

ESTTA Tracking number: **ESTTA558349**

Filing date: **09/09/2013**

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	Color Image Apparel, Inc.		
Entity	Corporation	Citizenship	California
Address	6670 Flotilla Street Commerce, CA 90040 UNITED STATES		

Attorney information	Lindsay J. Hulley Rutan & Tucker, LLP 611 Anton Boulevard Suite 1400 Costa Mesa, CA 92626 UNITED STATES lhulley@rutan.com, trademarks@rutan.com Phone:714-641-5100		
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### Applicant Information

Application No	85817911	Publication date	09/03/2013
Opposition Filing Date	09/09/2013	Opposition Period Ends	10/03/2013
Applicant	Romero Warner, Elena M P.O. Box 689, 102 W MAIN ST NEW ALBANY, OH 430549142 UNITED STATES		

### Goods/Services Affected by Opposition

Class 025. First Use: 2012/06/12 First Use In Commerce: 2012/08/01  
All goods and services in the class are opposed, namely: Athletic uniforms; Infant and toddler one piece clothing; Leotards; One-piece garments for children

### 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.	2668441	Application Date	09/04/2001
Registration Date	12/31/2002	Foreign Priority Date	NONE
Word Mark	BELLA		
Design Mark			
Description of Mark	NONE		

Goods/Services	Class 025. First use: First Use: 2000/01/01 First Use In Commerce: 2000/01/01 Garments, namely cotton T-shirts and Tops		
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U.S. Registration No.	2895709	Application Date	09/28/2003
Registration Date	10/19/2004	Foreign Priority Date	NONE
Word Mark	BELLA		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2000/01/01 First Use In Commerce: 2000/01/01 [ MEN'S, ] WOMEN'S AND CHILDREN'S CLOTHING, namely, [ JEANS, ] DRESSES, SKIRTS, [ MINISKIRTS, ] SHORTS, PANTS, [ SLACKS, TROUSERS, SUITS, PANTSUITS, ] JACKETS, SWEATERS, [ CARDIGANS, PULLOVERS, COATS, SPORT COATS, BLOUSES, VESTS, BLAZERS, OVERALLS, ] SWEATSHIRTS, SWEATPANTS, [ SWEATSHORTS, ] SWEATSUITS, SHIRTS, [ POLO SHIRTS, ] KNIT SHIRTS, SPORT SHIRTS, TEE-SHIRTS, COTTON SHIRTS, TOPS, TANK-TOPS, [ HALTER TOPS, ] KNIT TOPS, [ WOVEN TOPS, BODYSUITS, ] CAMISOLES [ , PAJAMAS, JUMPSUITS, SWIM SUITS, SWIMWEAR, SOCKS, GLOVES; CLOTHING ACCESSORIES, namely, BELTS, SCARVES, HATS, CAPS AND VISORS; FOOTWEAR, namely, LOAFERS, ESPADRILLES, SANDALS, THONGS, MULES, PUMPS, ATHLETIC SHOES, SLIPPERS, BOOTS, BEACH FOOTWEAR ]		

U.S. Registration No.	3158111	Application Date	11/14/2005
Registration Date	10/17/2006	Foreign Priority Date	NONE
Word Mark	BELLA GIRL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2002/08/07 First Use In Commerce: 2002/08/07 girls clothing, namely knit tops and bottoms, fleece tops and bottoms, basic tops and bottoms, tank tops, short sleeve tops and shirts, long sleeve tops and shirts, spaghetti strap tank tops		

U.S. Registration No.	3250727	Application Date	11/14/2005
Registration Date	06/12/2007	Foreign Priority Date	NONE
Word Mark	BELLA BABY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2005/09/00 First Use In Commerce: 2005/09/00 clothing for newborns and infants, namely knit tops and bottoms, fleece tops and bottoms, basic tops and bottoms, one-piece garments with feet, hats, cloth bibs, tank tops, short-sleeve shirts and tops, long-sleeve shirts and tops, and spaghetti strap tank tops		

U.S. Registration No.	3293659	Application Date	11/29/2005
Registration Date	09/18/2007	Foreign Priority Date	NONE
Word Mark	BELLA BABY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2005/09/00 First Use In Commerce: 2005/09/00 clothing for newborns and infants, namely knit tops and bottoms, fleece tops and bottoms, basic tops and bottoms, one-piece garments with feet, hats, cloth bibs, tank tops, short-sleeve shirts and tops, long-sleeve shirts and tops, and spaghetti strap tank tops		

U.S. Registration No.	3519794	Application Date	03/17/2008
Registration Date	10/21/2008	Foreign Priority Date	NONE
Word Mark	BELLA		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2000/01/01 First Use In Commerce: 2000/01/01 Women's clothing, namely, tee shirts, short sleeve shirts, long sleeve shirts, tank tops, fleece tops, fleece pants, shirts, pants, yoga pants, capri pants, shorts, bras, underwear, camisoles, sweatshirts, polo shirts, and jackets		

U.S. Registration No.	3967706	Application Date	04/21/2010
Registration Date	05/24/2011	Foreign Priority Date	NONE
Word Mark	BELLA LUXX		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2011/04/06 First Use In Commerce: 2011/04/06 Women's clothing, namely, tee shirts, short sleeve shirts, long sleeve shirts, tank tops, shirts, dresses		

U.S. Registration No.	4116227	Application Date	04/18/2011
Registration Date	03/20/2012	Foreign Priority Date	NONE
Word Mark	BELLA LUXX		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2011/10/10 First Use In Commerce: 2011/10/11 Online retail and wholesale store services featuring clothing		

U.S. Registration No.	4163125	Application Date	10/19/2010
Registration Date	06/26/2012	Foreign Priority Date	NONE
Word Mark	BELLA		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2001/04/11 First Use In Commerce: 2001/04/24 Online retail and wholesale store services featuring clothing		

U.S. Registration No.	4255236	Application Date	01/13/2012
Registration Date	12/04/2012	Foreign Priority Date	NONE
Word Mark	BELLABABY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2012/10/23 First Use In Commerce: 2012/10/23 Clothing for newborns and infants, namely, shirts, one-piece garments, hats, and bibs		

U.S. Registration No.	4259037	Application Date	12/05/2011
Registration Date	12/11/2012	Foreign Priority Date	NONE
Word Mark	BELLA MISSY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2012/10/24 First Use In Commerce: 2012/10/24 Women's clothing, namely, tee shirts, short sleeve shirts, long sleeve shirts, tank tops		

U.S. Registration No.	4259038	Application Date	12/05/2011
Registration Date	12/11/2012	Foreign Priority Date	NONE
Word Mark	BELLA GIRL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2012/10/23 First Use In Commerce: 2012/10/23 Girls clothing, namely, knit tops and bottoms, fleece tops and bottoms, basic tops and bottoms, tank tops, short sleeve tops and shirts, long sleeve tops and shirts, spaghetti strap tank tops		

U.S. Registration No.	4262459	Application Date	12/05/2011
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Registration Date	12/18/2012	Foreign Priority Date	NONE
Word Mark	BELLA MISSY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2012/10/24 First Use In Commerce: 2012/10/24 Women's clothing, namely, tee shirts, short sleeve shirts, long sleeve shirts, tank tops		

Attachments	BELLA SOPHIA Notice of Opposition.pdf(87459 bytes ) CIA Registrations.pdf(2513854 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	/Lindsay J. Hulley/
Name	Lindsay J. Hulley
Date	09/09/2013

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

In the Matter of Application Serial No.: 85/817,911  
For the Trademark: BELLA SOPHIA  
Published in the Official Gazette on September 3,  
2013

Color Image Apparel, Inc.,

Opposer,

v.

Elena M. Romero Warner,

Applicant.

Opposition No. TO BE ASSIGNED

**NOTICE OF OPPOSITION**

Opposer, Color Image Apparel, Inc, a California corporation having a place of business at 6670 Flotilla Street, Commerce, California 90040 (hereinafter "Opposer") believes that it will be damaged by registration of the mark BELLA SOPHIA shown in Application Serial No. 85/817,911 ("Application"), as published in the Official Gazette on September 3, 2013 and hereby opposes the same.

As grounds for the Opposition, it is alleged that:

1. Applicant Elena M. Romero Warner ("Applicant") filed the Application on or about January 8, 2013, claiming use of the mark BELLA SOPHIA ("Applicant's Mark") in connection with, "Athletic uniforms; Infant and toddler one piece clothing; Leotards; One-piece garments for children" in International Class 25, and a date of first use of June 12, 2012.

2. Opposer is now and for many years past has been engaged in the manufacture, marketing and sale of apparel for men, women and children.

3. For more than thirteen years and since at least as early as January 1, 2000, Opposer adopted and has used the trademark BELLA on and in connection with its goods and services.

4. For more than thirteen years, Opposer has drawn upon the goodwill and public recognition of its BELLA mark by adopting and using this mark to signify its high quality goods and services.

5. Opposer's BELLA mark has been conspicuously applied to and used in conjunction with Opposer's goods and services, and said goods and services so marked have been extensively distributed, advertised, promoted and sold in interstate commerce in the United States.

6. For more than thirteen years, Opposer has widely and extensively advertised and promoted its goods and services such that the public and trade recognize that these products and services emanate from one source, i.e., Color Image Apparel, Inc.

7. By virtue of Opposer's extensive advertising, promotion, and sales of its goods and services under its BELLA mark, the public and trade have come to rely upon Opposer's BELLA mark to identify Opposer's superior products and services and distinguish them from the products and services of others. The BELLA mark has come to represent an extremely valuable goodwill belonging exclusively to Opposer.

8. Opposer has long maintained registrations incorporating the word BELLA for clothing in the United States Patent and Trademark Office (the "USPTO") for its goods and services. Among said registrations owned by Opposer (collectively, the BELLA Marks") are:

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Class</u>
BELLA	2,668,441	December 31, 2002	25
BELLA	2,895,709	October 19, 2004	25
BELLA GIRL	3,158,111	October 17, 2006	25
BELLA BABY	3,250,727	June 12, 2007	25
BELLA BABY	3,293,659	September 18, 2007	25

BELLA	3,519,794	October 21, 2008	25
BELLA LUXX	3,967,706	May 24, 2011	25
BELLA LUXX	4,116,227	March 20, 2012	35
BELLA	4,163,125	June 26, 2012	35
BELLA BABY	4,255,236	December 4, 2012	25
BELLA MISSY	4,259,037	December 11, 2012	25
BELLA GIRL	4,259,038	December 11, 2012	25
BELLA MISSY	4,262,459	December 18, 2012	25

9. The registrations for said BELLA Marks are valid and subsisting, and are owned by Opposer together with the business and goodwill connected therewith. Copies of the certificates of registration for the Bella Marks are attached hereto as Exhibit A.

10. On information and belief, Applicant is using or intends to use Applicant's Mark in conjunction with goods and/or services that are or will be, marketed, advertised, promoted, and sold through identical or similar channels of trade, and ultimately to the same kinds of customers as Opposer's goods and services are marketed, promoted, and sold under its BELLA Marks.

11. Because of the extensive use of Opposer's BELLA Marks, consumers and the trade have come to associate the word "BELLA" with Opposer and Opposer's goods and services such that Applicant's use of Applicant's Mark on or with substantially similar goods and/or services is likely to create the erroneous impression that Applicant's goods and/or services originate with Opposer or are licensed, sponsored or approved by Opposer or are in some way endorsed by or connected with Opposer's business of selling goods and services under its BELLA Marks.

12. Applicant's Mark is confusingly similar to the marks owned by Opposer, therefore, denying to Opposer the benefits of its BELLA Marks in excluding confusingly similar uses.

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13. Thus, when applied to Applicant's goods and/or services, Applicant's Mark is likely to cause confusion, to cause mistake, and to deceive consumers as to the origin, sponsorship and approval of Applicant's goods and/or services with consequent injury to Opposer, to the public and to the trade.

14. Opposer will be damaged by the registration sought herein by Applicant because such registration will support and assist Applicant in the confusing and misleading use of Applicant's Mark, and will give color of exclusive statutory rights in Applicant in violation and derogation of the prior and superior rights of Opposer.

15. The Trademark Trial and Appeal Board has authority under 15 U.S.C. § 1068 to refuse to register Applicant's Mark.

WHEREFORE, Opposer believes and avers that it will be damaged by registration of Applicant's Mark and prays that Application Serial No. 85/817,911 be denied registration, and that this Opposition be sustained in favor of Opposer.

Please recognize Lindsay J. Hulley and the law firm of Rutan & Tucker, LLP, as attorneys for Opposer in this proceeding and address all communications to Ms. Hulley at the address below.

This Notice of Opposition is being submitted electronically through ESTTA. The required fee is authorized to be charged against the Deposit Account of the Attorney for Opposer.

Dated: September 9, 2013

Respectfully submitted,

/Lindsay J. Hulley/  
Lindsay J. Hulley  
RUTAN & TUCKER, LLP  
611 Anton Boulevard, Suite 1400  
Costa Mesa, California 92626  
(714) 641-5100  
lhulley@rutan.com  
Attorneys for Opposer,  
COLOR IMAGE APPAREL, INC.

**CERTIFICATE OF SERVICE**

The undersigned hereby certifies that she is one of the attorneys for Opposer Color Image Apparel, Inc., in the above-captioned Opposition proceeding and that on the date which appears below, she caused a copy of the foregoing **NOTICE OF OPPOSITION** to be served on the following with the United States Postal Service with fully pre-paid postage by first class mail service:

**Applicant:**

Elena M. Romero Warner  
P.O. Box 689  
102 West Main Street  
New Albany, Ohio 43054-9142

Dated: September 9, 2013  
Costa Mesa, California

/Lindsay J. Hulley/  
Lindsay J. Hulley

**EXHIBIT A**

**Int. Cl.: 25**

**Prior U.S. Cls.: 22 and 39**

**Reg. No. 2,668,441**

**United States Patent and Trademark Office**

**Registered Dec. 31, 2002**

**TRADEMARK  
PRINCIPAL REGISTER**

**bella**

**COLOR IMAGE APPAREL, INC. (CALIFORNIA  
CORPORATION)  
601 WALSH AVENUE  
SANTA CLARA, CA 95050**

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

**SER. NO. 76-308,113, FILED 9-4-2001.**

**FOR: GARMENTS, NAMELY COTTON T-SHIRTS  
AND TOPS, IN CLASS 25 (U.S. CLS. 22 AND 39).**

**AMOS T. MATTHEWS, JR., EXAMINING ATTOR-  
NEY**

**Int. Cl.: 25**

**Prior U.S. Cls.: 22 and 39**

**United States Patent and Trademark Office**

**Reg. No. 2,895,709**

Registered Oct. 19, 2004

**TRADEMARK  
PRINCIPAL REGISTER**

**BELLA**

COLOR IMAGE APPAREL, INC. (CALIFORNIA CORPORATION)  
6670 FLOTILLA STREET  
COMMERCE, CA 90040

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING, NAMELY JEANS, DRESSES, SKIRTS, MINISKIRTS, SHORTS, PANTS, SLACKS, TROUSERS, SUITS, PANTSUITS, JACKETS, SWEATERS, CARDIGANS, PULLOVERS, COATS, SPORT COATS, BLOUSES, VESTS, BLAZERS, OVERALLS, SWEATSHIRTS, SWEATPANTS, SWEATSHORTS, SWEATSUITS, SHIRTS, POLO SHIRTS, KNIT SHIRTS, SPORT SHIRTS, TEE-SHIRTS, COTTON SHIRTS, TOPS, TANK-TOPS, HALTER TOPS, KNIT TOPS, WOVEN TOPS, BODYSUITS, CAMISOLES, PAJAMAS, JUMPSUITS, SWIM SUITS, SWIMWEAR, SOCKS, GLOVES; CLOTHING ACCESSORIES

NAMELY BELTS, SCARVES, HATS, CAPS AND VISORS; FOOTWEAR, NAMELY LOAFERS, ESPADRILLES, SANDALS, THONGS, MULES, PUMPS, ATHLETIC SHOES, SLIPPERS, BOOTS, BEACH FOOTWEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).

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

OWNER OF U.S. REG. NO. 2,668,441.

THE ENGLISH TRANSLATION OF "BELLA" IS "BEAUTIFUL".

SER. NO. 78-306,447, FILED 9-28-2003.

MATTHEW PAPPAS, EXAMINING ATTORNEY

**Int. Cl.: 25**

**Prior U.S. Cls.: 22 and 39**

**United States Patent and Trademark Office**

**Reg. No. 3,158,111**

**Registered Oct. 17, 2006**

**TRADEMARK  
PRINCIPAL REGISTER**

**BELLA GIRL**

COLOR IMAGE APPAREL, INC. (CALIFORNIA CORPORATION)  
6670 FLOTILLA STREET  
COMMERCE, CA 90040

OWNER OF U.S. REG. NOS. 2,668,441 AND 2,895,709.

FOR: GIRLS CLOTHING, NAMELY KNIT TOPS AND BOTTOMS, FLEECE TOPS AND BOTTOMS, BASIC TOPS AND BOTTOMS, TANK TOPS, SHORT SLEEVE TOPS AND SHIRTS, LONG SLEEVE TOPS AND SHIRTS, SPAGHETTI STRAP TANK TOPS, IN CLASS 25 (U.S. CLS. 22 AND 39).

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

FIRST USE 8-7-2002; IN COMMERCE 8-7-2002.

THE ENGLISH TRANSLATION OF THE WORD "BELLA" IN THE MARK IS "BEAUTIFUL".

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

SER. NO. 78-753,725, FILED 11-14-2005.

ADA HAN, EXAMINING ATTORNEY

**Int. Cl.: 25**

**Prior U.S. Cls.: 22 and 39**

**United States Patent and Trademark Office**

**Reg. No. 3,250,727**

Registered June 12, 2007

**TRADEMARK  
PRINCIPAL REGISTER**

**BELLA BABY**

COLOR IMAGE APPAREL, INC. (CALIFORNIA CORPORATION)

6670 FLOTILLA STREET

COMMERCE, CA 90040

FOR: CLOTHING FOR NEWBORNS AND INFANTS, NAMELY KNIT TOPS AND BOTTOMS, FLEECE TOPS AND BOTTOMS, BASIC TOPS AND BOTTOMS, ONE-PIECE GARMENTS WITH FEET, HATS, CLOTH BIBS, TANK TOPS, SHORT-SLEEVE SHIRTS AND TOPS, LONG-SLEEVE SHIRTS AND TOPS, AND SPAGHETTI STRAP TANK TOPS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 9-0-2005; IN COMMERCE 9-0-2005.

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

OWNER OF U.S. REG. NOS. 2,668,441 AND 2,895,709.

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

THE ENGLISH TRANSLATION OF THE FOREIGN WORDING "BELLA" IS "BEAUTIFUL".

SER. NO. 78-753,670, FILED 11-14-2005.

ADA HAN, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,293,659

Registered Sep. 18, 2007

TRADEMARK  
PRINCIPAL REGISTER

COLOR IMAGE APPAREL, INC. (CALIFORNIA CORPORATION)  
6670 FLOTILLA STREET  
COMMERCE, CA 90040

FOR: CLOTHING FOR NEWBORNS AND INFANTS, NAMELY KNIT TOPS AND BOTTOMS, FLEECE TOPS AND BOTTOMS, BASIC TOPS AND BOTTOMS, ONE-PIECE GARMENTS WITH FEET, HATS, CLOTH BIBS, TANK TOPS, SHORT-SLEEVE SHIRTS AND TOPS, LONG-SLEEVE SHIRTS AND TOPS, AND SPAGHETTI STRAP TANK TOPS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 9-0-2005; IN COMMERCE 9-0-2005.

OWNER OF U.S. REG. NOS. 2,668,441 AND 2,895,709.

THE ENGLISH TRANSLATION OF THE FOREIGN WORDING "BELLA" IS "BEAUTIFUL".

SER. NO. 78-763,045, FILED 11-29-2005.

ADA HAN, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,519,794

Registered Oct. 21, 2008

TRADEMARK  
PRINCIPAL REGISTER

BELLA

COLOR IMAGE APPAREL, INC. (CALIFORNIA CORPORATION)  
6670 FLOTILLA STREET  
COMMERCE, CA 90040

FOR: WOMEN'S CLOTHING, NAMELY, TEE SHIRTS, SHORT SLEEVE SHIRTS, LONG SLEEVE SHIRTS, TANK TOPS, FLEECE TOPS, FLEECE PANTS, SHIRTS, PANTS, YOGA PANTS, CAPRI PANTS, SHORTS, BRAS, UNDERWEAR, CAMISOLES, SWEATSHIRTS, POLO SHIRTS, AND JACKETS, IN CLASS 25 (U.S. CLS. 22 AND 39).

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

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

OWNER OF U.S. REG. NOS. 3,158,111, 3,293,659 AND OTHERS.

THE ENGLISH TRANSLATION OF THE WORD "BELLA" IN THE MARK IS "BEAUTIFUL".

SER. NO. 77-423,400, FILED 3-17-2008.

LYDIA BELZER, EXAMINING ATTORNEY

# United States of America

United States Patent and Trademark Office

## BELLA LUXX

**Reg. No. 3,967,706**

**Registered May 24, 2011**

**Int. Cl.: 25**

**TRADEMARK**

**PRINCIPAL REGISTER**

COLOR IMAGE APPAREL, INC. (CALIFORNIA CORPORATION)  
6670 FLOTILLA STREET  
COMMERCE, CA 90040

FOR: WOMEN'S CLOTHING, NAMELY, TEE SHIRTS, SHORT SLEEVE SHIRTS, LONG SLEEVE SHIRTS, TANK TOPS, SHIRTS, DRESSES, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 4-6-2011; IN COMMERCE 4-6-2011.

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

OWNER OF U.S. REG. NOS. 3,158,111, 3,519,794, AND OTHERS.

THE ENGLISH TRANSLATION OF THE WORD "BELLA" IN THE MARK IS "BEAUTIFUL".

SN 85-019,598, FILED 4-21-2010.

DANNEAN HETZEL, EXAMINING ATTORNEY



*David J. Kyfos*

Director of the United States Patent and Trademark Office

**United States of America**  
United States Patent and Trademark Office

**BELLA LUXX**

**Reg. No. 4,116,227**

COLOR IMAGE APPAREL, INC. (CALIFORNIA CORPORATION)

**Registered Mar. 20, 2012**

6670 FLOTILLA STREET  
COMMERCE, CA 90040

**Int. Cl.: 35**

FOR: ONLINE RETAIL AND WHOLESALE STORE SERVICES FEATURING CLOTHING,  
IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

**SERVICE MARK**

FIRST USE 10-10-2011; IN COMMERCE 10-11-2011.

**PRINCIPAL REGISTER**

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

OWNER OF U.S. REG. NO. 3,967,706.

THE ENGLISH TRANSLATION OF "BELLA" IN THE MARK IS "BEAUTIFUL".

SN 85-297,573, FILED 4-18-2011.

MICHAEL SOUDERS, EXAMINING ATTORNEY



*David J. Kyffers*

Director of the United States Patent and Trademark Office

**United States of America**  
United States Patent and Trademark Office

**BELLA**

**Reg. No. 4,163,125**

COLOR IMAGE APPAREL, INC. (CALIFORNIA CORPORATION)  
6670 FLOTILLA STREET  
COMMERCE, CA 90040

**Registered June 26, 2012**

**Int. Cl.: 35**

FOR: ONLINE RETAIL AND WHOLESALE STORE SERVICES FEATURING CLOTHING,  
IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

**SERVICE MARK**

FIRST USE 4-11-2001; IN COMMERCE 4-24-2001.

**PRINCIPAL REGISTER**

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

SER. NO. 85-156,401, FILED 10-19-2010.

SEAN CROWLEY, EXAMINING ATTORNEY



*David J. Kyffers*

Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

BELLA<sub>B</sub>ABY

**Reg. No. 4,255,236**

COLOR IMAGE APPAREL, INC. (CALIFORNIA CORPORATION)  
6670 FLOTILLA STREET  
COMMERCE, CA 90040

**Registered Dec. 4, 2012**

**Int. Cl.: 25**

FOR: CLOTHING FOR NEWBORNS AND INFANTS, NAMELY, SHIRTS, ONE-PIECE GARMENTS, HATS, AND BIBS, IN CLASS 25 (U.S. CLS. 22 AND 39).

**TRADEMARK**

FIRST USE 10-23-2012; IN COMMERCE 10-23-2012.

**PRINCIPAL REGISTER**

OWNER OF U.S. REG. NOS. 3,250,727, 3,519,794, AND OTHERS.

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

THE ENGLISH TRANSLATION OF THE WORD "BELLA" IN THE MARK IS "BEAUTIFUL".

SN 85-516,044, FILED 1-13-2012.

ELLEN BURNS, EXAMINING ATTORNEY



*David J. Kyffers*

Director of the United States Patent and Trademark Office

**United States of America**  
United States Patent and Trademark Office

**BELLA MISSY**

**Reg. No. 4,259,037**

COLOR IMAGE APPAREL, INC. (CALIFORNIA CORPORATION)  
6670 FLOTILLA STREET  
COMMERCE, CA 90040

**Registered Dec. 11, 2012**

**Int. Cl.: 25**

FOR: WOMEN'S CLOTHING, NAMELY, TEE SHIRTS, SHORT SLEEVE SHIRTS, LONG SLEEVE SHIRTS, TANK TOPS, IN CLASS 25 (U.S. CLS. 22 AND 39).

**TRADEMARK**

FIRST USE 10-24-2012; IN COMMERCE 10-24-2012.

**PRINCIPAL REGISTER**

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

OWNER OF U.S. REG. NOS. 2,668,441, 3,519,794, AND OTHERS.

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

THE ENGLISH TRANSLATION OF THE WORD "BELLA" IN THE MARK IS BEAUTIFUL.

SN 85-487,399, FILED 12-5-2011.

ELLEN BURNS, EXAMINING ATTORNEY



*David J. Kyffers*

Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

BELLA<sub>G</sub>IRL

**Reg. No. 4,259,038**

**Registered Dec. 11, 2012**

**Int. Cl.: 25**

**TRADEMARK**

**PRINCIPAL REGISTER**

COLOR IMAGE APPAREL, INC. (CALIFORNIA CORPORATION)  
6670 FLOTILLA STREET  
COMMERCE, CA 90040

FOR: GIRLS CLOTHING, NAMELY, KNIT TOPS AND BOTTOMS, FLEECE TOPS AND BOTTOMS, BASIC TOPS AND BOTTOMS, TANK TOPS, SHORT SLEEVE TOPS AND SHIRTS, LONG SLEEVE TOPS AND SHIRTS, SPAGHETTI STRAP TANK TOPS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 10-23-2012; IN COMMERCE 10-23-2012.

OWNER OF U.S. REG. NOS. 2,895,709, 3,519,794, AND OTHERS.

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

THE ENGLISH TRANSLATION OF THE WORD "BELLA" IN THE MARK IS BEAUTIFUL.

SN 85-487,403, FILED 12-5-2011.

ELLEN BURNS, EXAMINING ATTORNEY



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Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

BELLA<sub>MISSY</sub>

**Reg. No. 4,262,459**

COLOR IMAGE APPAREL, INC. (CALIFORNIA CORPORATION)  
6670 FLOTILLA STREET  
COMMERCE, CA 90040

**Registered Dec. 18, 2012**

**Int. Cl.: 25**

FOR: WOMEN'S CLOTHING, NAMELY, TEE SHIRTS, SHORT SLEEVE SHIRTS, LONG SLEEVE SHIRTS, TANK TOPS, IN CLASS 25 (U.S. CLS. 22 AND 39).

**TRADEMARK**

FIRST USE 10-24-2012; IN COMMERCE 10-24-2012.

**PRINCIPAL REGISTER**

OWNER OF U.S. REG. NOS. 2,668,441, 3,519,794, AND OTHERS.

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

THE ENGLISH TRANSLATION OF THE WORD "BELLA" IN THE MARK IS BEAUTIFUL.

SN 85-487,405, FILED 12-5-2011.

ELLEN BURNS, EXAMINING ATTORNEY



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