

ESTTA Tracking number: **ESTTA700244**

Filing date: **10/05/2015**

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	Victoria's Secret Stores 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 kpkarks@leydig.com, mzimmermann@leydig.com Phone:312-616-5600		
----------------------	---	--	--

Applicant Information

Application No	86596200	Publication date	09/08/2015
Opposition Filing Date	10/05/2015	Opposition Period Ends	10/08/2015
Applicant	Yiwu Dearbody Cosmetics Co., Ltd. No.86 Xiangyi Road, Yiting Town Yiwu City, Zhejiang, 322000 CHINA		

Goods/Services Affected by Opposition

Class 003. First Use: 2011/12/31 First Use In Commerce: 2015/03/03
All goods and services in the class are opposed, namely: Baby lotion; Bath salts; Cakes of toilet soap; Cosmetics; Cosmetics for animals; Dentifrices; Detergents for household use; Perfumery; Perfumes; Shoe wax

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
--------------------------------------	----------------------------

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	1908042	Application Date	03/31/1994
Registration Date	08/01/1995	Foreign Priority Date	NONE
Word Mark	VICTORIA'S SECRET		
Design Mark			
Description of Mark	NONE		

Goods/Services	<p>Class 003. First use: First Use: 1977/06/12 First Use In Commerce: 1977/06/12 [toilet soaps, washing compounds for use with lingerie and fine washables,] hair shampoos, scented drawer sachets; personal fragrances, namely, cologne, perfume, toilet water, and essential oils for personal use; bath powder, [non-medicated foot powder, and] body powder; and personal care preparations, namely, bath, hand and body lotions</p> <p>Class 004. First use: First Use: 1977/06/12 First Use In Commerce: 1977/06/12 CANDLES</p> <p>Class 009. First use: First Use: 1977/06/12 First Use In Commerce: 1977/06/12 prerecorded compact discs [and audio tapes, both] featuring music</p> <p>Class 016. First use: First Use: 1977/06/12 First Use In Commerce: 1977/06/12 mail order catalogs featuring clothing, lingerie, and toiletries [; bridal guest books; calendars, and address books]</p> <p>Class 020. First use: First Use: 1977/06/12 First Use In Commerce: 1977/06/12 [picture frames,] hand mirrors and pillows</p> <p>Class 021. First use: First Use: 1977/06/12 First Use In Commerce: 1977/06/12 [perfume atomizers sold empty; perfume bottles sold empty;] non-metal decorative boxes; hair combs and hair brushes; decorative trays not of precious metal [; and flasks sold empty]</p> <p>Class 022. First use: First Use: 1977/06/12 First Use In Commerce: 1977/06/12 mesh lingerie bags for washing lingerie [and cloth bags for lingerie storage]</p> <p>Class 024. First use: First Use: 1977/06/12 First Use In Commerce: 1977/06/12 [wash cloths,] towels [and bedding, namely, comforters, pillow cases, sheets, shams, duvets, and dust ruffles]</p> <p>Class 025. First use: First Use: 1977/06/12 First Use In Commerce: 1977/06/12 women's [and men's] outerwear, underwear and nightwear, namely, lingerie, robes, caftans, kimonos, boxer shorts, pajamas, shirts, pants, [jeans,] dresses, skirts, sweaters, jumpsuits, bodysuits, sweatshirts, jackets, T-shirts, [scarves, leotards,] tights, swimsuits, beach shirts, hosiery, footwear</p> <p>Class 028. First use: First Use: 1977/06/12 First Use In Commerce: 1977/06/12 [toy stuffed animals]</p> <p>Class 042. First use: First Use: 1977/06/12 First Use In Commerce: 1977/06/12 retail store and mail order catalog services for lingerie care preparations, personal care preparations, perfumes, candles, [picture frames,] mirrors, cosmetic and perfume applicators, towels, [bedding,] women's [and men's] lingerie, undergarments and clothing [and toys]</p>
----------------	--

U.S. Registration No.	1146199	Application Date	02/21/1978
Registration Date	01/20/1981	Foreign Priority Date	NONE
Word Mark	VICTORIA'S SECRET		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1977/06/12 First Use In Commerce: 1977/06/12 Women's Lingerie		

U.S. Registration No.	3681436	Application Date	01/02/2009
Registration Date	09/08/2009	Foreign Priority	NONE

		Date	
Word Mark	SECRET CHARM		
Design Mark	<p style="text-align: center; font-size: 2em; font-weight: bold;">SECRET CHARM</p>		
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 2009/06/04 First Use In Commerce: 2009/06/04 Body butter; Body creams; Body lotions; Body washes; Hand creams; Non-medicated skin care preparation, namely, body mist		

U.S. Registration No.	3871157	Application Date	04/09/2009
Registration Date	11/02/2010	Foreign Priority Date	NONE
Word Mark	SECRET MOMENTS		
Design Mark	<p style="text-align: center; font-size: 2em; font-weight: bold;">SECRET MOMENTS</p>		
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 2009/09/11 First Use In Commerce: 2009/09/11 Body cream; Body lotions; Body scrub; Body sprays; Body washes		

U.S. Registration No.	3985895	Application Date	01/17/2011
Registration Date	06/28/2011	Foreign Priority Date	NONE
Word Mark	SECRET CRUSH		

Design Mark	<h1>SECRET CRUSH</h1>		
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 2009/08/11 First Use In Commerce: 2009/08/11 Body lotions; Body wash; Non-medicated skin care preparation, namely, body mist		

U.S. Registration No.	4045790	Application Date	01/02/2009
Registration Date	10/25/2011	Foreign Priority Date	NONE

Word Mark	SECRET CHARM		
Design Mark	<h1>SECRET CHARM</h1>		
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 2011/06/14 First Use In Commerce: 2011/06/14 Body scrub		

U.S. Registration No.	4321614	Application Date	07/20/2011
Registration Date	04/16/2013	Foreign Priority Date	NONE

Word Mark	SECRET CRAVING		
-----------	----------------	--	--

Design Mark	<h1>SECRET CRAVING</h1>		
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 2012/03/23 First Use In Commerce: 2012/03/23 Body creams; Body lotions; Body wash; Non-medicated skin care preparation, namely, body mist		

U.S. Registration No.	3532498	Application Date	10/17/2005
Registration Date	11/11/2008	Foreign Priority Date	NONE

Word Mark	STYLE SECRETS		
Design Mark	<h1>STYLE SECRETS</h1>		
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2006/05/02 First Use In Commerce: 2006/05/02 Adhesive bras, adhesive bras in the nature of smoothing gel petals and invisible breast lifts, bra extenders and clothing adhesives in the nature of adhesive bras		

U.S. Registration No.	3643522	Application Date	01/26/2009
Registration Date	06/23/2009	Foreign Priority Date	NONE
Word Mark	SECRET EMBRACE		

Design Mark	SECRET EMBRACE		
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2006/01/18 First Use In Commerce: 2006/01/18 Bras		

U.S. Registration No.	4019980	Application Date	08/13/2009
Registration Date	08/30/2011	Foreign Priority Date	NONE
Word Mark	SECRET BY VICTORIA'S SECRET		
Design Mark	SECRET BY VICTORIA'S SECRET		
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2010/01/14 First Use In Commerce: 2010/01/14 Body shapers		

U.S. Registration No.	3791532	Application Date	07/01/2009
Registration Date	05/18/2010	Foreign Priority Date	NONE
Word Mark	SECRET NO 1: SEAMLESSLY SEXY		
Design Mark	SECRET NO 1: SEAMLESSLY SEXY		

Description of Mark	NONE
Goods/Services	Class 025. First use: First Use: 2010/01/25 First Use In Commerce: 2010/01/25 Clothing, namely, body shapers; and shapewear, namely, girdles, waist cinchers, leg shapers, camisoles, briefs, foundation garments Class 035. First use: First Use: 2010/01/25 First Use In Commerce: 2010/01/25 Retail store services, mail order catalog services and on-line retail store services, all featuring clothing, namely, foundation garments; and shapewear, namely, girdles, waist cinchers, leg shapers, camisoles, briefs, foundation garments

U.S. Registration No.	3791533	Application Date	07/01/2009
Registration Date	05/18/2010	Foreign Priority Date	NONE

Word Mark	SECRET NO 2: CONFIDENT & CURVY		
Design Mark			

Description of Mark	NONE
Goods/Services	Class 025. First use: First Use: 2010/01/25 First Use In Commerce: 2010/01/25 Clothing, namely, body shapers, slips, bras, bustiers; and shapewear, namely, bras, girdles, waist cinchers, leg shapers, camisoles, briefs, foundation garments, slips, bustiers Class 035. First use: First Use: 2010/01/25 First Use In Commerce: 2010/01/25 Retail store services, mail order catalog services and on-line retail store services, all featuring clothing, namely, bras, bustiers, slips, hosiery, foundation garments; and shapewear, namely, bras, girdles, waist cinchers, leg shapers, camisoles, briefs, foundation garments, slips, bustiers

U.S. Registration No.	4012921	Application Date	07/01/2009
Registration Date	08/16/2011	Foreign Priority Date	NONE
Word Mark	SECRET NO 1: SEAMLESSLY SEXY		

Design Mark	<p style="text-align: center;">SECRET NO 1: SEAMLESSLY SEXY</p>
Description of Mark	NONE
Goods/Services	<p>Class 025. First use: First Use: 2010/01/14 First Use In Commerce: 2010/01/14 Shapewear, namely, slips, bustiers and body suits</p> <p>Class 035. First use: First Use: 2010/01/14 First Use In Commerce: 2010/01/14 Retail store services, mail order catalog services and on-line retail store services, all featuring shapewear, namely, slips, bustiers and body suits</p>

Attachments	<p>77977586#TMSN.png(bytes) 77710369#TMSN.png(bytes) 85219145#TMSN.png(bytes) 77642524#TMSN.png(bytes) 85375826#TMSN.png(bytes) 78734439#TMSN.png(bytes) 77656196#TMSN.png(bytes) 77803651#TMSN.png(bytes) 77979234#TMSN.png(bytes) 77979235#TMSN.png(bytes) 77772038#TMSN.png(bytes) 2015-10-05 Notice of Opposition as filed.pdf(3265147 bytes)</p>
-------------	---

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 Zimmermann/
Name	Michelle Zimmermann
Date	10/05/2015

**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. 86/596,200
v.)	
)	
YIWU DEARBODY COSMETICS CO., LTD.,)	
)	
Applicant.)	

NOTICE OF OPPOSITION

Victoria's Secret Stores Brand Management, Inc. ("Opposer"), a Delaware corporation, located at Three Limited Parkway, Reynoldsburg, Ohio 43068, hereby opposes Application Serial No. 86/596,200 for the mark "BODYSECRETS" (the "Application" or "Applicant's Mark") in Class 3, filed by Yiwu Dearbody Cosmetics Co., Ltd., a limited company organized under the laws of China ("Applicant"), and published in the Official Gazette September 8, 2015. Opposer believes it will be damaged by the registration of the Application and therefore opposes on the following grounds:

1. Opposer is a highly successful retailer, and a leading provider of lingerie, clothing, and beauty products.
2. Since at least as early as 1977, Opposer has used VICTORIA'S SECRET as a trademark and house mark in connection with the sale of clothing items, lingerie, and beauty and cosmetic products, among many others.
3. For many years, Opposer has used its VICTORIA'S SECRET trademark in connection with a line of beauty products, using the distinctive trade dress shown below:



4. VICTORIA'S SECRET is a famous trademark.
5. In relation to its famous "VICTORIA'S SECRET" trademark, Opposer has made use of other marks containing the term "SECRET" to identify the source of its products.
6. Opposer owns registrations for its VICTORIA'S SECRET trademark and other marks containing the term "SECRET" (collectively, Opposer's "SECRET Marks") including the following:

Registration No.	Mark	Priority Date	Class(es)
1908042	VICTORIA'S SECRET	6/12/1977	3, 4, 9, 16, 20, 21, 22, 24, 25, 28, 42
1146199	VICTORIA'S SECRET	6/12/1977	25
3681436	SECRET CHARM	1/2/2009	3
3871157	SECRET MOMENTS	4/9/2009	3
3985895	SECRET CRUSH	8/11/2009	3
4045790	SECRET CHARM	1/2/2009	3
4321614	SECRET CRAVING	7/20/2011	3
3532498	STYLE SECRETS	10/17/2005	25
3643522	SECRET EMBRACE	1/18/2006	25

Registration No.	Mark	Priority Date	Class(es)
4019980	SECRET BY VICTORIA'S SECRET	8/13/2009	25
3791532	SECRET NO. 1: SEAMLESSLY SEXY	7/1/2009	25, 35
3791533	SECRET NO. 2: CONFIDENT & CURVY	7/1/2009	25, 35
4012921	SECRET NO. 1: SEAMLESSLY SEXY	7/1/2009	25, 35

Copies of the registration certificates for the registered marks identified above, as well as current TSDR status for the same, are attached as Exhibit A.

7. Opposer has spent significant sums to advertise and promote products bearing its SECRET Marks, and as a result, has enjoyed substantial sales of such products.

8. On April 14, 2015, Applicant filed the Application for Applicant's Mark  , for "Baby lotion; Bath salts; Cakes of toilet soap; Cosmetics; Cosmetics for animals; Dentifrices; Detergents for household use; Perfumery; Perfumes; Shoe wax" in Class 3. The Application claims use since at least as early as December 31, 2011.

9. Applicant submitted the specimen of use shown below in connection with the Application, which closely mimics Opposer's trade dress and uses a product name (RAVISHING LOVE) identical to Opposer's Registration No. 4023294:



10. Opposer's use of its SECRET Marks long predates Applicant's priority date.
11. Upon information and belief, Applicant was aware of Opposer and Opposer's longstanding use of its SECRET Marks prior to April 14, 2015.
12. Applicant's Mark is confusingly similar to Opposer's SECRET Marks.
13. Due to the similarity of the marks and goods involved, and other factors, confusion is likely as between Applicant's Mark and Opposer's SECRET Marks, pursuant to Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).
14. Registration of Applicant's Mark is likely to cause confusion or mistake in the mind of the public, and to lead the relevant public into believing that Applicant's goods are Opposer's, or are endorsed or sponsored by, or otherwise affiliated or connected with Opposer, all to the damage and injury of Opposer and the relevant public.
15. In view of the above, the grant of a registration for Applicant's Mark, as sought in the Application, should be denied.

WHEREFORE, by its undersigned attorneys, Opposer respectfully requests that this Notice of Opposition be sustained and that registration of Application Serial No. 86/596,200 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: October 5, 2015

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 October 5, 2015.


Michelle Zimmermann

CERTIFICATE OF SERVICE

I hereby certify that a copy of this NOTICE OF OPPOSITION was served by First Class Mail to the following addresses on October 5, 2015, such being the Applicant's correspondence address listed in the TARR system as of this date:

Cao Zhen
Zhejiang Guangyu Trademark Agency Co., Ltd.
No.551 Shengli Street
Jinhua City, Zhejiang 321000
China


Michelle Zimmermann

Exhibit A

Generated on: This page was generated by TSDR on 2015-09-14 14:53:59 EDT

Mark: VICTORIA'S SECRET

US Serial Number: 74507663 **Application Filing Date:** Mar. 31, 1994
US Registration Number: 1908042 **Registration Date:** Aug. 01, 1995
Register: Principal
Mark Type: Trademark, Service Mark
Status: The registration has been renewed.
Status Date: Dec. 08, 2005
Publication Date: May 09, 1995

Mark Information

Mark Literal Elements: VICTORIA'S SECRET
Standard Character Claim: No
Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Related Properties Information

International Registration Number: 0886895
International Application(s) /Registration(s) Based on this Property: A0004390/0886895
Claimed Ownership of US Registrations: 1146199, 1533217 and others

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *...* identify additional (new) wording in the goods/services.

For: [toilet soaps, washing compounds for use with lingerie and fine washables,] hair shampoos, scented drawer sachets; personal fragrances, namely, cologne, perfume, toilet water, and essential oils for personal use; bath powder, [non-medicated foot powder, and] body powder; and personal care preparations, namely, bath, hand and body lotions

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 12, 1977

Use in Commerce: Jun. 12, 1977

For: CANDLES

International Class(es): 004 - Primary Class

U.S Class(es): 015

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 12, 1977

Use in Commerce: Jun. 12, 1977

For: prerecorded compact discs [and audio tapes, both] featuring music

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 12, 1977

Use in Commerce: Jun. 12, 1977

For: mail order catalogs featuring clothing, lingerie, and toiletries [; bridal guest books; calendars, and address books]	
International Class(es): 016 - Primary Class	U.S Class(es): 002, 005, 022, 023, 029, 037, 038, 050
Class Status: ACTIVE	
Basis: 1(a)	
First Use: Jun. 12, 1977	Use in Commerce: Jun. 12, 1977
For: [picture frames,] hand mirrors and pillows	
International Class(es): 020 - Primary Class	U.S Class(es): 002, 013, 022, 025, 032, 050
Class Status: ACTIVE	
Basis: 1(a)	
First Use: Jun. 12, 1977	Use in Commerce: Jun. 12, 1977
For: [perfume atomizers sold empty; perfume bottles sold empty;] non-metal decorative boxes; hair combs and hair brushes; decorative trays not of precious metal [; and flasks sold empty]	
International Class(es): 021 - Primary Class	U.S Class(es): 002, 013, 023, 029, 030, 033, 040, 050
Class Status: ACTIVE	
Basis: 1(a)	
First Use: Jun. 12, 1977	Use in Commerce: Jun. 12, 1977
For: mesh lingerie bags for washing lingerie [and cloth bags for lingerie storage]	
International Class(es): 022 - Primary Class	U.S Class(es): 001, 002, 007, 019, 022, 042, 050
Class Status: ACTIVE	
Basis: 1(a)	
First Use: Jun. 12, 1977	Use in Commerce: Jun. 12, 1977
For: [wash cloths,] towels [and bedding, namely, comforters, pillow cases, sheets, shams, duvets, and dust ruffles]	
International Class(es): 024 - Primary Class	U.S Class(es): 042, 050
Class Status: ACTIVE	
Basis: 1(a)	
First Use: Jun. 12, 1977	Use in Commerce: Jun. 12, 1977
For: women's [and men's] outerwear, underwear and nightwear, namely, lingerie, robes, caftans, kimonos, boxer shorts, pajamas, shirts, pants, [jeans,] dresses, skirts, sweaters, jumpsuits, bodysuits, sweatshirts, jackets, T-shirts, [scarves, leotards,] tights, swimsuits, beach shirts, hosiery, footwear	
International Class(es): 025 - Primary Class	U.S Class(es): 022, 039
Class Status: ACTIVE	
Basis: 1(a)	
First Use: Jun. 12, 1977	Use in Commerce: Jun. 12, 1977
For: [toy stuffed animals]	
International Class(es): 028 - Primary Class	U.S Class(es): 022, 023, 038, 050
Class Status: ACTIVE	
Basis: 1(a)	
First Use: Jun. 12, 1977	Use in Commerce: Jun. 12, 1977
For: retail store and mail order catalog services for lingerie care preparations, personal care preparations, perfumes, candles, [picture frames,] mirrors, cosmetic and perfume applicators, towels, [bedding,] women's [and men's] lingerie, undergarments and clothing [and toys]	
International Class(es): 042 - Primary Class	U.S Class(es): 100, 101
Class Status: ACTIVE	
Basis: 1(a)	
First Use: Jun. 12, 1977	Use in Commerce: Jun. 12, 1977

Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: VICTORIA'S SECRET STORES BRAND MANAGEMENT, INC.

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

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent Name/Address: IVETTE GOLDFRANK
LBRANDS, INC.
666 5TH AVENUE, 5TH FLOOR
NEW YORK, NEW YORK 10103
UNITED STATES

Phone: 212-884-3478

Correspondent e-mail: igoldfrank@lb.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Aug. 16, 2015	POST REGISTRATION ACTION MAILED - SEC. 8 & 9	67603
Aug. 15, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67603
Jul. 22, 2015	TEAS SECTION 8 & 9 RECEIVED	
Jul. 22, 2015	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 21, 2014	NOTICE OF SUIT	
Jun. 03, 2012	ATTORNEY REVOKED AND/OR APPOINTED	
Jun. 03, 2012	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Dec. 22, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 22, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Aug. 22, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Apr. 29, 2010	NOTICE OF SUIT	
Aug. 05, 2008	NOTICE OF SUIT	
Mar. 06, 2008	ATTORNEY REVOKED AND/OR APPOINTED	
Mar. 06, 2008	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jun. 26, 2007	CASE FILE IN TICRS	
Dec. 08, 2005	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76293
Dec. 08, 2005	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Dec. 08, 2005	ASSIGNED TO PARALEGAL	76293
Aug. 01, 2005	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Aug. 01, 2005	TEAS SECTION 8 & 9 RECEIVED	
May 02, 2005	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 28, 2001	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Jan. 26, 2001	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Aug. 01, 1995	REGISTERED-PRINCIPAL REGISTER	
May 09, 1995	PUBLISHED FOR OPPOSITION	
Apr. 07, 1995	NOTICE OF PUBLICATION	
Dec. 12, 1994	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 01, 1994	EXAMINER'S AMENDMENT MAILED	
Nov. 21, 1994	NON-FINAL ACTION MAILED	

Nov. 02, 1994 ASSIGNED TO EXAMINER
Oct. 27, 1994 ASSIGNED TO EXAMINER

66551
72151

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Filed: Yes

Renewal Date: Aug. 01, 2005

TM Staff and Location Information

TM Staff Information - None File Location

Current Location: TMEO LAW OFFICE 15

Date in Location: Aug. 16, 2015

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: V Secret Catalogue, Inc.

Assignment 1 of 1

Conveyance: MERGER

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

Pages: 6

Date Recorded: Aug. 17, 2005

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

Assignor

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

Execution Date: Jul. 29, 2005

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Assignee

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

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Address: FOUR LIMITED PARKWAY
REYNOLDSBURG, OHIO 43068

Correspondent

Correspondent Name: FRANK J. COLUCCI

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

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 4

Type of Proceeding: Opposition

Proceeding Number: [91212599](#)

Filing Date: Sep 23, 2013

Status: Terminated

Status Date: Nov 19, 2013

Interlocutory Attorney: JENNIFER KRISP

Defendant

Name: Hop Lun Fashions Limited

Correspondent Address: AMY M BROZENIC
LATHROP & GAGE LLP
10851 MASTIN ST BLDG 82
OVERLAND PARK KS , 66210-1669
UNITED STATES

Correspondent e-mail: ipdocketing@lathropgage.com; abrozenic@lathropgage.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
------	--------------------	---------------	---------------------

Plaintiff(s)**Name:** Victoria Secret Stores Brand Management, Inc**Correspondent Address:** NIMITA L PAREKH
LEYDIG VOIT & MAYER LTD
TWO PRUDENTIAL PLAZA , 180 N STETSON AVENUE SUITE 4900
CHICAGO IL , 60601-6731
UNITED STATES**Correspondent e-mail:** nparekh@leydig.com , kparks@leydig.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VICTORIA'S SECRET	Renewed	73159253	1146199
VICTORIA'S SECRET	Renewed	74507663	1908042
BODY BY VICTORIA	Renewed	75979385	2367151

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 23, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 23, 2013	Nov 02, 2013
3	PENDING, INSTITUTED	Sep 23, 2013	
4	W/DRAW OF APPLICATION	Oct 29, 2013	
5	BD DECISION: SUSTAINED	Nov 19, 2013	
6	TERMINATED	Nov 19, 2013	

Type of Proceeding: Opposition**Proceeding Number:** [91212600](#)**Filing Date:** Sep 23, 2013**Status:** Terminated**Status Date:** Nov 23, 2013**Interlocutory Attorney:** ANDREW P BAXLEY**Defendant****Name:** Hop Lun Fashions Limited**Correspondent Address:** AMY M BROZENIC
LATHROP & GAGE LLP
10851 MASTIN ST BLDG 82, SUITE 1000
OVERLAND PARK KS , 66210-1669
UNITED STATES**Correspondent e-mail:** ipdocketing@lathroppage.com; abrozenic@lathroppage.com , jridpath@lathroppage.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VERY VICTORIA SILVSTEDT BY MARIE MEILI	Abandoned - After Inter-Partes Decision	85759777	

Plaintiff(s)**Name:** Victoria's Secret Stores Brand Management, Inc.**Correspondent Address:** KEVIN C PARKS
LEYDIG VOIT & MAYER LTD
180 N STETSON AVENUE TWO PRUDENTIAL PLAZA, SUITE 4900
CHICAGO IL , 60601-6731
UNITED STATES**Correspondent e-mail:** nparekh@leydig.com , kparks@leydig.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VICTORIA'S SECRET	Renewed	73159253	1146199
VICTORIA'S SECRET	Renewed	74507663	1908042
BODY BY VICTORIA	Renewed	75979385	2367151

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 23, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 23, 2013	Nov 02, 2013

3	PENDING, INSTITUTED	Sep 23, 2013
4	W/DRAW OF APPLICATION	Oct 29, 2013
5	BD DECISION: SUSTAINED	Nov 23, 2013
6	TERMINATED	Nov 23, 2013

Type of Proceeding: Opposition

Proceeding Number: [91200174](#) **Filing Date:** Jun 08, 2011
Status: Terminated **Status Date:** Sep 26, 2011
Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Kenneth Collins
Correspondent Address: MARC KESTEN
MARC J KESTEN PL
9220 NW 72ND STREET
PARKLAND FL , 33067-2619
UNITED STATES
Correspondent e-mail: marc@kestenlex.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
CLITORIA'S SECRETS	Abandoned - After Inter-Partes Decision	85214187	

Plaintiff(s)

Name: Victoria's Secret Stores Brand Management, Inc.
Correspondent Address: MELANIE BRADLEY
KIRKLAND & ELLIS LLP
601 LEXINGTON AVENUE
NEW YORK NY , 10022
UNITED STATES
Correspondent e-mail: christine.casey@kirkland.com , melanie.bradley@kirkland.com , dale.cendali@kirkland.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
VICTORIA'S SECRET	Renewed	73159253	1146199
VICTORIA'S SECRET	Renewed	74507663	1908042
ANGELS BY VICTORIA'S SECRET	Renewed	75208463	2168500
VICTORIA'S SECRET PINK	Renewed	76976203	2820380
VICTORIA'S SECRET THE LOOK BOOK	Renewed	75981437	2557051

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 08, 2011	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 08, 2011	Jul 18, 2011
3	PENDING, INSTITUTED	Jun 08, 2011	
4	NOTICE OF DEFAULT	Aug 04, 2011	
5	BOARD'S DECISION: SUSTAINED	Sep 26, 2011	
6	TERMINATED	Sep 26, 2011	

Type of Proceeding: Opposition

Proceeding Number: [91180866](#) **Filing Date:** Nov 21, 2007
Status: Terminated **Status Date:** Sep 24, 2008
Interlocutory Attorney: ROBERT COGGINS

Defendant

Name: United Retail Incorporated
Correspondent Address: MITCHELL E. RADIN
COWAN, DEBAETS, ABRAHAMS & SHEPPARD LLP
41 MADISON AVE FL 34
NEW YORK NY , 10010-2209
UNITED STATES
Correspondent e-mail: mradin@cdas.com , mkaplan@cdas.com , amueller@cdas.com , bpares@cdas.com

Associated marks

Serial	Registration
---------------	---------------------

Mark	Application Status	Number	Number
SEXY SECRETS	Cancelled - Section 8	77071906	3523077
SEXY SECRETS	Abandoned - After Inter-Partes Decision	77071311	

Plaintiff(s)

Name: Victoria's Secret Stores Brand Management, Inc.

Correspondent Address: Frank J. Colucci
Colucci & Umans
218 East 50th Street
New York NY , 10022
UNITED STATES

Correspondent e-mail: fcollucci@colucci-umans.com , RJacobson@Colucci-Umans.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
VICTORIA'S SECRET	Renewed	74507663	1908042
VICTORIA'S SECRET	Renewed	73159253	1146199
SEXY LITTLE THINGS	Section 8 and 15 - Accepted and Acknowledged	78515089	3161607
BEACH SEXY	Renewed	78107587	2754457
SEXY SUPPORT	Cancelled - Section 8	78085820	2776825
VERY SEXY	Renewed	76976443	2849071
VERY SEXY	Renewed	76975225	2725765
THE NEW SHAPE OF SEXY	Cancelled - Section 8	75745799	2488663
SEXY LITTLE NOTHINGS	Cancelled - Section 8	78908658	3403469
VICTORIA'S SECRET SEXY SPORT	Abandoned - After Publication	78745840	
VERY SEXY SEXY SHEERS	Abandoned - After Publication	78905688	
SEXY BY VICTORIA	Abandoned - No Statement Of Use Filed	78295947	
THE NEW SHAPE OF SEXY	Abandoned - No Statement Of Use Filed	77319063	
SEXY BY VICTORIA	Abandoned - After Publication	77315693	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Nov 21, 2007	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 21, 2007	Dec 31, 2007
3	PENDING, INSTITUTED	Nov 21, 2007	
4	STIPULATION FOR AN EXTENSION OF TIME	Dec 20, 2007	
5	EXTENSION OF TIME GRANTED	Dec 20, 2007	
6	STIPULATION FOR AN EXTENSION OF TIME	Dec 20, 2007	
7	EXTENSION OF TIME GRANTED	Dec 20, 2007	
8	STIPULATION FOR AN EXTENSION OF TIME	Jan 25, 2008	
9	EXTENSION OF TIME GRANTED	Jan 25, 2008	
10	STIPULATION FOR AN EXTENSION OF TIME	Jan 25, 2008	
11	EXTENSION OF TIME GRANTED	Jan 25, 2008	
12	TRIAL DATES RESET	Jan 31, 2008	
13	STIPULATION FOR AN EXTENSION OF TIME	Feb 28, 2008	
14	STIPULATION FOR AN EXTENSION OF TIME	Mar 27, 2008	
15	EXTENSION OF TIME GRANTED	Apr 07, 2008	
16	STIPULATION FOR AN EXTENSION OF TIME	Apr 28, 2008	
17	EXTENSION OF TIME GRANTED	May 01, 2008	
18	STIPULATION FOR AN EXTENSION OF TIME	May 29, 2008	
19	EXTENSION OF TIME GRANTED	Jun 18, 2008	
20	STIPULATION FOR AN EXTENSION OF TIME	Jun 26, 2008	

21	EXTENSION OF TIME GRANTED	Jun 26, 2008	
22	D'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Jul 25, 2008	
23	AMENDMENT OF 77071906	Jul 25, 2008	
24	WITHDRAWAL OF APP 77071311	Jul 25, 2008	
25	RESPONSE DUE 30 DAYS (DUE DATE)	Aug 22, 2008	Sep 21, 2008
26	STIP TO DISMISS	Sep 04, 2008	
27	BD'S DECISION: DISMISSED W/O PREJUDICE	Sep 24, 2008	
28	TERMINATED	Sep 24, 2008	

Int. Cls.: 3, 4, 9, 16, 20, 21, 22, 24, 25, 28 and 42

Prior U.S. Cls.: 1, 2, 4, 5, 6, 13, 15, 22, 23, 29, 30,
32, 33, 36, 37, 38, 39, 40, 42, 50, 51, 52, 100 and 101 Reg. No. 1,908,042
United States Patent and Trademark Office Registered Aug. 1, 1995

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**

VICTORIA'S SECRET

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

FOR: TOILET SOAPS, WASHING COMPOUNDS FOR USE WITH LINGERIE AND FINE WASHABLES, HAIR SHAMPOOS, SCENTED DRAWER SACHETS; PERSONAL FRAGRANCES, NAMELY COLOGNE, PERFUME, TOILET WATER, AND ESSENTIAL OILS FOR PERSONAL USE; BATH POWDER, NON-MEDICATED FOOT POWDER, AND BODY POWDER; AND PERSONAL CARE PREPARATIONS, NAMELY BATH, HAND AND BODY LOTIONS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 6-12-1977; IN COMMERCE 6-12-1977.

FOR: CANDLES, IN CLASS 4 (U.S. CL. 15).

FIRST USE 6-12-1977; IN COMMERCE 6-12-1977.

FOR: PRERECORDED COMPACT DISCS AND AUDIO TAPES, BOTH FEATURING MUSIC, IN CLASS 9 (U.S. CL. 36).

FIRST USE 6-12-1977; IN COMMERCE 6-12-1977.

FOR: MAIL ORDER CATALOGS FEATURING CLOTHING, LINGERIE, AND TOILETRIES; BRIDAL GUEST BOOKS; CALENDARS, AND ADDRESS BOOKS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 6-12-1977; IN COMMERCE 6-12-1977.

FOR: PICTURE FRAMES, HAND MIRRORS AND PILLOWS, IN CLASS 20 (U.S. CLS. 32 AND 50).

FIRST USE 6-12-1977; IN COMMERCE 6-12-1977.

FOR: PERFUME ATOMIZERS SOLD EMPTY; PERFUME BOTTLES SOLD EMPTY; NON-METAL DECORATIVE BOXES; HAIR COMBS AND HAIR BRUSHES; DECORATIVE TRAYS NOT OF PRECIOUS METAL; AND FLASKS SOLD EMPTY, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 6-12-1977; IN COMMERCE 6-12-1977.

FOR: MESH LINGERIE BAGS FOR WASHING LINGERIE AND CLOTH BAGS FOR LINGERIE STORAGE, IN CLASS 22 (U.S. CL. 2).

FIRST USE 6-12-1977; IN COMMERCE 6-12-1977.

FOR: WASH CLOTHS, TOWELS AND BEDDING, NAMELY COMFORTERS, PILLOW CASES, SHEETS, SHAMS, DUVETS, AND DUST RUFFLES, IN CLASS 24 (U.S. CL. 42).

FIRST USE 6-12-1977; IN COMMERCE 6-12-1977.

FOR: WOMEN'S AND MEN'S OUTERWEAR, UNDERWEAR AND NIGHTWEAR, NAMELY LINGERIE, ROBES, CAFTANS, KIMONOS, BOXER SHORTS, PAJAMAS, SHIRTS, PANTS, JEANS, DRESSES, SKIRTS, SWEATERS, JUMPSUITS, BODYSUITS, SWEATSHIRTS, JACKETS, T-SHIRTS, SCARVES, LEOTARDS, TIGHTS, SWIMSUITS, BEACH SHIRTS, HOSIERY, FOOTWEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 6-12-1977; IN COMMERCE
6-12-1977.

FOR: TOY STUFFED ANIMALS, IN CLASS 28
(U.S. CL. 22).

FIRST USE 6-12-1977; IN COMMERCE
6-12-1977.

FOR: RETAIL STORE AND MAIL ORDER
CATALOG SERVICES FOR LINGERIE CARE
PREPARATIONS, PERSONAL CARE PREP-
ARATIONS, PERFUMES, CANDLES, PICTURE
FRAMES, MIRRORS, COSMETIC AND PER-
FUME APPLICATORS, TOWELS, BEDDING,

WOMEN'S AND MEN'S LINGERIE, UNDER-
GARMENTS AND CLOTHING AND TOYS, IN
CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 6-12-1977; IN COMMERCE
6-12-1977.

OWNER OF U.S. REG. NOS. 1,146,199, 1,533,217
AND OTHERS.

SER. NO. 74-507,663, FILED 3-31-1994.

CATHERINE KAISER KREBS, EXAMINING
ATTORNEY

Address: _____

Authorized:

Correspondent

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

Phone: 212.884.3479

Correspondent e-mail: MRocha@Limitedbrands.com

Correspondent e-mail Authorized: Yes

Domestic Representative

Domestic Representative Name: MARIA J. ROCHA

Phone: 212.884.3479

Domestic Representative e-mail: MRocha@Limitedbrands.com

Domestic Representative e-mail Authorized: Yes

Prosecution History

Date	Description	Proceeding Number
Jun. 03, 2012	ATTORNEY REVOKED AND/OR APPOINTED	
Jun. 03, 2012	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Dec. 22, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 22, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Aug. 22, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Feb. 17, 2010	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	66607
Feb. 17, 2010	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Feb. 10, 2010	TEAS SECTION 8 & 9 RECEIVED	
Aug. 05, 2008	NOTICE OF SUIT	
Mar. 06, 2008	ATTORNEY REVOKED AND/OR APPOINTED	
Mar. 06, 2008	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Feb. 13, 2008	CASE FILE IN TICRS	
May 02, 2005	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 03, 2001	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Apr. 03, 2001	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Nov. 27, 2000	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
May 08, 1986	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Feb. 27, 1986	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Jan. 20, 1981	REGISTERED-PRINCIPAL REGISTER	
Sep. 16, 1980	PUBLISHED FOR OPPOSITION	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Jan. 20, 2011

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Feb. 17, 2010

Assignment Abstract Of Title Information

Summary

Total Assignments: 9

Registrant: Victoria's Secret

Assignment 1 of 9

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

Reel/Frame: [0411/0616](#)

Pages: 3

Date Recorded: Mar. 12, 1982

Supporting Documents: No Supporting Documents Available

Assignor

Name: [VICTORIA'S SECRET](#)

Execution Date: Jan. 28, 1982

Legal Entity Type: PARTNERSHIP

State or Country Where Organized: CALIFORNIA

Assignee

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

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Address: 115 WIS. ST.
SAN FRANCISCO, CALIFORNIA

Correspondent

Correspondent Name: LACKENBACH, SIEGEL ET AL.

Correspondent Address: ONE CHASE RD.
SCARSDALE, NY 10583

Domestic Representative - Not Found

Assignment 2 of 9

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

Reel/Frame: [0421/0315](#)

Pages: 3

Date Recorded: Aug. 09, 1982

Supporting Documents: No Supporting Documents Available

Assignor

Name: [VICTORIA'S SECRET](#)

Execution Date: Jul. 22, 1982

Legal Entity Type: PARTNERSHIP

State or Country Where Organized: CALIFORNIA

Composed Of: COMPOSED OF ROY L. RAYMOND, PARTNER
TNER, DIRECTOR) AND MR. ALFRED

Assignee

Name: [AFFIRMATIONS, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Address: 115 WISCONSIN ST.
SAN FRANCISCO, CALIFORNIA

Correspondent

Correspondent Name: TAGGART AND COLUCCI

Correspondent Address: 420 LEXINGTON AVE.
NEW YORK, NY 10170

Domestic Representative - Not Found

Assignment 3 of 9

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

Reel/Frame: [0421/0318](#)

Pages: 3

Date Recorded: Aug. 09, 1982

Supporting Documents: No Supporting Documents Available

Assignor

Name: [VICTORIA'S SECRET, INC. BY ROY
L.RAYMOND,PARTNER](#)

Execution Date: Jul. 22, 1982

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [VICTORIA'S SECRET](#)

Legal Entity Type: PARTNERSHIP

State or Country Where Organized: CALIFORNIA

Address: 115 WISCONSIN ST.
SAN FRANCISCO, CALIFORNIA

Correspondent

Correspondent Name: TAGGART AND COLUCCI

Correspondent Address: 420 LEXINGTON AVE.
NEW YORK, NY 10170

Domestic Representative - Not Found

Assignment 4 of 9

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

Reel/Frame: [0421/0321](#)

Pages: 3

Date Recorded: Aug. 09, 1982

Supporting Documents: No Supporting Documents Available

Assignor

Name: [AFFIRMATIONS, INC.](#)

Execution Date: Jul. 22, 1982

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

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

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Address: 115 WISCONSIN ST.
SAN FRANCISCO, CALIFORNIA

Correspondent

Correspondent Name: TAGGART AND COLUCCI

Correspondent Address: 420 LEXINGTON AVE.
NEW YORK, NY 10170

Domestic Representative - Not Found

Assignment 5 of 9

Conveyance: MERGER AND CHANGE OF NAME 19820730DE

Reel/Frame: [0434/0867](#)

Pages: 1

Date Recorded: Feb. 22, 1983

Supporting Documents: No Supporting Documents Available

Assignor

Name: [VICTORIA'S SECRET, INC., MERGED INTO](#)

Execution Date: Jan. 13, 1983

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Name: [LIMITED BRICOR INC., CHANGED TO](#)

Execution Date: Not Found

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Assignee

Name: [LIMITED BRICOR INC., CHANGED TO](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Address: No Assignee Address Found

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

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Address: No Assignee Address Found

Correspondent

Correspondent Name: TAGGART AND COLUCCI

Correspondent Address: GRAYBAR BLDG.
420 LEXINGTON AVE.
NEW YORK, NY 10170

Domestic Representative - Not Found

Assignment 6 of 9

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL EFFECTIVE AS OF DECEMBER 31, 1986

Reel/Frame: [0597/0889](#)

Pages: 1

Date Recorded: Mar. 31, 1988

Supporting Documents: No Supporting Documents Available

Assignor

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

Execution Date: Jan. 26, 1987

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Assignee

Name: [V SECRETS, INC.](#)
Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE
Address: 2625 CONCORD PIKE
WILMINGTON, DELAWARE 19803

Correspondent

Correspondent Name: FRANK J. COLUCCI, P.C.
Correspondent Address: MANHATTAN TOWER
101 EAST 52ND STREET
NEW YORK, NY 10022

Domestic Representative - Not Found**Assignment 7 of 9**

Conveyance: RE-RECORD OF INSTRUMENT RECORDED MARCH 31, 19888, REEL 0597, FRAME 889 TO CORRECT THE NAME OF ASSIGNEE
Reel/Frame: [0627/0411](#) **Pages:** 0
Date Recorded: Dec. 05, 1988
Supporting Documents: No Supporting Documents Available

Assignor

Name: [VICTORIA'S SECRET, INC.](#) **Execution Date:** Nov. 12, 1988
Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Assignee

Name: [V SECRET, INC.](#)
Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE
Address: 2625 CONCORD PIKE
WILMINGTON, DELAWARE 19803

Correspondent

Correspondent Name: FRANK J. COLUCCI, P.C.
Correspondent Address: MANHATTAN TOWER
101 EAST 52ND STREET
NEW YORK, NY 10022

Domestic Representative - Not Found**Assignment 8 of 9**

Conveyance: CHANGE OF NAME 19930608
Reel/Frame: [1083/0493](#) **Pages:** 2
Date Recorded: Jan. 18, 1994
Supporting Documents: No Supporting Documents Available

Assignor

Name: [V SECRET, INC.](#) **Execution Date:** Jun. 08, 1993
Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Assignee

Name: [V SECRET CATALOGUE, INC.](#)
Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE
Address: 1105 NORTH MARKET STREET WILMINGTON, DE 19801

Correspondent

Correspondent Name: FRANK J. COLUCCI, ESQ.
Correspondent Address: MANHATTAN TOWER
16TH FLOOR
101 EAST 52ND STREET
NEW YORK, NY 10022

Domestic Representative - Not Found**Assignment 9 of 9**

Conveyance: MERGER
Reel/Frame: [3142/0305](#) **Pages:** 6
Date Recorded: Aug. 17, 2005
Supporting Documents: [assignment-tm-3142-0305.pdf](#)

Assignor

Name: [V SECRET CATALOGUE, INC.](#)
Legal Entity Type: CORPORATION

Execution Date: Jul. 29, 2005
State or Country Where Organized: DELAWARE

Assignee

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

State or Country Where Organized: DELAWARE

Address: FOUR LIMITED PARKWAY
REYNOLDSBURG, OHIO 43068

Correspondent

Correspondent Name: FRANK J. COLUCCI

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

Domestic Representative - Not Found

Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office

Reg. No. 1,146,199

Registered Jan. 20, 1981

TRADEMARK
Principal Register

VICTORIA'S SECRET

Victoria's Secret (partnership)
1560 Waller St.
San Francisco, Calif. 94117

For: WOMEN'S LINGERIE, in CLASS 25 (U.S.
Cl. 39).

First use Jun. 12, 1977; in commerce Jun. 12, 1977.

Ser. No. 159,253, filed Feb. 21, 1978.

J. H. WEBB, Primary Examiner

Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office

Reg. No. 1,146,199

Registered Jan. 20, 1981

TRADEMARK
Principal Register

VICTORIA'S SECRET

Victoria's Secret (partnership)
1560 Waller St.
San Francisco, Calif. 94117

For: WOMEN'S LINGERIE, in CLASS 25 (U.S.
Cl. 39).

First use Jun. 12, 1977; in commerce Jun. 12, 1977.

Ser. No. 159,253, filed Feb. 21, 1978.

J. H. WEBB, Primary Examiner

Generated on: This page was generated by TSDR on 2015-09-14 14:58:09 EDT

Mark: SECRET CHARM

SECRET CHARM

US Serial Number: 77977586
Application Filing Date: Jan. 02, 2009
US Registration Number: 3681436
Registration Date: Sep. 08, 2009
Filed as TEAS Plus: Yes
Currently TEAS Plus: Yes
Register: Principal
Mark Type: Trademark
Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.
Status Date: Sep. 08, 2009
Publication Date: Mar. 24, 2009
Notice of Allowance Date: Jun. 16, 2009

Mark Information

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

Related Properties Information

Claimed Ownership of US Registrations: 77642524
Child Of: 77642524

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: Body butter; Body creams; Body lotions; Body washes; Hand creams; Non-medicated skin care preparation, namely, body mist
International Class(es): 003 - Primary Class
U.S Class(es): 001, 004, 006, 050, 051, 052
Class Status: ACTIVE
Basis: 1(a)
First Use: Jun. 04, 2009
Use in Commerce: Jun. 04, 2009

Basis Information (Case Level)

Filed Use: No	Currently Use: Yes	Amended Use: No
Filed ITU: Yes	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: Victoria's Secret Stores Brand Management, Inc.
Owner Address: Four Limited Parkway
Reynoldsburg, OHIO 43068
UNITED STATES
Legal Entity Type: CORPORATION
State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent Name/Address: Maria J.Rocha
 Limited Brands
 666 Fifth Avenue, Legal-IP Dept., 4th Fl
 New York, NEW YORK 10103
 UNITED STATES

Phone: 212-884-3479

Correspondent e-mail: MRocha@Limitedbrands.com MRocha@Limitedbrands.com

Correspondent e-mail Authorized: Yes

Domestic Representative

Domestic Representative Name: Dionne C. Strange

Phone: 614-577-6947

Fax: 614-577-3751

Domestic Representative e-mail: dstrange@limitedbrands.com

Domestic Representative e-mail Authorized: Yes

Prosecution History

Date	Description	Proceeding Number
Aug. 12, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 07, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 09, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Dec. 09, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Aug. 22, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Aug. 22, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Sep. 08, 2009	REGISTERED-PRINCIPAL REGISTER	
Aug. 05, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED	66121
Aug. 04, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jul. 22, 2009	STATEMENT OF USE PROCESSING COMPLETE	71034
Jun. 19, 2009	USE AMENDMENT FILED	71034
Jul. 22, 2009	DIVISIONAL PROCESSING COMPLETE	
Jun. 19, 2009	DIVISIONAL REQUEST RECEIVED	
Jul. 21, 2009	FAX RECEIVED	
Jul. 16, 2009	ITU OFFICE ACTION ISSUED FOR DIVISIONAL REQUEST	71034
Jul. 16, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	71034
Jun. 19, 2009	TEAS REQUEST TO DIVIDE RECEIVED	
Jun. 19, 2009	TEAS STATEMENT OF USE RECEIVED	
Jun. 16, 2009	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Mar. 24, 2009	PUBLISHED FOR OPPOSITION	
Mar. 04, 2009	NOTICE OF PUBLICATION	
Feb. 19, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	66121
Feb. 19, 2009	ASSIGNED TO LIE	66121
Feb. 10, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 10, 2009	ASSIGNED TO EXAMINER	80805
Jan. 06, 2009	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Aug. 05, 2009

Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51, and 52

United States Patent and Trademark Office

Reg. No. 3,681,436

Registered Sep. 8, 2009

**TRADEMARK
PRINCIPAL REGISTER**

SECRET CHARM

VICTORIA'S SECRET STORES BRAND MAN-
AGEMENT, INC. (DELAWARE CORPORA-
TION)

FOUR LIMITED PARKWAY
REYNOLDSBURG, OH 43068

FOR: BODY BUTTER; BODY CREAMS; BODY
LOTIONS; BODY WASHES; HAND CREAMS; NON-
MEDICATED SKIN CARE PREPARATION, NAME-
LY, BODY MIST, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51
AND 52).

FIRST USE 6-4-2009; IN COMMERCE 6-4-2009.

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

SN 77-977,586, FILED 1-2-2009.

MELISSA VALLILLO, EXAMINING ATTORNEY

Generated on: This page was generated by TSDR on 2015-09-14 14:59:31 EDT

Mark: SECRET MOMENTS

SECRET MOMENTS

US Serial Number: 77710369
Application Filing Date: Apr. 09, 2009
US Registration Number: 3871157
Registration Date: Nov. 02, 2010
Filed as TEAS Plus: Yes
Currently TEAS Plus: Yes
Register: Principal
Mark Type: Trademark
Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.
Status Date: Nov. 02, 2010
Publication Date: Jul. 14, 2009
Notice of Allowance Date: Oct. 06, 2009

Mark Information

Mark Literal Elements: SECRET MOMENTS
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

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: Body cream; Body lotions; Body scrub; Body sprays; Body washes

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 11, 2009

Use in Commerce: Sep. 11, 2009

Basis Information (Case Level)

Filed Use: No	Currently Use: Yes	Amended Use: No
Filed ITU: Yes	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: Victoria's Secret Stores Brand Management, Inc.
Owner Address: Four Limited Parkway
Reynoldsburg, OHIO 43068
UNITED STATES
Legal Entity Type: CORPORATION
State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record - None
Correspondent

Correspondent Name/Address: Maria J.Rocha
Limited Brands
666 Fifth Avenue, Legal-IP Dept., 4th Fl
New York, NEW YORK 10103
UNITED STATES

Phone: 212-884-3479

Correspondent e-mail: MRocha@Limitedbrands.com MRocha@Limitedbrands.com

Correspondent e-mail Yes
Authorized:

Domestic Representative

Domestic Representative Name: Dionne C. Strange

Phone: 614-577-6947

Fax: 614-577-3751

Domestic Representative e-mail: dstrange@limitedbrands.com

Domestic Representative e-mail Yes
Authorized:

Prosecution History

Date	Description	Proceeding Number
Aug. 12, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 07, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 09, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Dec. 09, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Aug. 22, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Aug. 22, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Nov. 02, 2010	REGISTERED-PRINCIPAL REGISTER	
Sep. 29, 2010	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Sep. 28, 2010	LAW OFFICE REGISTRATION REVIEW COMPLETED	77976
Sep. 28, 2010	ASSIGNED TO LIE	77976
Sep. 20, 2010	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Aug. 27, 2010	STATEMENT OF USE PROCESSING COMPLETE	76874
Aug. 05, 2010	USE AMENDMENT FILED	76874
Aug. 27, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76874
Aug. 05, 2010	TEAS STATEMENT OF USE RECEIVED	
Apr. 06, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Apr. 02, 2010	EXTENSION 1 GRANTED	98765
Apr. 02, 2010	EXTENSION 1 FILED	98765
Apr. 02, 2010	TEAS EXTENSION RECEIVED	
Oct. 06, 2009	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jul. 14, 2009	PUBLISHED FOR OPPOSITION	
Jun. 24, 2009	NOTICE OF PUBLICATION	
Jun. 08, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	77075
Jun. 08, 2009	ASSIGNED TO LIE	77075
Jun. 05, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 04, 2009	ASSIGNED TO EXAMINER	73731
Apr. 13, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Apr. 13, 2009	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Sep. 28, 2010

United States of America

United States Patent and Trademark Office

SECRET MOMENTS

Reg. No. 3,871,157

Registered Nov. 2, 2010

Int. Cl.: 3

TRADEMARK

PRINCIPAL REGISTER

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

FOR: BODY CREAM; BODY LOTIONS; BODY SCRUB; BODY SPRAYS; BODY WASHES,
IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 9-11-2009; IN COMMERCE 9-11-2009.

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

SN 77-710,369, FILED 4-9-2009.

HOWARD SMIGA, EXAMINING ATTORNEY



David J. Kyfos

Director of the United States Patent and Trademark Office

Generated on: This page was generated by TSDR on 2015-09-14 15:00:20 EDT

Mark: SECRET CRUSH

SECRET CRUSH

US Serial Number: 85219145
Application Filing Date: Jan. 17, 2011
US Registration Number: 3985895
Registration Date: Jun. 28, 2011
Filed as TEAS Plus: Yes
Currently TEAS Plus: Yes
Register: Principal
Mark Type: Trademark
Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.
Status Date: Jun. 28, 2011
Publication Date: Apr. 12, 2011

Mark Information

Mark Literal Elements: SECRET CRUSH
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

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: Body lotions; Body wash; Non-medicated skin care preparation, namely, body mist

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 11, 2009

Use in Commerce: Aug. 11, 2009

Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: Victoria's Secret Stores Brand Management, Inc.
Owner Address: Intellectual Property Manager
Four Limited Parkway
Reynoldsburg, OHIO 43068
UNITED STATES
Legal Entity Type: CORPORATION
State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record - None
Correspondent

Correspondent Name/Address: Maria J.Rocha
Limited Brands
666 Fifth Avenue, Legal-IP Dept., 4th Fl
New York, NEW YORK 10103
UNITED STATES

Phone: 212-884-3479

Correspondent e-mail: MRocha@Limitedbrands.com MRocha@Limitedbrands.com

Correspondent e-mail Yes
Authorized:

Domestic Representative

Domestic Representative Name: Dionne C. Strange

Phone: 614-577-6947

Fax: 614-577-3751

Domestic Representative e-mail: dstrange@limitedbrands.com

Domestic Representative e-mail Authorized: Yes

Prosecution History

Date	Description	Proceeding Number
Aug. 12, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 07, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 09, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Dec. 09, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Aug. 22, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Aug. 22, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jun. 28, 2011	REGISTERED-PRINCIPAL REGISTER	
Apr. 12, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 12, 2011	PUBLISHED FOR OPPOSITION	
Mar. 03, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 01, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 27, 2011	ASSIGNED TO EXAMINER	74309
Jan. 21, 2011	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jan. 20, 2011	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jun. 28, 2011

United States of America

United States Patent and Trademark Office

SECRET CRUSH

Reg. No. 3,985,895

Registered June 28, 2011

Int. Cl.: 3

TRADEMARK

PRINCIPAL REGISTER

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

FOR: BODY LOTIONS; BODY WASH; NON-MEDICATED SKIN CARE PREPARATION,
NAMELY, BODY MIST, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 8-11-2009; IN COMMERCE 8-11-2009.

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

SER. NO. 85-219,145, FILED 1-17-2011.

CAROLINE WOOD, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office

Generated on: This page was generated by TSDR on 2015-09-14 15:01:00 EDT

Mark: SECRET CHARM

SECRET CHARM

US Serial Number: 77642524
Application Filing Date: Jan. 02, 2009
US Registration Number: 4045790
Registration Date: Oct. 25, 2011
Filed as TEAS Plus: Yes
Currently TEAS Plus: Yes
Register: Principal
Mark Type: Trademark
Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.
Status Date: Oct. 25, 2011
Publication Date: Mar. 24, 2009
Notice of Allowance Date: Jun. 16, 2009

Mark Information

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

Related Properties Information

Claimed Ownership of US Registrations: 77977586
Parent Of: 77977586

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: Body scrub
International Class(es): 003 - Primary Class
U.S Class(es): 001, 004, 006, 050, 051, 052
Class Status: ACTIVE
Basis: 1(a)
First Use: Jun. 14, 2011
Use in Commerce: Jun. 14, 2011

Basis Information (Case Level)

Filed Use: No	Currently Use: Yes	Amended Use: No
Filed ITU: Yes	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: Victoria's Secret Stores Brand Management, Inc.
Owner Address: Four Limited Parkway
Reynoldsburg, OHIO 43068
UNITED STATES
Legal Entity Type: CORPORATION
State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent Name/Address: Maria J.Rocha
 Limited Brands
 666 Fifth Avenue, Legal-IP Dept., 4th Fl
 New York, NEW YORK 10103
 UNITED STATES

Phone: 212-884-3479

Correspondent e-mail: MRocha@Limitedbrands.com MRocha@Limitedbrands.com

Correspondent e-mail Authorized: Yes

Domestic Representative

Domestic Representative Name: Dionne C. Strange

Phone: 614-577-6947

Fax: 614-577-3751

Domestic Representative e-mail: dstrange@limitedbrands.com

Domestic Representative e-mail Authorized: Yes

Prosecution History

Date	Description	Proceeding Number
Aug. 12, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 07, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 09, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Dec. 09, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Oct. 25, 2011	REGISTERED-PRINCIPAL REGISTER	
Sep. 21, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Sep. 20, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	66121
Sep. 19, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Aug. 30, 2011	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Aug. 29, 2011	STATEMENT OF USE PROCESSING COMPLETE	71034
Aug. 18, 2011	USE AMENDMENT FILED	71034
Aug. 29, 2011	EXTENSION 4 GRANTED	71034
Jun. 16, 2011	EXTENSION 4 FILED	71034
Aug. 22, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Aug. 22, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Aug. 18, 2011	TEAS STATEMENT OF USE RECEIVED	
Aug. 18, 2011	EXTENSION RECEIVED WITH TEAS PETITION	
Aug. 18, 2011	PETITION TO REVIVE-GRANTED	88889
Aug. 18, 2011	TEAS PETITION TO REVIVE RECEIVED	
Dec. 14, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Dec. 13, 2010	EXTENSION 3 GRANTED	71034
Dec. 08, 2010	EXTENSION 3 FILED	71034
Dec. 08, 2010	TEAS EXTENSION RECEIVED	
Jun. 15, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jun. 14, 2010	EXTENSION 2 GRANTED	71034
Jun. 11, 2010	EXTENSION 2 FILED	71034
Jun. 11, 2010	TEAS EXTENSION RECEIVED	
Jul. 27, 2009	EXTENSION 1 GRANTED	71034
Jul. 23, 2009	EXTENSION 1 FILED	71034
Jul. 23, 2009	TEAS EXTENSION RECEIVED	
Jul. 22, 2009	DIVISIONAL PROCESSING COMPLETE	
Jun. 19, 2009	DIVISIONAL REQUEST RECEIVED	
Jul. 21, 2009	FAX RECEIVED	
Jul. 16, 2009	ITU OFFICE ACTION ISSUED FOR DIVISIONAL REQUEST	71034

Jul. 16, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	71034
Jun. 19, 2009	TEAS REQUEST TO DIVIDE RECEIVED	
Jun. 19, 2009	TEAS STATEMENT OF USE RECEIVED	
Jun. 16, 2009	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Mar. 24, 2009	PUBLISHED FOR OPPOSITION	
Mar. 04, 2009	NOTICE OF PUBLICATION	
Feb. 19, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	66121
Feb. 19, 2009	ASSIGNED TO LIE	66121
Feb. 10, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 10, 2009	ASSIGNED TO EXAMINER	80805
Jan. 06, 2009	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Sep. 20, 2011

United States of America
United States Patent and Trademark Office

SECRET CHARM

Reg. No. 4,045,790

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

Registered Oct. 25, 2011

REYNOLDSBURG, OH 43068

Int. Cl.: 3

FOR: BODY SCRUB, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

TRADEMARK

FIRST USE 6-14-2011; IN COMMERCE 6-14-2011.

PRINCIPAL REGISTER

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

SN 77-642,524, FILED 1-2-2009.

MELISSA VALLILLO, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

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

Requirements in the First Ten Years*
What and When to File:

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

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

Requirements in Successive Ten-Year Periods*
What and When to File:

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

Grace Period Filings*

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

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

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

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

Generated on: This page was generated by TSDR on 2015-09-14 15:01:49 EDT

Mark: SECRET CRAVING

SECRET CRAVING

US Serial Number: 85375826
Application Filing Date: Jul. 20, 2011
US Registration Number: 4321614
Registration Date: Apr. 16, 2013
Filed as TEAS Plus: Yes
Currently TEAS Plus: Yes
Register: Principal
Mark Type: Trademark
Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.
Status Date: Apr. 16, 2013
Publication Date: Dec. 13, 2011
Notice of Allowance Date: Feb. 07, 2012

Mark Information

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

Related Properties Information

Claimed Ownership of US Registrations: 3138339

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: Body creams; Body lotions; Body wash; Non-medicated skin care preparation, namely, body mist
International Class(es): 003 - Primary Class
U.S Class(es): 001, 004, 006, 050, 051, 052
Class Status: ACTIVE
Basis: 1(a)
First Use: Mar. 23, 2012
Use in Commerce: Mar. 23, 2012

Basis Information (Case Level)

Filed Use: No	Currently Use: Yes	Amended Use: No
Filed ITU: Yes	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: Victoria's Secret Stores Brand Management, Inc.
Owner Address: Four Limited Parkway
Reynoldsburg, OHIO 43068
UNITED STATES
Legal Entity Type: CORPORATION
State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record - None
Correspondent

Correspondent Name/Address: Maria J.Rocha
Limited Brands
666 Fifth Avenue, Legal-IP Dept., 4th Fl
New York, NEW YORK 10103
UNITED STATES

Phone: 212-884-3479

Correspondent e-mail: MRocha@Limitedbrands.com MRocha@Limitedbrands.com

Correspondent e-mail Authorized: Yes

Domestic Representative

Domestic Representative Name: Dionne C. Strange

Phone: 614-577-6947

Fax: 614-577-3751

Domestic Representative e-mail: dstrange@limitedbrands.com

Domestic Representative e-mail Authorized: Yes

Prosecution History

Date	Description	Proceeding Number
Aug. 12, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 16, 2013	REGISTERED-PRINCIPAL REGISTER	
Mar. 14, 2013	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Mar. 13, 2013	LAW OFFICE REGISTRATION REVIEW COMPLETED	66213
Mar. 11, 2013	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Feb. 21, 2013	STATEMENT OF USE PROCESSING COMPLETE	61813
Feb. 05, 2013	USE AMENDMENT FILED	61813
Feb. 05, 2013	TEAS STATEMENT OF USE RECEIVED	
Feb. 05, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 04, 2013	TEAS EXTENSION RECEIVED	
Aug. 23, 2012	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Aug. 22, 2012	EXTENSION 1 GRANTED	61813
Aug. 06, 2012	EXTENSION 1 FILED	61813
Aug. 20, 2012	CASE ASSIGNED TO INTENT TO USE PARALEGAL	61813
Aug. 06, 2012	TEAS EXTENSION RECEIVED	
Feb. 07, 2012	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Dec. 13, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Dec. 13, 2011	PUBLISHED FOR OPPOSITION	
Dec. 09, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Dec. 09, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Nov. 23, 2011	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Nov. 10, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	66213
Nov. 09, 2011	ASSIGNED TO LIE	66213
Oct. 18, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 14, 2011	EXAMINER'S AMENDMENT ENTERED	88888
Oct. 14, 2011	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Oct. 14, 2011	EXAMINERS AMENDMENT E-MAILED	6328
Oct. 14, 2011	EXAMINERS AMENDMENT -WRITTEN	72152
Oct. 11, 2011	ASSIGNED TO EXAMINER	72152
Aug. 22, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Aug. 22, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 25, 2011	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jul. 23, 2011	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Mar. 13, 2013

United States of America

United States Patent and Trademark Office

SECRET CRAVING

Reg. No. 4,321,614

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

Registered Apr. 16, 2013

REYNOLDSBURG, OH 43068

Int. Cl.: 3

FOR: BODY CREAMS; BODY LOTIONS; BODY WASH; NON-MEDICATED SKIN CARE
PREPARATION, NAMELY, BODY MIST, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

TRADEMARK

FIRST USE 3-23-2012; IN COMMERCE 3-23-2012.

PRINCIPAL REGISTER

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

OWNER OF U.S. REG. NO. 3,138,339.

SN 85-375,826, FILED 7-20-2011.

WON TEAK OH, EXAMINING ATTORNEY



Sean Street Lee

Acting Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

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

Requirements in the First Ten Years*
What and When to File:

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

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

Requirements in Successive Ten-Year Periods*
What and When to File:

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

Grace Period Filings*

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

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

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

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

Generated on: This page was generated by TSDR on 2015-09-14 15:36:41 EDT

Mark: STYLE SECRETS

STYLE SECRETS

US Serial Number: 78734439 Application Filing Date: Oct. 17, 2005
US Registration Number: 3532498 Registration Date: Nov. 11, 2008
Register: Principal
Mark Type: Trademark
Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.
Status Date: Oct. 29, 2014
Publication Date: Jul. 03, 2007 Notice of Allowance Date: Sep. 25, 2007

Mark Information

Mark Literal Elements: STYLE SECRETS
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

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: Adhesive bras, adhesive bras in the nature of smoothing gel petals and invisible breast lifts, bra extenders and clothing adhesives in the nature of adhesive bras
International Class(es): 025 - Primary Class U.S Class(es): 022, 039
Class Status: ACTIVE
Basis: 1(a)
First Use: May 02, 2006 Use in Commerce: May 02, 2006

Basis Information (Case Level)

Filed Use: No	Currently Use: Yes	Amended Use: No
Filed ITU: Yes	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: Victoria's Secret Stores Brand Management, Inc.
Owner Address: Four Limited Parkway
Reynoldsburg, NEW YORK 43068
UNITED STATES
Legal Entity Type: CORPORATION State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: SARAH CRISPI
Attorney Primary Email Address: MRocha@Limitedbrands.com Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Victoria's Secret Stores Brand Management, Inc.
Four Limited Parkway

Reynoldsburg, NEW YORK 43068
UNITED STATES

Phone: 212.884.3479

Correspondent e-mail: igoldfrank@lb.com

Correspondent e-mail Yes
Authorized:

Domestic Representative

Domestic Representative Name: MARIA J. ROCHA

Phone: 212.884.3479

Domestic Representative e-mail: MRocha@Limitedbrands.com

Domestic Representative e-mail Authorized: Yes

Prosecution History

Date	Description	Proceeding Number
Oct. 29, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Oct. 29, 2014	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	70131
Oct. 29, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70131
Oct. 20, 2014	TEAS SECTION 8 & 15 RECEIVED	
Oct. 20, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 20, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 03, 2012	ATTORNEY REVOKED AND/OR APPOINTED	
Jun. 03, 2012	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Dec. 22, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 22, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Aug. 22, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Nov. 11, 2008	REGISTERED-PRINCIPAL REGISTER	
Oct. 06, 2008	LAW OFFICE REGISTRATION REVIEW COMPLETED	77976
Oct. 01, 2008	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Sep. 26, 2008	STATEMENT OF USE PROCESSING COMPLETE	71034
Sep. 23, 2008	USE AMENDMENT FILED	71034
Sep. 24, 2008	CASE ASSIGNED TO INTENT TO USE PARALEGAL	71034
Sep. 23, 2008	TEAS STATEMENT OF USE RECEIVED	
Sep. 10, 2008	EXTENSION 2 GRANTED	98765
Sep. 10, 2008	EXTENSION 2 FILED	98765
Sep. 10, 2008	TEAS EXTENSION RECEIVED	
Mar. 05, 2008	ATTORNEY REVOKED AND/OR APPOINTED	
Mar. 05, 2008	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Feb. 29, 2008	EXTENSION 1 GRANTED	98765
Feb. 29, 2008	EXTENSION 1 FILED	98765
Feb. 29, 2008	TEAS EXTENSION RECEIVED	
Sep. 25, 2007	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jul. 03, 2007	PUBLISHED FOR OPPOSITION	
Jun. 13, 2007	NOTICE OF PUBLICATION	
Apr. 25, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	77976
Apr. 25, 2007	ASSIGNED TO LIE	77976
Apr. 03, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 19, 2007	EXAMINER'S AMENDMENT ENTERED	71373
Dec. 13, 2006	EXAMINERS AMENDMENT E-MAILED	6328
Dec. 13, 2006	EXAMINERS AMENDMENT -WRITTEN	76582
Oct. 30, 2006	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Oct. 30, 2006	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Oct. 30, 2006	TEAS RESPONSE TO OFFICE ACTION RECEIVED	

Oct. 23, 2006	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 28, 2006	NON-FINAL ACTION MAILED	
Apr. 27, 2006	NON-FINAL ACTION WRITTEN	76582
Apr. 20, 2006	ASSIGNED TO EXAMINER	76582
Oct. 21, 2005	NEW APPLICATION ENTERED IN TRAM	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 115

Date in Location: Oct. 29, 2014

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,532,498

Registered Nov. 11, 2008

**TRADEMARK
PRINCIPAL REGISTER**

STYLE SECRETS

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

FOUR LIMITED PARKWAY
REYNOLDSBURG, NY 43068

FOR: ADHESIVE BRAS, ADHESIVE BRAS IN THE NATURE OF SMOOTHING GEL PETALS AND INVISIBLE BREAST LIFTS, BRA EXTENDERS AND CLOTHING ADHESIVES IN THE NATURE OF ADHESIVE BRAS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 5-2-2006; IN COMMERCE 5-2-2006.

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

SN 78-734,439, FILED 10-17-2005.

BRIDGETT SMITH, EXAMINING ATTORNEY

Generated on: This page was generated by TSDR on 2015-09-14 15:37:25 EDT

Mark: SECRET EMBRACE

SECRET EMBRACE

US Serial Number: 77656196
Application Filing Date: Jan. 26, 2009
US Registration Number: 3643522
Registration Date: Jun. 23, 2009
Filed as TEAS Plus: Yes
Currently TEAS Plus: Yes
Register: Principal
Mark Type: Trademark
Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.
Status Date: Jun. 23, 2009
Publication Date: Apr. 07, 2009

Mark Information

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

Related Properties Information

Claimed Ownership of US Registrations: 1146199, 3532498, 3535275 and others

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *.* identify additional (new) wording in the goods/services.

For: Bras
International Class(es): 025 - Primary Class
U.S Class(es): 022, 039
Class Status: ACTIVE
Basis: 1(a)
First Use: Jan. 18, 2006
Use in Commerce: Jan. 18, 2006

Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: Victoria's Secret Stores Brand Management, Inc.
Owner Address: Four Limited Parkway
Reynoldsburg, OHIO 43068
UNITED STATES
Legal Entity Type: CORPORATION
State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: SARAH CRISPI

Attorney Primary Email MRocha@Limitedbrands.com
Address:

Attorney Email Yes
Authorized:

Correspondent

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

Phone: 212.884.3479

Correspondent e-mail: MRocha@Limitedbrands.com

Correspondent e-mail Yes
Authorized:

Domestic Representative

Domestic Representative Name: MARIA J. ROCHA

Phone: 212.884.3479

Domestic Representative e-mail: MRocha@Limitedbrands.com

Domestic Representative e-mail Yes
Authorized:

Prosecution History

Date	Description	Proceeding Number
Jun. 03, 2012	ATTORNEY REVOKED AND/OR APPOINTED	
Jun. 03, 2012	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Dec. 22, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 22, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Aug. 22, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jun. 23, 2009	REGISTERED-PRINCIPAL REGISTER	
Apr. 07, 2009	PUBLISHED FOR OPPOSITION	
Mar. 18, 2009	NOTICE OF PUBLICATION	
Mar. 04, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	68552
Mar. 02, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 27, 2009	EXAMINER'S AMENDMENT ENTERED	68552
Feb. 27, 2009	ASSIGNED TO LIE	68552
Feb. 27, 2009	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Feb. 27, 2009	EXAMINERS AMENDMENT E-MAILED	6328
Feb. 27, 2009	EXAMINERS AMENDMENT -WRITTEN	76582
Feb. 19, 2009	ASSIGNED TO EXAMINER	76582
Jan. 29, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jun. 23, 2009

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,643,522

Registered June 23, 2009

**TRADEMARK
PRINCIPAL REGISTER**

SECRET EMBRACE

VICTORIA'S SECRET STORES BRAND MAN-
AGEMENT, INC. (DELAWARE CORPORA-
TION)

FOUR LIMITED PARKWAY
REYNOLDSBURG, OH 43068

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

FIRST USE 1-18-2006; IN COMMERCE 1-18-2006.

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

OWNER OF U.S. REG. NOS. 1,146,199, 3,535,275
AND OTHERS.

SER. NO. 77-656,196, FILED 1-26-2009.

BRIDGETT SMITH, EXAMINING ATTORNEY

Generated on: This page was generated by TSDR on 2015-09-14 15:39:26 EDT

Mark: SECRET BY VICTORIA'S SECRET

SECRET BY VICTORIA'S SECRET

US Serial Number: 77803651
Application Filing Date: Aug. 13, 2009
US Registration Number: 4019980
Registration Date: Aug. 30, 2011
Filed as TEAS Plus: Yes
Currently TEAS Plus: Yes
Register: Principal
Mark Type: Trademark
Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.
Status Date: Aug. 30, 2011
Publication Date: Dec. 01, 2009
Notice of Allowance Date: Feb. 23, 2010

Mark Information

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

Related Properties Information

Claimed Ownership of US Registrations: 1146199, 1908042, 2455260 and others

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *.* identify additional (new) wording in the goods/services.

For: Body shapers
International Class(es): 025 - Primary Class
U.S Class(es): 022, 039
Class Status: ACTIVE
Basis: 1(a)
First Use: Jan. 14, 2010
Use in Commerce: Jan. 14, 2010

Basis Information (Case Level)

Filed Use: No	Currently Use: Yes	Amended Use: No
Filed ITU: Yes	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: Victoria's Secret Stores Brand Management, Inc.
Owner Address: Four Limited Parkway
Reynoldsburg, OHIO 43068
UNITED STATES
Legal Entity Type: CORPORATION
State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: SARAH CRISPI

Attorney Primary Email MRocha@Limitedbrands.com
Address:

Attorney Email Yes
Authorized:

Correspondent

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

Phone: 212.884.3479

Correspondent e-mail: MRocha@Limitedbrands.com

Correspondent e-mail Yes
Authorized:

Domestic Representative

Domestic Representative Name: MARIA J. ROCHA

Phone: 212.884.3479

Domestic Representative e-mail: MRocha@Limitedbrands.com

Domestic Representative e-mail Yes
Authorized:

Prosecution History

Date	Description	Proceeding Number
Jun. 03, 2012	ATTORNEY REVOKED AND/OR APPOINTED	
Jun. 03, 2012	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Dec. 22, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 30, 2011	REGISTERED-PRINCIPAL REGISTER	
Aug. 22, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Aug. 22, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 26, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jul. 25, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	77312
Jul. 25, 2011	ASSIGNED TO LIE	77312
Jun. 30, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jun. 29, 2011	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jun. 28, 2011	STATEMENT OF USE PROCESSING COMPLETE	71034
Jun. 24, 2011	USE AMENDMENT FILED	71034
Jun. 28, 2011	EXTENSION 3 GRANTED	71034
Jun. 24, 2011	EXTENSION 3 FILED	71034
Jun. 28, 2011	CASE ASSIGNED TO INTENT TO USE PARALEGAL	71034
Jun. 24, 2011	TEAS EXTENSION RECEIVED	
Jun. 24, 2011	TEAS STATEMENT OF USE RECEIVED	
Jan. 28, 2011	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jan. 26, 2011	EXTENSION 2 GRANTED	98765
Jan. 26, 2011	EXTENSION 2 FILED	98765
Jan. 26, 2011	TEAS EXTENSION RECEIVED	
Aug. 07, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Aug. 05, 2010	EXTENSION 1 GRANTED	98765
Aug. 05, 2010	EXTENSION 1 FILED	98765
Aug. 05, 2010	TEAS EXTENSION RECEIVED	
Feb. 23, 2010	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Dec. 01, 2009	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Dec. 01, 2009	PUBLISHED FOR OPPOSITION	
Oct. 26, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	67215
Oct. 26, 2009	ASSIGNED TO LIE	67215
Oct. 06, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 05, 2009	ASSIGNED TO EXAMINER	74782

Aug. 17, 2009 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM
Aug. 17, 2009 NEW APPLICATION ENTERED IN TRAM

TM Staff and Location Information

TM Staff Information - None
File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jul. 25, 2011

United States of America

United States Patent and Trademark Office

SECRET BY VICTORIA'S SECRET

Reg. No. 4,019,980

Registered Aug. 30, 2011

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

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

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

FIRST USE 1-14-2010; IN COMMERCE 1-14-2010.

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

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

SN 77-803,651, FILED 8-13-2009.

KAREN BRACEY, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

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

Requirements in the First Ten Years*

What and When to File:

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

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

Requirements in Successive Ten-Year Periods*

What and When to File:

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

Grace Period Filings*

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

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

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

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

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: SARAH CRISPI

Attorney Primary Email Address: MRocha@Limitedbrands.com

Attorney Email Authorized: Yes

Correspondent

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

Phone: 212.884.3479

Correspondent e-mail: MRocha@Limitedbrands.com

Correspondent e-mail Authorized: Yes

Domestic Representative

Domestic Representative Name: MARIA J. ROCHA

Phone: 212.884.3479

Domestic Representative e-mail: MRocha@Limitedbrands.com

Domestic Representative e-mail Authorized: Yes

Prosecution History

Date	Description	Proceeding Number
May 18, 2015	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Jun. 03, 2012	ATTORNEY REVOKED AND/OR APPOINTED	
Jun. 03, 2012	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Dec. 22, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Dec. 22, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
May 18, 2010	REGISTERED-PRINCIPAL REGISTER	
Apr. 13, 2010	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Apr. 10, 2010	LAW OFFICE REGISTRATION REVIEW COMPLETED	70138
Apr. 07, 2010	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Apr. 01, 2010	NOTICE OF PSEUDO MARK MAILED	
Mar. 31, 2010	STATEMENT OF USE PROCESSING COMPLETE	76538
Feb. 23, 2010	USE AMENDMENT FILED	76538
Mar. 31, 2010	DIVISIONAL PROCESSING COMPLETE	
Feb. 23, 2010	DIVISIONAL REQUEST RECEIVED	
Mar. 30, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76538
Feb. 23, 2010	TEAS REQUEST TO DIVIDE RECEIVED	
Feb. 23, 2010	TEAS STATEMENT OF USE RECEIVED	
Feb. 09, 2010	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Nov. 17, 2009	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Nov. 17, 2009	PUBLISHED FOR OPPOSITION	
Oct. 10, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	70138
Oct. 10, 2009	ASSIGNED TO LIE	70138
Sep. 24, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 23, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Sep. 23, 2009	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Sep. 23, 2009	EXAMINERS AMENDMENT E-MAILED	6328
Sep. 23, 2009	EXAMINERS AMENDMENT -WRITTEN	72505
Sep. 06, 2009	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325

Sep. 06, 2009	NON-FINAL ACTION E-MAILED	6325
Sep. 06, 2009	NON-FINAL ACTION WRITTEN	72505
Sep. 04, 2009	ASSIGNED TO EXAMINER	72505
Jul. 07, 2009	NOTICE OF PSEUDO MARK MAILED	
Jul. 06, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jul. 04, 2009	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Apr. 10, 2010

United States of America

United States Patent and Trademark Office

SECRET NO 1: SEAMLESSLY
SEXY

Reg. No. 3,791,532

Registered May 18, 2010

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: CLOTHING, NAMELY, BODY SHAPERS; AND SHAPEWEAR, NAMELY, GIRDLES,
WAIST CINCHERS, LEG SHAPERS, CAMISOLES, BRIEFS, FOUNDATION GARMENTS,
IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 1-25-2010; IN COMMERCE 1-25-2010.

FOR: RETAIL STORE SERVICES, MAIL ORDER CATALOG SERVICES AND ON-LINE
RETAIL STORE SERVICES, ALL FEATURING CLOTHING, NAMELY, FOUNDATION
GARMENTS; AND SHAPEWEAR, NAMELY, GIRDLES, WAIST CINCHERS, LEG SHAPERS,
CAMISOLES, BRIEFS, FOUNDATION GARMENTS, IN CLASS 35 (U.S. CLS. 100, 101 AND
102).

FIRST USE 1-25-2010; IN COMMERCE 1-25-2010.

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

SN 77-979,234, FILED 7-1-2009.

KATHY DE JONGE, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office

Reynoldsburg, OHIO 43068
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: SARAH CRISPI

Attorney Primary Email Address: MRocha@Limitedbrands.com

Attorney Email Authorized: Yes

Correspondent

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

Phone: 212.884.3479

Correspondent e-mail: MRocha@Limitedbrands.com

Correspondent e-mail Authorized: Yes

Domestic Representative

Domestic Representative Name: MARIA J. ROCHA

Phone: 212.884.3479

Domestic Representative e-mail: MRocha@Limitedbrands.com

Domestic Representative e-mail Authorized: Yes

Prosecution History

Date	Description	Proceeding Number
May 18, 2015	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Jun. 03, 2012	ATTORNEY REVOKED AND/OR APPOINTED	
Jun. 03, 2012	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Dec. 22, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Dec. 22, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
May 18, 2010	REGISTERED-PRINCIPAL REGISTER	
Apr. 13, 2010	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Apr. 10, 2010	LAW OFFICE REGISTRATION REVIEW COMPLETED	70138
Apr. 07, 2010	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Apr. 01, 2010	NOTICE OF PSEUDO MARK MAILED	
Mar. 31, 2010	STATEMENT OF USE PROCESSING COMPLETE	76538
Feb. 23, 2010	USE AMENDMENT FILED	76538
Mar. 31, 2010	DIVISIONAL PROCESSING COMPLETE	
Feb. 23, 2010	DIVISIONAL REQUEST RECEIVED	
Mar. 30, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76538
Feb. 23, 2010	TEAS REQUEST TO DIVIDE RECEIVED	
Feb. 23, 2010	TEAS STATEMENT OF USE RECEIVED	
Feb. 09, 2010	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Nov. 17, 2009	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Nov. 17, 2009	PUBLISHED FOR OPPOSITION	
Oct. 10, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	70138
Oct. 10, 2009	ASSIGNED TO LIE	70138
Sep. 24, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 23, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Sep. 23, 2009	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Sep. 23, 2009	EXAMINERS AMENDMENT E-MAILED	6328
Sep. 23, 2009	EXAMINERS AMENDMENT -WRITTEN	72505

Sep. 06, 2009	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Sep. 06, 2009	NON-FINAL ACTION E-MAILED	6325
Sep. 06, 2009	NON-FINAL ACTION WRITTEN	72505
Sep. 04, 2009	ASSIGNED TO EXAMINER	72505
Jul. 07, 2009	NOTICE OF PSEUDO MARK MAILED	
Jul. 06, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jul. 04, 2009	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Apr. 10, 2010

United States of America

United States Patent and Trademark Office

SECRET NO 2: CONFIDENT &
CURVY

Reg. No. 3,791,533

Registered May 18, 2010

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: CLOTHING, NAMELY, BODY SHAPERS, SLIPS, BRAS, BUSTIERS, AND SHAPEWEAR, NAMELY, BRAS, GIRDLES, WAIST CINCHERS, LEG SHAPERS, CAMISOLES, BRIEFS, FOUNDATION GARMENTS, SLIPS, BUSTIERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 1-25-2010; IN COMMERCE 1-25-2010.

FOR: RETAIL STORE SERVICES, MAIL ORDER CATALOG SERVICES AND ON-LINE RETAIL STORE SERVICES, ALL FEATURING CLOTHING, NAMELY, BRAS, BUSTIERS, SLIPS, HOSIERY, FOUNDATION GARMENTS; AND SHAPEWEAR, NAMELY, BRAS, GIRDLES, WAIST CINCHERS, LEG SHAPERS, CAMISOLES, BRIEFS, FOUNDATION GARMENTS, SLIPS, BUSTIERS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-25-2010; IN COMMERCE 1-25-2010.

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

SN 77-979,235, FILED 7-1-2009.

KATHY DE JONGE, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: SARAH CRISPI

Attorney Primary Email Address: MRocha@Limitedbrands.com

Attorney Email Authorized: Yes

Correspondent

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

Phone: 212.884.3479

Correspondent e-mail: MRocha@Limitedbrands.com

Correspondent e-mail Authorized: Yes

Domestic Representative

Domestic Representative Name: MARIA J. ROCHA

Phone: 212.884.3479

Domestic Representative e-mail: MRocha@Limitedbrands.com

Domestic Representative e-mail Authorized: Yes

Prosecution History

Date	Description	Proceeding Number
Jun. 03, 2012	ATTORNEY REVOKED AND/OR APPOINTED	
Jun. 03, 2012	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Dec. 22, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Dec. 22, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Aug. 16, 2011	REGISTERED-PRINCIPAL REGISTER	
Jul. 09, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jul. 08, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	70138
Jul. 05, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jul. 01, 2011	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jun. 30, 2011	STATEMENT OF USE PROCESSING COMPLETE	76538
Jun. 28, 2011	USE AMENDMENT FILED	76538
Jun. 30, 2011	EXTENSION 3 GRANTED	76538
Jun. 28, 2011	EXTENSION 3 FILED	76538
Jun. 28, 2011	TEAS EXTENSION RECEIVED	
Jun. 28, 2011	TEAS STATEMENT OF USE RECEIVED	
Feb. 01, 2011	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jan. 31, 2011	EXTENSION 2 GRANTED	76538
Jan. 26, 2011	EXTENSION 2 FILED	76538
Jan. 26, 2011	TEAS EXTENSION RECEIVED	
Aug. 07, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Aug. 05, 2010	EXTENSION 1 GRANTED	98765
Aug. 05, 2010	EXTENSION 1 FILED	98765
Aug. 05, 2010	TEAS EXTENSION RECEIVED	
Mar. 31, 2010	DIVISIONAL PROCESSING COMPLETE	
Feb. 23, 2010	DIVISIONAL REQUEST RECEIVED	
Mar. 30, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76538
Feb. 23, 2010	TEAS REQUEST TO DIVIDE RECEIVED	
Feb. 09, 2010	NOA MAILED - SOU REQUIRED FROM APPLICANT	

Nov. 17, 2009	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Nov. 17, 2009	PUBLISHED FOR OPPOSITION	
Oct. 10, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	70138
Oct. 10, 2009	ASSIGNED TO LIE	70138
Sep. 24, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 23, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Sep. 23, 2009	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Sep. 23, 2009	EXAMINERS AMENDMENT E-MAILED	6328
Sep. 23, 2009	EXAMINERS AMENDMENT -WRITTEN	72505
Sep. 06, 2009	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Sep. 06, 2009	NON-FINAL ACTION E-MAILED	6325
Sep. 06, 2009	NON-FINAL ACTION WRITTEN	72505
Sep. 04, 2009	ASSIGNED TO EXAMINER	72505
Jul. 07, 2009	NOTICE OF PSEUDO MARK MAILED	
Jul. 06, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jul. 04, 2009	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jul. 08, 2011

United States of America

United States Patent and Trademark Office

SECRET NO 1: SEAMLESSLY SEXY

Reg. No. 4,012,921

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

Registered Aug. 16, 2011

REYNOLDSBURG, OH 43068

Int. Cls.: 25 and 35

FOR: SHAPEWEAR, NAMELY, SLIPS, BUSTIERS AND BODY SUITS, IN CLASS 25 (U.S. CLS. 22 AND 39).

TRADEMARK

FIRST USE 1-14-2010; IN COMMERCE 1-14-2010.

SERVICE MARK

FOR: RETAIL STORE SERVICES, MAIL ORDER CATALOG SERVICES AND ON-LINE RETAIL STORE SERVICES, ALL FEATURING SHAPEWEAR, NAMELY, SLIPS, BUSTIERS AND BODY SUITS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

PRINCIPAL REGISTER

FIRST USE 1-14-2010; IN COMMERCE 1-14-2010.

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

SN 77-772,038, FILED 7-1-2009.

KATHY DE JONGE, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

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

Requirements in the First Ten Years*

What and When to File:

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

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

Requirements in Successive Ten-Year Periods*

What and When to File:

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

Grace Period Filings*

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

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

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

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