

ESTTA Tracking number: **ESTTA606738**

Filing date: **05/28/2014**

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	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 14th Floor Costa Mesa, CA 92626 UNITED STATES lhulley@rutan.com, trademarks@rutan.com Phone:714-641-5100		
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Applicant Information

Application No	86142645	Publication date	04/29/2014
Opposition Filing Date	05/28/2014	Opposition Period Ends	05/29/2014
Applicant	Su, Eva Rong 42-65 Kissena Blvd , Apt. 428 New York, NY 11355 UNITED STATES		

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: Clothing, namely, tops, bottoms, sweaters, blouses, skirts, dresses, pants, scarves, vests, socks, underwear, lingerie, coats, jackets, belts
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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.	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

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,] SWEAT-SUITS, SHIRTS, [POLOSHIRTS,] KNIT SHIRTS, SPORT SHIRTS, TEE-SHIRTS, COTTON SHIRTS, TOPS, TANK-TOPS, [HALTER TOPS,] KNIT TOPS, [WOVEN TOPS, BODYSUITS,] CAMISOLES [PAJAMAS, JUMP-SUITS, 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	<h1>BELLA GIRL</h1>		
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	<h1>BELLA BABY</h1>		
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	BELLA LUXX		
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
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Design Mark	BELLA LUXX		
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
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Design Mark	BELLA		
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 sleevetops and shirts, long sleeve tops and shirts, spaghetti strap tank tops

U.S. Registration No.	4262459	Application Date	12/05/2011
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	76308113#TMSN.gif(bytes) 78753725#TMSN.jpeg(bytes) 78753670#TMSN.jpeg(bytes) 78763045#TMSN.jpeg(bytes) 77423400#TMSN.jpeg(bytes) 85019598#TMSN.jpeg(bytes) 85297573#TMSN.jpeg(bytes) 85156401#TMSN.gif(bytes) 85516044#TMSN.jpeg(bytes) 85487399#TMSN.jpeg(bytes) 85487403#TMSN.jpeg(bytes) 85487405#TMSN.jpeg(bytes)
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	BELLARIO - Notice of Opposition.pdf(145590 bytes) Bella Registrations Exhibit A.pdf(369303 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	05/28/2014

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

Color Image Apparel, Inc.,

Opposer,

v.

Eva Rong Su,

Applicant.

Opposition No. TO BE ASSIGNED

Application Serial No.: 86/142,645

For the Trademark: BELLARIO

Filed: December 13, 2013

Published: April 29, 2014

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 BELLARIO shown in Application Serial No. 86/142,645 (“Application”), as published in the Official Gazette on April 29, 2014 and hereby opposes the same.

As grounds for the Notice of Opposition, it is alleged that:

1. Opposer is now and for many years past has been engaged in the manufacture, marketing and sale of apparel for men, women and children.
2. For more than fourteen 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.
3. 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.
4. 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.

5. 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.

6. 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.

7. 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, Opposer's 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

///

8. The registrations for said Opposer's Marks are valid and subsisting, and are owned by Opposer together with the business and goodwill connected therewith. Copies of the TSDR records for these registrations showing the current status and title are attached hereto as Exhibit A.

Applicant's Trademark Application

9. Upon information and belief, Applicant filed the Application on December 13, 2013 under Section 1(b), claiming an intent to use the mark BELLARIO ("Applicant's Mark").

10. As published on April 29, 2014, the Application covers "Clothing, namely, tops, bottoms, sweaters, blouses, skirts, dresses, pants, scarves, vests, socks, underwear, lingerie, coats, jackets, belts" in International Class 25.

**CLAIM FOR RELIEF
Likelihood of Confusion
Section 2(d) of The Lanham Act; 15 U.S.C. §1052(d)**

11. Opposer hereby incorporates the foregoing paragraphs as fully set forth herein.

12. Section 2(d) of the Lanham Act, 15 U.S.C. §1052(d), prohibits registration on the principal register of a mark that consists of or comprises a mark which so resembles a mark previously used in the United States by another and not abandoned, as to be likely, when used on or in connection with the goods of the applicant, to cause confusion, or to cause mistake, or to deceive.

13. Upon information and belief, the goods and services identified in the Application are closely related and/or complementary to the goods and services offered under Opposer's Marks.

14. Since long prior to the filing date of the Application, Opposer has used in commerce Opposer's Marks in connection with its goods and services.

15. Applicant's Mark so resembles Opposer's Marks, as to be likely, when used in connection with Applicant's goods and services, to cause confusion, to cause mistake, or to deceive.

16. 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.

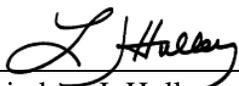
17. The Trademark Trial and Appeal Board has authority under 15 U.S.C. § 1068 to refuse to register Applicant's Mark.

WHEREFORE, Opposer believes and avers that it will be damaged by registration of Applicant's Mark and prays that Application Serial No. 86/142,645 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. Any required fee is authorized to be charged against the Deposit Account of the Attorney for Opposer.

Dated: May 28, 2014

Respectfully submitted,



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's Attorney of Record:

Raj Abhyanker
Raj Abhyanker, P.C.
1580 W. El Camino Real, Ste. 8
Mountain View, CA 94040-2462

Dated: May 28, 2014
Costa Mesa, California



Lindsay J. Hulley

EXHIBIT A

STATUS DOCUMENTS

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Mark: BELLA



US Serial Number: 76308113

Application Filing Date: Sep. 04, 2001

US Registration Number: 2668441

Registration Date: Dec. 31, 2002

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Feb. 26, 2012

Publication Date: Oct. 08, 2002

Mark Information

Mark Literal Elements: BELLA

Standard Character Claim: No

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

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

Related Properties Information

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: Garments, namely cotton T-shirts and Tops

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 01, 2000

Use in Commerce: Jan. 01, 2000

Basis Information (Case Level)

Current Owner(s) Information

Owner Name: Color Image Apparel, Inc.

Owner Address: 6670 Flotilla Avenue
Commerce, CALIFORNIA 90040
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Lindsay J. Hulley

Docket Number: 9839-15

Attorney Primary Email Address: octmdocket@tresslerllp.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Lindsay J. Hulley
Rutan & Tucker, LLP
611 Anton Boulevard
Suite 1400
Costa Mesa, CALIFORNIA 92626
UNITED STATES

Phone: 714-641-5100

Fax: 714-546-9035

Correspondent e-mail: trademarks@rutan.com lhulley@rutan.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Maintenance Filings or Post Registration Information

TM Staff and Location Information

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DOCUMENTS

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Mark: BELLA

No Image exists for this case.

US Serial Number: 78306447

Application Filing Date: Sep. 28, 2003

US Registration Number: 2895709

Registration Date: Oct. 19, 2004

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: May 17, 2014

Publication Date: Jul. 27, 2004

Mark Information

Mark Literal Elements: BELLA

Standard Character Claim: No

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

Translation: The English translation of "BELLA" is "beautiful".

Related Properties Information

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: [MEN'S,] WOMEN'S AND CHILDREN'S CLOTHING, namely, [JEANS,] DRESSES, SKIRTS, [MINISK
 [SLACKS, TROUSERS, SUITS, PANTSUITS,] JACKETS, SWEATERS, [CARDIGANS, PULLOVERS,
 BLOUSES, VESTS, BLAZERS, OVERALLS,] SWEATSHIRTS, SWEATPANTS, [SWEATSHORTS,] S
 SHIRTS,] KNIT SHIRTS, SPORT SHIRTS, TEE-SHIRTS, COTTON SHIRTS, TOPS, TANK-TOPS, [HA
 [WOVEN TOPS, BODYSUITS,] CAMISOLES [, PAJAMAS, JUMPSUITS, SWIM SUITS, SWIMWEAR, ;
 ACCESSORIES, namely, BELTS, SCARVES, HATS, CAPS AND VISORS; FOOTWEAR, namely, LOAF
 SANDALS, THONGS, MULES, PUMPS, ATHLETIC SHOES, SLIPPERS, BOOTS, BEACH FOOTWEAR

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 01, 2000

Use in Commerce: Jan. 01, 2000

Basis Information (Case Level)

Current Owner(s) Information

Owner Name: Color Image Apparel, Inc.

Owner Address: 6670 Flotilla Street
Commerce, CALIFORNIA 90040
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Lindsay J. Hulley

Docket Number: 101795.0010T

Attorney Primary Email trademarks@rutan.com
Address:

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Lindsay J. Hulley
Rutan & Tucker, LLP
611 Anton Boulevard
Suite 1400
Costa Mesa, CALIFORNIA 92626
UNITED STATES

Phone: 714-641-5100

Fax: 714-546-9035

Correspondent e-mail: trademarks@rutan.com lhulley@rutan.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Maintenance Filings or Post Registration Information

TM Staff and Location Information

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STATUS DOCUMENTS

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Mark: BELLA GIRL

BELLA GIRL

US Serial Number: 78753725

Application Filing Date: Nov. 14, 2005

US Registration Number: 3158111

Registration Date: Oct. 17, 2006

Register: Principal

Mark Type: Trademark

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

Status Date: Dec. 13, 2011

Publication Date: Aug. 01, 2006

Mark Information

Mark Literal Elements: BELLA GIRL

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: "GIRL"

Translation: The English translation of the word "BELLA" in the mark is "BEAUTIFUL".

Related Properties Information

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: girls clothing, namely knit tops and bottoms, fleece tops and bottoms, basic tops and bottoms, tank tops, long sleeve tops and shirts, spaghetti strap tank tops

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 07, 2002

Use in Commerce: Aug. 07, 2002

Basis Information (Case Level)

Current Owner(s) Information

Owner Name: Color Image Apparel, Inc.
 Owner Address: 6670 Flotilla Street
 Commerce, CALIFORNIA 90040
 UNITED STATES
 Legal Entity Type: CORPORATION
 State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Lindsay J. Hulley
 Attorney Primary Email octmdocket@tresslerllp.com
 Address:
 Docket Number: 9839-17 Bell
 Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Lindsay J. Hulley
 Rutan & Tucker, LLP
 611 Anton Boulevard
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 Costa Mesa, CALIFORNIA 92626
 UNITED STATES
 Phone: 714-641-5100
 Fax: 714-546-9035
 Correspondent e-mail: trademarks@rutan.com lhulley@rutan.com
 Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

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Mark: BELLA BABY

BELLA BABY

US Serial Number: 78753670

Application Filing Date: Nov. 14, 2005

US Registration Number: 3250727

Registration Date: Jun. 12, 2007

Register: Principal

Mark Type: Trademark

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

Status Date: Sep. 20, 2012

Publication Date: Mar. 27, 2007

Mark Information

Mark Literal Elements: BELLA BABY

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: "BABY"

Translation: The English translation of the foreign wording "BELLA" is "BEAUTIFUL".

Related Properties Information

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 for newborns and infants, namely knit tops and bottoms, fleece tops and bottoms, basic tops and bottoms, and bottoms with feet, hats, cloth bibs, tank tops, short-sleeve shirts and tops, long-sleeve shirts and tops, and spaghetti

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 2005

Use in Commerce: Sep. 2005

Basis Information (Case Level)

Current Owner(s) Information

Owner Name: Color Image Apparel, Inc.

Owner Address: 6670 Flotilla Street
Commerce, CALIFORNIA 90040
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Lindsay J. Hulley

Docket Number: 101795-0007T

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Attorney Email Authorized: Yes

Correspondent

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UNITED STATES

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Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

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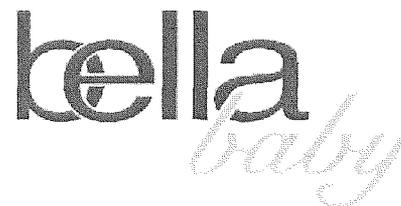
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Mark: BELLA BABY



US Serial Number: 78763045

Application Filing Date: Nov. 29, 2005

US Registration Number: 3293659

Registration Date: Sep. 18, 2007

Register: Principal

Mark Type: Trademark

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

Status Date: Sep. 27, 2012

Publication Date: Mar. 27, 2007

Mark Information

Mark Literal Elements: BELLA BABY

Standard Character Claim: No

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

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

Translation: The English translation of the foreign wording "BELLA" is "BEAUTIFUL".

Related Properties Information

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 for newborns and infants, namely knit tops and bottoms, fleece tops and bottoms, basic tops and bottoms, with feet, hats, cloth bibs, tank tops, short-sleeve shirts and tops, long-sleeve shirts and tops, and spaghetti

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 2005

Use in Commerce: Sep. 2005

Basis Information (Case Level)**Current Owner(s) Information**

Owner Name: Color Image Apparel, Inc.

Owner Address: 6670 Flotilla Street
Commerce, CALIFORNIA 90040
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information**Attorney of Record**

Attorney Name: Lindsay J. Hulley

Docket Number: 101795.0008T

Attorney Primary Email Address: trademarks@rutan.com lhulley@rutan.com

Attorney Email Authorized: Yes

Correspondent

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Correspondent e-mail: trademarks@rutan.com lhulley@rutan.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

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Mark: BELLA

BELLA

US Serial Number: 77423400

Application Filing Date: Mar. 17, 2008

US Registration Number: 3519794

Registration Date: Oct. 21, 2008

Register: Principal

Mark Type: Trademark

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

Status Date: Nov. 06, 2013

Publication Date: Aug. 05, 2008

Mark Information

Mark Literal Elements: BELLA

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

Translation: The English translation of the word "BELLA" in the mark is "BEAUTIFUL".

Related Properties Information

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: Women's clothing, namely, tee shirts, short sleeve shirts, long sleeve shirts, tank tops, fleece tops, fleece pants, capri pants, shorts, bras, underwear, camisoles, sweatshirts, polo shirts, and jackets

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 01, 2000

Use in Commerce: Jan. 01, 2000

Basis Information (Case Level)

Current Owner(s) Information

Owner Name: Color Image Apparel, Inc.

Owner Address: 6670 Flotilla Street
Commerce, CALIFORNIA 90040
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Lindsay J. Hulley

Docket Number: 101795.0011T

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Domestic Representative - Not Found

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Mark: BELLA LUXX

BELLA LUXX

US Serial Number: 85019598

Application Filing Date: Apr. 21, 2010

US Registration Number: 3967706

Registration Date: May 24, 2011

Register: Principal

Mark Type: Trademark

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

Status Date: May 24, 2011

Publication Date: Jun. 22, 2010

Notice of Allowance Date: Aug. 17, 2010

Mark Information

Mark Literal Elements: BELLA LUXX

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

Translation: The English translation of the word "BELLA" in the mark is "BEAUTIFUL".

Related Properties Information

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: Women's clothing, namely, tee shirts, short sleeve shirts, long sleeve shirts, tank tops, shirts, dresses

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 06, 2011

Use in Commerce: Apr. 06, 2011

Basis Information (Case Level)

Current Owner(s) Information

Owner Name: Color Image Apparel, Inc.

Owner Address: 6670 Flotilla Street
Commerce, CALIFORNIA 90040
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Lindsay J. Hulley

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Mark: BELLA LUXX

BELLA LUXX

US Serial Number: 85297573

Application Filing Date: Apr. 18, 2011

US Registration Number: 4116227

Registration Date: Mar. 20, 2012

Register: Principal

Mark Type: Service Mark

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

Status Date: Mar. 20, 2012

Publication Date: Sep. 13, 2011

Notice of Allowance Date: Nov. 08, 2011

Mark Information

Mark Literal Elements: BELLA LUXX

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

Translation: The English translation of "BELLA" in the mark is "beautiful".

Related Properties Information

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: Online retail and wholesale store services featuring clothing

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 10, 2011

Use in Commerce: Oct. 11, 2011

Basis Information (Case Level)

Current Owner(s) Information

Owner Name: Color Image Apparel, Inc.

Owner Address: 6670 Flotilla Street
Commerce, CALIFORNIA 90040
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Lindsay J. Hulley

Docket Number: 9839 - Bella

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Attorney Email Authorized: No

Correspondent

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Mark: BELLA

BELLA

US Serial Number: 85156401

Application Filing Date: Oct. 19, 2010

US Registration Number: 4163125

Registration Date: Jun. 26, 2012

Register: Principal

Mark Type: Service Mark

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

Status Date: Jun. 26, 2012

Publication Date: Apr. 10, 2012

Mark Information

Mark Literal Elements: BELLA

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

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: Online retail and wholesale store services featuring clothing

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 11, 2001

Use in Commerce: Apr. 24, 2001

Basis Information (Case Level)

Current Owner(s) Information

Owner Name: Color Image Apparel, Inc.

Owner Address: 6670 Flotilla Street
Commerce, CALIFORNIA 90040
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Lindsay J. Hulley

Docket Number: Lindsay J. H

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Attorney Email Authorized: No

Address:

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Mark: BELLABABY

BELLABABY

US Serial Number: 85516044

Application Filing Date: Jan. 13, 2012

US Registration Number: 4255236

Registration Date: Dec. 04, 2012

Register: Principal

Mark Type: Trademark

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

Status Date: Dec. 04, 2012

Publication Date: May 15, 2012

Notice of Allowance Date: Jul. 10, 2012

Mark Information

Mark Literal Elements: BELLABABY

Standard Character Claim: No

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

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

Disclaimer: "BABY"

Translation: The English translation of the word "BELLA" in the mark is "beautiful".

Related Properties Information

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 for newborns and infants, namely, shirts, one-piece garments, hats, and bibs

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 23, 2012

Use in Commerce: Oct. 23, 2012

Basis Information (Case Level)

Current Owner(s) Information

Owner Name: Color Image Apparel, Inc.

Owner Address: 6670 Flotilla Street
Commerce, CALIFORNIA 90040
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Lindsay J. Hulley

Docket Number: 9839-61

Attorney Primary Email Address: octmdocket@tresslerllp.com

Attorney Email Authorized: No

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Mark: BELLA MISSY

BELLA MISSY

US Serial Number: 85487399

Application Filing Date: Dec. 05, 2011

US Registration Number: 4259037

Registration Date: Dec. 11, 2012

Register: Principal

Mark Type: Trademark

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

Status Date: Dec. 11, 2012

Publication Date: May 22, 2012

Notice of Allowance Date: Jul. 17, 2012

Mark Information

Mark Literal Elements: BELLA MISSY

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: "MISSY"

Translation: The English translation of the word "BELLA" in the mark is beautiful.

Related Properties Information

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: Women's clothing, namely, tee shirts, short sleeve shirts, long sleeve shirts, tank tops

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 24, 2012

Use in Commerce: Oct. 24, 2012

Basis Information (Case Level)

Current Owner(s) Information

Owner Name: Color Image Apparel, Inc.
Owner Address: 6670 Flotilla Street
Commerce, CALIFORNIA 90040
UNITED STATES
Legal Entity Type: CORPORATION
State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Lindsay J. Hulley
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Mark: BELLA GIRL

BELLAGIRL

US Serial Number: 85487403

Application Filing Date: Dec. 05, 2011

US Registration Number: 4259038

Registration Date: Dec. 11, 2012

Register: Principal

Mark Type: Trademark

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

Status Date: Dec. 11, 2012

Publication Date: May 22, 2012

Notice of Allowance Date: Jul. 17, 2012

Mark Information

Mark Literal Elements: BELLA GIRL

Standard Character Claim: No

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

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

Disclaimer: "GIRL"

Translation: The English translation of the word "BELLA" in the mark is beautiful.

Related Properties Information

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: Girls clothing, namely, knit tops and bottoms, fleece tops and bottoms, basic tops and bottoms, tank tops long sleeve tops and shirts, spaghetti strap tank tops

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 23, 2012

Use in Commerce: Oct. 23, 2012

Basis Information (Case Level)

Current Owner(s) Information

Owner Name: Color Image Apparel, Inc.

Owner Address: 6670 Flotilla Street
Commerce, CALIFORNIA 90040
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Lindsay J. Hulley

Docket Number: 9839-60

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Correspondent

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Mark: BELLA MISSY

BELLA_{MISSY}

US Serial Number: 85487405

Application Filing Date: Dec. 05, 2011

US Registration Number: 4262459

Registration Date: Dec. 18, 2012

Register: Principal

Mark Type: Trademark

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

Status Date: Dec. 18, 2012

Publication Date: May 22, 2012

Notice of Allowance Date: Jul. 17, 2012

Mark Information

Mark Literal Elements: BELLA MISSY

Standard Character Claim: No

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

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

Disclaimer: "MISSY"

Translation: The English translation of the word "BELLA" in the mark is beautiful.

Related Properties Information

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: Women's clothing, namely, tee shirts, short sleeve shirts, long sleeve shirts, tank tops

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 24, 2012

Use in Commerce: Oct. 24, 2012

Basis Information (Case Level)

Current Owner(s) Information

Owner Name: Color Image Apparel, Inc.

Owner Address: 6670 Flotilla Street
Commerce, CALIFORNIA 90040
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Lindsay J. Hulley

Docket Number: 9839-59

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Attorney Email Authorized: No

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Domestic Representative - Not Found

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