

ESTTA Tracking number: **ESTTA648755**

Filing date: **01/07/2015**

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	Milk Studios, LLC
Granted to Date of previous extension	01/07/2015
Address	450 West 15th Street New York, NY 10011 UNITED STATES
Attorney information	James H. Donoian McCarter & English, LLP 245 Park Avenue, 27th Floor New York, NY 10167 UNITED STATES jdonoian@mccarter.com, hlewin@mccarter.com, lsawaya@mccarter.com, dlynch@mccarter.com Phone:(212) 609-6800

**Applicant Information**

Application No	86194122	Publication date	09/09/2014
Opposition Filing Date	01/07/2015	Opposition Period Ends	01/07/2015
Applicant	Samsung Electronics Co., Ltd 129, Samsung-ro, Yeongtong-gu Suwon-si, Gyeonggi-do, KOREA, REPUBLIC OF		

**Goods/Services Affected by Opposition**

Class 009. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Mobile software applications for streaming music, for accessing Internet radio,for enabling music and video broadcasting services, for accessing video-on-demand and for enabling social networking
Class 038. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Online radio streaming services; Broadcasting services, namely, transmitting and streaming digital audio, video, graphics, voice data images, signals, text viathe Internet, portable and wireless communication devices; Providing an online community, namely, providing access to databases and transmission and streaming of digital audio, video, graphics, text and data on Internet service enabling transmission and streaming of digital audio, video, graphics, text and data
Class 041. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Entertainment services, namely, providing radio programs in the field of music

**Grounds for Opposition**

False suggestion of a connection	Trademark Act section 2(a)
Priority and likelihood of confusion	Trademark Act section 2(d)

### Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3312318	Application Date	06/13/2006
Registration Date	10/16/2007	Foreign Priority Date	NONE
Word Mark	MILK		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 1996/04/01 First Use In Commerce: 2004/01/01  Gallery for art exhibits; conducting and providing facilities for trade show exhibitions and for launching new products for others in the fields of art, photography, beauty products, print publications, automobiles, electronics, films, music, and fashions</p> <p>Class 041. First use: First Use: 1996/04/01 First Use In Commerce: 1996/04/01  Photography studio; rental of photographic equipment</p>		

U.S. Registration No.	4446172	Application Date	09/20/2012
Registration Date	12/10/2013	Foreign Priority Date	NONE
Word Mark	MILK MADE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 041. First use: First Use: 2010/09/00 First Use In Commerce: 2010/09/00  Providing a website featuring news, commentary, non-downloadable videos and photographs in the fields of music, entertainment and art; online journals, namely, blogs and online columns in the fields of fashion, beauty, music, enter-</p>		

	<p>tainmentand art</p> <p>Class 044. First use: First Use: 2010/09/00 First Use In Commerce: 2010/09/00 Providing a website featuring news, commentary, non-downloadable videos and photographs in the field of beauty</p> <p>Class 045. First use: First Use: 2010/09/00 First Use In Commerce: 2010/09/00 Providing a website featuring news, commentary, non-downloadable videos and photographs in the field of fashion</p>
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U.S. Application No.	86346828	Application Date	07/24/2014
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	MILK GALLERY		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 2003/07/00 First Use In Commerce: 2003/07/00 Gallery for art exhibits; conducting and providing facilities for trade show exhibitions and for launching new productsfor others in the fields of art, photography, beauty products, print publications, automobiles, electronics, films, music, and fashions</p>		

U.S. Registration No.	4620902	Application Date	03/19/2014
Registration Date	10/14/2014	Foreign Priority Date	NONE
Word Mark	MILK GALLERY		
Design Mark			

Description of Mark	The mark consists of the word "MILK" instylized lettering underneath which is the word "GALLERY" in stylized lettering.
Goods/Services	Class 035. First use: First Use: 2012/09/00 First Use In Commerce: 2012/09/00 Gallery for art exhibits; conducting and providing facilities for trade show exhibitions and for launching new productsfor others in the fields of art, photography, beauty products, print publications, automobiles, electronics, films, music, and fashions

U.S. Registration No.	3236886	Application Date	06/13/2006
Registration Date	05/01/2007	Foreign Priority Date	NONE

Word Mark	MILK EQUIPMENT RENTAL
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Design Mark	
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Description of Mark	The mark consists of a crest with two large clamps (above and to right and leftof the word "Milk"), a series of small clamps forming a U shape; a camera in front-view (centered below the word "Rental") and two tripod legs (to right and left of the camera).
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Goods/Services	Class 041. First use: First Use: 2000/10/01 First Use In Commerce: 2000/10/01 rental of photographic equipment
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U.S. Registration No.	3324347	Application Date	06/13/2006
Registration Date	10/30/2007	Foreign Priority Date	NONE

Word Mark	MILK MILK STUDIOS
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Design Mark	
Description of Mark	NONE
Goods/Services	Class 041. First use: First Use: 1996/04/01 First Use In Commerce: 1996/04/01 photography studio; rental of photographic equipment

Related Proceedings	United States District Court Southern District of New York 14cv9362 Milk Studio, LLC vs. Samsung Electronics Co., Ltd.; Samsung Electronics America, Inc., and Samsung Telecommunications America, LLC
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Attachments	78906894#TMSN.png( bytes ) 85733649#TMSN.png( bytes ) 86346828#TMSN.png( bytes ) 86225812#TMSN.png( bytes ) 78906954#TMSN.png( bytes ) 78906835#TMSN.png( bytes ) Notice of Opposition MILK MUSIC Serial No. 86194122.pdf(339448 bytes ) Exhibit A.pdf(215729 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	/JHD/
Name	James H. Donoian
Date	01/07/2015

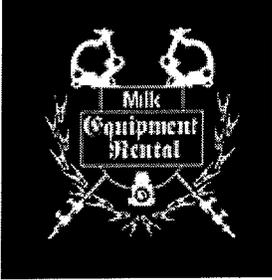


2. Opposer first adopted and used the term MILK as part of its name in approximately 1996 in connection with various photography services. Since that time, Opposer has expanded its use of the MILK Marks in connection with services relating to fashion, art, music, entertainment and related events, including streaming curated playlists of music through its website, creating and editing music videos, and hosting musical performances and events.

3. The numerous U.S. trademark applications and registrations Opposer owns for its family of MILK-formative marks include, but are not limited to, the following:

<b>Mark</b>	<b>Reg. or Ser. No.</b>	<b>Reg. or Filing Date</b>	<b>Class(es)</b>	<b>Goods / Services</b>
MILK	3,312,318	October 16, 2007	35, 41	Class 35: Gallery for art exhibits; conducting and providing facilities for trade show exhibitions and for launching new products for others in the fields of art, photography, beauty products, print publications, automobiles, electronics, films, music, and fashions.  Class 41: Photography studio; rental of photographic equipment.
MILK MADE	4,446,172	December 10, 2013	41, 44, 45	Class 41: Providing a website featuring news, commentary, non-downloadable videos and photographs in the fields of music, entertainment and art; online journals, namely, blogs and online columns in the fields of fashion, beauty, music,

Mark	Reg. or Ser. No.	Reg. or Filing Date	Class(es)	Goods / Services
				entertainment and art.  Class 44: Providing a website featuring news, commentary, non-downloadable videos and photographs in the field of beauty.  Class 45: Providing a website featuring news, commentary, non-downloadable videos and photographs in the field of fashion.
MILK GALLERY	86/346,828	July 24, 2014	35	Gallery for art exhibits; conducting and providing facilities for trade show exhibitions and for launching new products for others in the fields of art, photography, beauty products, print publications, automobiles, electronics, films, music, and fashions.
	4,620,902	October 14, 2014	35	Gallery for art exhibits; conducting and providing facilities for trade show exhibitions and for launching new products for others in the fields of art, photography, beauty products, print publications, automobiles, electronics, films, music, and fashions

Mark	Reg. or Ser. No.	Reg. or Filing Date	Class(es)	Goods / Services
	3,236,886	May 1, 2007	41	Rental of photographic equipment
	3,324,347	October 30, 2007	41	Photography studio; rental of photographic equipment

Copies of the certificates of registrations for the MILK Marks are attached as Exhibit A.

4. Each of the MILK Marks is valid, subsisting and in full force and effect.
5. Each of the MILK Marks is at least *prima facie* evidence of the validity of each registration, of Opposer's ownership thereof, and of Opposer's exclusive right to use such registered marks on the goods and/or services set forth in the registration.

6. Registration Nos. 3,312,318; 3,324,347 and 3,236,886 are incontestable pursuant to Section 15 of the U.S. Trademark Act, 15 U.S.C. § 1065, and thus serve as conclusive evidence of the validity of the MILK Marks pursuant to 15 U.S.C. § 1115(b).

7. The MILK Marks are highly distinctive and arbitrary.

8. By virtue of Opposer's marketing efforts and unsolicited media coverage, and by virtue of its extensive and continuous use of the MILK Marks, the MILK Marks have become readily associated in the public mind with Opposer's services and Opposer has gained a valuable reputation for and considerable goodwill in the MILK Marks.

9. Upon information and belief, Applicant is a corporation organized under the laws of the Republic of Korea, with its principal place of business at 416 Maetan-3dong, Yeongtong-gu, Suwon-City, Gyeonggi-do, Korea 443-742.

10. On February 14, 2014, Applicant filed an application to register the Applicant's Mark for "Mobile software applications for streaming music, for accessing Internet radio, for enabling music and video broadcasting services, for accessing video-on-demand and for enabling social networking" in Class 9; "Online radio streaming services; Broadcasting services, namely, transmitting and streaming digital audio, video, graphics, voice data images, signals, text via the Internet, portable and wireless communication devices; Providing an online community, namely, providing access to databases and transmission and streaming of digital audio, video, graphics, text and data on Internet service enabling transmission and streaming of digital audio, video, graphics, text and data" in Class 38 and "Entertainment services, namely, providing radio programs in the field of music" in Class 41 based on an intent to use Applicant's Mark in U.S. commerce. The application to register Applicant's Mark has been assigned Serial No. 86/194122 (the "Application").

11. The Application published for opposition in the Official Gazette on September 9, 2014.

12. Upon information and belief, Applicant has begun using Applicant's Mark in connection with at least some of the goods and services identified in the Application in U.S. commerce.

13. Opposer's rights in and to the MILK Marks were in effect prior to any filing date or date of first use upon which Applicant can rely.

14. Applicant's Mark is confusingly similar to the MILK Marks and is proposed to be applied to goods and services that either are identical or similar and closely related to the goods and services offered and sold by Opposer under the MILK Marks. Applicant's Mark so closely resembles the MILK Marks as to be likely to be confused therewith and mistaken therefor. Applicant's Mark is deceptively similar to the MILK Marks so as to cause confusion and lead to deception as to the origin of goods and services bearing Applicant's Mark.

15. Upon information and belief, goods and services bearing Applicant's Mark will be promoted and sold or offered for sale through the same distribution channels and to the same classes of consumers as goods and services bearing the MILK Marks.

16. Applicant's Mark suggests an affiliation or connection between Applicant and Opposer, where none exists.

17. Opposer is not affiliated or connected with Applicant; nor has Opposer endorsed or sponsored Applicant's use of the Applicant's Mark.

18. If Applicant is permitted to register Applicant's Mark, the registration will give Applicant a *prima facie* exclusive right to the use of Applicant's Mark for the goods and services set forth in the Application. Such registration would damage and injure Opposer.

**FIRST CLAIM FOR RELIEF  
LIKELIHOOD OF CONFUSION**

19. Opposer incorporates by reference Paragraphs 1 through 18, as if fully set forth herein.

20. Applicant's Mark is highly similar to the MILK Marks. Applicant's Mark so closely resembles the MILK Marks as to be likely to cause confusion or mistake, or to deceive as to the origin of goods and services bearing Applicant's Mark.

21. The goods and services identified in the Application and the goods and services that Opposer through Sunoco, its licensee, sells under the MILK Marks are in part identical and otherwise closely related, and are promoted and sold or offered for sale in the same or similar channels of trade, to the same or similar purchasers.

22. The granting of a trademark registration for Applicant's Mark to Applicant would be contrary to Section 2(d) of the U.S. Trademark Act, 15 U.S.C. § 1052(d), and would violate or diminish the prior and superior rights of Opposer in the MILK Marks.

23. The presumption of exclusivity that would arise from a registration to Applicant of Applicant's Mark is inconsistent with Opposer's prior rights in the MILK Marks.

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

**SECOND CLAIM FOR RELIEF  
FALSE SUGGESTION OF A CONNECTION WITH OPPOSER**

25. Opposer incorporates by reference Paragraphs 1 through 24, as if fully set forth herein.

26. Applicant has no legitimate connection with Opposer and has no authority or permission to use a trademark suggesting such a connection.

27. Applicant's Mark is not registrable pursuant to Section 2(a) of the U.S. Trademark Act, 15 U.S.C. § 1052(a), because it falsely suggests a connection or affiliation with Opposer.

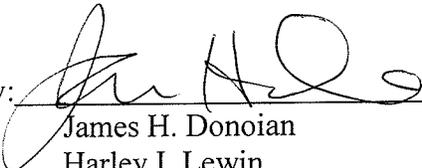
28. Opposer will be damaged by the registration of Applicant's Mark on the grounds that Applicant's use and registration of Applicant's Mark will falsely suggest a connection between Applicant and Opposer to the damage of Opposer and injury to the public, in violation of Section 2(a) of the U.S. Trademark Act, 15 U.S.C. § 1052(a).

WHEREFORE, Opposer requests that this Opposition be sustained, and that the registration of U.S. Trademark Application Serial No. 86/194122 be refused.

Dated: January 7, 2015

Respectfully submitted,

McCARTER & ENGLISH, LLP

By:   
James H. Donoian  
Harley I. Lewin

Attorneys for Opposer  
Milk Studios, LLC  
245 Park Avenue  
New York, New York 10167  
Tel.: (212) 609-6800  
Fax: (212) 609-6921

CERTIFICATION OF SERVICE

The undersigned hereby certifies that the foregoing NOTICE OF OPPOSITION has been served by First Class Mail on Applicant's Attorney of Record at the following address:

Diane J. Mason  
Leclairryan LLP  
44 Montgomery Street, Floor 18  
San Francisco, California 94104-4705

Date: January 7, 2015

  
Danielle Lynch

# **EXHIBIT A**

Int. Cls.: 35 and 41

Prior U.S. Cls.: 100, 101, 102 and 107

Reg. No. 3,312,318

United States Patent and Trademark Office

Registered Oct. 16, 2007

SERVICE MARK  
PRINCIPAL REGISTER

MILK

MILK STUDIOS (NEW YORK LTD LIAB CO)  
450 WEST 15TH STREET  
NEW YORK, NY 10011

FOR: GALLERY FOR ART EXHIBITS; CONDUCTING AND PROVIDING FACILITIES FOR TRADE SHOW EXHIBITIONS AND FOR LAUNCHING NEW PRODUCTS FOR OTHERS IN THE FIELDS OF ART, PHOTOGRAPHY, BEAUTY PRODUCTS, PRINT PUBLICATIONS, AUTOMOBILES, ELECTRONICS, FILMS, MUSIC, AND FASHIONS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 4-1-1996; IN COMMERCE 1-1-2004.

FOR: PHOTOGRAPHY STUDIO; RENTAL OF PHOTOGRAPHIC EQUIPMENT, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 4-1-1996; IN COMMERCE 4-1-1996.

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

SER. NO. 78-906,894, FILED 6-13-2006.

CARRIE GENOVESE, EXAMINING ATTORNEY

# United States of America

United States Patent and Trademark Office

# MILK MADE

**Reg. No. 4,446,172**

**Registered Dec. 10, 2013**

**Int. Cls.: 41, 44 and 45**

**SERVICE MARK**

**PRINCIPAL REGISTER**

MILK STUDIOS, LLC (DELAWARE LIMITED LIABILITY COMPANY)  
450 WEST 15TH STREET  
NEW YORK, NY 10011

FOR: PROVIDING A WEBSITE FEATURING NEWS, COMMENTARY, NON-DOWNLOADABLE VIDEOS AND PHOTOGRAPHS IN THE FIELDS OF MUSIC, ENTERTAINMENT AND ART; ONLINE JOURNALS, NAMELY, BLOGS AND ONLINE COLUMNS IN THE FIELDS OF FASHION, BEAUTY, MUSIC, ENTERTAINMENT AND ART, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 9-0-2010; IN COMMERCE 9-0-2010.

FOR: PROVIDING A WEBSITE FEATURING NEWS, COMMENTARY, NON-DOWNLOADABLE VIDEOS AND PHOTOGRAPHS IN THE FIELD OF BEAUTY, IN CLASS 44 (U.S. CLS. 100 AND 101).

FIRST USE 9-0-2010; IN COMMERCE 9-0-2010.

FOR: PROVIDING A WEBSITE FEATURING NEWS, COMMENTARY, NON-DOWNLOADABLE VIDEOS AND PHOTOGRAPHS IN THE FIELD OF FASHION, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 9-0-2010; IN COMMERCE 9-0-2010.

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

OWNER OF U.S. REG. NOS. 3,307,081, 3,324,347 AND OTHERS.

SER. NO. 85-733,649, FILED 9-20-2012.

LUCY ARANT, EXAMINING ATTORNEY



*Deborah S. Cohn*

Commissioner for Trademarks of the  
United States Patent and Trademark Office

Generated on: This page was generated by TSDR on 2015-01-07 09:34:39 EST

Mark: MILK GALLERY

MILK GALLERY

US Serial Number: 86346828

Application Filing Date: Jul. 24, 2014

Register: Principal

Mark Type: Service Mark

Status: Application has been published for opposition. The opposition period begins on the date of publication.

Status Date: Dec. 23, 2014

Publication Date: Dec. 23, 2014

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### Mark Information

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Mark Literal Elements: MILK GALLERY

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: "GALLERY"

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### Related Properties Information

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Claimed Ownership of US Registrations: 3236886, 3312318, 3324347 and others

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### Goods and Services

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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: Gallery for art exhibits; conducting and providing facilities for trade show exhibitions and for launching new products for others in the fields of art, photography, beauty products, print publications, automobiles, electronics, films, music, and fashions

International Class(es): 035 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 2003

Use in Commerce: Jul. 2003

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### Basis Information (Case Level)

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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	

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### Current Owner(s) Information

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Owner Name: Milk Studios, LLC

Owner Address: 450 West 15th Street  
New York, NEW YORK 10011  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

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### Attorney/Correspondence Information

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Attorney of Record

Attorney Name: Mary Sotis

Docket Number: 021302.0200

Attorney Primary Email [pto@fkks.com](mailto:pto@fkks.com)  
Address:

Attorney Email Yes  
Authorized:

Correspondent

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NEW YORK, NEW YORK 10022-5754  
UNITED STATES

Phone: 212-980-0120

Fax: 212-593-9175

Correspondent e-mail: [pto@fkks.com](mailto:pto@fkks.com)

Correspondent e-mail Yes  
Authorized:

Domestic Representative - Not Found

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## Prosecution History

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Date	Description	Proceeding Number
Dec. 23, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Dec. 23, 2014	PUBLISHED FOR OPPOSITION	
Dec. 03, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Nov. 13, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 06, 2014	ASSIGNED TO EXAMINER	76638
Aug. 07, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jul. 28, 2014	NEW APPLICATION ENTERED IN TRAM	

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## TM Staff and Location Information

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### TM Staff Information

TM Attorney: PINO, BRIAN J

Law Office Assigned: LAW OFFICE 114

### File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date In Location: Nov. 17, 2014

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

**MILK**  
**GALLERY**

**Reg. No. 4,620,902**

MILK STUDIOS, LLC (DELAWARE LIMITED LIABILITY COMPANY)  
450 WEST 15TH STREET  
NEW YORK, NY 10011

**Registered Oct. 14, 2014**

**Int. Cl.: 35**

FOR: GALLERY FOR ART EXHIBITS; CONDUCTING AND PROVIDING FACILITIES FOR TRADE SHOW EXHIBITIONS AND FOR LAUNCHING NEW PRODUCTS FOR OTHERS IN THE FIELDS OF ART, PHOTOGRAPHY, BEAUTY PRODUCTS, PRINT PUBLICATIONS, AUTOMOBILES, ELECTRONICS, FILMS, MUSIC, AND FASHIONS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

**SERVICE MARK**

**PRINCIPAL REGISTER**

FIRST USE 9-0-2012; IN COMMERCE 9-0-2012.

OWNER OF U.S. REG. NOS. 3,236,886, 3,312,318, AND 3,324,347.

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

THE MARK CONSISTS OF THE WORD "MILK" IN STYLIZED LETTERING UNDERNEATH WHICH IS THE WORD "GALLERY" IN STYLIZED LETTERING.

SER. NO. 86-225,812, FILED 3-19-2014.

STEVEN PEREZ, EXAMINING ATTORNEY



*Michelle K. Lee*

Deputy Director of the United States  
Patent and Trademark Office

Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

Reg. No. 3,236,886

United States Patent and Trademark Office

Registered May 1, 2007

**SERVICE MARK  
PRINCIPAL REGISTER**



MILK STUDIOS (NEW YORK LTD LIAB CO)  
450 WEST 15TH STREET  
NEW YORK, NY 10011

FOR: RENTAL OF PHOTOGRAPHIC EQUIP-  
MENT, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 10-1-2000; IN COMMERCE 10-1-2000.

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

THE MARK CONSISTS OF A CREST WITH TWO  
LARGE CLAMPS (ABOVE AND TO RIGHT AND  
LEFT OF THE WORD "MILK"), A SERIES OF  
SMALL CLAMPS FORMING A U SHAPE; A CAM-  
ERA IN FRONT-VIEW (CENTERED BELOW THE  
WORD "RENTAL") AND TWO TRIPOD LEGS (TO  
RIGHT AND LEFT OF THE CAMERA).

SER. NO. 78-906,954, FILED 6-13-2006.

TRAVIS WHEATLEY, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

**United States Patent and Trademark Office**

**Reg. No. 3,324,347**

Registered Oct. 30, 2007

**SERVICE MARK  
PRINCIPAL REGISTER**



MILK STUDIOS (NEW YORK LTD LIAB CO)  
450 WEST 15TH STREET  
NEW YORK, NY 10011

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

FOR: PHOTOGRAPHY STUDIO; RENTAL OF  
PHOTOGRAPHIC EQUIPMENT, IN CLASS 41 (U.S.  
CLS. 100, 101 AND 107).

SER. NO. 78-906,835, FILED 6-13-2006.

FIRST USE 4-1-1996; IN COMMERCE 4-1-1996.

APRIL ROACH, EXAMINING ATTORNEY