

ESTTA Tracking number: **ESTTA576547**

Filing date: **12/13/2013**

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

## Petition for Cancellation

Notice is hereby given that the following party requests to cancel indicated registration.

### Petitioner 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 Chicago, IL 60601 UNITED STATES kparks@leydig.com, mzimmermann@leydig.com Phone:312-616-5600		
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### Registration Subject to Cancellation

Registration No	4336508	Registration date	05/14/2013
Registrant	Doolittle, Rebekah A 20610 Lafayette Circle Elkhorn, NE 68022 USX		

### Goods/Services Subject to Cancellation

Class 035. First Use: 2011/09/01 First Use In Commerce: 2011/09/01  
All goods and services in the class are cancelled, namely: On-line retail store services featuring a wide variety of consumer goods of others; Retail store services featuring a wide variety of consumer goods of others; Retail variety stores

### Grounds for Cancellation

Priority and likelihood of confusion	Trademark Act section 2(d)
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### Marks Cited by Petitioner as Basis for Cancellation

U.S. Registration No.	3502263	Application Date	12/13/2006
Registration Date	09/16/2008	Foreign Priority Date	NONE
Word Mark	VICTORIA'S SECRET PINK		

Design Mark	<b>VICTORIA'S SECRET PINK</b>		
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2001/03/06 First Use In Commerce: 2001/03/06 RETAIL STORE SERVICES, MAIL ORDER CATALOG SERVICES AND ON-LINE RETAIL STORE SERVICES ALL FEATURING CLOTHING, PERSONAL CARE PRODUCTS, BAGS, JEWELRY AND ACCESSORIES, BEDDING AND FOOTWEAR		

U.S. Registration No.	3565927	Application Date	10/20/2005
Registration Date	01/20/2009	Foreign Priority Date	NONE

Word Mark	PINK IS LIFE		
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Design Mark	<b>PINK IS LIFE</b>		
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2007/02/15 First Use In Commerce: 2007/02/15 retail store, catalog and on-line ordering services in the field of personal care products and accessories, room fragrance products, jewelry, audio tapes, bedding, clothing and accessories, toys and candy		

U.S. Registration No.	3729795	Application Date	12/19/2008
Registration Date	12/22/2009	Foreign Priority Date	NONE

Word Mark	PINK NATION		
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Design Mark	<b>PINK NATION</b>
Description of Mark	NONE
Goods/Services	Class 035. First use: First Use: 2009/04/30 First Use In Commerce: 2009/04/30 Retail store services in the field of clothing and accessories, personal care products and jewelry featuring a bonus incentive program for customers

U.S. Registration No.	3840101	Application Date	08/04/2009
Registration Date	08/31/2010	Foreign Priority Date	NONE

Word Mark	PINK NATION VICTORIA'S SECRET
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Design Mark	
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Description of Mark	The mark consists of the wording "PINK NATION" and "VICTORIA'S SECRET" which is located beneath the term "PINK". The design of a heart containing wavy lines and the silhouette of a dog and circled with five pointed stars is positioned between the terms "PINK" and "NATION".
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Goods/Services	Class 035. First use: First Use: 2009/04/30 First Use In Commerce: 2009/04/30 retail store services in the field of clothing and accessories, personal care products, jewelry and various gifts featuring a bonus incentive program for customers
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U.S. Registration No.	3940420	Application Date	07/29/2010
Registration Date	04/05/2011	Foreign Priority Date	NONE

Word Mark	1986 PINK NATION VICTORIA'S SECRET
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Design Mark			
Description of Mark	The mark consists of the design of a heart containing wavy lines and the silhouette of a dog and is encircled by a carrier of numerous five-pointed stars with "1986" and the words "PINK NATION VICTORIA'S SECRET" underneath.		
Goods/Services	Class 035. First use: First Use: 2010/05/01 First Use In Commerce: 2010/05/01 retail store services in the field of clothing and accessories, personal care products, jewelry and various gifts featuring a bonus incentive program for customers		

U.S. Registration No.	4336625	Application Date	06/29/2009
Registration Date	05/21/2013	Foreign Priority Date	NONE

Word Mark	LIFE IS PINK IS LIFE
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Design Mark			
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Description of Mark	NONE		
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Goods/Services	Class 035. First use: First Use: 2006/01/26 First Use In Commerce: 2006/01/26 retail store, catalog and on-line ordering services in the field of personal care products and accessories, room fragrance products, jewelry, bedding, clothing and accessories, plush toys and candy		
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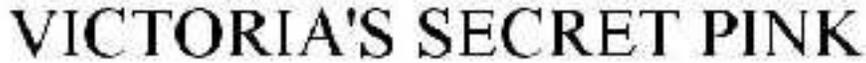
U.S. Registration No.	4376668	Application Date	09/22/2008
Registration Date	07/30/2013	Foreign Priority Date	NONE

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 ANDACCESSORIES		

U.S. Registration No.	2820380	Application Date	01/25/2001
Registration Date	03/02/2004	Foreign Priority Date	NONE
Word Mark	VICTORIA'S SECRET PINK		
Design Mark	VICTORIA'S SECRET PINK		
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2001/12/00 First Use In Commerce: 2001/12/00 Clothing, namely, bras, panties, camisoles, pajamas, sleep shirts, robes and T- shirts		

U.S. Registration No.	2992758	Application Date	01/25/2001
Registration Date	09/06/2005	Foreign Priority Date	NONE
Word Mark	VICTORIA'S SECRET PINK		
Design Mark	VICTORIA'S SECRET PINK		
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2004/07/00 First Use In Commerce: 2004/07/00		

	Clothing, namely, [slips, teddies,] nightgowns, shirts, swimwear, [bodysuits,] tap pants, pants, [sarongs, garter belts, stockings, hosiery, pantyhose,] socks,tights [and teddies with garters]		
U.S. Registration No.	3992764	Application Date	10/25/2010
Registration Date	07/12/2011	Foreign Priority Date	NONE
Word Mark	VICTORIA'S SECRET PINK		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2004/07/00 First Use In Commerce: 2004/07/00 SWEATERS; SCARVES; FOOTWEAR; SKIRTS; DRESSES; JEANS; TANK TOPS; COATS; JACKETS;SWEATPANTS; YOGA PANTS; HOODED SWEATSHIRTS; BOXERS; SHORTS; PAJAMAS; LEGGINGS; T-SHIRTS; CARDIGAN; CAMIS; HATS; JERSEYS		

Attachments	77063164#TMSN.jpeg( bytes ) 78737062#TMSN.jpeg( bytes ) 77637012#TMSN.jpeg( bytes ) 77796835#TMSN.jpeg( bytes ) 85095542#TMSN.jpeg( bytes ) 77769884#TMSN.jpeg( bytes ) 77575883#TMSN.jpeg( bytes ) 76976203#TMSN.gif( bytes ) 76200191#TMSN.gif( bytes ) 85159962#TMSN.jpeg( bytes ) 2013-12-13 Petition for Cancellation.pdf(511926 bytes )
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### Certificate of Service

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

Signature	/Michelle Zimmermann/
Name	Michelle Zimmermann
Date	12/13/2013

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

VICTORIA'S SECRET STORES	)	
BRAND MANAGEMENT, INC.,	)	
	)	
Petitioner,	)	Cancellation No. _____
	)	Registration No. 4336508
v.	)	
	)	
REBEKAH DOOLITTLE,	)	
	)	
<u>Registrant.</u>	)	

**PETITION FOR CANCELLATION**

Victoria's Secret Stores Brand Management, Inc. ("VS" or "Petitioner"), a Delaware corporation, located at Three Limited Parkway, Reynoldsburg, Ohio 43068, hereby petitions to cancel Registration No. 4336508 for the mark "THE PINK STORE" (the "Registration" or "Registrant's Mark") in Class 35, owned by Rebekah Doolittle ("Registrant"), a United States citizen, which was registered on the Supplemental Register as of May 14, 2013. Petitioner believes it will continue to be damaged by this Registration and therefore petitions to cancel the same.

As grounds for the cancellation, Petitioner alleges as follows:

1. Petitioner owns the world-famous VICTORIA'S SECRET trademark and trade name, and many additional trademarks used in connection with intimate apparel, beauty products, and a wide variety of other products and services.
2. VS owns and operates over 1,000 VICTORIA'S SECRET retail stores throughout the United States. VS also distributes the world-famous VICTORIA'S SECRET Catalogue, and operates the highly successful website, [www.victoriasssecret.com](http://www.victoriasssecret.com). The VICTORIA'S SECRET brand identifies VS as the exclusive source of these products and services, and assures consumers of a high level of quality and satisfaction.

3. Beginning as early as 2001, VS has used the trademark VICTORIA'S SECRET PINK in connection with a variety of products, including women's intimate and other apparel, beauty and personal care products and accessories.

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

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

6. VS's PINK Brand is featured in its own section of the Victoria's Secret website. Customers can join the "PINK NATION," providing members with access to special "PINK" offers, events, interactions and ecommerce opportunities, through the VS website or by downloading iPad and phone "apps," gaining access to additional PINK branded experiences, activities, interactions and ecommerce opportunities. Over 3 million fans have downloaded the PINK NATION app for iPhone and Android; altogether, the PINK NATION has over 7 million registered members and is growing daily.

7. VS has extensively promoted the PINK Brand in social media, including on Facebook, where the brand has over 1 million "fans" and over 13 million "likes." In addition, since as early as 2006, popular national publications such as Seventeen, People, and Cosmopolitan have featured PINK branded products in fashion editorials, and the PINK Brand has been covered in mainstream news and business publications including *The New York Times*, *Newsday*, *The Boston Herald*, *The Chicago Sun-Times* and *The Columbus Dispatch*, among others.

8. VS has prominently featured its PINK Branded products in the Victoria's Secret Fashion Show, an annual television broadcast on the CBS network that has become one of the most anticipated fashion events of the year, boasting viewership of more than ten million in recent years. VS also actively promotes its PINK Brand on college campuses throughout the country, with the assistance of more than 100 campus representatives, and by organizing promotional events featuring high profile musical acts and other celebrities.

9. VS's PINK Branded products are sold in VICTORIA'S SECRET stores, including in dedicated store sections branded separately as "PINK." VS's store signage and window displays oftentimes present its VS retail locations as PINK Branded or featuring PINK Branded merchandise. In addition, VS operates dozens of standalone, "PINK" Branded retail stores, not connected to any Victoria's Secret location, as shown here:



10. In December, 2012, the fashion trade journal Women's Wear Daily ranked VS's PINK Brand among the Top 100 most recognized fashion brands in the U.S., based on a survey of women aged 13 to 64, at # 94. (In the same survey, VS's VICTORIA'S SECRET brand was ranked as the # 1 most recognized fashion brand in the country.)

11. Products bearing VS's PINK Brand have been very successful, yielding sales in excess of \$6 billion through 2012. Sales of products bearing the PINK Brand now exceed \$1.5 billion annually.

12. VS owns a number of registrations within its PINK Brand, including the following:

Registration No.	Mark	Priority Date	Class(es)
3,502,263	VICTORIA'S SECRET PINK	Mar. 6, 2001	35
3,565,927	PINK IS LIFE	Oct. 20, 2005	35
3,729,795	PINK NATION	Dec. 19, 2008	35
3,840,101		Apr. 30, 2009	35
3,940,420	 Word portion: 1986 PINK NATION VICTORIA'S SECRET	May 1, 2010	35
4,336,625	LIFE IS PINK IS LIFE	Jan. 26, 2006	35
4,376,668	PINK COLLEGIATE COLLECTION	Aug. 2008	25, 35
2,820,380	VICTORIA'S SECRET PINK	Jan. 25, 2001	25
2,992,758	VICTORIA'S SECRET PINK	Jan. 25, 2001	25
3,992,764	VICTORIA'S SECRET PINK	July 2004	25

Copies of the Registration Certificates for the above marks are enclosed as Exhibit A.

13. On December 3, 2012, VS filed Serial No. 85/792,922 for the word mark PINK in Classes 25 and 35, based on use in commerce since January 2004, and Serial No. 85/792,915 for the mark **PINK** in Classes 25 and 35, based on use in commerce since January 2005 (the "PINK Applications").

14. On January 25, 2013, the Examining Attorney issued Office Actions citing what has since matured into Registration No. 4336508, advising that if the then-pending application registered, it may be cited as a bar to registration of Petitioner's PINK Applications.

15. Registration No. 4336508 has registered on the Supplemental Register, and thus Petitioner did not have the opportunity to oppose the mark.

16. Registration No. 4336508 claims use of the mark in commerce since September 1, 2011.

17. VS's priority date in its PINK Brand and Applications long pre-dates the first use date claimed in Registration No. 4336508.

18. Moreover, since long before September 1, 2011, VS's PINK Brand became well-known in the marketplace.

19. Upon information and belief, Registrant was aware of VS and its use of the PINK Brand prior to September 1, 2011.

20. The USPTO Examining Attorney has taken the position that, due to the similarity of the marks and services involved and other factors, there is a likelihood of confusion between VS's PINK Applications and Registration No. 4336508 pursuant to Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

21. Thus, the continued registration of Registrant's Mark is likely to continue to cause damage and injury to VS, as it has blocked the registration of the PINK Applications, and is likely to cause confusion or mistake in the mind of the public, and to lead the relevant public into believing that Registrant's goods are VS's, or are endorsed or sponsored by, or otherwise affiliated or connected with VS.

22. In view of the above, Registration No. 4336508 for the mark THE PINK STORE should be cancelled as it is likely to cause confusion among consumers, in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

WHEREFORE, by its undersigned attorneys, Petitioner respectfully requests that this Petition for Cancellation be sustained and that Registration No. 4336508 be canceled.

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

Respectfully submitted,

Date: December 12, 2013

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 Petitioner

**CERTIFICATE OF ELECTRONIC FILING**

I hereby certify that the attached PETITION FOR CANCELLATION was filed electronically with the Trademark Trial and Appeal Board on December 12, 2013.

  
Michelle L. Zimmermann

**CERTIFICATE OF SERVICE**

I hereby certify that a copy of this PETITION FOR CANCELLATION was served by First Class Mail to the following address on December 12, 2013, such being the Registrant's address listed in the TSDR system as of this date:

Rebekah Doolittle  
20610 Lafayette Circle  
Elkholm, NE 68022

  
Michelle L. Zimmermann

# Exhibit A

Int. Cl.: 35

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

United States Patent and Trademark Office

Reg. No. 3,502,263

Registered Sep. 16, 2008

SERVICE MARK  
PRINCIPAL REGISTER

VICTORIA'S SECRET PINK

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

FOR: RETAIL STORE SERVICES, MAIL ORDER  
CATALOG SERVICES AND ON-LINE RETAIL  
STORE SERVICES ALL FEATURING CLOTHING,  
PERSONAL CARE PRODUCTS, BAGS, JEWELRY  
AND ACCESSORIES, BEDDING AND FOOTWEAR,  
IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 3-6-2001; IN COMMERCE 3-6-2001.

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

OWNER OF U.S. REG. NOS. 1,908,042, 2,992,758,  
AND OTHERS.

SN 77-063,164, FILED 12-13-2006.

LINDA ESTRADA, EXAMINING ATTORNEY

Int. Cl.: 35

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

**United States Patent and Trademark Office**

Reg. No. 3,565,927

Registered Jan. 20, 2009

**SERVICE MARK  
PRINCIPAL REGISTER**

**PINK IS LIFE**

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

FOR: RETAIL STORE, CATALOG AND ON-LINE  
ORDERING SERVICES IN THE FIELD OF PERSONAL  
CARE PRODUCTS AND ACCESSORIES,  
ROOM FRAGRANCE PRODUCTS, JEWELRY,  
AUDIO TAPES, BEDDING, CLOTHING AND AC-  
CESSORIES, TOYS AND CANDY, IN CLASS 35 (U.S.  
CLS. 100, 101 AND 102).

FIRST USE 12-15-2007; IN COMMERCE 12-15-2007.

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

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

SN 78-737,062, FILED 10-20-2005.

WON TEAK OH, EXAMINING ATTORNEY

# United States of America

United States Patent and Trademark Office

## PINK NATION

**Reg. No. 3,729,795** VICTORIA'S SECRET STORES BRAND MANAGEMENT, INC. (DELAWARE CORPORATION)  
Registered Dec. 22, 2009 FOUR LIMITED PARKWAY  
REYNOLDSBURG, OH 43068

**Int. Cl.: 35** FOR: RETAIL STORE SERVICES IN THE FIELD OF CLOTHING AND ACCESSORIES,  
PERSONAL CARE PRODUCTS AND JEWELRY FEATURING A BONUS INCENTIVE PRO-  
GRAM FOR CUSTOMERS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

**SERVICE MARK**  
**PRINCIPAL REGISTER** FIRST USE 4-30-2009; IN COMMERCE 4-30-2009.

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, 3,502,263, AND OTHERS.

SN 77-637,012, FILED 12-19-2008.

LANA PHAM, EXAMINING ATTORNEY



*David J. Kyffes*

Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

**PINK**  **NATION**

**Reg. No. 3,840,101**

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

**Registered Aug. 31, 2010**

5 LIMITED PARKWAY EAST  
REYNOLDSBURG, OH 43068

**Int. Cl.: 35**

FOR: RETAIL STORE SERVICES IN THE FIELD OF CLOTHING AND ACCESSORIES, PERSONAL CARE PRODUCTS, JEWELRY AND VARIOUS GIFTS FEATURING A BONUS INCENTIVE PROGRAM FOR CUSTOMERS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

**SERVICE MARK**

FIRST USE 4-30-2009; IN COMMERCE 4-30-2009.

**PRINCIPAL REGISTER**

OWNER OF U.S. REG. NOS. 2,820,380, 2,992,758, AND 3,226,760.

THE MARK CONSISTS OF THE WORDING "PINK NATION" AND "VICTORIA'S SECRET" WHICH IS LOCATED BENEATH THE TERM "PINK". THE DESIGN OF A HEART CONTAINING WAVY LINES AND THE SILHOUETTE OF A DOG AND CIRCLED WITH FIVE POINTED STARS IS POSITIONED BETWEEN THE TERMS "PINK" AND "NATION".

SER. NO. 77-796,835, FILED 8-4-2009.

KAREN BRACEY, EXAMINING ATTORNEY



*David J. Kyffos*

Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office



**Reg. No. 3,940,420**

**Registered Apr. 5, 2011**

**Int. Cl.: 35**

**SERVICE MARK**

**PRINCIPAL REGISTER**

VICTORIA'S SECRET STORES BRAND MANAGEMENT, INC. (DELAWARE CORPORATION)  
ATTN: SHENIA MIRACLE  
5 LIMITED PARKWAY EAST  
REYNOLDSBURG, OH 43068

FOR: RETAIL STORE SERVICES IN THE FIELD OF CLOTHING AND ACCESSORIES,  
PERSONAL CARE PRODUCTS, JEWELRY AND VARIOUS GIFTS FEATURING A BONUS  
INCENTIVE PROGRAM FOR CUSTOMERS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 5-1-2010; IN COMMERCE 5-1-2010.

OWNER OF U.S. REG. NOS. 1,908,042, 3,840,101 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "1986", APART FROM THE  
MARK AS SHOWN.

THE MARK CONSISTS OF THE DESIGN OF A HEART CONTAINING WAVY LINES AND  
THE SILHOUETTE OF A DOG AND IS ENCIRCLED BY A CARRIER OF NUMEROUS FIVE-  
POINTED STARS WITH "1986" AND THE WORDS "PINK NATION VICTORIA'S SECRET"  
UNDERNEATH.

SER. NO. 85-095,542, FILED 7-29-2010.

FRED CARL, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

## LIFE IS PINK IS LIFE

**Reg. No. 4,336,625**

**Registered May 21, 2013**

**Int. Cl.: 35**

**SERVICE MARK**

**PRINCIPAL REGISTER**

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

FOR: RETAIL STORE, CATALOG AND ON-LINE ORDERING SERVICES IN THE FIELD OF PERSONAL CARE PRODUCTS AND ACCESSORIES, ROOM FRAGRANCE PRODUCTS, JEWELRY, BEDDING, CLOTHING AND ACCESSORIES, PLUSH TOYS AND CANDY, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-26-2006; IN COMMERCE 1-26-2006.

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

OWNER OF U.S. REG. NOS. 3,502,263, 3,631,914 AND OTHERS.

SER. NO. 77-769,884, FILED 6-29-2009.

LANA PHAM, EXAMINING ATTORNEY



*Lana Pham*  
Acting 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

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

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).

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

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

GENE MACIOL, EXAMINING ATTORNEY

# 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 PARTICULAR FONT, STYLE, SIZE, OR COLOR.

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

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

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

MATTHEW KLINE, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office