

ESTTA Tracking number: **ESTTA726189**

Filing date: **02/10/2016**

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 |
| Granted to Date of previous extension | 02/10/2016 |
| Address | Four Limited Parkway Reynoldsburg, OH 43068 UNITED STATES |

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| Attorney information | Kevin C. Parks Leydig, Voit & Mayer, Ltd. TWO PRUDENTIAL PLAZA SUITE 4900, 180 N STETSON AVENUE Chicago, IL 60601 UNITED STATES kparks@leydig.com, sbrown@leydig.com Phone:312-616-5600 |
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Applicant Information

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|------------------------|---|------------------------|------------|
| Application No | 86687227 | Publication date | 10/13/2015 |
| Opposition Filing Date | 02/10/2016 | Opposition Period Ends | 02/10/2016 |
| Applicant | DownEast Outfitters, Inc. 375 Hope Ave. Salt Lake City, UT 84115 UNITED STATES | | |

Goods/Services Affected by Opposition

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| Class 025. First Use: 2013/09/01 First Use In Commerce: 2013/09/01 All goods and services in the class are opposed, namely: Blouses; Camisoles; Coats; Dresses; Hats; Pants; Sandals; Shirts; Shoes; Shorts; Skirts; Socks; Suits; Sweat bands; Sweat jackets; Sweat pants; Sweat shirts; Sweat shorts; Sweat suits; Sweaters; Swimsuits; Tights |
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Grounds for Opposition

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|--------------------------------------|----------------------------|
| Priority and likelihood of confusion | Trademark Act section 2(d) |
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Marks Cited by Opposer as Basis for Opposition

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|-----------------------|------------------------|-----------------------|------------|
| U.S. Registration No. | 2820380 | Application Date | 01/25/2001 |
| Registration Date | 03/02/2004 | Foreign Priority Date | NONE |
| Word Mark | VICTORIA'S SECRET PINK | | |

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|---------------------|--|--|--|
| Design Mark | VICTORIA'S SECRET PINK | | |
| Description of Mark | NONE | | |
| Goods/Services | Class 025. First use: First Use: 2001/12/00 First Use In Commerce: 2001/12/00 Clothing, namely, bras, panties, camisoles, pajamas, sleep shirts, robes and T-shirts | | |

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|-----------------------|---|-----------------------|------------|
| U.S. Registration No. | 2992758 | Application Date | 01/25/2001 |
| Registration Date | 09/06/2005 | Foreign Priority Date | NONE |
| Word Mark | VICTORIA'S SECRET PINK | | |
| Design Mark | VICTORIA'S SECRET PINK | | |
| Description of Mark | NONE | | |
| Goods/Services | Class 025. First use: First Use: 2004/07/00 First Use In Commerce: 2004/07/00 Clothing, namely, [slips, teddies,] nightgowns, shirts, swimwear, [bodysuits,] tap pants, pants, [sarongs, garter belts, stockings, hosiery, pantyhose,] socks,tights [and teddies with garters] | | |

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|-----------------------|--|-----------------------|------------|
| U.S. Registration No. | 3665102 | Application Date | 09/26/2005 |
| Registration Date | 08/04/2009 | Foreign Priority Date | NONE |
| Word Mark | PINK UNIVERSITY | | |
| Design Mark | PINK UNIVERSITY | | |
| Description of Mark | NONE | | |
| Goods/Services | Class 016. First use: First Use: 2006/06/06 First Use In Commerce: 2006/06/06 BLANK WRITING JOURNALS Class 018. First use: First Use: 2006/06/06 First Use In Commerce: 2006/06/06 TOTE BAGS, TRAVEL BAGS, PURSES, CLUTCHES, COSMETIC BAGS SOLD EMPTY, ALL PURPOSECARRYING BAGS, BEACH BAGS Class 025. First use: First Use: 2006/06/06 First Use In Commerce: 2006/06/06 | | |

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| | PANTS, ROBES, SOCKS, VESTS, JACKETS, BRAS, PANTIES, T-SHIRTS, TANK TOPS, SWEAT PANTS, SLEEPWEAR, SHIRTS, BOXERS, SCARVES, HATS, BATHROBES, BEACH COVER-UPS, BELTS, BLAZERS, BLOUSES, BOXER SHORTS, CAMISOLES, CAPS, COATS, DRESSES, GLOVES, GOWNS, HALTER TOPS, HEADBANDS, JACKETS, JEANS, JOGGING SUITS, KNIT SHIRTS, KNIT TOPS, MITTENS, NIGHT GOWNS, NIGHT SHIRTS, PAJAMAS, SHORTS, SKIRTS, SLACKS, SUITS, SWEAT PANTS, SWEAT SHIRTS, SWEAT SHORTS, SWEAT SUITS, SWEATERS, SWIM-SUITS, T-SHIRTS, TANK TOPS, TIGHTS, AND VESTS |
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|-----------------------|---|-----------------------|------------|
| U.S. Registration No. | 3750738 | Application Date | 09/26/2005 |
| Registration Date | 02/16/2010 | Foreign Priority Date | NONE |
| Word Mark | PINK U | | |
| Design Mark |  | | |
| Description of Mark | NONE | | |
| Goods/Services | Class 025. First use: First Use: 2007/08/29 First Use In Commerce: 2007/08/29 PANTIES, T-SHIRTS | | |

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|-----------------------|---|-----------------------|------------|
| U.S. Registration No. | 3805362 | Application Date | 10/01/2008 |
| Registration Date | 06/22/2010 | Foreign Priority Date | NONE |
| Word Mark | LOVE PINK VICTORIA'S SECRET | | |
| Design Mark |  | | |
| Description of Mark | The mark consists of the stylized wording "LOVE PINK VICTORIA'S SECRET" stacked in two rows followed by the design of a dog inside a heart. | | |
| Goods/Services | Class 025. First use: First Use: 2006/10/17 First Use In Commerce: 2006/10/17 Bras; Jackets; Panties; Sleepwear; Sweat pants; T-shirts | | |

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|-----------------------|---------|------------------|------------|
| U.S. Registration No. | 3992764 | Application Date | 10/25/2010 |
|-----------------------|---------|------------------|------------|

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|---------------------|--|-----------------------|------|
| Registration Date | 07/12/2011 | Foreign Priority Date | NONE |
| Word Mark | VICTORIA'S SECRET PINK | | |
| Design Mark | <p style="text-align: center;">VICTORIA'S SECRET PINK</p> | | |
| Description of Mark | NONE | | |
| Goods/Services | Class 025. First use: First Use: 2004/07/00 First Use In Commerce: 2004/07/00 SWEATERS; SCARVES; FOOTWEAR; SKIRTS; DRESSES; JEANS; TANK TOPS; COATS; JACKETS; SWEATPANTS; YOGA PANTS; HOODED SWEAT-SHIRTS; BOXERS; SHORTS; PAJAMAS; LEGGINGS; T-SHIRTS; CARDIGAN; CAMIS; HATS; JERSEYS | | |

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|-----------------------|--|-----------------------|------------|
| U.S. Registration No. | 3993100 | Application Date | 11/17/2010 |
| Registration Date | 07/12/2011 | Foreign Priority Date | NONE |
| Word Mark | I ONLY SLEEP IN PINK | | |
| Design Mark | <p style="text-align: center;">I ONLY SLEEP IN PINK</p> | | |
| Description of Mark | NONE | | |
| Goods/Services | Class 025. First use: First Use: 2007/09/18 First Use In Commerce: 2007/09/18 Boxer shorts; Camisoles; Leggings; Nightshirts; Pajamas; Pants; Robes; Sleep shirts; Sleepwear; Slipper socks; Slippers; Sweatpants; T-shirts; Tank tops | | |

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

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

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

| | | | |
|-----------------------|------------|-----------------------|------------|
| U.S. Registration No. | 4692486 | Application Date | 07/22/2014 |
| Registration Date | 02/24/2015 | Foreign Priority Date | NONE |
| Word Mark | LOVE PINK | | |

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|---------------------|---|
| Design Mark | <h1>LOVE PINK</h1> |
| Description of Mark | NONE |
| Goods/Services | Class 025. First use: First Use: 2005/12/00 First Use In Commerce: 2005/12/00 Bralettes; Bras; Camisoles; Footwear; Gloves; Headwear; Hooded pullovers; Jackets; Jerseys; Knit bottoms; Knit tops; Ladies' underwear; Leggings; Lounge pants;Pajamas; Panties; Pants; Robes; Shirts;Shorts; Sleepwear; Socks; Sweat pants; Sweaters; Swimwear; T-shirts; Tank-tops;Tops; Underwear; Yoga pants; Yoga shirts |

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|---------------------|-------------------------|
| Related Proceedings | Opposition No. 91226073 |
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| Attachments | 76976203#TMSN.png(bytes) 76200191#TMSN.png(bytes) 78720294#TMSN.png(bytes) 78720303#TMSN.png(bytes) 77583183#TMSN.png(bytes) 85159962#TMSN.png(bytes) 85178633#TMSN.png(bytes) 77575883#TMSN.png(bytes) 85979944#TMSN.png(bytes) 86344240#TMSN.png(bytes) 285663 - Notice of Opposition - Live for Pink.pdf(212087 bytes) 285663 - Exhibit A.pdf(1191652 bytes) |
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

| | |
|-----------|------------------|
| Signature | /Kevin C. Parks/ |
| Name | Kevin C. Parks |
| Date | 02/10/2016 |

3. Over the years, VS has actively used, promoted and registered VICTORIA'S SECRET PINK, and a growing family of additional marks comprised or consisting in part of the term "PINK" (hereafter the "PINK Brand"). The marks comprising the PINK Brand have become important sub-brands for VS, and are recognized by consumers as VS brands.

4. VS has used "PINK" itself as a trademark since at least as early as 2004.

5. VS's PINK Brand is advertised by VS using various media, including in-store signage and promotions, the "PINK NATION" section of VS's website (with over 11 million members), "PINK NATION" iPhone, Android and iPad apps, social media, print media, the annual Victoria's Secret Fashion Show television event, and through special events held on college campuses and other locations.

6. VS retail locations often feature PINK Branded merchandise.

7. As a result of VS's advertising efforts, and its commitment to providing products and services of the highest quality, VS has enjoyed substantial sales of PINK Branded products.

8. The noted fashion publication Women's Wear Daily recently ranked VS's PINK Brand among the Top 100 most recognized brands in the U.S., based on a survey of women aged 13 to 64.

9. VS owns a number of registrations within its PINK Brand, including but not limited to the following registrations in Class 25:

| Registration No. | Mark | Registration Date | Class(es) |
|------------------|---|-------------------|------------|
| 2,820,380 | VICTORIA'S SECRET PINK | Mar. 2, 2004 | 25 |
| 2,992,758 | VICTORIA'S SECRET PINK | Sept. 6, 2005 | 25 |
| 3,665,102 | PINK UNIVERSITY | Aug. 4, 2009 | 16, 18, 25 |
| 3,750,738 | PINK U | Feb. 16, 2010 | 25 |
| 3,805,362 |  LOVE PINK VICTORIA'S SECRET | Jun. 22, 2010 | 25 |

| Registration No. | Mark | Registration Date | Class(es) |
|------------------|----------------------------|-------------------|-----------|
| 3,992,764 | VICTORIA'S SECRET PINK | Jul. 12, 2011 | 25 |
| 3,993,100 | I ONLY SLEEP IN PINK | Jul. 12, 2011 | 25 |
| 4,376,668 | PINK COLLEGIATE COLLECTION | Jul. 30, 2013 | 25, 35 |
| 4,412,345 | PINK CAMPUS | Oct. 1, 2013 | 25 |
| 4,692,486 | LOVE PINK | Feb. 24, 2015 | 25 |

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

11. On December 3, 2012, VS filed Serial Nos. 85/792,922 and 85/792,915 for registration of PINK and **PINK** in Classes 25 and 35 (the “prior-filed PINK Applications”), based on use in commerce since January 2004 and January 2005, respectively.

12. On July 8, 2015, Applicant filed the Application, asserting use of “Live for Pink”, since September 1, 2013, in connection with various apparel items in Class 25.

13. Opposer’s filing dates for the prior-filed PINK Applications, and its use of the PINK Brand for Class 25 goods (among others) long predates Applicant’s filing date and alleged first use date.

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

15. Registration of Applicant’s Mark is likely to cause confusion or mistake in the minds of the public, and to lead the relevant public into believing that Applicant’s goods and services are Opposer’s, or are endorsed or sponsored by, or otherwise affiliated or connected with Opposer, all to the damage and injury of Opposer and the relevant public.

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

WHEREFORE, by its undersigned attorneys, Opposer respectfully requests that this Notice of Opposition be sustained and that registration of Application Serial No. 86/687227 be refused.

Please charge deposit account No. 12-1216 in the amount of \$300.00 to cover the filing fee of this Notice of Opposition against the Application. Please charge any additional fees to Deposit Account 12-1216, as necessary.

Respectfully submitted,

Date: February 10, 2016

By:



Kevin C. Parks
Stella M. Brown
LEYDIG, VOIT & MAYER, LTD.
Two Prudential Plaza, 180 N. Stetson Ave.
Suite 4900
Chicago, Illinois 60601-6731
(312) 616-5600
Attorneys for Opposer

CERTIFICATE OF ELECTRONIC FILING

I hereby certify that the attached NOTICE OF OPPOSITION was filed electronically with the Trademark Trial and Appeal Board on February 10, 2016:


Stella M. Brown

CERTIFICATE OF SERVICE

I hereby certify that a copy of this NOTICE OF OPPOSITION was served upon the following individual by First Class Mail on February 10, 2016, such being Applicant's attorney/correspondence address of record listed in the TSDR system as of this date:

Casey W. Jones
Strong & Hanni
102 S 200 E Ste 800
Salt Lake City, UT 84111-3110
cjones@strongandhanni.com
jmconnell@strongandhanni.com


Stella M. Brown

Exhibit A

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,820,380

Registered Mar. 2, 2004

**TRADEMARK
PRINCIPAL REGISTER**

VICTORIA'S SECRET PINK

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

FOR: CLOTHING, NAMELY, BRAS, PANTIES,
CAMISOLES, PAJAMAS, SLEEP SHIRTS, ROBES
AND T-SHIRTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 12-0-2001; IN COMMERCE 12-0-2001.

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

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

SN 76-976,203, FILED 1-25-2001.

GENE MACIOL, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,992,758

Registered Sep. 6, 2005

**TRADEMARK
PRINCIPAL REGISTER**

VICTORIA'S SECRET PINK

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

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

FOR: CLOTHING, NAMELY, SLIPS, TEDDIES,
NIGHTGOWNS, SHIRTS, SWIMWEAR, BODY-
SUITS, TAP PANTS, PANTS, SARONGS, GARTER
BELTS, STOCKINGS, HOSIERY, PANTYHOSE,
SOCKS, TIGHTS AND TEDDIES WITH GARTERS,
IN CLASS 25 (U.S. CLS. 22 AND 39).

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

SN 76-200,191, FILED 1-25-2001.

FIRST USE 7-0-2004; IN COMMERCE 7-0-2004.

GENE MACIOL, EXAMINING ATTORNEY

Int. Cls.: 16, 18, and 25

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

Reg. No. 3,665,102

United States Patent and Trademark Office

Registered Aug. 4, 2009

**TRADEMARK
PRINCIPAL REGISTER**

PINK UNIVERSITY

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

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

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

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

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

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

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

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

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

OWNER OF U.S. REG. NOS. 2,820,380 AND 2,992,758.

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

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

WON TEAK OH, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office

PINK U

Reg. No. 3,750,738 VICTORIA'S SECRET STORES BRAND MANAGEMENT, INC. (DELAWARE CORPORATION)
Registered Feb. 16, 2010 FOUR LIMITED PARKWAY
REYNOLDSBURG, OH 43068

Int. Cl.: 25 FOR: PANTIES, T-SHIRTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

TRADEMARK FIRST USE 8-29-2007; IN COMMERCE 8-29-2007.
PRINCIPAL REGISTER THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,820,380 AND 2,992,758.

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

SN 78-720,303, FILED 9-26-2005.

WON TEAK OH, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

LOVE PINK 
VICTORIA'S SECRET

Reg. No. 3,805,362

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

Registered June 22, 2010

Int. Cl.: 25

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

TRADEMARK

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

PRINCIPAL REGISTER

OWNER OF U.S. REG. NOS. 2,820,380, 3,502,263 AND OTHERS.

THE MARK CONSISTS OF THE STYLIZED WORDING "LOVE PINK VICTORIA'S SECRET"
STACKED IN TWO ROWS FOLLOWED BY THE DESIGN OF A DOG INSIDE A HEART.

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

SER. NO. 77-583,183, FILED 10-1-2008.

CURTIS FRENCH, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

VICTORIA'S SECRET PINK

Reg. No. 3,992,764

Registered July 12, 2011

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

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

FOR: SWEATERS; SCARVES; FOOTWEAR; SKIRTS; DRESSES; JEANS; TANK TOPS;
COATS; JACKETS; SWEATPANTS; YOGA PANTS; HOODED SWEATSHIRTS; BOXERS;
SHORTS; PAJAMAS; LEGGINGS; T-SHIRTS; CARDIGAN; CAMIS; HATS; JERSEYS, IN
CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 7-0-2004; IN COMMERCE 7-0-2004.

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

OWNER OF U.S. REG. NOS. 2,820,380, 3,520,974 AND OTHERS.

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

SER. NO. 85-159,962, FILED 10-25-2010.

MATTHEW KLINE, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

I ONLY SLEEP IN PINK

Reg. No. 3,993,100

Registered July 12, 2011

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

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

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

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

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

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

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

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

CAROLINE WOOD, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

PINK COLLEGIATE COLLECTION

Reg. No. 4,376,668

Registered July 30, 2013

Int. Cls.: 25 and 35

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

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

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

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

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

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

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

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

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

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

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

CURTIS FRENCH, EXAMINING ATTORNEY



Lisa Street Lee

Acting Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

PINK CAMPUS

Reg. No. 4,412,345

Registered Oct. 1, 2013

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

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

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

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

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

OWNER OF U.S. REG. NOS. 2,820,380, 3,992,764, AND OTHERS.

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

ERIN FALK, EXAMINING ATTORNEY



Lisa Street Lee

Deputy Director of the United States Patent and Trademark Office

United States of America
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LOVE PINK

Reg. No. 4,692,486

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Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

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

FOR: BRALETTES; BRAS; CAMISOLES; FOOTWEAR; GLOVES; HEADWEAR; HOODED PULLOVERS; JACKETS; JERSEYS; KNIT BOTTOMS; KNIT TOPS; LADIES' UNDERWEAR; LEGGINGS; LOUNGE PANTS; PAJAMAS; PANTIES; PANTS; ROBES; SHIRTS; SHORTS; SLEEPWEAR; SOCKS; SWEAT PANTS; SWEATERS; SWIMWEAR; T-SHIRTS; TANK-TOPS; TOPS; UNDERWEAR; YOGA PANTS; YOGA SHIRTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 12-0-2005; IN COMMERCE 12-0-2005.

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

OWNER OF U.S. REG. NO. 3,805,362.

SER. NO. 86-344,240, FILED 7-22-2014.

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