	Yes	Amended Use:	No
Filed ITU:	Yes	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: VICTORIA'S SECRET STORES BRAND MANAGEMENT, INC.
FOUR LIMITED PARKWAY

Owner Address: REYNOLDSBURG, OHIO 43068
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: SARAH CRISPI

Correspondent

Correspondent Name/Address: MARIA J. ROCHA
LIMITED BRANDS
666 FIFTH AVENUE
LEGAL - IP DEPT., 4TH FLOOR
NEW YORK, NEW YORK 10103
UNITED STATES

Phone: 212.884.3479

Correspondent e-mail: MRocha@Limitedbrands.com **Correspondent e-mail Authorized:** Yes

Domestic Representative

Domestic Representative Name: MARIA J. ROCHA **Phone:** 212.884.3479

Domestic Representative e-mail: MRocha@Limitedbrands.com **Domestic Representative e-mail Authorized:** Yes

Prosecution History

Date	Description	Proceeding Number
Jun. 03, 2012	ATTORNEY REVOKED AND/OR APPOINTED	
Jun. 03, 2012	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Dec. 22, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 22, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Aug. 22, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Feb. 25, 2010	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
Feb. 25, 2010	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Feb. 15, 2010	TEAS SECTION 8 & 15 RECEIVED	
Mar. 06, 2008	ATTORNEY REVOKED AND/OR APPOINTED	
Mar. 06, 2008	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
May 02, 2005	TEAS CHANGE OF CORRESPONDENCE RECEIVED	

Mar. 02, 2004	REGISTERED-PRINCIPAL REGISTER	
Dec. 24, 2003	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Dec. 12, 2003	ASSIGNED TO EXAMINER	76508
Dec. 09, 2003	STATEMENT OF USE PROCESSING COMPLETE	
Oct. 15, 2003	USE AMENDMENT FILED	
Dec. 09, 2003	DIVISIONAL PROCESSING COMPLETE	
Oct. 15, 2003	DIVISIONAL REQUEST RECEIVED	
Dec. 09, 2003	EXTENSION 3 GRANTED	
Oct. 15, 2003	EXTENSION 3 FILED	
Oct. 15, 2003	PAPER RECEIVED	
Jul. 08, 2003	EXTENSION 2 GRANTED	
Jun. 21, 2003	EXTENSION 2 FILED	
Jun. 21, 2003	TEAS EXTENSION RECEIVED	
Feb. 25, 2003	EXTENSION 1 GRANTED	
Dec. 23, 2002	EXTENSION 1 FILED	
Dec. 23, 2002	TEAS EXTENSION RECEIVED	
Jul. 09, 2002	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Apr. 16, 2002	PUBLISHED FOR OPPOSITION	
Mar. 27, 2002	NOTICE OF PUBLICATION	
Nov. 29, 2001	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 01, 2001	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Sep. 21, 2001	FINAL REFUSAL MAILED	
Jul. 23, 2001	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jun. 14, 2001	NON-FINAL ACTION MAILED	
May 31, 2001	ASSIGNED TO EXAMINER	76508
May 30, 2001	ASSIGNED TO EXAMINER	78353

Maintenance Filings or Post Registration Information

Affidavit of Continued Use:	Section 8 - Accepted
Affidavit of	Section 15 - Accepted

Incontestability:

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 103 Date in Location: Feb. 25, 2010

Assignment Abstract of Title Information

Summary

Total Assignments: 1 Registrant: V Secret Catalogue, Inc.

Assignment 1 of 1

Conveyance: MERGER

Reel/Frame: [3142/0305](#)

Pages: 6

Date Recorded: Aug. 17, 2005

Supporting Documents: [assignment-tm-3142-0305.pdf](#)

Assignor

Name: [V SECRET CATALOGUE, INC.](#)

Execution Date: Jul. 29, 2005

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Assignee

Name: [VICTORIA'S SECRET STORES BRAND MANAGEMENT, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Address: FOUR LIMITED PARKWAY
REYNOLDSBURG, OHIO 43068

Correspondent

Correspondent Name: FRANK J. COLUCCI

Correspondent Address: 218 EAST 50TH STREET
NEW YORK, NY 10022

Domestic Representative - Not Found

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,992,758

Registered Sep. 6, 2005

**TRADEMARK
PRINCIPAL REGISTER**

VICTORIA'S SECRET PINK

V SECRET CATALOGUE, INC. (DELAWARE
CORPORATION)
1105 NORTH MARKET STREET
WILMINGTON, DE 19801

OWNER OF U.S. REG. NOS. 1,146,199, 2,455,260,
AND OTHERS.

FOR: CLOTHING, NAMELY, SLIPS, TEDDIES,
NIGHTGOWNS, SHIRTS, SWIMWEAR, BODY-
SUITS, TAP PANTS, PANTS, SARONGS, GARTER
BELTS, STOCKINGS, HOSIERY, PANTYHOSE,
SOCKS, TIGHTS AND TEDDIES WITH GARTERS,
IN CLASS 25 (U.S. CLS. 22 AND 39).

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "PINK", APART FROM THE MARK
AS SHOWN.

SN 76-200,191, FILED 1-25-2001.

FIRST USE 7-0-2004; IN COMMERCE 7-0-2004.

GENE MACIOL, EXAMINING ATTORNEY

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Mark: VICTORIA'S SECRET PINK

VICTORIA'S SECRET PINK

US Serial Number: 76200191

Application Filing Date: Jan. 25, 2001

US Registration Number: 2992758

Registration Date: Sep. 06, 2005

Register: Principal

Mark Type: Trademark

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

Status Date: Oct. 26, 2010

Publication Date: Apr. 16, 2002

Notice of Allowance Date: Jul. 09, 2002

Mark Information

Mark Literal Elements: VICTORIA'S SECRET PINK

Standard Character Claim: No

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

Disclaimer: "PINK"

Related Properties Information

International Registration Number: [0925667](#)

International Application(s)/Registration(s) Based on this Property: [A0007884/0925667](#)

Claimed Ownership of US Registrations: [1146199,1179309,1908042,1924706,1935346,2093476,2099903,2118112,2168500,2168510,2196470,2300658,2330205,2407056,2416251,2455260,76976203](#),and others

Parent Of: [76976203](#)

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: Clothing, namely, [slips, teddies,] nightgowns, shirts, swimwear, [bodysuits,] tap pants, pants, [sarongs, garter belts, stockings, hosiery, pantyhose,] socks, tights [and teddies with garters]

International Class: 025 - Primary Class **U.S Class:** 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 2004 **Use in Commerce:** Jul. 2004

Basis Information (Case Level)

Filed Use:	No	Currently Use:	Yes	Amended Use:	No
Filed ITU:	Yes	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: VICTORIA'S SECRET STORES BRAND MANAGEMENT, INC.

Owner Address: FOUR LIMITED PARKWAY
REYNOLDSBURG, OHIO 43068
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: SARAH CRISPI

Correspondent

Correspondent Name/Address: MARIA J. ROCHA
LIMITED BRANDS
666 FIFTH AVENUE
LEGAL - IP DEPT., 4TH FLOOR
NEW YORK, NEW YORK 10103
UNITED STATES

Phone: 212.884.3479

Correspondent e-mail: MRocha@Limitedbrands.com **Correspondent e-mail Authorized:** Yes

Domestic Representative

Domestic Representative Name: MARIA J. ROCHA **Phone:** 212.884.3479

Domestic Representative e-mail: MRocha@Limitedbrands.com **Domestic Representative e-mail Authorized:** Yes

Prosecution History

Date	Description	Proceeding Number
Jun. 03, 2012	ATTORNEY REVOKED AND/OR APPOINTED	
Jun. 03, 2012	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Dec. 22, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 22, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Aug. 22, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Oct. 26, 2010	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	68973
Oct. 26, 2010	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68973
Oct. 19, 2010	TEAS SECTION 8 & 15 RECEIVED	
Mar. 06, 2008	ATTORNEY REVOKED AND/OR APPOINTED	
Mar. 06, 2008	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	

Sep. 06, 2005	REGISTERED-PRINCIPAL REGISTER	
Jul. 27, 2005	LAW OFFICE REGISTRATION REVIEW COMPLETED	68552
Jul. 22, 2005	ASSIGNED TO LIE	68552
Jul. 20, 2005	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jul. 19, 2005	STATEMENT OF USE PROCESSING COMPLETE	64657
Jul. 09, 2005	USE AMENDMENT FILED	64657
Jul. 11, 2005	TEAS STATEMENT OF USE RECEIVED	
May 02, 2005	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 25, 2005	EXTENSION 5 GRANTED	73859
Jan. 06, 2005	EXTENSION 5 FILED	73859
Jan. 06, 2005	TEAS EXTENSION RECEIVED	
Aug. 03, 2004	EXTENSION 4 GRANTED	
Jun. 30, 2004	EXTENSION 4 FILED	
Jul. 15, 2004	CASE FILE IN TICRS	
Jun. 30, 2004	TEAS EXTENSION RECEIVED	
Dec. 09, 2003	DIVISIONAL PROCESSING COMPLETE	
Oct. 15, 2003	DIVISIONAL REQUEST RECEIVED	
Dec. 09, 2003	EXTENSION 3 GRANTED	
Oct. 15, 2003	EXTENSION 3 FILED	
Oct. 15, 2003	PAPER RECEIVED	
Jul. 08, 2003	EXTENSION 2 GRANTED	
Jun. 21, 2003	EXTENSION 2 FILED	
Jun. 21, 2003	TEAS EXTENSION RECEIVED	
Feb. 25, 2003	EXTENSION 1 GRANTED	
Dec. 23, 2002	EXTENSION 1 FILED	
Dec. 23, 2002	TEAS EXTENSION RECEIVED	
Jul. 09, 2002	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Apr. 16, 2002	PUBLISHED FOR OPPOSITION	
Mar. 27, 2002	NOTICE OF PUBLICATION	
Nov. 29, 2001	APPROVED FOR PUB - PRINCIPAL REGISTER	

Oct. 01, 2001	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Sep. 21, 2001	FINAL REFUSAL MAILED	
Jul. 23, 2001	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jun. 14, 2001	NON-FINAL ACTION MAILED	
May 31, 2001	ASSIGNED TO EXAMINER	76508
May 30, 2001	ASSIGNED TO EXAMINER	78353

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: TMEG LAW OFFICE 103 **Date in Location:** Oct. 26, 2010

Assignment Abstract of Title Information

Summary

Total Assignments: 1 **Applicant:** V Secret Catalogue, Inc.

Assignment 1 of 1

Conveyance: MERGER

Reel/Frame: [3142/0305](#) **Pages:** 6

Date Recorded: Aug. 17, 2005

Supporting Documents: [assignment-tm-3142-0305.pdf](#)

Assignor

Name: [V SECRET CATALOGUE, INC.](#) **Execution Date:** Jul. 29, 2005

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Assignee

Name: [VICTORIA'S SECRET STORES BRAND MANAGEMENT, INC.](#)

Legal Entity Type: CORPORATION **State or Country**
Where DELAWARE
Organized:

Address: FOUR LIMITED PARKWAY
REYNOLDSBURG, OHIO 43068

Correspondent

Correspondent
Name: FRANK J. COLUCCI

Correspondent
Address: 218 EAST 50TH STREET
NEW YORK, NY 10022

Domestic Representative - Not Found

United States of America

United States Patent and Trademark Office

VICTORIA'S SECRET PINK

Reg. No. 3,992,764

Registered July 12, 2011

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

VICTORIA'S SECRET STORES BRAND MANAGEMENT, INC. (DELAWARE CORPORATION)
INTELLECTUAL PROPERTY MANAGER
FOUR LIMITED PARKWAY
REYNOLDSBURG, OH 43068

FOR: SWEATERS; SCARVES; FOOTWEAR; SKIRTS; DRESSES; JEANS; TANK TOPS;
COATS; JACKETS; SWEATPANTS; YOGA PANTS; HOODED SWEATSHIRTS; BOXERS;
SHORTS; PAJAMAS; LEGGINGS; T-SHIRTS; CARDIGAN; CAMIS; HATS; JERSEYS, IN
CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 7-0-2004; IN COMMERCE 7-0-2004.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-
TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,820,380, 3,520,974 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PINK", APART FROM THE
MARK AS SHOWN.

SER. NO. 85-159,962, FILED 10-25-2010.

MATTHEW KLINE, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

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Mark: VICTORIA'S SECRET PINK

VICTORIA'S SECRET PINK

US Serial Number:	85159962	Application Filing Date:	Oct. 25, 2010
US Registration Number:	3992764	Registration Date:	Jul. 12, 2011
Register:	Principal		
Mark Type:	Trademark		
Status:	Registered. The registration date is used to determine when post-registration maintenance documents are due.		
Status Date:	Jul. 12, 2011		
Publication Date:	Apr. 26, 2011		

Mark Information

Mark Literal Elements:	VICTORIA'S SECRET PINK
Standard Character Claim:	Yes. The mark consists of standard characters without claim to any particular font style, size, or color.
Mark Drawing Type:	4 - STANDARD CHARACTER MARK
Disclaimer:	"PINK"

Related Properties Information

Claimed Ownership of US Registrations: [2820380](#), [2992758](#), [3520974](#), and others

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: SWEATERS; SCARVES; FOOTWEAR; SKIRTS; DRESSES; JEANS; TANK TOPS; COATS; JACKETS; SWEATPANTS; YOGA PANTS; HOODED SWEATSHIRTS; BOXERS; SHORTS; PAJAMAS; LEGGINGS; T-SHIRTS; CARDIGAN; CAMIS; HATS; JERSEYS

International Class: 025 - Primary Class **U.S Class:** 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 2004 **Use in Commerce:** Jul. 2004

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: Victoria's Secret Stores Brand Management, Inc.

Owner Address: Intellectual Property Manager
Four Limited Parkway
Reynoldsburg, OHIO 43068
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: SARAH CRISPI

Correspondent

Correspondent Name/Address: MARIA J. ROCHA
LIMITED BRANDS
666 FIFTH AVENUE
LEGAL - IP DEPT., 4TH FLOOR
NEW YORK, NEW YORK 10103
UNITED STATES

Phone: 212.884.3479

Correspondent e-mail: MRocha@Limitedbrands.com

Correspondent e-mail Authorized: Yes

Domestic Representative

Domestic Representative Name: MARIA J. ROCHA

Phone: 212.884.3479

Domestic Representative e-mail: MRocha@Limitedbrands.com

Domestic Representative e-mail Authorized: Yes

Prosecution History

Date	Description	Proceeding Number
Jun. 03, 2012	ATTORNEY REVOKED AND/OR APPOINTED	
Jun. 03, 2012	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Dec. 22, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 22, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Aug. 22, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 12, 2011	REGISTERED-PRINCIPAL REGISTER	
Apr. 26, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 26, 2011	PUBLISHED FOR OPPOSITION	
Mar. 22, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	68123
Mar. 22, 2011	ASSIGNED TO LIE	68123
Mar. 03, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 03, 2011	EXAMINER'S AMENDMENT ENTERED	88888
Mar. 03, 2011	NOTIFICATION OF EXAMINERS AMENDMENT E-	6328

MAILED

Mar. 03, 2011	EXAMINERS AMENDMENT E-MAILED	6328
Mar. 03, 2011	EXAMINERS AMENDMENT -WRITTEN	72471
Mar. 01, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 01, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Mar. 01, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Mar. 01, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 25, 2011	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jan. 25, 2011	NON-FINAL ACTION E-MAILED	6325
Jan. 25, 2011	NON-FINAL ACTION WRITTEN	72471
Jan. 24, 2011	ASSIGNED TO EXAMINER	72471
Oct. 28, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 28, 2010	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:** Jul. 12, 2011

United States of America

United States Patent and Trademark Office

LOVE PINK 
VICTORIA'S SECRET

Reg. No. 3,805,362

VICTORIA'S SECRET STORES BRAND MANAGEMENT, INC. (DELAWARE CORPORATION)
FOUR LIMITED PARKWAY

Registered June 22, 2010

REYNOLDSBURG, OH 43068

Int. Cl.: 25

FOR: BRAS; JACKETS; PANTIES; SLEEPWEAR; SWEAT PANTS; T-SHIRTS, IN CLASS 25
(U.S. CLS. 22 AND 39).

TRADEMARK

FIRST USE 10-17-2006; IN COMMERCE 10-17-2006.

PRINCIPAL REGISTER

OWNER OF U.S. REG. NOS. 2,820,380, 3,502,263 AND OTHERS.

THE MARK CONSISTS OF THE STYLIZED WORDING "LOVE PINK VICTORIA'S SECRET"
STACKED IN TWO ROWS FOLLOWED BY THE DESIGN OF A DOG INSIDE A HEART.

SEC. 2(F) AS TO "PINK".

SER. NO. 77-583,183, FILED 10-1-2008.

CURTIS FRENCH, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office

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Mark: LOVE PINK VICTORIA'S SECRET



US Serial Number:	77583183	Application Filing Date:	Oct. 01, 2008
US Registration Number:	3805362	Registration Date:	Jun. 22, 2010
Filed as TEAS Plus:	Yes	Currently TEAS Plus:	Yes
Register:	Principal		
Mark Type:	Trademark		
Status:	Registered. The registration date is used to determine when post-registration maintenance documents are due.		
Status Date:	Jun. 22, 2010		
Publication Date:	Apr. 06, 2010		

Mark Information

Mark Literal Elements:	LOVE PINK VICTORIA'S SECRET
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Description of Mark:	The mark consists of the stylized wording "LOVE PINK VICTORIA'S SECRET" stacked in two rows followed by the design of a dog inside a heart.
Color(s) Claimed:	Color is not claimed as a feature of the mark.
Acquired Distinctiveness Claim:	In part
Distinctiveness Limitation Statement:	as to "PINK"
	02.11.13 - Hearts used as backgrounds or carriers

Design Search Code(s): 03.01.07 - Dogs displayed in silhouettes or as shadows
26.17.05 - Horizontal line(s), band(s) or bar(s);Bars, horizontal;Bands, horizontal;Lines, horizontal
26.17.13 - Overlined words or letters;Underlined words or letters;Letters or words underlined and/or overlined by one or more strokes or lines

Related Properties Information

International Registration Number: [1070834](#)

International Application(s)/Registration(s) Based on this Property: [A0023196/1070834](#)

Claimed Ownership of US Registrations: [2820380,2992758,3502263](#),and others

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: Bras; Jackets; Panties; Sleepwear; Sweat pants; T-shirts

International Class: 025 - Primary Class **U.S Class:** 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 17, 2006 **Use in Commerce:** Oct. 17, 2006

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: Victoria's Secret Stores Brand Management, Inc.
Four Limited Parkway
Owner Address: Reynoldsburg, OHIO 43068
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: SARAH CRISPI

Correspondent

Correspondent Name/Address: MARIA J. ROCHA
LIMITED BRANDS
666 FIFTH AVENUE
LEGAL - IP DEPT., 4TH FLOOR
NEW YORK, NEW YORK 10103
UNITED STATES

Phone: 212.884.3479

Correspondent e-mail: MRocha@Limitedbrands.com **Correspondent e-mail Authorized:** Yes

Domestic Representative

Domestic Representative Name: MARIA J. ROCHA **Phone:** 212.884.3479

Domestic Representative e-mail: MRocha@Limitedbrands.com **Domestic Representative e-mail Authorized:** Yes

Prosecution History

Date	Description	Proceeding Number
Jun. 03, 2012	ATTORNEY REVOKED AND/OR APPOINTED	

Jun. 03, 2012	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jan. 03, 2012	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 06, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 22, 2010	REGISTERED-PRINCIPAL REGISTER	
Apr. 06, 2010	PUBLISHED FOR OPPOSITION	
Mar. 17, 2010	NOTICE OF PUBLICATION	
Mar. 04, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	73296
Mar. 04, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 04, 2010	ASSIGNED TO EXAMINER	76419
Feb. 25, 2010	TEAS/EMAIL CORRESPONDENCE ENTERED	73296
Feb. 25, 2010	CORRESPONDENCE RECEIVED IN LAW OFFICE	73296
Feb. 25, 2010	ASSIGNED TO LIE	73296
Jan. 27, 2010	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Jan. 27, 2010	EX PARTE APPEAL-INSTITUTED	583183
Jan. 27, 2010	JURISDICTION RESTORED TO EXAMINING ATTORNEY	583183
Jan. 27, 2010	EXPARTE APPEAL RECEIVED AT TTAB	
Aug. 27, 2009	ATTORNEY REVOKED AND/OR APPOINTED	
Aug. 27, 2009	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 27, 2009	NOTIFICATION OF FINAL REFUSAL EMAILED	
Jul. 27, 2009	FINAL REFUSAL E-MAILED	
Jul. 27, 2009	FINAL REFUSAL WRITTEN	78553
Jun. 30, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 30, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 30, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 31, 2008	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 31, 2008	NON-FINAL ACTION E-MAILED	6325
Dec. 31, 2008	NON-FINAL ACTION WRITTEN	78553
Dec. 20, 2008	ASSIGNED TO EXAMINER	78553
Oct. 07, 2008	NOTICE OF DESIGN SEARCH CODE MAILED	
Oct. 06, 2008	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:** Jun. 22, 2010

United States of America

United States Patent and Trademark Office

PINK U

Reg. No. 3,750,738 VICTORIA'S SECRET STORES BRAND MANAGEMENT, INC. (DELAWARE CORPORATION)
Registered Feb. 16, 2010 FOUR LIMITED PARKWAY
REYNOLDSBURG, OH 43068

Int. Cl.: 25 FOR: PANTIES, T-SHIRTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

TRADEMARK FIRST USE 8-29-2007; IN COMMERCE 8-29-2007.
PRINCIPAL REGISTER THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,820,380 AND 2,992,758.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PINK", APART FROM THE MARK AS SHOWN.

SN 78-720,303, FILED 9-26-2005.

WON TEAK OH, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office

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Mark: PINK U

PINK U

US Serial Number: 78720303

Application Filing Date: Sep. 26, 2005

US Registration Number: 3750738

Registration Date: Feb. 16, 2010

Register: Principal

Mark Type: Trademark

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

Status Date: Feb. 16, 2010

Publication Date: Jul. 17, 2007

Notice of Allowance Date: Jun. 10, 2008

Mark Information

Mark Literal Elements: PINK U

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "PINK"

Related Properties Information

Claimed Ownership of US Registrations: [2820380,2992758](#)

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: PANTIES, T-SHIRTS

International Class: 025 - Primary Class **U.S Class:** 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 29, 2007 **Use in Commerce:** Aug. 29, 2007

Basis Information (Case Level)

Filed Use: No	Currently Use: Yes	Amended Use: No
Filed ITU: Yes	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: Victoria's Secret Stores Brand Management, Inc.

Owner Address: Four Limited Parkway
Reynoldsburg, OHIO 43068
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: SARAH CRISPI

Correspondent

MARIA J. ROCHA

Correspondent Name/Address: LIMITED BRANDS
666 FIFTH AVENUE
LEGAL - IP DEPT., 4TH FLOOR
NEW YORK, NEW YORK 10103
UNITED STATES

Phone: 212.884.3479

Correspondent e-mail: MRocha@Limitedbrands.com **Correspondent e-mail Authorized:** Yes

Domestic Representative

Domestic Representative Name: MARIA J. ROCHA **Phone:** 212.884.3479

Domestic Representative e-mail: MRocha@Limitedbrands.com **Domestic Representative e-mail Authorized:** Yes

Prosecution History

Date	Description	Proceeding Number
Jun. 03, 2012	ATTORNEY REVOKED AND/OR APPOINTED	
Jun. 03, 2012	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jan. 31, 2012	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 09, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Dec. 09, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Aug. 22, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Aug. 22, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Feb. 16, 2010	REGISTERED-PRINCIPAL REGISTER	
Jan. 12, 2010	LAW OFFICE REGISTRATION REVIEW COMPLETED	68552
Jan. 12, 2010	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Dec. 22, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Dec. 21, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Dec. 21, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 30, 2009	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Jun. 30, 2009	NON-FINAL ACTION E-MAILED	
Jun. 30, 2009	SU - NON-FINAL ACTION - WRITTEN	72152

Jun. 26, 2009	STATEMENT OF USE PROCESSING COMPLETE	76569
Jun. 04, 2009	USE AMENDMENT FILED	76569
Jun. 26, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76569
Jun. 04, 2009	TEAS STATEMENT OF USE RECEIVED	
Oct. 27, 2008	EXTENSION 1 GRANTED	98765
Oct. 27, 2008	EXTENSION 1 FILED	98765
Oct. 27, 2008	TEAS EXTENSION RECEIVED	
Jul. 03, 2008	ATTORNEY REVOKED AND/OR APPOINTED	
Jul. 03, 2008	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jun. 10, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Apr. 25, 2008	TTAB RELEASE CASE TO TRADEMARKS	181029
Apr. 25, 2008	OPPOSITION TERMINATED NO. 999999	181029
Dec. 03, 2007	OPPOSITION INSTITUTED NO. 999999	181029
Nov. 30, 2007	EXTENSION OF TIME TO OPPOSE PROCESS - TERMINATED	
Aug. 23, 2007	EXTENSION OF TIME TO OPPOSE RECEIVED	
Jul. 17, 2007	PUBLISHED FOR OPPOSITION	
Jun. 27, 2007	NOTICE OF PUBLICATION	
May 02, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	68552
May 02, 2007	ASSIGNED TO LIE	68552
Apr. 12, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 26, 2007	EXAMINERS AMENDMENT MAILED	
Mar. 26, 2007	EXAMINER'S AMENDMENT ENTERED	88888
Mar. 26, 2007	EXAMINERS AMENDMENT -WRITTEN	72152
Mar. 07, 2007	EXAMINERS AMENDMENT MAILED	
Mar. 07, 2007	EXAMINER'S AMENDMENT ENTERED	88888
Mar. 07, 2007	EXAMINERS AMENDMENT -WRITTEN	72152
Feb. 13, 2007	EXAMINERS AMENDMENT MAILED	
Feb. 12, 2007	EXAMINER'S AMENDMENT ENTERED	88888
Feb. 12, 2007	EXAMINERS AMENDMENT -WRITTEN	72152
Jan. 23, 2007	EXAMINERS AMENDMENT MAILED	

Jan. 23, 2007	EXAMINER'S AMENDMENT ENTERED	88888
Jan. 23, 2007	EXAMINERS AMENDMENT -WRITTEN	72152
Jan. 10, 2007	EXAMINERS AMENDMENT MAILED	
Jan. 09, 2007	EXAMINER'S AMENDMENT ENTERED	88888
Jan. 09, 2007	EXAMINERS AMENDMENT -WRITTEN	72152
Jul. 10, 2006	EXAMINER'S AMENDMENT/PRIORITY ACTION MAILED	
Jul. 10, 2006	EXAMINERS AMENDMENT AND/OR PRIORITY ACTION - COMPLETED	72152
Jun. 20, 2006	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 13, 2006	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 13, 2006	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 14, 2005	PRIORITY ACTION MAILED	
Dec. 13, 2005	PRIORITY ACTION WRITTEN	72152
Dec. 07, 2005	ASSIGNED TO EXAMINER	72152
Sep. 30, 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:** Jan. 12, 2010

United States of America

United States Patent and Trademark Office

PINK NATION

Reg. No. 3,729,795 VICTORIA'S SECRET STORES BRAND MANAGEMENT, INC. (DELAWARE CORPORATION)
Registered Dec. 22, 2009 FOUR LIMITED PARKWAY
REYNOLDSBURG, OH 43068

Int. Cl.: 35 FOR: RETAIL STORE SERVICES IN THE FIELD OF CLOTHING AND ACCESSORIES,
PERSONAL CARE PRODUCTS AND JEWELRY FEATURING A BONUS INCENTIVE PRO-
GRAM FOR CUSTOMERS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

SERVICE MARK
PRINCIPAL REGISTER FIRST USE 4-30-2009; IN COMMERCE 4-30-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-
TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,820,380, 3,502,263, AND OTHERS.

SN 77-637,012, FILED 12-19-2008.

LANA PHAM, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office

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Mark: PINK NATION

PINK NATION

US Serial Number:	77637012	Application Filing Date:	Dec. 19, 2008
US Registration Number:	3729795	Registration Date:	Dec. 22, 2009
Filed as TEAS Plus:	Yes	Currently TEAS Plus:	Yes
Register:	Principal		
Mark Type:	Service Mark		
Status:	Registered. The registration date is used to determine when post-registration maintenance documents are due.		
Status Date:	Dec. 22, 2009		
Publication Date:	Mar. 10, 2009	Notice of Allowance Date:	Jun. 02, 2009

Mark Information

Mark Literal Elements:	PINK NATION
Standard Character Claim:	Yes. The mark consists of standard characters without claim to any particular font style, size, or color.
Mark Drawing Type:	4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: [2820380](#), [2992758](#), [3502263](#), and others

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: Retail store services in the field of clothing and accessories, personal care products and jewelry featuring a bonus incentive program for customers

International Class: 035 - Primary Class **U.S Class:** 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 30, 2009 **Use in Commerce:** Apr. 30, 2009

Basis Information (Case Level)

Filed Use: No	Currently Use: Yes	Amended Use: No
Filed ITU: Yes	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: Victoria's Secret Stores Brand Management, Inc.
 Four Limited Parkway
Owner Address: Reynoldsburg, OHIO 43068
 UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: SARAH CRISPI

Correspondent

Correspondent Name/Address: MARIA J. ROCHA
LIMITED BRANDS
666 FIFTH AVENUE
LEGAL - IP DEPT., 4TH FLOOR
NEW YORK, NEW YORK 10103
UNITED STATES

Phone: 212.884.3479

Correspondent e-mail: MRocha@Limitedbrands.com

Correspondent e-mail Authorized: Yes

Domestic Representative

Domestic Representative Name: MARIA J. ROCHA

Phone: 212.884.3479

Domestic Representative e-mail: MRocha@Limitedbrands.com

Domestic Representative e-mail Authorized: Yes

Prosecution History

Date	Description	Proceeding Number
Jun. 03, 2012	ATTORNEY REVOKED AND/OR APPOINTED	
Jun. 03, 2012	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Dec. 22, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 22, 2009	REGISTERED-PRINCIPAL REGISTER	
Nov. 13, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED	70884
Nov. 13, 2009	ASSIGNED TO LIE	70884
Nov. 08, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 03, 2009	STATEMENT OF USE PROCESSING COMPLETE	71034
Oct. 14, 2009	USE AMENDMENT FILED	71034
Nov. 03, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	71034
Oct. 14, 2009	TEAS STATEMENT OF USE RECEIVED	
Jun. 02, 2009	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Mar. 10, 2009	PUBLISHED FOR OPPOSITION	
Feb. 18, 2009	NOTICE OF PUBLICATION	
Feb. 05, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	78288

Feb. 04, 2009	ASSIGNED TO LIE	78288
Jan. 23, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 20, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jan. 19, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jan. 19, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 13, 2009	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jan. 13, 2009	NON-FINAL ACTION E-MAILED	6325
Jan. 13, 2009	NON-FINAL ACTION WRITTEN	78553
Jan. 08, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jan. 08, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jan. 08, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 31, 2008	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 31, 2008	NON-FINAL ACTION E-MAILED	6325
Dec. 31, 2008	NON-FINAL ACTION WRITTEN	78553
Dec. 28, 2008	ASSIGNED TO EXAMINER	78553
Dec. 23, 2008	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:** Nov. 13, 2009

United States of America

United States Patent and Trademark Office

PINK  **NATION**

Reg. No. 3,840,101

VICTORIA'S SECRET STORES BRAND MANAGEMENT, INC. (DELAWARE CORPORATION)
5 LIMITED PARKWAY EAST

Registered Aug. 31, 2010

REYNOLDSBURG, OH 43068

Int. Cl.: 35

FOR: RETAIL STORE SERVICES IN THE FIELD OF CLOTHING AND ACCESSORIES, PERSONAL CARE PRODUCTS, JEWELRY AND VARIOUS GIFTS FEATURING A BONUS INCENTIVE PROGRAM FOR CUSTOMERS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

SERVICE MARK

FIRST USE 4-30-2009; IN COMMERCE 4-30-2009.

PRINCIPAL REGISTER

OWNER OF U.S. REG. NOS. 2,820,380, 2,992,758, AND 3,226,760.

THE MARK CONSISTS OF THE WORDING "PINK NATION" AND "VICTORIA'S SECRET" WHICH IS LOCATED BENEATH THE TERM "PINK". THE DESIGN OF A HEART CONTAINING WAVY LINES AND THE SILHOUETTE OF A DOG AND CIRCLED WITH FIVE POINTED STARS IS POSITIONED BETWEEN THE TERMS "PINK" AND "NATION".

SER. NO. 77-796,835, FILED 8-4-2009.

KAREN BRACEY, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office

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Mark: PINK NATION VICTORIA'S SECRET



US Serial Number: 77796835

Application Filing Date: Aug. 04, 2009

US Registration Number: 3840101

Registration Date: Aug. 31, 2010

Register: Principal

Mark Type: Service Mark

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

Status Date: Aug. 31, 2010

Publication Date: Jun. 15, 2010

Mark Information

Mark Literal Elements: PINK NATION VICTORIA'S SECRET

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of the wording "PINK NATION" and "VICTORIA'S SECRET" which is located beneath the term "PINK". The design of a heart containing wavy lines and the silhouette of a dog and circled with five pointed stars is positioned between the terms "PINK" and "NATION".

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

Design Search Code(s):

01.01.13 - Stars - multiple stars with five points

01.03.03 - Stars grouped in circles, ovals, or geometric figures

02.11.13 - Hearts used as backgrounds or carriers

03.01.07 - Dogs displayed in silhouettes or as shadows

26.01.09 - Geometric figures, objects, humans, plants or animals forming or bordering the perimeter of a circle.;Circles having plants as a border;Circles having objects as a border;Circles having humans as a border;Circles having animals as a border;Circles having geometric figures as a border

26.17.02 - Bars, wavy;Lines, wavy;Wavy line(s), band(s) or bar(s);Bands, wavy

26.17.06 - Bands, diagonal;Bars, diagonal;Diagonal line(s), band(s) or

bar(s);Lines, diagonal

Related Properties Information

International Registration Number: [1070835](#)

International Application(s)/Registration(s) Based on this Property: [A0023198/1070835](#)

Claimed Ownership of US Registrations: [2820380,2992758,3226760](#)

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: retail store services in the field of clothing and accessories, personal care products, jewelry and various gifts featuring a bonus incentive program for customers

International Class: 035 - Primary Class **U.S Class:** 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 30, 2009 **Use in Commerce:** Apr. 30, 2009

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: Victoria's Secret Stores Brand Management, Inc.
5 Limited Parkway East
Owner Address: Reynoldsburg, OHIO 43068
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: SARAH CRISPI

Correspondent

Correspondent Name/Address: MARIA J. ROCHA
LIMITED BRANDS
666 FIFTH AVENUE
LEGAL - IP DEPT., 4TH FLOOR
NEW YORK, NEW YORK 10103
UNITED STATES

Phone: 212.884.3479

Correspondent e-mail: MRocha@Limitedbrands.com **Correspondent e-mail Authorized:** Yes

Domestic Representative

Domestic Representative Name: MARIA J. ROCHA **Phone:** 212.884.3479

Domestic Representative e-mail: MRocha@Limitedbrands.com **Domestic Representative e-mail Authorized:** Yes

Prosecution History

Date	Description	Proceeding Number
Jun. 03, 2012	ATTORNEY REVOKED AND/OR APPOINTED	
Jun. 03, 2012	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Dec. 22, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	

Nov. 28, 2011	CORRECTION FROM THE IB EXAMINED, NO ACTION IS NEEDED	67445
Aug. 31, 2010	REGISTERED-PRINCIPAL REGISTER	
Jun. 15, 2010	PUBLISHED FOR OPPOSITION	
May 26, 2010	NOTICE OF PUBLICATION	
May 12, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	70138
May 10, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 07, 2010	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
May 07, 2010	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
May 07, 2010	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Nov. 24, 2009	NON-FINAL ACTION MAILED	
Nov. 24, 2009	NON-FINAL ACTION WRITTEN	74782
Nov. 12, 2009	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Nov. 05, 2009	WITHDRAWN FROM PUB - TQR/NON-ATTY REQUEST	67110
Oct. 29, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	70138
Oct. 29, 2009	ASSIGNED TO LIE	70138
Oct. 13, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 13, 2009	EXAMINERS AMENDMENT MAILED	
Oct. 13, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Oct. 13, 2009	EXAMINERS AMENDMENT -WRITTEN	74782
Oct. 06, 2009	NON-FINAL ACTION MAILED	
Oct. 06, 2009	NON-FINAL ACTION WRITTEN	74782
Oct. 05, 2009	ASSIGNED TO EXAMINER	74782
Aug. 08, 2009	NOTICE OF DESIGN SEARCH CODE MAILED	
Aug. 07, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Aug. 07, 2009	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: Aug. 31, 2010

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Mark: PINK

PINK

US Serial Number: 85792922

Application Filing Date: Dec. 03, 2012

Register: Principal

Mark Type: Trademark, Service Mark

Status: New application will be assigned to an examining attorney approximately 3 months after filing date.

Status Date: Dec. 11, 2012

Mark Information

Mark Literal Elements: PINK

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Acquired Distinctiveness Claim: In whole

Related Properties Information

Claimed Ownership of US Registrations: [2820380,2992758,3502263](#),and others

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: Underwear, namely, bras, panties, boxer shorts, camisoles, and tights; sleepwear, namely, sleep shirts, pajamas, night gowns, and night shirts; activewear, namely, sweat pants, sweat shirts, sweat shorts, sweat suits, hooded sweat shirts, leggings, jogging suits, and yoga pants; swimwear; outerwear, namely, jackets, blazers, gloves and earmuffs; clothing, namely, socks, t-shirts, tank tops, shirts, blouses, halter tops, jeans, jean shorts, knit shirts, knit tops, pants, shorts, skirts, sweaters, camisoles, jerseys; footwear namely, slippers and booties; headwear, namely, hats and caps

International Class: 025 - Primary Class **U.S Class:** 022, 039
Class Status: ACTIVE
Basis: 1(a)
First Use: Jan. 2004 **Use in Commerce:** Jan. 2004

For: Retail store, catalog and on-line ordering services in the fields of personal care products and accessories, tote bags, travel bags, all-purpose bags, clutches, handbags, clothing and accessories; bonus incentive programs for customers

International Class: 035 - Primary Class **U.S Class:** 100, 101, 102
Class Status: ACTIVE
Basis: 1(a)
First Use: Jan. 2004 **Use in Commerce:** Jan. 2004

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: Victoria's Secret Stores Brand Management, Inc.

Owner Address: Four Limited Parkway
Reynoldsburg, OHIO 43068
UNITED STATES

Legal Entity Type: CORPORATION
State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Julia Anne Matheson, Whitney D. Cooke
Docket Number: 11907.0005

Correspondent

Correspondent Name/Address: JULIA ANNE MATHESON, WHITNEY D. COOKE
FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER, LL
901 NEW YORK AVE NW
WASHINGTON, DISTRICT OF COLUMBIA 20001-4432
UNITED STATES

Phone: 202.408.4000
Fax: 202.408.4400

Correspondent e-mail: docketing@finnegan.com
Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 11, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 06, 2012	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: NEW APPLICATION PROCESSING
Date in Location: Dec. 11, 2012

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Mark: PINK



US Serial Number: 85792915

Application Filing Date: Dec. 03, 2012

Register: Principal

Mark Type: Trademark, Service Mark

Status: New application will be assigned to an examining attorney approximately 3 months after filing date.

Status Date: Dec. 11, 2012

Mark Information

Mark Literal Elements: PINK

Standard Character Claim: No

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

Description of Mark: The mark consists of the word PINK in collegiate style font.

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

Acquired Distinctiveness Claim: In whole

Related Properties Information

Claimed Ownership of US Registrations: [2820380](#), [2992758](#), [3502263](#), and others

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: Underwear, namely, bras, panties, boxer shorts, camisoles, and tights; sleepwear, namely, sleep shirts, pajamas, night gowns, and night shirts; active wear, namely, sweat pants, sweat shirts, sweat shorts, sweat suits, hooded sweat shirts, leggings, jogging suits, and yoga pants; swimwear; outerwear, namely, jackets, blazers, gloves and earmuffs; clothing, namely, socks, t-shirts, tank tops, shirts, blouses, halter tops, jeans, jean shorts, knit shirts, knit tops, pants, shorts, skirts, sweaters, camisoles, jerseys; footwear namely, slippers and booties; headwear, namely, hats

International Class: 025 - Primary Class **U.S Class:** 022, 039
Class Status: ACTIVE
Basis: 1(a)
First Use: Jan. 2005 **Use in Commerce:** Jan. 2005

For: Retail store, catalog and on-line ordering services in the fields of personal care products and accessories, tote bags, travel bags, all-purpose bags, clutches, handbags, clothing and accessories; bonus incentive programs for customers

International Class: 035 - Primary Class **U.S Class:** 100, 101, 102
Class Status: ACTIVE
Basis: 1(a)
First Use: Jan. 2005 **Use in Commerce:** Jan. 2005

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: Victoria's Secret Stores Brand Management, Inc.
Four Limited Parkway
Owner Address: Reynoldsburg, OHIO 43068
UNITED STATES

Legal Entity Type: CORPORATION
State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Julia Anne Matheson, Whitney D. Cooke
Docket Number: 11907.0001

Correspondent

Correspondent Name/Address: JULIA ANNE MATHESON, WHITNEY D. COOKE
FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER, LL
901 NEW YORK AVE NW
WASHINGTON, DISTRICT OF COLUMBIA 20001-4432
UNITED STATES

Phone: 202.408.4000
Fax: 202.408.4400

Correspondent e-mail: docketing@finnegan.com
Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 11, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 06, 2012	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: NEW APPLICATION PROCESSING
Date in Location: Dec. 11, 2012

EXHIBIT B

PINK



ENDS TOMORROW! FREE 2ND DAY EXPRESS DELIVERY

when you spend \$100. Use code SHIP2DAY. See Details >



The Gift List

- Presents, Please!
- Lounge Faves
- Stocking Stuffers & Tech Toys
- Backpacks
- Bling It On
- 2/\$28 & 2/\$40 PINK Favorites
- Shop by Price >
- Gift Cards

Features

- New Arrivals
- I Want It All!
- Limited Edition Collection

Tops

- All Tops
- Hoodies & Pullovers
- Tees & Tanks

Bottoms

- All Bottoms
- Sweats
- Yoga

PINK Loves Yoga

Panties

- 5/\$26 Styles
- 3/\$30 No Show Styles
- Shop by Style

Bras

- All Bras
- Bandeaus & Bralettes
- Softest Bra Ever!
- PINK Flirt Collection
- 2/\$42 Wear Everywhere Bras
- Bras 101

Travel & Accessories

PINK Your Room

Beauty

PINK NFL Collection

- Winning Looks
- Shop by Team
- 30% Off Styles

PINK MLB® Collection

- Gift Sets

PINK Collegiate Collection

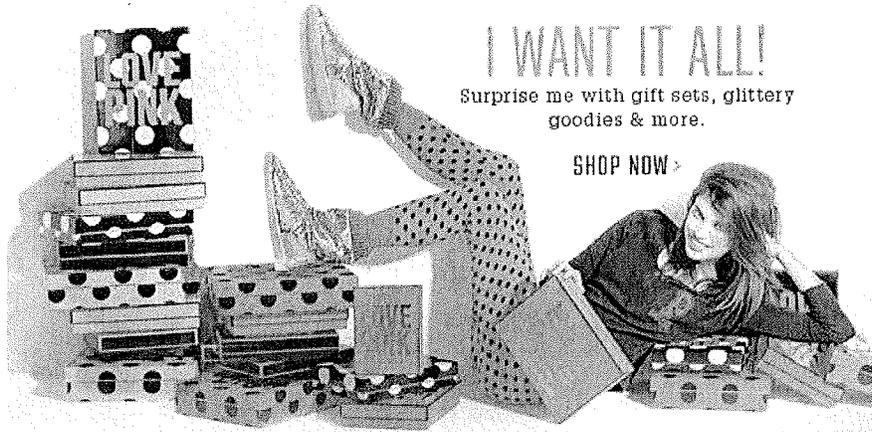
- Winning Looks
- Shop by School
- 30% Off Styles

PINK Nation



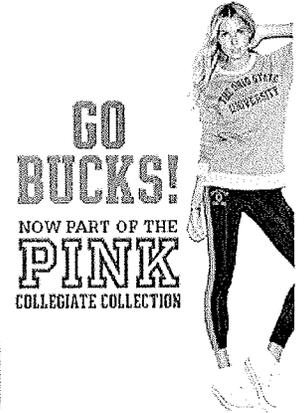
FEEL THE LOVE
NEW! EXTRA COZY FLEECE

SHOP NOW >



I WANT IT ALL!
Surprise me with gift sets, glittery goodies & more.

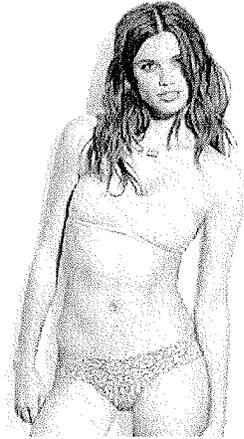
SHOP NOW >



GO BUCKS!
NOW PART OF THE PINK COLLEGIATE COLLECTION

PANTIES, PLEASE! 5 FOR \$26

You can never have enough.



BLING IT ON

Sequins & sparkles make everything better.



PINK NFL COLLECTION

Get in the gifting game!



- Join Now
- PINK Hearts
- WOW Pics
- Bandeau Vote Off
- Party with PINK
- Get the PINK Nation App

WHAT WE'RE LOVING NOW

BRAS PANTIES ACCESSORIES



Wear Everywhere
Push-Up Bra
\$29.50 or Special 2/\$42



Lace Bralette
\$24.50

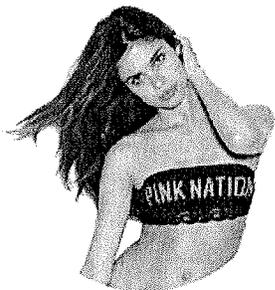


Lace Bandeau
\$19.50 or Special 2/\$28



Wear Everywhere
Lightly Lined Bra
\$29.50 or Special 2/\$42

PINK NATION



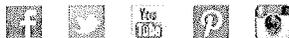
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Already dreaming of Spring Break?
Get the party started by voting for the
bandeau every PINK Nation girl will be
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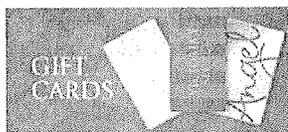


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Popular: Lingerie Dresses Uggs Sweaterdress Sport

Facebook

PINK



The Gift List

- [Presents, Please!](#)
- [Lounge Faves](#)
- [Stocking Stuffers & Tech Toys](#)
- [Backpacks](#)
- [Bling It On](#)
- [2/\\$28 & 2/\\$40 PINK Favorites](#)
- [Shop by Price >](#)
- [Gift Cards](#)

Features

- [New Arrivals](#)
- [I Want It All!](#)
- [Limited Edition Collection](#)

Tops

- [All Tops](#)
- [Hoodies & Pullovers](#)
- [Tees & Tanks](#)

Bottoms

- [All Bottoms](#)
- [Sweats](#)
- [Yoga](#)

PINK Loves Yoga

Panties

- [5/\\$26 Styles](#)
- [3/\\$30 No Show Styles](#)
- [Shop by Style](#)

Bras

- [All Bras](#)
- [Bandeaus & Bralettes](#)
- [Softest Bra Ever!](#)
- [PINK Flirt Collection](#)
- [2/\\$42 Wear Everywhere Bras](#)
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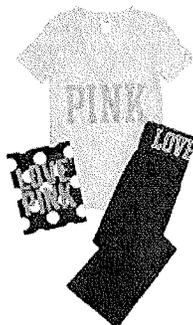
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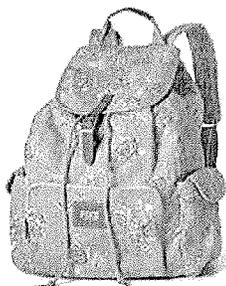
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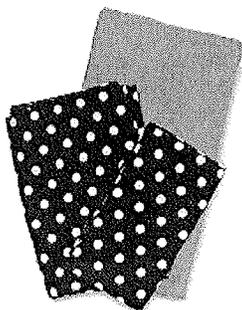


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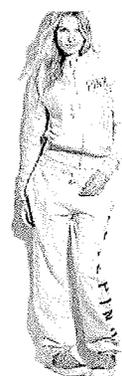
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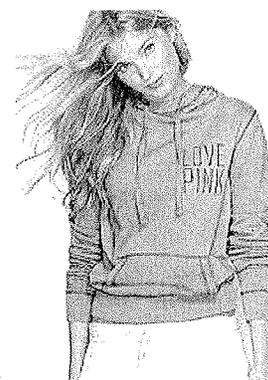
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