

ESTTA Tracking number: **ESTTA639986**

Filing date: **11/19/2014**

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 parties request to cancel indicated registration.

Petitioner Information

Name	Happy Trails, LLC		
Entity	Limited Liability Company	Citizenship	Delaware
Address	2711 Centerville Road Suite 400 Wilmington, DE 19808 UNITED STATES		

Name	The Children's Trust U/A Roy Rogers and Dale Evans Rogers Trust		
Entity	Partnership	Citizenship	Missouri
Composed Of:	Roy "Dusty" Rogers, Jr., Trustee		
Address	P. O. Box 360 Lampe, MO 65681 UNITED STATES		

Attorney information	Rebecca A. Finkenbinder McNees Wallace & Nurick LLC 100 Pine Street P.O. Box 1166 Harrisburg, PA 17108-1166 UNITED STATES trademarks@mwn.com Phone:(717-232-8000		
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Registrations Subject to Cancellation

Registration No	3636761	Registration date	06/09/2009
Registrant	MANIFATTURE 7 BELL S.p.A. VIA BRUNO BUOZZI 172 50013 CAMPI BISENZIO (FI), ITALY		

Goods/Services Subject to Cancellation

Class 025. First Use: 1950/00/00 First Use In Commerce: 2008/09/00 All goods and services in the class are cancelled, namely: trousers of leather or imitation of leather
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Grounds for Cancellation

False suggestion of a connection	Trademark Act section 2(a)		
<i>Torres v. Cantine Torresella S.r.l.Fraud</i>	808 F.2d 46, 1 USPQ2d 1483 (Fed. Cir. 1986)		
Registration No	3476723	Registration date	07/29/2008
International Registration No.	NONE	International Registration Date	NONE
Registrant	MANIFATTURE 7 BELL S.P.A. 172, via Bruno Buoizzi I-50013 CAMPI BISENZIO,		

	ITALY
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Goods/Services Subject to Cancellation

<p>Class 025. First Use: 0 First Use In Commerce: 0 All goods and services in the class are cancelled, namely: ready made clothing, namely, outfits, namely, jackets, [coats,] trousers, skirts, [shirts; waterproof clothing, namely, raincoats, waterproof jackets;] workwear, namely, trousers, jackets, [coats, shirts, sweaters, t-shirts;] sportswear, namely, trousers, jackets [, skirts, shirts, sweaters]</p>

Grounds for Cancellation

False suggestion of a connection	Trademark Act section 2(a)
<i>Torres v. Cantine Torresella S.r.l.Fraud</i>	808 F.2d 46, 1 USPQ2d 1483 (Fed. Cir. 1986)

Attachments	A4214902.PDF(40788 bytes) A4215514.PDF(159001 bytes) A4215525.PDF(620959 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	/Rebecca A. Finkenbinder/
Name	Rebecca A. Finkenbinder
Date	11/19/2014

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

In re Registration of:

Registrant : Manifatture 7 Bell S.p.A.
Reg. No. : 3,636,761
Mark : ROY ROGER'S and Design
Registration Date : June 9, 2009

Registrant : Manifatture 7 Bell S.p.A.
Reg. No. : 3,476,723
Mark : ROY ROGER'S and Design
Registration Date : July 29, 2008

ROY "DUSTY" ROGERS, JR., AS TRUSTEE OF :
THE CHILDREN'S TRUST U/A ROY ROGERS :
AND DALE EVANS ROGERS TRUST, :
and :
HAPPY TRAILS, LLC, :
Petitioners :
v. : Cancellation No.
MANIFATTURE 7 BELL S.P.A., :
Registrant/Respondent. : Filed Electronically

CONSOLIDATED PETITION FOR CANCELLATION

1. Petitioners Roy "Dusty" Rogers, Jr., a U.S. citizen having an address of P.O. Box 360, Lampe, Missouri 65681, United States, as Trustee of The Children's Trust U/A Roy Rogers and Dale Evans Rogers Trust (the "Trust"), a trust organized under the laws of the State of Missouri, and Happy Trails, LLC ("Happy Trails"), the exclusive licensee of the intellectual property rights owned by the Trust (the Trust and Happy Trails are collectively referred to hereinafter as "Petitioners"), believe they have been damaged by the registered mark ROY ROGER'S and Design, for use with "trousers of leather or imitation of leather" in International Class 25, Registration No. 3,636,761 (the "'761 Registration"), and the registered mark ROY ROGER'S and Design, for use with "ready made clothing, namely, outfits, namely, jackets, coats, trousers, skirts, shirts; waterproof clothing, namely, raincoats, waterproof jackets;

workwear, namely, trousers, jackets, coats, shirts, sweaters, T-shirts; sportswear, namely, trousers, jackets, skirts, shirts, sweaters" in International Class 25, Registration No. 3,476,723, (the "'723 Registration") (hereinafter the '761 Registration and '723 Registration are collectively referred to as "Respondent's Marks"), and hereby petition, in accordance with 37 C.F.R. § 2.111(b), to cancel said registrations.

2. To the best of Petitioners' knowledge, the name and address of the registrant of Respondent's Marks is Manifatture 7 Bell S.p.A. ("Respondent"), an Italian corporation with a principal place of business at Campi Bisenzio (Firenze), Via Bruno Buozzi 172 50013, Italy.

As grounds for cancellation, Petitioners allege that:

3. The late American singer and actor Roy Rogers, born Leonard Slye, was one of the most popular Western performers of his era, appearing, from the 1930s to the 1960s, in over eighty-five films and 100 television episodes of *The Roy Rogers Show*.

4. Roy Rogers adopted the name "Roy Rogers" as a singer and actor in 1938 and legally changed his name to "Roy Rogers" in the early 1940s.

5. Roy Rogers achieved fame under the name "Roy Rogers," in the United States and worldwide, which remains widely recognized today.

6. The Trust is the owner of all right, title, and interest in and to the intellectual property rights associated with Roy Rogers' name and likeness, and is entrusted with the power to enforce such intellectual property rights.

7. In 2012, Happy Trails, LLC was created and granted an exclusive license to exploit all the intellectual property rights associated with Roy Rogers, and, as such, also is entrusted with the power to enforce such intellectual property rights.

8. The Trust is a member of Happy Trails, LLC.

9. Upon information and belief, prior to filing any federal trademark application for ROY ROGER'S in the United States, Respondent contacted Petitioners for the purpose of

requesting a license to use the mark ROY ROGER'S in connection with clothing items. No license arrangement was ever made.

10. On January 11, 2005, Respondent filed an intent-to-use application, Serial Number 78/545,323, for registration of the ROY ROGER'S and Design mark in the '761 Registration.

11. With notice of the provisions of 18 U.S.C. § 1001 and pursuant to Section 1(b) of the Lanham Act, 15 U.S.C. § 1051(b), Respondent's U.S. representative signed, on behalf of Respondent, a declaration in connection with the application for registration of the '761 Registration, stating that ". . . to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive . . ." (hereinafter referred to as the "Declaration").

12. On April 1, 2009, with notice of the provisions of 18 U.S.C. § 1001, and pursuant to Section 1(d) of the Lanham Act, 15 U.S.C. § 1051(d), Respondent filed a statement of use with the United States Patent and Trademark Office (the "USPTO"), alleging a date of first use of the ROY ROGER'S and Design mark in the '761 Registration anywhere of 1950, and a date of first use in interstate commerce of September 2008 (hereinafter referred to as the "Statement of Use").

13. On May 5, 2009, the USPTO issued a Notice of Acceptance of the Statement of Use and corresponding specimen, consisting of a scanned copy of a label displaying the ROY ROGER'S and Design mark in the '761 Registration.

14. Respondent obtained a U.S. federal trademark registration on June 9, 2009, for the ROY ROGER'S and Design mark in the '761 Registration. See **Exhibit A** for a TESS printout of the '761 Registration.

15. On May 31, 2005, Respondent filed an application, Serial Number 79/014,023, based on International Registration Number 0858345, for registration of the ROY ROGER'S and Design mark in the '723 Registration.

16. Respondent obtained a U.S. federal trademark registration on July 29, 2008, for the ROY ROGER'S and Design mark in the '723 Registration. See **Exhibit B** for a TESS printout of the '723 Registration.

17. On September 16, 2013, with notice of the provisions of 18 U.S.C. § 1001, Respondent filed a combined declaration of use, under Section 71 of the Lanham Act, 15 U.S.C. § 1141k, and incontestability, under Section 15 of the Lanham Act, 15 U.S.C. § 1065, in which Respondent limited its description of goods and signed a declaration representing that the ROY ROGER'S and Design mark in the '723 Registration had been continuously used in commerce with Respondent's revised goods for five consecutive years after the date of registration and that the mark currently was used in interstate commerce with such goods (hereinafter referred to as the "Combined Declaration").

18. The USPTO accepted the Combined Declaration on September 24, 2013.

19. In March 2013, Petitioners' counsel encountered an article written in 2012, which, upon information and belief, Respondent posted on the "News" web page on its website, <royrogers.it>, and introduced it as an ". . . article about the history of [the] Roy Roger's [brand] . . ." (the "Article"). See **Exhibit C** for a screenshot of the Article displayed on Respondent's website as of March 2013.

20. The Article contains the following statement (translated from Italian to English): "From America comes also the brand name with which the first Italian jeans will become famous: Roy Roger's, as the eponymous singer and actor of western films (they called him *King of cowboys*) famous in the 50s," as well as the caption: "The Roy Roger's named after a western singer and actor." See **Exhibit D** for the full English translation of this article.

21. On June 11, 2013, Happy Trails, on behalf of the Trust, filed an intent-to-use application, Serial Number 85/956,692, for registration of the mark ROY ROGERS, for use with "belts; bottoms; coats; coveralls; denims; dresses; footwear; gloves; headwear; jackets; jeans; knit bottoms; knit dresses; knit face masks; knit jackets; knit shirts; knit skirts; knit tops; knitted caps; knitted gloves; knitted underwear; leather coats; leather jackets; leather vests; neckwear; overalls; scarves; shirts; skirts; slacks; sleepwear; socks; sport coats; swimwear; underwear; vests; work shoes and boots" in International Class 25 (hereinafter referred to as the "Application"). See **Exhibit E** for a TESS printout of the Application.

22. The USPTO refused registration of the Application because of a likelihood of confusion with Respondent's Marks.

23. In May 2013, a representative from a New York clothier, which carries Italian clothing collections, informed Petitioners' counsel that Respondent's ROY ROGER'S brand was not distributed in the United States at that time.

COUNT I
FALSE SUGGESTION OF CONNECTION

24. Petitioners hereby incorporate by reference and reallege each and every allegation set forth in Paragraphs 1 through 23.

25. Section 2(a) of the Lanham Act, 15 U.S.C. § 1052(a), prohibits registration on the Principal Register of a mark that disparages or falsely suggests a connection with persons, living or dead, institutions, beliefs, or national symbols, or which brings them into contempt, or disrepute.

26. Upon information and belief, Respondent had knowledge of the public recognition of the name "Roy Rogers" as referring to Roy Rogers, the late American singer and actor, when it filed the applications for registration of Respondent's Marks.

27. The word portion of Respondent's Marks is the same as, or a close approximation of, the name or identity of Roy Rogers.

28. The word portion of Respondent's Marks would be recognized as Roy Rogers' name because it points uniquely and unmistakably to the late American singer and actor, Roy Rogers.

29. Neither Roy Rogers nor Petitioners are connected with Respondent's goods, or any other products manufactured and sold by Respondent, or have authorized or endorsed use of the name "Roy Rogers" in connection with Respondent's goods.

30. The fame or reputation of Roy Rogers is such that when Respondent's Marks are used with Respondent's goods, a connection with Roy Rogers would be presumed.

31. Petitioners have been damaged by Respondent's registration and use of Respondent's Marks because (1) Respondent's Marks falsely suggest a connection with Roy Rogers, when used with Respondent's goods, and are likely to disparage, bring into contempt, or disrepute the name "Roy Rogers" or otherwise invade upon Roy Rogers' post-mortem rights of publicity, which Petitioners seek to protect; and (2) the registration of Respondent's Marks prevents Petitioners from registering a federal trademark for ROY ROGERS, used with clothing items, based on Petitioners' rights in Roy Rogers' name and identity.

COUNT II **FRAUD**

32. Petitioners hereby incorporate by reference and reallege each and every allegation set forth in Paragraphs 1 through 23.

33. As set forth in Paragraph 11, Section 1(b) of the Lanham Act, 15 U.S.C. § 1051(b), requires that an applicant provide a verified statement, in connection with the filing of an application for bona fide intention to use a trademark, that to the best of his or her knowledge and belief, no other person or entity has the right to use the applied-for mark in interstate commerce, or a mark so similar it is likely to cause confusion, to cause mistake, or to deceive.

34. Respondent's U.S. representative, on behalf of Respondent, signed the Declaration, with notice of the provisions of 18 U.S.C. § 1001, which prohibit knowingly and

willfully making any materially false, fictitious, or fraudulent statement or representation in any matter within the jurisdiction of the federal government of the United States.

35. The name "Roy Rogers," which is virtually identical to the word portion of Respondent's Mark, was widely recognized at the time Respondent filed the U.S. federal trademark application for the ROY ROGER'S and Design mark in the '761 Registration.

36. Petitioners, and formerly Roy Rogers, have superior legal rights to the name "Roy Rogers."

37. Upon information and belief, Respondent knew of Petitioners' superior legal rights prior to signing the Declaration.

38. Upon information and belief, Respondent, in signing the Declaration despite its knowledge of Petitioners' superior rights, intended to procure a U.S. federal trademark registration for the ROY ROGER'S and Design mark in the '761 Registration, to which it was not entitled.

39. The Declaration is material because the USPTO ultimately would not have issued the '761 Registration, but for such verified declaration.

40. Respondent's signing of the Declaration constitutes fraud.

41. Section 1(d) of the Lanham Act, 15 U.S.C. 1051(d), requires that an applicant provide a verified statement that its applied-for mark is in use in interstate commerce and requires that the applicant specify the date of first use of the mark anywhere and the date of first use of the mark in interstate commerce.

42. As set forth in Paragraph 12, Respondent signed the Statement of Use, with notice of the provisions of 18 U.S.C. § 1001, which prohibit knowingly and willfully making any materially false, fictitious, or fraudulent statement or representation in any matter within the jurisdiction of the federal government of the United States.

43. Upon information and belief, particularly the information provided by a New York clothier in May 2013 that the ROY ROGER'S clothing line was not being distributed in the United States, as set forth in Paragraph 23, the date of first use in interstate commerce that

Respondent claimed in the Statement of Use, namely, September 2008, is false because Respondent did not use the ROY ROGER'S and Design mark in the '761 Registration in interstate commerce as early as such date.

44. The aforementioned claimed date of first use in interstate commerce is material because the USPTO would not have issued the '761 Registration, but for such claimed date of first use in interstate commerce.

45. Upon information and belief, Respondent knew that the date of first use it claimed in the Statement of Use was false in that Respondent had not used the ROY ROGER'S and Design mark in the '761 Registration in interstate commerce as of such date.

46. Upon information and belief, Respondent knowingly claimed a date of first use in interstate commerce in the Statement of Use that was earlier than its actual date of first use in interstate commerce, with the intent to deceive the USPTO and induce the USPTO to permit the ROY ROGER'S and Design mark in the '761 Registration to register.

47. Upon information and belief, the USPTO relied on the date of first use in interstate commerce that Respondent claimed in the Statement of Use in issuing the '761 Registration.

48. Sections 71 and 15 of the Lanham Act, 15 U.S.C. § 1141k and 15 U.S.C. § 1065, respectively, require that a registrant provide a verified declaration that the registered mark has been in continuous use in commerce for five consecutive years since the date of registration, and that such mark currently is in use in interstate commerce, or that any nonuse is due to special circumstances and not any intention to abandon the mark.

49. As set forth in Paragraph 17, Respondent's U.S. representative, on behalf of Respondent, signed the Combined Declaration, with notice of the provisions of 18 U.S.C. § 1001, which prohibit knowingly and willfully making any materially false, fictitious, or fraudulent statement or representation in any matter within the jurisdiction of the federal government of the United States.

50. Upon information and belief, particularly the information provided by a New York clothier in May 2013 that the ROY ROGER'S clothing line was not being distributed in the

United States, as set forth in Paragraph 23, the ROY ROGER'S and Design mark in the '723 Registration had not been in continuous use in commerce for five consecutive years since the registration date, at the time the Combined Declaration was filed.

51. The Combined Declaration is material because the USPTO would not have permitted the '723 Registration to remain active, but for such verified declaration.

52. Upon information and belief, Respondent knew that the Combined Declaration was false because, at the time Respondent signed the Combined Declaration, the ROY ROGER'S and Design mark in the '723 Registration had not been in continuous use in commerce for five consecutive years since the date of registration.

53. Upon information and belief, Respondent knowingly verified the Combined Declaration, with the intent to deceive the USPTO and induce the USPTO to permit the '723 Registration to remain active.

54. Upon information and belief, the USPTO relied on the Combined Declaration to permit the '723 Registration to remain active.

55. Upon information and belief, Respondent's knowing inclusion, in the Statement of Use, of a false date of first use in interstate commerce, to obtain the '761 Registration, and Respondent's knowing verification of the Combined Declaration, to continue the active status of the '723 Registration, constitute fraud.

56. Petitioners have been damaged by such fraud because registration of Respondent's Marks issued or was continued in reliance thereon, and (1) Respondent's Marks falsely suggest a connection with Roy Rogers, when used with Respondent's goods, and are likely to disparage, bring into contempt, or disrepute the name "Roy Rogers" or otherwise invade upon Roy Rogers' post-mortem rights of publicity, which Petitioners seek to protect; and (2) the registration of Respondent's Marks prevents Petitioners from registering a federal trademark for ROY ROGERS, used with clothing items, based on Petitioners' rights in Roy Rogers' name and identity.

WHEREFORE, Petitioners request that the instant Consolidated Petition for Cancellation be granted and that the '761 Registration and the '723 Registration be cancelled.

The fee required by § 2.6(a)(16) is enclosed herewith.

McNEES WALLACE & NURICK LLC

By /Rebecca A. Finkenbinder/
Rebecca A. Finkenbinder
Harvey Freedenberg
Kelly M. Horein
100 Pine Street
P. O. Box 1166
Harrisburg, PA 17108-1166
(717) 232-8000

Attorneys for Petitioners
Roy "Dusty" Rogers, Jr., as Trustee of The Children's
Trust U/A Roy Rogers and Dale Evans Rogers Trust
and
Happy Trails, LLC

Dated: November 19, 2014

EXHIBIT A



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Word Mark	ROY ROGER'S
Goods and Services	IC 025. US 022 039. G & S: trousers of leather or imitation of leather. FIRST USE: 19500000. FIRST USE IN COMMERCE: 20080900
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	09.03.13 - Beltbuckles (Belt buckles); Belts, clothing; Belts, Weight lifting; Buckles, belt or shoe; Jump ropes 26.01.21 - Circles that are totally or partially shaded. 27.03.05 - Objects forming letters or numerals 29.01.07 - Inconspicuous designs functioning as punctuation or parts of letters; Small, inconspicuous design elements functioning as punctuation or parts of letters
Trademark Search Facility Classification Code	ART-09.03 Clothing NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters, punctuation and mathematical signs, zodiac signs, prescription marks SHAPES-CIRCLE Circle figures or designs including semi-circles and incomplete circles SHAPES-GEOMETRIC Geometric figures and solids including squares, rectangles, quadrilaterals and polygons
Serial Number	78545323
Filing Date	January 11, 2005
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	January 17, 2006
Registration Number	3636761
Registration	June 9, 2009

Date
Owner (REGISTRANT) MANIFATTURE 7 BELL S.p.A. SOCIETA PER AZIONI ITALY VIA BRUNO BUOZZI 172 50013 CAMPI BISENZIO (FI) ITALY
Attorney of Record CECELIA M. PERRY
Description of Mark Color is not claimed as a feature of the mark.
Type of Mark TRADEMARK
Register PRINCIPAL
Other Data The name shown in the mark does not identify a particular living individual.
Live/Dead Indicator LIVE

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EXHIBIT B



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Trademarks > Trademark Electronic Search System (TESS)

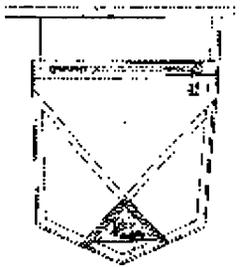
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Word Mark ROY ROGER'S

Goods and Services IC 025. US 022 039. G & S: ready made clothing, namely, outfits, namely, jackets, [coats,] trousers, skirts, [shirts; waterproof clothing, namely, raincoats, waterproof jackets;] workwear, namely, trousers, jackets, [coats, shirts, sweaters, t-shirts;] sportswear, namely, trousers, jackets [, skirts, shirts, sweaters]

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 09.03.16 - Collars (clothing); Cuffs (clothing); Embroidery on clothing pockets; Pockets; Pockets, clothing with embroidery or stitching; Sleeves (clothing); Stitching on clothing pockets; Waistband (clothing)

Trademark Search Facility Classification Code ART-09.03 Clothing
ART-09.09 Sewing accessories and equipment; patterns for dressmaking
NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters,punctuation and mathematical signs,zodiac signs,prescription marks
SHAPES-TRIANGLES Triangular shaped designs and marks including incomplete triangles

Serial Number 79014032

Filing Date May 31, 2005

Current Basis 66A

Original Filing Basis 66A

Published for Opposition May 13, 2008

Registration Number 3476723

International Registration Number 0858345

Registration Date July 29, 2008

Owner (REGISTRANT) MANIFATTURE 7 BELL S.P.A. SOCIETA PER AZIONI ITALY 172, via Bruno Buozzi I-50013 CAMPI BISENZIO ITALY

Attorney of Record Leo M. Loughlin

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE SHAPE OF THE POCKET OR THE POCKETS REINFORCEMENT STITCHING APART FROM THE MARK AS SHOWN

Description of Mark Color is not claimed as a feature of the mark. The mark consists of a stitch pattern on a pocket containing slanted stitches which intersect. A horizontal zipper is above the slanted stitches and the words "ROY ROGERS" appear in a lower triangle formed from the intersection of the slanted stitches.

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECTION 71

Other Data The name(s), portrait(s), and/or signature(s) shown in the mark does not identify a particular living individual.

Live/Dead Indicator LIVE

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EXHIBIT C

September 29, 2012

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On Fizz!Fizzi 09/2012

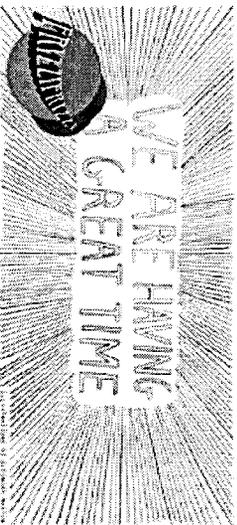
"The years of Roy Roger's as jeans (from 1949 to FW2012/13)"

The Italian fashion and lifestyle blog Fizz!Fizzi writes an article full of details that tells the story of Roy Roger's, the birth of the original blue jeans in 1949 and the campaign to the collection autumn / winter 2012/2013. All those who know fashion can enjoy the article [here](#).

The Italian fashion and lifestyle blog Fizz!Fizzi writes a comprehensive article about the history of Roy Roger's from the 1949 original blue jeans all the way to the Fall / Winter 2012-2013 collection and campaign. Those who know English, can enjoy the article [here](#).

"Since then, Roy Roger's went through the history of the made in Italy (and abroad in general) going through ups and downs over the decade. Between the late 60s and early '70s and wearing jeans started a radical change becomes synonymous with youth protest, together with all the brands imported from the U.S. Roy Roger's are among the very few made in Italy. The 50s looked had been the newly re-styled (the hipster) etc.

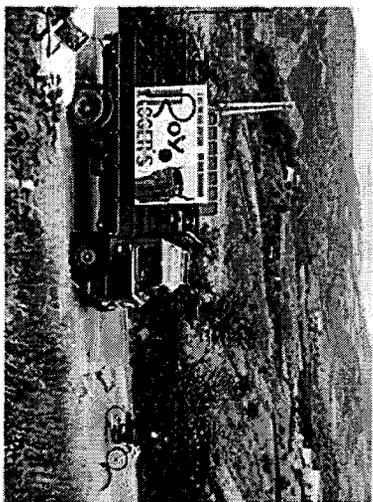
The golden age of the great Real years of (Fuzzy) Dots and Ralph Lauren years to make always two years of which were decades time of the year as Roy Roger's jeans "



FRIZZ!FIZZI ABOUT ARCHIVIO EXHIBIT TV LINKS CONTATTACI

Cin anni del Roy Roger's come jeans (dal 1949 alla FW2012/13)

da [Giovanna](#) / [Giovanna](#) / [Giovanna](#)



News Archive

March 2013

On Contemporary Standard
03/2013

February 2013

On Fizz!fizzi 02/2013

January 2013

On Riding Stone Italy 01/2013
Tracker's for Roy Roger's

December 2012

On Osekelde 12/2012
On Contemporary Standard
12/2012
On Hercules Universal 12/2012

November 2012

On The Elegance 11/2012

October 2012

On H&M Magazine 10/2012
On Highsnobette 10/2012
On FashionGood 10/2012

September 2012

On Fizz!Fizzi 09/2012
On hypobesst 09/2012

June 2012

Eread & Butler Berlin - LOCK
RSEB
New Headquarters Opening
Opening Rescue Video

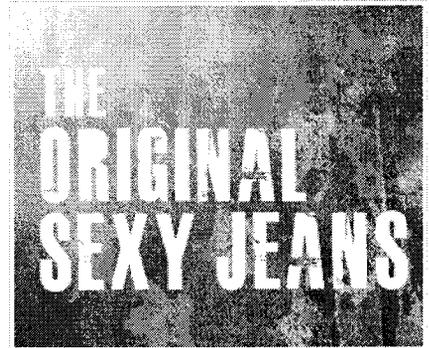
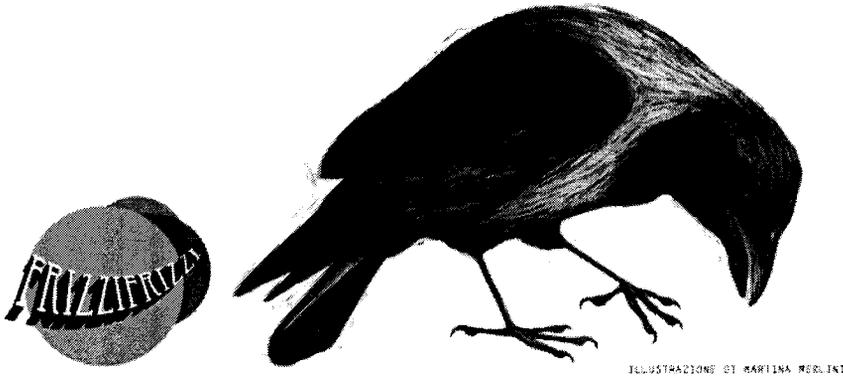
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On hypobesst 09/2012

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On FashionGood 10/2012

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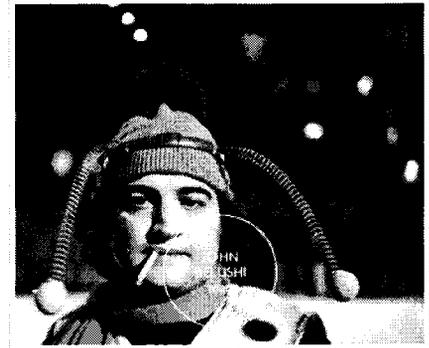
The years of Roy Roger's as jeans (from 1949 to FW2012/13)

09.25.2012 / Simone Sbarbati / featured . fashion

tags / woman . fw2012/13 , made in italy , roy rogers , man

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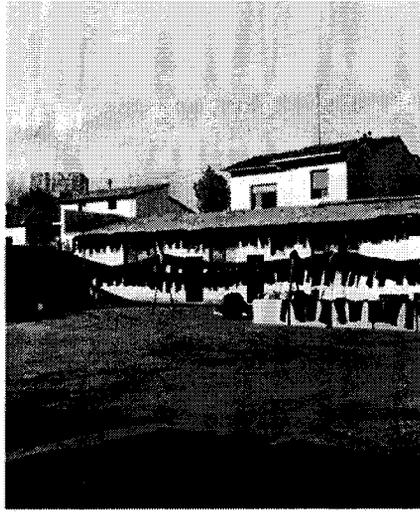
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We are in '49. Italy, after the war, is being rebuilt. With the money coming from the United States thanks to the Marshall Plan we build houses, finance companies, they pay bribes, trying to keep out "the communists" of the country and you start to throw the groundwork for a waste since then is a "happy" constant Italian. Amid the ruins of social and economic order to emerge not need master's degree in marketing and communications: just the good will roll up their sleeves, a little intuition and then we can only hope that the bad luck we put the paw.

The first jeans Italians born in '49

We are in '49 and Florence, Tuscany, a small town just outside Florence, brothers Bacci open a factory specializing in fashion for work. Had thrown another area of today probably would not have heard of most of them. Because it is thanks to the work clothes that the brothers discovered the Bacci Denim, from the United States.



LAST COMMENTS

- Re: MusicInk: the art of playing the drawings *Marina Oneto*
- Re: MusicInk: the art of playing the drawings *Alessia*
- Re: 7am | John Pasinato *Ethel Margutti*
- Re: 7am | Pasinato John *David Bart Salvemini*
- Re: A huge archive textile online *Astrid*

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The Roy Roger's named after a western singer and actor

The manufacturer 7 Bell - This is the name given to the company, but do not ask me the meaning of seven bells - begins to produce the first Italian jeans, opening a new frontier in the market for work clothes first, then fashion in general. Following a trip to North Carolina the Bacci began to import denim from Cone Mills Corporation directly, at the time the largest producer of this type of fabric. From America comes also the brand name with which the first Italian jeans will become famous: Roy Roger's, as the eponymous singer and actor of western films (they called him *King of cowboys*) famous in the 50s.

The Roy Roger's era were very different from those of today. working techniques were still primitive and jeans were practically the scabs that softened only wearing them and especially washing (washing, today, are the basis for the production of all brands of jeans).



Since then, Roy Roger's went through the history of the made in Italy (and history in general) going through ups and downs over the decades. Between the late 60s and early 70s and wearing jeans almost automatically becomes synonymous with youth protest, together with all the brands imported from the U.S. Roy Roger's are among the very few made in Italy. The 80s instead tell them the newly re-evaluated (the hipster) 883:

*The golden age of the great Real
years of Happy Days and Ralph Malph
years of immense companies
years in motor always two
years of which were beautiful films
of the year as Roy Roger's jeans*



After a period of reorganization, the company is now in the hands of the brothers Biondi - grandchildren of one of the two founders - who for several years have re-launched the brand with collections that focus on a contemporary re-interpretation of the history of the company, with the line Rugged, which is inspired by the American leaders 40s and 50s from the archives corporate line that as head of a tip jeans through special processing reproduces exactly the level of wear trousers that workers involved in the construction of the new headquarters, last year, have worn every day for six months.

- MAN TOYS T-SHIRTS SS2012 SS2011
- SNEAKERS SHOPS SHOES ROMA
- RECIPES PITTI OPPORTUNITIES
- GLASSES MILANO MADE IN SHOPPING
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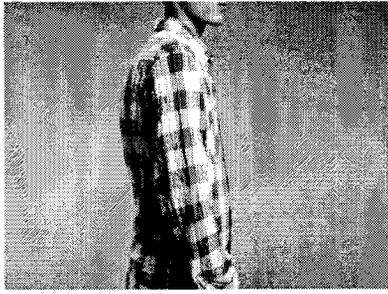
Roy Roger's FW2012/13

Rugged is added to the new line *Natural Garment Dyed* - as the name suggests - use only natural dyes (the company that sent me a press kit proportionate to the long history of the brand, said he used, among other things, blueberry, chlorophyll and curry).

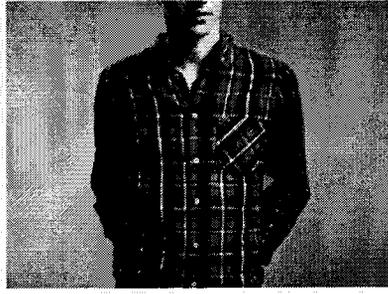
The leaders Roy Roger's, made in Italy from top to bottom, you can find them in the flagship store C.so Porta Ticinese in Milan, in the Florentine store opening soon in via Calimala and multi-brand stores in Italy. For information and there is a new [facebook page](#).

*The latest collections
are inspired by
leaders archive*

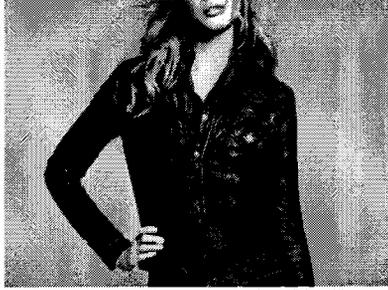
Little curiosity, two of the models you see in the photos are the sons of Paul Simonon (usually there vippume slam highly varied but the Clash were the Clash), but there is also the son of Bryan Ferry and the model is Milou Sluis (the only one not to be *the daughter of*, except of course for some this Sluis).



Roy Roger's FW2012/13



Roy Roger's FW2012/13



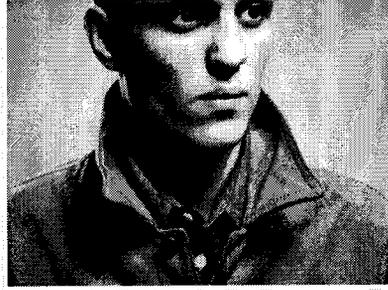
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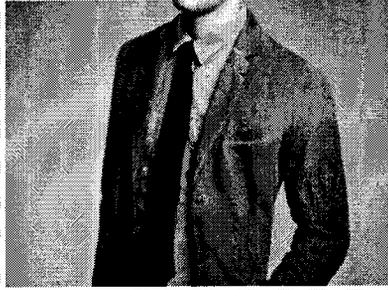
Roy Roger's FW2012/13



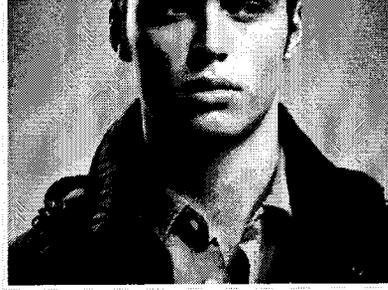
Roy Roger's FW2012/13



Roy Roger's FW2012/13



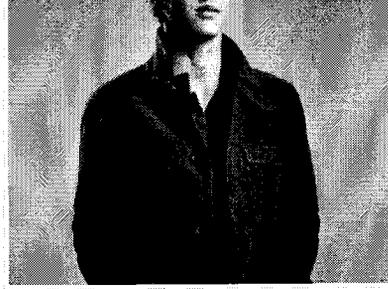
Roy Roger's FW2012/13



Roy Roger's FW2012/13



Roy Roger's FW2012/13



Roy Roger's FW2012/13



author | **Simone Sbarbati**

34 years, father, co-founder and editor-in-chief of FrizziFrizzi, pipe smoker, obsessed with cataloging and context, answer email reluctantly and late, I have a black hole in the balcony now on the table: a lot of stuff.

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Today I want to tell you about a brand unique in its ...



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4 commenti

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Condividi

Pier Giorgio S. · 5 anni ·

Ricordo quando con mio padre nel 1974 o all'incirca ci si alzava alle 4 e con il mitico fiat 238 si andava nella zona del Varesotto a prendere i rotoli che poi a Padova si sarebbero confezionati...questo di Venerdì...il "viaggio durava esattamente 16 ore compresa al tappa in trattoria sempre al solito posto...perchè "là facevano dei piatti abbondanti di spaghetti"...il venerdì seguente si ritornava "sù" con il furgone carico di capi confezionati e questo dutò fino all'inizio degli anni ottanta...poi venne acquistato il fiat 241 con carrozzeria Pasino (un vero e proprio esempio di insulto all'aerodinamicità di un mezzo.....ahahah) ...all'inizio degli anni novanta questo modo di vivere si interruppe bruscamente ...est era oramai alle porte...ma questa è un'altra storia...

Rispondi · Condividi

Simone Scorbati · Pier Giorgio S. · 5 anni ·

;)

Rispondi · Condividi

Pier Giorgio S. · 5 anni ·

Bella storia...ma più che bella comune a quella di tante aziende italiane partite in quegli anni...come marchio segnarono un'epoca...per lo meno la mia :)))...a Pitti uomo quest'anno si sono presentati con uno stand MOLTO ma MOLTO particolare che riportava (conoscendone la storia) alle origini....

Rispondi · Condividi

Simone Scorbati · Pier Giorgio S. · 5 anni ·

Gli anni avventurosi di cui parla pure Nesi nel suo romanzo/pamphlet "La storia della mia gente".

Rispondi · Condividi

ANCHE SU FRIZZIFRIZZI

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Un enorme archivio tessile online

3 gennaio



Annalisa Colonna — Ottima notizia e utilissima iniziativa!

La fotografia ai tempi di Photoshop

10 gennaio



Tommaso Bovo — Notizia di oggi: "il fotografo del Washington Post, Tracy Woodward, è stato squalificato dopo aver r...

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ROY ROGERS

Word Mark ROY ROGERS

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Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85956692

Filing Date June 11, 2013

Current Basis 1B

Original Filing Basis 1B

Owner (APPLICANT) Children's Trust U/A Roy Rogers and Dale Evans Rogers Trust Roy Rogers, Jr., a citizen of the United States TRUST MISSOURI P.O. Box 360 Lampe MISSOURI 65681

Attorney of Record Rebecca A. Finkenbinder

Type of Mark TRADEMARK

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