

ESTTA Tracking number: **ESTTA588136**

Filing date: **02/19/2014**

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 Brand Management, Inc.		
Entity	Corporation	Citizenship	Delaware
Address	Three Limited Parkway Reynoldsburg, OH 43068 UNITED STATES		

Attorney information	Kevin Parks Leydig, Voit & Mayer, Ltd. Two Prudential Plaza, 180 N. Stetson Ave Suite 4900 Chicago, IL 60601 UNITED STATES kpark@leydig.com, mzimmermann@leydig.com Phone:312-616-5600		
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Applicant Information

Application No	86050494	Publication date	01/21/2014
Opposition Filing Date	02/19/2014	Opposition Period Ends	02/20/2014
Applicant	DARVICK ENTERPRISES LIMITED Flat 21-24, Block B, 9/F. Hung Hom, Kowloon, HKX HKX		

Goods/Services Affected by Opposition

Class 025. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Jackets; Pants; Pyjamas; Shirts; Skirts; Sports jerseys; Tee shirts; Trousers; Vests

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.	3234287	Application Date	04/28/2004
Registration Date	04/24/2007	Foreign Priority Date	NONE

Word Mark	PINK DOG		
Design Mark	Pink Dog		
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2006/11/09 First Use In Commerce: 2006/11/09 shirts, belts, hats		

U.S. Registration No.	3386282	Application Date	03/08/2005
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Registration Date	02/19/2008	Foreign Priority Date	NONE
Word Mark	PHI BETA PINK		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 024. First use: First Use: 2005/10/12 First Use In Commerce: 2005/10/12 pillows Class 025. First use: First Use: 2005/10/12 First Use In Commerce: 2005/10/12 clothing, namely, boxer shorts, panties, shirts, sleepwear and t-shirts		

U.S. Registration No.	3665102	Application Date	09/26/2005
Registration Date	08/04/2009	Foreign Priority Date	NONE
Word Mark	PINK UNIVERSITY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 2006/06/06 First Use In Commerce: 2006/06/06 BLANK WRITING JOURNALS Class 018. First use: First Use: 2006/06/06 First Use In Commerce: 2006/06/06 TOTE BAGS, TRAVEL BAGS, PURSES, CLUTCHES, COSMETIC BAGS SOLD EMPTY, ALL PURPOSECARRYING BAGS, BEACH BAGS Class 025. First use: First Use: 2006/06/06 First Use In Commerce: 2006/06/06 PANTS, ROBES, SOCKS, VESTS, JACKETS, BRAS, PANTIES, T-SHIRTS, TANK TOPS, SWEAT PANTS, SLEEPWEAR, SHIRTS, BOXERS, SCARVES, HATS, BATHROBES, BEACH COVER-UPS, BELTS, BLAZERS, BLOUSES, BOXER SHORTS, CAMISOLES, CAPS, COATS, DRESSES, GLOVES, GOWNS, HALTER TOPS, HEADBANDS, JACKETS, JEANS, JOGGING SUITS, KNIT SHIRTS, KNIT TOPS, MITTENS, NIGHT GOWNS, NIGHT SHIRTS, PAJAMAS, SHORTS, SKIRTS, SLACKS, SUITS, SWEAT PANTS,		

	SWEAT SHIRTS, SWEAT SHORTS, SWEAT SUITS, SWEATERS, SWIMSUITS, T-SHIRTS, TANK TOPS, TIGHTS, AND VESTS
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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.	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.	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.	3993100	Application Date	11/17/2010
Registration Date	07/12/2011	Foreign Priority Date	NONE
Word Mark	I ONLY SLEEP IN PINK		
Design Mark	I ONLY SLEEP IN PINK		
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2007/09/18 First Use In Commerce: 2007/09/18 Boxer shorts; Camisoles; Leggings; Nightshirts; Pajamas; Pants; Robes; Sleep shirts; Sleepwear; Slipper socks; Slippers; Sweatpants; T-shirts; Tank tops		

U.S. Registration No.	4376668	Application Date	09/22/2008
Registration Date	07/30/2013	Foreign Priority Date	NONE
Word Mark	PINK COLLEGIATE COLLECTION		

Design Mark	PINK COLLEGIATE COLLECTION
Description of Mark	NONE
Goods/Services	Class 025. First use: First Use: 2008/08/00 First Use In Commerce: 2008/08/00 PANTS; SHORTS; SWEAT PANTS; SWEAT SHIRTS; SWEAT SHORTS; JACKETS; T-SHIRTS; TANKTOPS; YOGA PANTS; HOODED SWEAT SHIRTS Class 035. First use: First Use: 2008/08/00 First Use In Commerce: 2008/08/00 RETAIL STORES SERVICES, MAIL ORDER CATALOG SERVICES, AND ON- LINE RETAIL STORE SERVICES ALL IN THE FIELD OF CLOTHING ANDACCESSORIES

U.S. Registration No.	4412345	Application Date	12/16/2011
Registration Date	10/01/2013	Foreign Priority Date	NONE
Word Mark	PINK CAMPUS		
Design Mark	PINK CAMPUS		
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2012/08/00 First Use In Commerce: 2012/08/00 bras		

Attachments	76976203#TMSN.gif(bytes) 76200191#TMSN.gif(bytes) 78409849#TMSN.jpeg(bytes) 78582428#TMSN.jpeg(bytes) 78720294#TMSN.jpeg(bytes) 78720303#TMSN.jpeg(bytes) 77583183#TMSN.jpeg(bytes) 85159962#TMSN.jpeg(bytes) 85178633#TMSN.jpeg(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	/Michelle L. Zimmermann/
Name	Michelle L. Zimmermann
Date	02/19/2014

**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. 86/050,494
v.)	
)	
DARVICK ENTERPRISES LIMITED,)	
)	
_____ Applicant.)	

NOTICE OF OPPOSITION

Victoria's Secret Stores Brand Management, Inc. ("VS" or "Opposer"), a Delaware corporation, located at Three Limited Parkway, Reynoldsburg, Ohio 43068, hereby opposes Application Serial No. 86/050,494 for "SIMPLY PINK" Stylized (the "Application" or "Applicant's Mark") in Class 25, filed by Darvick Enterprises Limited, a corporation organized under the laws of Hong Kong ("Applicant"), published in the Official Gazette January 21, 2014. 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 retailer, and a leading provider of women's intimate and other apparel, beauty and personal care products and accessories.
2. Beginning as early as 2001, VS has used the trademark VICTORIA'S SECRET PINK in connection with a variety of products, including women's intimate and other apparel, beauty and personal care products and accessories.
3. Over the years, VS has actively used, promoted and registered VICTORIA'S SECRET PINK, and a growing family of additional marks comprised or consisting in part of the

term “PINK” (hereafter the “PINK Brand”). The marks comprising the PINK Brand have become important sub-brands for VS, and are recognized by consumers as VS brands.

4. VS has used “PINK” itself as a trademark since at least as early as 2004.
5. VS’s PINK Brand is advertised by VS using various media, including in-store signage and promotions, the “PINK NATION” section of VS’s website (with over 7.3 million members), “PINK NATION” iPhone, Android and iPad apps, social media, print media, the annual Victoria’s Secret Fashion Show television event, and through special events held on college campuses and other locations.
6. VS retail locations often feature PINK Branded merchandise.
7. As a result of VS’s advertising efforts, and its commitment to providing products of the highest quality, VS has enjoyed substantial sales of PINK Branded products.
8. The noted fashion publication Women’s Wear Daily recently ranked VS’s PINK Brand among the Top 100 most recognized brands in the U.S., based on a survey of women aged 13 to 64.
9. VS owns a number of registrations within its PINK Brand, including but not limited to:

Registration No.	Mark	Priority Date	Class(es)
2,820,380	VICTORIA’S SECRET PINK	Jan. 25, 2001	25
2,992,758	VICTORIA’S SECRET PINK	Jan. 25, 2001	25
3,234,287	PINK DOG	Apr. 28, 2004	25
3,386,282	PHI BETA PINK	Mar. 8, 2005	24, 25
3,665,102	PINK UNIVERSITY	Sept. 26, 2005	16, 18, 25
3,750,738	PINK U	Sept. 26, 2005	25
3,805,362	LOVE PINK  VICTORIA'S SECRET	Oct. 17, 2006	25
3,992,764	VICTORIA’S SECRET PINK	July 2004	25
3,993,100	I ONLY SLEEP IN PINK	Sept. 18, 2007	25
4,376,668	PINK COLLEGIATE COLLECTION	Sept. 22, 2008	25, 35
4,412,345	PINK CAMPUS	August 2012	25

Copies of the registration certificates for these registrations are attached hereto as Exhibit A.

10. On December 3, 2012, VS filed Serial Nos. 85/792,922 and 85/792,915 for registration of PINK and **PINK** in Classes 25 and 35, based on use in commerce since January 2004 and January 2005, respectively.

11. On August 28, 2013, Applicant filed the Application, asserting an intent to use **SIMPLY PINK** in connection with “Jackets; Pants; Pyjamas; Shirts; Skirts; Sports jerseys; Tee shirts; Trousers; Vests” in Class 25.

12. Opposer’s use of the PINK Brand long predates Applicant’s filing date, and it appears Applicant has not yet commenced use of the **SIMPLY PINK** mark in commerce.

13. Upon information and belief, Applicant was aware of Opposer and Opposer’s longstanding use of its PINK Brand prior to August 28, 2013.

14. Applicant’s Mark is confusingly similar to Opposer’s PINK Brand.

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

16. Registration of Applicant’s Mark is likely to cause confusion or mistake in the minds of the public, and to lead the relevant public into believing that Applicant’s services 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.

17. In view of the above, registration of Applicant's Mark, as sought in the Application, should be denied.

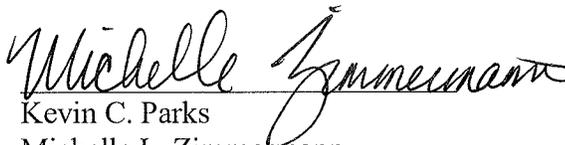
WHEREFORE, by its undersigned attorneys, Opposer respectfully requests that this Notice of Opposition be sustained and that registration of Application Serial No. 86/050,494 be refused.

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: February 19, 2014

By:



Kevin C. Parks
Michelle L. Zimmermann
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 February 19, 2014.


Michelle L. Zimmermann

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 February 19, 2014, such being the Applicant's correspondence address of record listed in the TSDR system as of this date:

Steven M. Rabin
Rabin & Berdo, P.C.
1101 14th St. NW Suite 500
Washington, D.C. 20005


Michelle L. Zimmermann

EXHIBIT A

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

Reg. No. 2,820,380

United States Patent and Trademark Office

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

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

Reg. No. 2,992,758

United States Patent and Trademark Office

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

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

Reg. No. 3,234,287

United States Patent and Trademark Office

Registered Apr. 24, 2007

TRADEMARK
PRINCIPAL REGISTER

Pink Dog

JONES, ROSETTA L. (UNITED STATES INDIVIDUAL)
231 GRASSHOPPER CIRCLE
MOOREVILLE, NC 28117

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

FOR: SHIRTS, BELTS, HATS, IN CLASS 25 (U.S. CLS. 22 AND 39).

SN 78-409,849, FILED 4-28-2004.

FIRST USE 11-9-2006; IN COMMERCE 11-9-2006.

JAMES STEIN, EXAMINING ATTORNEY

Int. Cls.: 24 and 25

Prior U.S. Cls.: 22, 39, 42, and 50

Reg. No. 3,386,282

United States Patent and Trademark Office

Registered Feb. 19, 2008

TRADEMARK
PRINCIPAL REGISTER

PHI BETA PINK

VICTORIA'S SECRET STORES BRAND MAN-
AGEMENT, INC. (DELAWARE CORPORA-
TION)
FOUR LIMITED PARKWAY
REYNOLDSBURG, OH 43068

FOR: PILLOWS, IN CLASS 24 (U.S. CLS. 42 AND
50).

FIRST USE 10-12-2005; IN COMMERCE 10-12-2005.

FOR: CLOTHING, NAMELY, BOXER SHORTS,
PANTIES, SHIRTS, SLEEPWEAR AND T-SHIRTS, IN
CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 10-12-2005; IN COMMERCE 10-12-2005.

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

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

SN 78-582,428, FILED 3-8-2005.

ARETHA SOMERVILLE, EXAMINING ATTORNEY

Int. Cls.: 16, 18, and 25

Prior U.S. Cls.: 1, 2, 3, 5, 22, 23, 29, 37, 38, 39, 41, and 50

United States Patent and Trademark Office

Reg. No. 3,665,102

Registered Aug. 4, 2009

TRADEMARK
PRINCIPAL REGISTER

PINK UNIVERSITY

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

FOR: BLANK WRITING JOURNALS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 6-6-2006; IN COMMERCE 6-6-2006.

FOR: TOTE BAGS, TRAVEL BAGS, PURSES, CLUTCHES, COSMETIC BAGS SOLD EMPTY, ALL PURPOSE CARRYING BAGS, BEACH BAGS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 6-6-2006; IN COMMERCE 6-6-2006.

FOR: PANTS, ROBES, SOCKS, VESTS, JACKETS, BRAS, PANTIES, T-SHIRTS, TANK TOPS, SWEAT PANTS, SLEEPWEAR, SHIRTS, BOXERS, SCARVES, HATS, BATHROBES, BEACH COVER-UPS, BELTS, BLAZERS, BLOUSES, BOXER SHORTS, CAMISOLES, CAPS, COATS, DRESSES, GLOVES, GOWNS, HALTER TOPS, HEADBANDS, JACKETS, JEANS,

JOGGING SUITS, KNIT SHIRTS, KNIT TOPS, MITTENS, NIGHT GOWNS, NIGHT SHIRTS, PAJAMAS, SHORTS, SKIRTS, SLACKS, SUITS, SWEAT PANTS, SWEAT SHIRTS, SWEAT SHORTS, SWEAT SUITS, SWEATERS, SWIMSUITS, T-SHIRTS, TANK TOPS, TIGHTS, AND VESTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 6-6-2006; IN COMMERCE 6-6-2006.

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 78-720,294, FILED 9-26-2005.

WON TEAK OH, EXAMINING ATTORNEY

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).

FIRST USE 8-29-2007; IN COMMERCE 8-29-2007.

TRADEMARK
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. Kappas

Director of the United States Patent and Trademark Office

United States of America
United States Patent and Trademark Office

LOVE PINK 
VICTORIA'S SECRET

Reg. No. 3,805,362

Registered June 22, 2010

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

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

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

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

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 S. Kyffas

Director of the United States Patent and Trademark Office

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. Kappas

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

I ONLY SLEEP IN PINK

Reg. No. 3,993,100

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: BOXER SHORTS; CAMISOLES; LEGGINGS; NIGHTSHIRTS; PAJAMAS; PANTS;
ROBES; SLEEP SHIRTS; SLEEPWEAR; SLIPPER SOCKS; SLIPPERS; SWEATPANTS; T-
SHIRTS; TANK TOPS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 9-18-2007; IN COMMERCE 9-18-2007.

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

OWNER OF U.S. REG. NOS. 3,234,287, 3,750,738 AND OTHERS.

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

SER. NO. 85-178,633, FILED 11-17-2010.

CAROLINE WOOD, EXAMINING ATTORNEY



David S. Kayfas

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

PINK COLLEGIATE COLLECTION

Reg. No. 4,376,668

Registered July 30, 2013

Int. Cls.: 25 and 35

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

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

FOR: PANTS; SHORTS; SWEAT PANTS; SWEAT SHIRTS; SWEAT SHORTS; JACKETS; T-SHIRTS; TANK TOPS; YOGA PANTS; HOODED SWEAT SHIRTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 8-0-2008; IN COMMERCE 8-0-2008.

FOR: RETAIL STORES SERVICES, MAIL ORDER CATALOG SERVICES, AND ON-LINE RETAIL STORE SERVICES ALL IN THE FIELD OF CLOTHING AND ACCESSORIES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 8-0-2008; IN COMMERCE 8-0-2008.

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

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

OWNER OF U.S. REG. NOS. 2,992,758, 3,502,263, AND OTHERS.

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

SN 77-575,883, FILED 9-22-2008.

CURTIS FRENCH, EXAMINING ATTORNEY



Lynn Stewart Lee
Acting Director of the United States Patent and Trademark Office

United States of America
United States Patent and Trademark Office

PINK CAMPUS

Reg. No. 4,412,345
Registered Oct. 1, 2013
Int. Cl.: 25

TRADEMARK
PRINCIPAL REGISTER

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

FOR: BRAS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 8-0-2012; IN COMMERCE 8-0-2012.

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, 3,992,764, AND OTHERS.

SN 85-979,944, FILED 12-16-2011.

ERIN FALK, EXAMINING ATTORNEY



Sean Street Lee

Deputy Director of the United States Patent and Trademark Office