

## Request for Reconsideration after Final Action

The table below presents the data as entered.

| Input Field                                 | Entered  |
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| <b>SERIAL NUMBER</b>                        | 87049123   |
| <b>LAW OFFICE ASSIGNED</b>                  | LAW OFFICE 120   |
| <b>MARK SECTION</b>                         |  |
| <b>MARK</b>                                 | https://tmng-al.uspto.gov/resting2/api/img/87049123/large  |
| <b>LITERAL ELEMENT</b>                      | SPORTSICANDY   |
| <b>STANDARD CHARACTERS</b>                  | YES  |
| <b>USPTO-GENERATED IMAGE</b>                | YES  |
| <b>MARK STATEMENT</b>                       | The mark consists of standard characters, without claim to any particular font style, size or color. |
| <b>ARGUMENT(S)</b>                          |  |
| attached as PDFs                            |  |
| <b>EVIDENCE SECTION</b>                     |  |
| <b>EVIDENCE FILE NAME(S)</b>                |  |
| <b>ORIGINAL PDF FILE</b>                    | <a href="#">evi_1-7016612741-20191101173759579876_.SN_87049123_SPORTSICANDY_MID_1186907_.pdf</a>     |
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| <b>ORIGINAL PDF FILE</b>                    | <a href="#">evi_1-7016612741-20191101173759579876 . Exhibit A Applicant prior registrations.pdf</a>                                       |
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| <b>ORIGINAL PDF FILE</b>                    | <a href="#">evi_1-7016612741-20191101173759579876 . Exhibit B SPORTSICANDY use in commerce.pdf</a>  |
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| <b>ORIGINAL PDF FILE</b>                    | <a href="#">evi_1-7016612741-20191101173759579876_ _ Exhibit E INMOTION use in commerce.pdf</a>   |
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|   | <a href="\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0181.JPG">\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0181.JPG</a> |
|   | <a href="\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0182.JPG">\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0182.JPG</a> |
|   | <a href="\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0183.JPG">\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0183.JPG</a> |
|   | <a href="\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0184.JPG">\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0184.JPG</a> |
|   | <a href="\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0185.JPG">\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0185.JPG</a> |
|   | <a href="\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0186.JPG">\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0186.JPG</a> |
|   | <a href="\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0187.JPG">\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0187.JPG</a> |
|   | <a href="\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0188.JPG">\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0188.JPG</a> |
| <b>ORIGINAL PDF FILE</b>                    | <a href="#">evi_1-7016612741-20191101173759579876_ _ Exhibit G _online_content_merch.pdf</a>  |
| <b>CONVERTED PDF FILE(S)<br/>(10 pages)</b> | <a href="\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0189.JPG">\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0189.JPG</a> |
|   | <a href="\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0190.JPG">\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0190.JPG</a> |

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|---|---|
|   | <a href="\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0191.JPG">\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0191.JPG</a> |
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|   | <a href="\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0193.JPG">\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0193.JPG</a> |
|   | <a href="\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0194.JPG">\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0194.JPG</a> |
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| <b>ORIGINAL PDF FILE</b>  | <a href="#">evi_1-7016612741-20191101173759579876_. Exhibit EYE CANDY specimens.pdf</a>   |
| <b>CONVERTED PDF FILE(S)</b><br>(5 pages)   | <a href="\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0199.JPG">\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0199.JPG</a> |
|   | <a href="\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0200.JPG">\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0200.JPG</a> |
|   | <a href="\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0201.JPG">\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0201.JPG</a> |
|   | <a href="\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0202.JPG">\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0202.JPG</a> |
|   | <a href="\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0203.JPG">\\TICRS\EXPORT17\IMAGEOUT17\870\491\87049123\xml8\RFR0203.JPG</a> |
| <b>DESCRIPTION OF EVIDENCE FILE</b>   | attached as PDFs  |
| <b>GOODS AND/OR SERVICES SECTION (current)</b>  |   |
| <b>INTERNATIONAL CLASS</b>  | 025   |
| <b>DESCRIPTION</b>  |   |
| Clothing, namely, shirts, t-shirts, sweatshirts, pants, jackets, headwear, footwear   |   |
| <b>FILING BASIS</b>   | Section 1(a)  |
| <b>FIRST USE ANYWHERE DATE</b>  | At least as early as 10/22/2012   |
| <b>FIRST USE IN COMMERCE DATE</b>   | At least as early as 10/22/2012   |
| <b>GOODS AND/OR SERVICES SECTION (proposed)</b>   |   |
| <b>INTERNATIONAL CLASS</b>  | 025   |
| <b>TRACKED TEXT DESCRIPTION</b>   |   |
| <del>Clothing, namely, shirts, t-shirts, sweatshirts, pants, jackets, headwear, footwear;</del> <a href="#">Clothing, namely, shirts, t-shirts, sweatshirts, pants, jackets, headwear</a> |   |
| <b>FINAL DESCRIPTION</b>  |   |
| Clothing, namely, shirts, t-shirts, sweatshirts, pants, jackets, headwear   |   |
| <b>FILING BASIS</b>   | Section 1(a)  |
| <b>FIRST USE ANYWHERE DATE</b>  | At least as early as 10/22/2012   |
| <b>FIRST USE IN COMMERCE DATE</b>   | At least as early as 10/22/2012   |
| <b>ATTORNEY SECTION (current)</b>   |   |
| <b>NAME</b>   | Ruth Khalsa   |
| <b>ATTORNEY BAR MEMBERSHIP NUMBER</b>   | NOT SPECIFIED   |
|   |   |

|                                     |  |
|-------------------------------------|--|
| YEAR OF ADMISSION                   | NOT SPECIFIED  |
| U.S. STATE/ COMMONWEALTH/ TERRITORY | NOT SPECIFIED  |
| FIRM NAME                           | LegalForce RAPC Worldwide, P.C.  |
| STREET                              | 446 E Southern Ave   |
| CITY                                | Tempe  |
| STATE                               | Arizona  |
| POSTAL CODE                         | 85282  |
| COUNTRY                             | US   |
| PHONE                               | 650 965-8731   |
| FAX                                 | 650 989-2131   |
| EMAIL                               | trademarks@legalforce.com  |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes  |
| DOCKET/REFERENCE NUMBER             | 445594   |
| ATTORNEY SECTION (proposed)         |  |
| NAME                                | Ruth Khalsa  |
| ATTORNEY BAR MEMBERSHIP NUMBER      | XXX  |
| YEAR OF ADMISSION                   | XXXX   |
| U.S. STATE/ COMMONWEALTH/ TERRITORY | XX   |
| FIRM NAME                           | Legalforce RAPC Worldwide, P.C.  |
| INTERNAL ADDRESS                    | 446 E Southern Ave   |
| STREET                              | 446 E Southern Ave   |
| CITY                                | Tempe  |
| STATE                               | Arizona  |
| POSTAL CODE                         | 85282  |
| COUNTRY                             | United States  |
| PHONE                               | 650 965-8731   |
| FAX                                 | 650 989-2131   |
| EMAIL                               | trademarks@legalforce.com  |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes  |
| DOCKET/REFERENCE NUMBER             | 445594   |
| OTHER APPOINTED ATTORNEY            | Raj Abhyanker, Ryan Bethell, Ruth Khalsa, Alexis Campbell, Michael Markos, Danielle Trogden, Erik Boardman, Joyce Lee, Kate Montgomery |
| CORRESPONDENCE SECTION (current)    |  |
| NAME                                | RUTH KHALSA  |
| FIRM NAME                           | LegalForce RAPC Worldwide, P.C.  |
| STREET                              | 446 E Southern Ave   |
|                                     |  |

|  |   |
|--|---|
| CITY                                     | Tempe   |
| STATE                                    | Arizona   |
| POSTAL CODE                              | 85282   |
| COUNTRY                                  | US  |
| PHONE                                    | 650 965-8731  |
| FAX                                      | 650 989-2131  |
| EMAIL                                    | trademarks@legalforce.com   |
| AUTHORIZED TO COMMUNICATE VIA EMAIL      | Yes   |
| DOCKET/REFERENCE NUMBER                  | 445594  |
| <b>CORRESPONDENCE SECTION (proposed)</b> |   |
| NAME                                     | Ruth Khalsa   |
| FIRM NAME                                | Legalforce RAPC Worldwide, P.C.   |
| INTERNAL ADDRESS                         | 446 E Southern Ave  |
| STREET                                   | 446 E Southern Ave  |
| CITY                                     | Tempe   |
| STATE                                    | Arizona   |
| POSTAL CODE                              | 85282   |
| COUNTRY                                  | United States   |
| PHONE                                    | 650 965-8731  |
| FAX                                      | 650 989-2131  |
| EMAIL                                    | trademarks@legalforce.com   |
| AUTHORIZED TO COMMUNICATE VIA EMAIL      | Yes   |
| DOCKET/REFERENCE NUMBER                  | 445594  |
| <b>SIGNATURE SECTION</b>                 |   |
| RESPONSE SIGNATURE                       | /Kate Montgomery/   |
| SIGNATORY'S NAME                         | Kate Montgomery   |
| SIGNATORY'S POSITION                     | Attorney of Record, Arizona Bar Member  |
| SIGNATORY'S PHONE NUMBER                 | 6503906452  |
| DATE SIGNED                              | 11/01/2019  |
| AUTHORIZED SIGNATORY                     | YES   |
| CONCURRENT APPEAL NOTICE FILED           | YES   |
| <b>FILING INFORMATION SECTION</b>        |   |
| SUBMIT DATE                              | Fri Nov 01 18:03:44 EDT 2019  |
| TEAS STAMP                               | USPTO/RFR-XX.XXX.XXX.XX-2<br>0191101180344484302-87049<br>123-7009d5ccc1c8d27c33e80<br>1ac7dbdb2b7c1bef27fb6c56b<br>dd8c312cdeff794c02d-N/A-N |

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PTO Form 1960 (Rev 10/2011)

OMB No. 0651-0050 (Exp 09/20/2020)

## **Request for Reconsideration after Final Action**

### **To the Commissioner for Trademarks:**

Application serial no. **87049123** SPORTSICANDY(Standard Characters, see <https://tmng-al.uspto.gov/resting2/api/img/87049123/large>) has been amended as follows:

### **ARGUMENT(S)**

**In response to the substantive refusal(s), please note the following:**

attached as PDFs

### **EVIDENCE**

Evidence in the nature of attached as PDFs has been attached.

#### **Original PDF file:**

[evi\\_1-7016612741-20191101173759579876\\_-\\_SN\\_87049123\\_SPORTSICANDY\\_MID\\_1186907\\_.pdf](#)

#### **Converted PDF file(s) ( 19 pages)**

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)

[Evidence-8](#)

[Evidence-9](#)

[Evidence-10](#)

[Evidence-11](#)

[Evidence-12](#)

[Evidence-13](#)

[Evidence-14](#)

[Evidence-15](#)

[Evidence-16](#)

[Evidence-17](#)

[Evidence-18](#)

[Evidence-19](#)

#### **Original PDF file:**

[evi\\_1-7016612741-20191101173759579876\\_-\\_Exhibit\\_A\\_Applicant\\_prior\\_registrations.pdf](#)

#### **Converted PDF file(s) ( 8 pages)**

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)

[Evidence-8](#)

#### **Original PDF file:**

[evi\\_1-7016612741-20191101173759579876\\_-\\_Exhibit\\_B\\_SPORTSICANDY\\_use\\_in\\_commerce.pdf](#)

#### **Converted PDF file(s) ( 8 pages)**

[Evidence-1](#)

[Evidence-2](#)  
[Evidence-3](#)  
[Evidence-4](#)  
[Evidence-5](#)  
[Evidence-6](#)  
[Evidence-7](#)  
[Evidence-8](#)

**Original PDF file:**

[evi\\_1-7016612741-20191101173759579876 . Exhibit C EYE CANDY use in commerce.pdf](#)

**Converted PDF file(s) ( 13 pages)**

[Evidence-1](#)  
[Evidence-2](#)  
[Evidence-3](#)  
[Evidence-4](#)  
[Evidence-5](#)  
[Evidence-6](#)  
[Evidence-7](#)  
[Evidence-8](#)  
[Evidence-9](#)  
[Evidence-10](#)  
[Evidence-11](#)  
[Evidence-12](#)  
[Evidence-13](#)

**Original PDF file:**

[evi\\_1-7016612741-20191101173759579876 . eencapture-en-wikipedia-org-wiki-Fashion-2019-09-24-11\\_18\\_19.pdf](#)

**Converted PDF file(s) ( 6 pages)**

[Evidence-1](#)  
[Evidence-2](#)  
[Evidence-3](#)  
[Evidence-4](#)  
[Evidence-5](#)  
[Evidence-6](#)

**Original PDF file:**

[evi\\_1-7016612741-20191101173759579876 . Exhibit E INMOTION use in commerce.pdf](#)

**Converted PDF file(s) ( 7 pages)**

[Evidence-1](#)  
[Evidence-2](#)  
[Evidence-3](#)  
[Evidence-4](#)  
[Evidence-5](#)  
[Evidence-6](#)  
[Evidence-7](#)

**Original PDF file:**

[evi\\_1-7016612741-20191101173759579876 . Exhibit F TSDR-status-export-2019-08-05-205806.pdf](#)

**Converted PDF file(s) ( 126 pages)**

[Evidence-1](#)  
[Evidence-2](#)  
[Evidence-3](#)  
[Evidence-4](#)  
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[Evidence-121](#)  
[Evidence-122](#)  
[Evidence-123](#)  
[Evidence-124](#)  
[Evidence-125](#)  
[Evidence-126](#)

**Original PDF file:**

[evi\\_1-7016612741-20191101173759579876\\_-\\_Exhibit\\_G\\_online\\_content\\_merch.pdf](#)

**Converted PDF file(s)** ( 10 pages)

[Evidence-1](#)  
[Evidence-2](#)  
[Evidence-3](#)  
[Evidence-4](#)  
[Evidence-5](#)  
[Evidence-6](#)  
[Evidence-7](#)  
[Evidence-8](#)  
[Evidence-9](#)  
[Evidence-10](#)

**Original PDF file:**

[evi\\_1-7016612741-20191101173759579876...Exhibit EYE CANDY specimens.pdf](#)

**Converted PDF file(s) ( 5 pages)**

[Evidence-1](#)  
[Evidence-2](#)  
[Evidence-3](#)  
[Evidence-4](#)  
[Evidence-5](#)

**CLASSIFICATION AND LISTING OF GOODS/SERVICES**

**Applicant proposes to amend the following class of goods/services in the application:**

**Current:** Class 025 for Clothing, namely, shirts, t-shirts, sweatshirts, pants, jackets, headwear, footwear

Original Filing Basis:

**Filing Basis: Section 1(a), Use in Commerce:** The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 10/22/2012 and first used in commerce at least as early as 10/22/2012 , and is now in use in such commerce.

**Proposed:**

**Tracked Text Description:** ~~Clothing, namely, shirts, t-shirts, sweatshirts, pants, jackets, headwear, footwear;~~ [Clothing, namely, shirts, t-shirts, sweatshirts, pants, jackets, headwear](#)

Class 025 for Clothing, namely, shirts, t-shirts, sweatshirts, pants, jackets, headwear

**Filing Basis: Section 1(a), Use in Commerce:** The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 10/22/2012 and first used in commerce at least as early as 10/22/2012 , and is now in use in such commerce.

The applicant's current attorney information: Ruth Khalsa. Ruth Khalsa of LegalForce RAPC Worldwide, P.C., is located at

446 E Southern Ave  
Tempe, Arizona 85282  
US

The docket/reference number is 445594.

The phone number is 650 965-8731.

The fax number is 650 989-2131.

The email address is trademarks@legalforce.com

The applicants proposed attorney information: Ruth Khalsa. Other appointed attorneys are Raj Abhyanker, Ryan Bethell, Ruth Khalsa, Alexis Campbell, Michael Markos, Danielle Trogden, Erik Boardman, Joyce Lee, Kate Montgomery. Ruth Khalsa of Legalforce RAPC Worldwide, P.C., is a member of the XX bar, admitted to the bar in XXXX, bar membership no. XXX, and the attorney(s) is located at

446 E Southern Ave  
446 E Southern Ave  
Tempe, Arizona 85282  
United States

The docket/reference number is 445594.

The phone number is 650 965-8731.

The fax number is 650 989-2131.

The email address is trademarks@legalforce.com

Ruth Khalsa submitted the following statement: The attorney of record is an active member in good standing of the bar of the highest court of a U.S. state, the District of Columbia, or any U.S. Commonwealth or territory.

The applicant's current correspondence information: RUTH KHALSA. RUTH KHALSA of LegalForce RAPC Worldwide, P.C., is located at

446 E Southern Ave  
Tempe, Arizona 85282  
US

The docket/reference number is 445594.

The phone number is 650 965-8731.

The fax number is 650 989-2131.

The email address is trademarks@legalforce.com

The applicants proposed correspondence information: Ruth Khalsa. Ruth Khalsa of Legalforce RAPC Worldwide, P.C., is located at

446 E Southern Ave  
446 E Southern Ave  
Tempe, Arizona 85282  
United States

The docket/reference number is 445594.

The phone number is 650 965-8731.

The fax number is 650 989-2131.

The email address is trademarks@legalforce.com

#### **SIGNATURE(S)**

##### **Request for Reconsideration Signature**

Signature: /Kate Montgomery/ Date: 11/01/2019

Signatory's Name: Kate Montgomery

Signatory's Position: Attorney of Record, Arizona Bar Member

Signatory's Phone Number: 6503906452

The signatory has confirmed that he/she is a U.S.-licensed attorney who is an active member in good standing of the bar of the highest court of a U.S. state (including the District of Columbia and any U.S. Commonwealth or territory); and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S.-licensed attorney not currently associated with his/her company/firm previously represented the owner/holder in this matter: the owner/holder has revoked their power of attorney by a signed revocation or substitute power of attorney with the USPTO; the USPTO has granted that attorney's withdrawal request; the owner/holder has filed a power of attorney appointing him/her in this matter; or the owner's/holder's appointed U.S.-licensed attorney has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Mailing Address: RUTH KHALSA  
LegalForce RAPC Worldwide, P.C.

446 E Southern Ave  
Tempe, Arizona 85282

Mailing Address: Ruth Khalsa  
Legalforce RAPC Worldwide, P.C.  
446 E Southern Ave

446 E Southern Ave  
Tempe, Arizona 85282

Serial Number: 87049123

Internet Transmission Date: Fri Nov 01 18:03:44 EDT 2019

TEAS Stamp: USPTO/RFR-XX.XXX.XXX.XX-2019110118034448

4302-87049123-7009d5ccc1c8d27c33e801ac7d

bdb2b7c1bef27fb6c56bdd8c312cdeff794c02d-

N/A-N/A-20191101173759579876

**Applicant's Response to Office Action**

Applicant (Serial No. 87049123) responds to the May 2, 2019 Office Action refusing registration under Trademark Act Section 2(d) on the grounds that Applicant's mark, when used in connection with the identified goods so resembles the marks in U.S. Registration Nos. 5519803, 5478142, and 5478142 (each individually a "Cited" mark) as to be likely to cause confusion, to cause mistake, or to deceive. Applicant disagrees with this conclusion and in further support of its Application, submits the following response. Applicant respectfully requests that the Examining Attorney withdraw the current refusal.

**I. Applicant's Mark**

Applicant seeks protection for the standard character mark containing the literal elements: SPORTSICANDY

This Application was originally filed under International Class 025 for "Clothing, namely, shirts, t-shirts, sweatshirts, pants, jackets, headwear, footwear."

Applicant is voluntarily amending its identification of goods associated under its mark as follows: "Clothing, namely, shirts, t-shirts, sweatshirts, pants, jackets, headwear."

Applicant is Alan Chokov, a US citizen residing in New Jersey. Applicant also owns U.S. Reg. No. 4448936, SPORTSICANDY, that fits in Class 041 for "Providing a website for entertainment purposes featuring photos and videos about sports."

**II. The Nature of the Marks Cited by the Examining Attorney**

U.S. Registration No. 5519803 ("New York mark")

The mark covered by this registration is a standard character mark containing the literal elements: EYE CANDY

This mark fits into International Class 025 for "Footwear." This mark is owned by One Step Up, Ltd, a New York corporation.

U.S. Registration No. 5197948 ("New York mark")

The mark covered by this registration is a standard character mark containing the literal elements: EYE CANDY

This mark fits into International Class 025 for "Blouses; Coats; Denims; Dresses; Footwear; Hosiery; Jackets; Jumpers; Lingerie; Panties; Pants; Shirts; Shorts; Skirts; Socks;

Sweaters; T-shirts; Tank-tops; Vests.” This mark is owned by One Step Up, Ltd, a New York corporation.

U.S. Registration No. 5478142 (“Canadian mark”)

The mark covered by this registration is a stylized design mark containing the literal elements INMOTION BY EYECANDY as shown below:

This mark fits into International Class 025 for “Headbands, head wraps, wristbands as clothing, socks and hats” and International Class 026 for “Hair accessories, namely, hair elastics, hair elastics with charms, claw clips, ponytail holders, hair bobbles, snap clips, barrettes, hair snap clips, rubber bands, bobby pins, concord clips in the nature of jaw clips, salon hair clips, hair slides, scrunchies, hair twisters, hair ropes in the nature of braids and imitation hair, namely, wigs and hair pieces.” This mark is owned by Eyecandy Accessories Inc., a Canada corporation.

**III. Explanation of the *DuPont* Multi-Factor Test for the Purpose of Determining Whether Confusion, Mistake, or Deception is Likely Applied to Marks at Issue**

In an *ex parte* proceeding, the primary considerations in determining whether marks are confusingly similar are the similarity or dissimilarity of the marks in appearance, sound, connotation, and commercial impression; and the similarity or dissimilarity of the goods and/or services.<sup>1</sup> In addition to these two factors, any of the other eleven factors listed in *Du Pont*, when made of record, must also be considered.<sup>2</sup> Here, Applicant’s mark differs in appearance, sound, connotation, and overall commercial impression from any Cited mark. Notably, Applicant owns prior registrations which make its goods distinct in commerce. Applicant’s goods are also unrelated to goods under the Cited marks and travel in distinct trade channels. Applicant’s prior registrations give it the right to exclude others from using its mark and its goods have coexisted with goods under the Cited marks for a significant period of time.

Any likelihood of confusion between marks is determined on a case-by-case basis.<sup>3</sup> There is no per se rule that requires that any one of the *Du Pont* factors be given greater weight than any other or considered in any particular order, and it is well settled that the dominant factor in this list may well vary from case to case.<sup>4</sup>

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<sup>1</sup> *In re E.I. Du Pont Demours & Co.*, 476 F.2d 1357, 177 USPQ 563 (CCPA 1973) and TMEP § 1207.01.

<sup>2</sup> *In re Dixie Restaurants*, 105 F.3d 1405, 1406, 41 USPQ2d 1531, 1533 (Fed. Cir. 1997); *In re National Novice Hockey League, Inc.*, 222 USPQ 638, 640 (TTAB 1984) and TMEP § 1207.01.

<sup>3</sup> *In re Dixie Restaurants Inc.*, 105 F.3d 1405, 1406, 41 USPQ2d 1531, 1533 (Fed. Cir. 1997).

<sup>4</sup> See *In re E.I. Du Pont Demours & Co.*, 476 F.2d 1357, 177 USPQ 563 (CCPA 1973); and TMEP § 1207.01(a)(iv) citing *Information Resources Inc. v. X\*Press Information Services*, 6 USPQ2d 1034, 1038 (TTAB 1988).



Based on the differences between the appearance, sound, and connotation of the marks, as well as the differences between the goods and other factors as explained and outlined below, there is no likelihood of consumer confusion between the marks.

A. Comparing Applicant's Mark with Relevant Registered Marks in Their Entireties Reveals Significant Differences that Make Consumer Confusion Unlikely.

*DuPont* requires the examining attorney to compare the marks in their entireties for similarities and dissimilarities in appearance, sound, and meaning or connotation.<sup>5</sup> The Trademark Trial and Appeals Board (“TTAB”) has held that “Similarity of the marks in one respect – sight, sound, or meaning – will not automatically result in a determination that confusion is likely even if the goods are identical or closely related.”<sup>6</sup> An Examining Attorney must determine whether the total effect conveyed by the two marks is confusingly similar, not simply whether the marks have similar features.<sup>7</sup> “All relevant facts pertaining to appearance, sound, and connotation must be considered before similarity as to one or more of those factors may be sufficient to support a finding that the marks are similar or dissimilar.”<sup>8</sup> According to Section 1 of the Lanham Act §1, when comparing design marks in the similarity-of-the-marks, likelihood of confusion is determined on the basis of the total effect of the designation, rather than a comparison of individual features.<sup>9</sup>

Dissimilarity of the marks can be a sufficient basis to outweigh other factors and establish that there is no likelihood of confusion.<sup>10</sup> For instance, the Federal Circuit affirmed Board finding of no likelihood of confusion between CRYSTAL CREEK for wine and CRISTAL for wine.<sup>11</sup> The Federal Circuit has also held there is no likelihood of confusion between MAYA and MAYARI because “a single *DuPont* factor may be dispositive ... especially when that single factor is the dissimilarity of the marks.”<sup>12</sup> The dissimilarity factor can be dispositive, even when other *DuPont* factors might otherwise favor finding a likelihood of confusion.<sup>13</sup>

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<sup>5</sup> See *Stone Lion Capital Partners, LP v. Lion Capital LLP*, 746 F.3d 1317, 1321, 110 USPQ2d 1157, 1161 (Fed. Cir. 2014); TMEP § 1207.01(b)-(b)(v); *In re 1st USA Realty Professionals, Inc.*, 84 USPQ2d 1581, 1586 (TTAB 2007) (An examining attorney “must compare the marks in their entireties” whenever evaluating their potential for confusion.).

<sup>6</sup> *In re Thor Tech, Inc.*, 90 USPQ2d 1634, 1635 (TTAB 2009).

<sup>7</sup> See *General Mills, Inc. v. Kellogg Co.*, 824 F.2d 622, 627 (8th Cir. 1987), *Sensient Technologies Corp. v. SensoryEffects Flavor Co.*, 613 F.3d 754 (8th Cir. 2010); *Boston Duck Tours, LP v. Super Duck Tours, LLC*, 531 F.3d 1 (1st Cir. 2008); 15 U.S.C.A. § 1051.

<sup>8</sup> *Recot, Inc. v. Becton*, 214 F.3d 1322, 1329, 54 USPQ2d 1894, 1899 (Fed. Cir. 2000);

<sup>9</sup> *Id.*

<sup>10</sup> *Champagne Louis Roederer S.A. v. Delicato Vineyards*, 148 F.3d 1373, 1373, 47 USPQ2d 1459, 1460–61 (Fed. Cir. 1998)

<sup>11</sup> *Id.*

<sup>12</sup> *Oakville Hills Cellar, Inc. v. Georgallis Holdings, LLC*, 826 F.3d 1376, 1381–82, 119 USPQ2d 1286, 1290 (Fed. Cir. 2016)

<sup>13</sup> *Id.*

i. *The Marks Differ in Appearance.*

Where dominant terms are to be considered, consumers are generally more inclined to focus on the first word, prefix, syllable, or element in any trademark or service mark.<sup>14</sup> For “it is often the first part of a mark which is most likely to be impressed upon the mind of a purchaser and remembered” when making purchasing decisions.<sup>15</sup> The first word of Applicant’s mark differs from Cited, allowing consumers to better distinguish between the marks.

The first word of Applicant’s mark is SPORTS. In the New York marks, EYE CANDY, the first word is EYE. In the Canadian mark, INMOTION BY EYECANDY, the first word is INMOTION. Thus, the first word on each Cited mark differs from Applicant’s mark, which creates a distinct commercial impression in the minds of consumers.

Applicant’s mark and its prior registration contain the wording SPORTS, which does not appear in any of the Cited marks and hence makes it immediately distinct. Examining Attorney asserts that the element SPORTS in Applicant’s mark is merely descriptive of Applicant’s goods and thus the wording is “less significant in terms of affecting the mark’s commercial impression.” Examining Attorney supports this assertion by attaching evidence that the word “sports” is widely used to describe sportswear; apparel specifically designed to be used during physical activity. Examining Attorney’s assertion that the element “SPORTS” is merely descriptive of sportswear is not enough to convincingly establish that the element is merely descriptive all clothing in general. Applicant’s goods identification does not narrow its goods to sports apparel or clothing for physical activity. There is also no evidence on record showing that Applicant’s mark is used on this specific type of goods. This evidence is not enough to establish that the element SPORTS is merely descriptive of Applicant’s goods. It would be unreasonable to conclude the word “sports” is merely descriptive of clothing in general just because it is merely descriptive of one category of clothing. Applicant also owns other trademark registrations that all share the wording SPORTS. (See Exhibit A). Even if SPORTS is merely descriptive of Applicant’s goods, the mark is unitary and the Examiner must consider the mark in its entirety: SPORTSICANDY.

The wording SPORTS in Applicant’s mark sufficiently distinguishes it from the Cited marks, which do not contain that wording anywhere. For consumers to connect Applicant’s mark with the Cited mark they must separate Applicant’s mark and convert Applicant’s I to the Cited mark’s “eye.” Hence, the element SPORTS as part of the unitary mark of SPORTSICANDY makes Applicant’s mark commercially distinct from any Cited mark.

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<sup>14</sup> *Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondée En 1772*, 396 F.3d 1369, 1372, 73 USPQ2d 1689, 1692 (Fed. Cir. 2005); *See also Mattel Inc. v. Funline Merch. Co.*, 81 USPQ2d 1372, 1374-75 (TTAB 2006)

<sup>15</sup> *Presto Prods., Inc. v. Nice-Pak Prods., Inc.*, 9 USPQ2d 1895, 1897 (TTAB 1988)

Looking at the literal elements, Applicant's mark is not similar in terms of appearance to the Cited marks. While Applicant's mark is made up of 12 letters, the New York marks, EYE CANDY, are made up of 8 letters and the Canadian mark, INMOTION BY EYECANDY, is made up of 18 letters. Applicant's mark is a single word while the New York marks are made up of 2 words and the Canadian mark is made up of 3 words. Visually, Applicant's mark is shorter than the Canadian mark and longer than the New York marks. Applicant's mark is also a single word with no spaces with the element I, while all the Cited marks are made up of multiple words separated by spaces with the element EYE.

As a general rule, "marks must be compared in their entireties" and any likelihood of confusion "cannot be predicated on dissection of a mark." *In re National Data Corporation*, 753 F.2d 1056, 1058, 224 USPQ 749, 750-51 (Fed. Cir. 1985). However, there is "nothing improper in stating that . . . more or less weight has been given to a particular feature of a mark." *Id.* Furthermore, "a design feature of a mark cannot be ignored." *F.D.C. Wholesale Corp. v. La Cibeles, Inc.*, Opposition No. 104,891 (TTAB 1995) (non-precedential) (citing *In re Appetito Provisions Co.*, 3 USPQ2d 1553 (TTAB 1987)).

Analysis of the at-issue marks must be done on a case-by-case basis without reliance on mechanical rules of construction. *See, e.g., Spice Islands, Inc. v. The Frank Tea & Spice Co.*, 505 F.2d 1293, 184 USPQ 35 (C.C.P.A. 1974) (SPICE TREE and tree design held not confusingly similar to SPICE ISLANDS and tree design, both for spices). Specifically, "in the case of design marks, the question of likelihood of confusion must be decided on the basis of the visual similarity of the marks." *Fort James Operating Co. v. Royal Paper Converting, Inc.*, 83 USPQ2d 1624, 1628 (TTAB 2007). The examining attorney is required to look at the overall impression created by the marks, rather than merely comparing individual features. *Id.*

Applicant respectfully submits that when the marks are viewed as a whole, taking into account the distinctive design elements of the Canadian mark, INMOTION BY EYECANDY, there is no likelihood of confusion among the marks.

"There is no general rule as to whether letters or designs will dominate in composite marks; nor is the dominance of letters or design dispositive of the issue." *In re Electrolyte Laboratories Inc.*, 929 F.2d 645, 647, 16 USPQ2d 1239, 1240 (Fed. Cir. 1990). As designs are viewed, not spoken, a stylized design cannot be treated simply as a word mark. *See In re Bundy Corp.*, 300 F.2d 938, 940, 133 USPQ 196, 197 (C.C.P.A. 1962). This is true even if the "letters are visually prominent" and "they also serve as background for the display of words" making them "plainly not subordinate matter." *In re TSI Brands, Inc.*, 67 USPQ2d 1657, 1661-62 (TTAB 2002) (non-precedential) (declining to hold that literal elements in a mark with highly stylized letters surrounded by an oval or circle "as a vehicle for their display" are dominant matter).

Here, the literal elements of the Canadian mark INMOTION BY EYECANDY make up an insignificant portion of the mark as a whole, in relation to the other stylized elements. A “very noticeable” design “has the effect of catching the eye and engaging the viewer before the viewer looks at” literal elements in a mark. *Parfums de Coeur, Ltd. v. Lory Lazarus*, 83 USPQ2d 1012 (TTAB 2007). The Cited mark incorporates a dominating, unique stylized element consisting of the words “INMOTION BY EYECANDY” in stylized letters with the word INMOTION appearing above the words BY EYECANDY and separated by a horizontal line. The word INMOTION is italicized and appears significantly larger than the words BY EYECANDY. Accordingly, when viewed, the Cited mark, with its significant distinguishing design elements, would not seem confusingly similar to consumers.

Viewing the marks in their entirety reveals substantial differences between Applicant’s mark and any Cited mark. Because the marks are dissimilar in appearance, customer confusion as to source is unlikely.

ii. *The Marks Differ in Sound and Pronunciation.*

The Board has held that a difference in the sound between two marks may exist given a difference in the number of syllables between the two word portions of a mark.<sup>16</sup> In this case, the marks differ phonetically as Applicant’s mark is made up of 4 syllables while the New York marks are made up of 3 syllables and the Canadian mark is made up of 7 syllables.

- Applicant’s mark is pronounced like \ ˈspɔrtsē ˈkan-dē \
- New York mark’s are pronounced like pronounced like \ ˈī ˈkan-dē \
- Canadian mark is pronounced like \ ˈin ˈmō-shən ˈbī ˈī ˈkan-dē \.

Examining Attorney asserts that the letter “I” in Applicant’s mark is pronounced identically to the element “EYE” in the Cited marks. Examining Attorney supports this assertion by referring to the pronunciation of the word “I” when used as a singular first person pronoun. When “I” is used as a singular first person pronoun it is pronounced exactly like the word “eye,” but there is no indication that Applicant’s mark is used as a first person singular pronoun. The letter “i” appears in the middle of Applicant’s mark. There are no spaces to indicate that it is intended to be pronounced as if it was a first person singular pronoun. Examining Attorney has not included any evidence that would suggest the letter “i” in the middle of a word would be pronounced similarly to the word “eye.” Therefore, Applicant’s mark differs from the Cited marks in sound and pronunciation.

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<sup>16</sup> *Parfums de Coeur, Ltd. v. Lory Lazarus*, 83 USPQ2d 1012 (TTAB 2007).

Even if the marks were phonetically similar — which they are not — there would still be no likelihood of confusion because other differentiating factors are present.<sup>17</sup> For instance, in *National Distillers*, DUVET and DUET were found unlikely to cause confusion. Ultimately, as outlined in *DuPont* and other jurisprudence above, an ultimate determination of likelihood of confusion must take into account all the various relevant factors.<sup>18</sup> “The basic principle in determining confusion between marks is that marks must be compared in their entireties and must be considered in connection with the particular goods or services for which they are used.”<sup>19</sup> In sum, the differences in sound and pronunciation among Applicant’s and the Cited marks make consumer confusion unlikely.

iii. *The Marks Have Significantly Different Connotations and Commercial Impressions.*

The similarity or dissimilarity in meaning or connotation is another factor in determining whether there is a likelihood of confusion. TMEP § 1207.01(b)(v). The meaning or connotation of a mark must be determined in relation to the named goods or services. *Id.* Whether customers can distinguish the marks in a side-by-side comparison is not the test, instead our inquiry is “whether the marks are sufficiently similar in terms of their overall commercial impression so that confusion as to the source of the goods and services offered under the respective marks is likely to result.”<sup>20</sup>

In cases where two marks are identical in appearance or sound, differences in connotation between the marks can be sufficient to obviate any likelihood of consumer confusion. *See In re Sears, Roebuck and Co.*, 2 USPQ2d 1312, 1314 (TTAB 1987) (finding that CROSS-OVER when applied to bras carried different connotation and/or commercial impression from CROSSOVER as applied to women’s sportswear); *In re British Bulldog, Ltd.*, 224 USPQ 854 (TTAB 1984) (finding that PLAYERS for men’s underwear carried different connotation and/or commercial impression from PLAYERS for shoes); *In re Sydel Lingerie Co., Inc.*, 197 USPQ 629, 630 (TTAB 1977) (finding that BOTTOMS UP for ladies’ and children’s underwear held a different connotation or commercial impression from BOTTOMS UP for men’s clothing).

In the *Taj Mahal* case, the marks at issue were TAJ MAHAL for an Indian restaurant and TAJ MAHAL for a casino-hotel resort.<sup>21</sup> The court held that there was no likelihood of confusion, as the mark TAJ MAHAL for restaurants is suggestive of Indian food, while TAJ MAHAL for casino-hotel evokes images of grandeur, opulence and extravagance. *Id.*

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<sup>17</sup> *Nat’l Distillers & Chem. Corp. v. William Grant & Sons*, 505 F.2d 719, 184 USPQ 34 (C.C.P.A. 1974)

<sup>18</sup> *In re National Data Corp.*, 753 F.2d 1056, 1058, 224 USPQ 749, 750-51 (Fed. Cir. 1985)

<sup>19</sup> *Id.*

<sup>20</sup> *Lacoste Alligator S.A. v. Maxoly, Inc.*, 91 USPQ2d 1594, 1598 (TTAB 2009).

<sup>21</sup> *Taj Mahal Enterprises, Ltd. v. Trump*, 745 F.Supp. 240, 16 USPQ2d 1577 (D.N.J. 1990).

While Applicant's mark, SPORTSICANDY, connotes goods to promote Applicant's sports entertainment websites, the Cited marks, EYE CANDY, connote a sense of aesthetics and visual appeal, while the Cited mark INMOTION BY EYECANDY connotes exercise and physical activity in general.

Connotation and significance can be determined based upon a mark holder's current use in commerce.<sup>22</sup> The Board held that "it is settled that evidence of the context in which a mark is used on labels, packaging, advertising, etc., is probative of the significance which the mark is likely to project."<sup>23</sup> The Cited marks, EYE CANDY are used in commerce in connection with shoes and women's apparel, while the Cited mark INMOTION BY EYECANDY is used in connection with headbands and other exercise accessories, which further supports that the Cited mark has a different connotation than Applicant's mark.

Applicant's mark in this case is more likely to be associated with its prior registrations. Applicant already uses the mark SPORTSICANDY as a registered mark with U.S. Reg. No. 4448936 for its sports entertainment website. According to this registration, Applicant has been operating this website since at least July 1, 2013, more than 6 years from the current date. Applicant's prior registration makes the mark SPORTSICANDY distinctive, so consumers are more likely to associate Applicant's mark with its website. Applicant also owns the Marks MYSportsLEGACY at U.S. Reg. No. 4251309 and for KIDS2PROSPORTS at U.S. Reg. No. 4031799 for other sports entertainment websites. Applicant has been using the MYSportsLEGACY mark in commerce since at least September 1, 2012, almost 7 years ago. Applicant has been using the KIDS2PROSPORTS mark since at least May 1, 2011, more than 8 years ago. (See prior registrations attached as Exhibit A) The amount of time Applicant has been using these marks in commerce makes them distinctive. These marks and Applicant's current application all share the common element SPORTS, making that element dominant in all of Applicant's marks. Besides displaying it on the label, Applicant visibly displays its mark on all of its goods. (See Exhibit B) Any clothing Applicant sells under the SPORTSICANDY mark will give consumers commercial impressions of Applicant's prior registrations and network of sports websites.

The New York marks, EYE CANDY, connote a sense of aesthetics and visual appeal associated with women's fashion. Examining Attorney attaches a definition of the phrase "eye candy" which states the phrase refers to "visual images that are superficially attractive and entertaining but intellectually undemanding." This connotation of superficially pleasing products is supported by the goods offered under the Cited marks. Specimens submitted for this registration and evidence of goods displaying the Cited marks in commerce show that the Cited

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<sup>22</sup> *7-Eleven, Inc. v. Lawrence I. Wechsler*, 83 USPQ2d 1715, 1721 (TTAB 2007).

<sup>23</sup> *In re Nationwide Industries*, 6 USPQ2d 1882, 1884 (TTAB 1984)



marks are mostly associated with women's fashion. (Exhibit C) Fashion and cosmetics are commonly associated with ideas of vanity and an emphasis on aesthetics. (Exhibit D) Therefore, the Cited marks EYE CANDY create the commercial impression of aesthetics and visual appeal commonly associated with the field of women's fashion.

The Canadian mark, INMOTION BY EYECANDY has the connotation of exercise and physical activity. The element INMOTION refers to movement or physical activity. Hence, this element connotes that goods under the cited mark are intended to be used in connection with physical activity and exercise. In commerce, the Cited mark is used in connection with headbands and other accessories useful to consumers who engage in physical activity. (Exhibit E) Additionally, the wording BY EYECANDY indicates that the products under the Cited mark are part of a sub line of goods that are sold under a more broadly encompassing mark. The element INMOTION indicates the name of the sub line while the element EYECANDY indicates the more broadly encompassing mark. Therefore, the Cited mark has the commercial impression of line of exercise products belonging to a larger brand.

In sum, the commercial context of the Applicant's mark differs from that of any Cited mark. Such differences in commercial contexts weigh against a finding of likelihood of confusion between the marks.

B. Applicant's Offerings are Sufficiently Different from the Cited Offerings.

The second *DuPont* factor evaluates the similarity or dissimilarity of the goods and services offered under the respective marks. The inquiry is whether the relevant goods and services could be related "in the mind of the consuming public" such that source confusion would occur.<sup>24</sup> An examining attorney must "provide evidence showing that the goods and services are related to support a finding of likelihood of confusion."<sup>25</sup>

To sustain a finding of likelihood of confusion, the goods or services at issue must be "related in some matter and/or if the circumstances surrounding their marketing [be] such that they could give rise to the mistaken belief that [the goods or services] emanate from the same source."<sup>26</sup> There is nothing in the record to suggest that a purchaser of clothing promoting a pin-up website is likely to be confused with pastel hair accessories and house slippers. Thus, the Examining Attorney has not met the standard of burden from *Coach* in showing whether purchasers of Applicant's products "would consider the goods to emanate from the same source."<sup>27</sup>

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<sup>24</sup> *Packard Press, Inc. v. Hewlett-Packard Co.*, 227 F.3d 1352, 1358, 56 USPQ2d 1351, 1355 (Fed. Cir. 2000).

<sup>25</sup> TMEP § 1207.01(a)(vi).

<sup>26</sup> *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1370, 101 USPQ2d 1713, 1722 (Fed. Cir. 2012)

<sup>27</sup> *Id.*



i. *The Applicable Standard of Relatedness*

In circumstances where the goods or services in question “are not related or marketed in such a way that they would be encountered by the same persons in situations that would create the incorrect assumption that they originate from the same source, then, even if the marks are identical, confusion is not likely.” TMEP § 1207.01(a)(i).

To establish that identified items are related, “it is not sufficient that a particular term may be found which may broadly describe” them. *In re The W.W. Henry Co., L.P.*, 82 USPQ2d 1213, 1215 (TTAB 2007). “That two goods are used together . . . does not, in itself, justify a finding of relatedness.” *Shen Manufacturing Co. v. Ritz Hotel Ltd.*, 393 F.3d 1238, 1244, 73 USPQ2d 1350, 1355 (Fed. Cir. 2004) (no likelihood of confusion between RITZ for cooking classes and RITZ for kitchen textiles). That the same customer could seek out relevant goods or services is also insufficient for a finding of relatedness. *See Local Trademarks, Inc. v. Handy Boys Inc.*, 16 USPQ2d 1156, 1158 (TTAB 1990) (“even though opposer’s services and applicant’s product are or can be marketed to the same class of customers . . . these services and goods are so different that confusion is not likely even if they are marketed under the same mark”).

“Merely because parties operate in the same broad industry does not, by itself, establish that their goods and services are related.” *National Rural Electric Cooperative Ass’n v. Suzlon Wind Energy Corp.*, 78 USPQ2d 1881, 1885 (TTAB 2006); *See Steve’s Ice Cream, Inc. v. Steve’s Famous Hot Dogs*, 3 USPQ2d 1477 (TTAB 1987). Being filed in the same class or presumably available to the same class of purchasers is also not a sufficient basis to conclude that identified items are related. *7-Eleven, Inc. v. Lawrence I. Wechsler*, 83 USPQ2d 1715, 1724 (TTAB 2007); *See In re White Rock Distilleries Inc.*, 92 USPQ2d 1282, 1285 (TTAB 2009).

Simply because Applicant and the Cited mark operate generally in the broad industry of clothing does not establish that the goods are related. Applicant’s goods consist of apparel to promote Applicant’s pre existing registrations for online entertainment services, while goods under the Cited marks consist of regular women’s apparel and exercise accessories. Consumers looking for apparel that specifically promotes online content have different goals than consumers purchasing women’s apparel or accessories for physical activity. Further, now that Applicant has voluntarily deleted “footwear” from its goods identification, it no longer has goods in common with the New York mark with U.S. Reg No. 5519803. Hence, Applicant’s goods and goods under the Cited marks are unrelated.

ii. *Third Party Registrations Suggest Confusion Is Unlikely.*

Just as examining attorneys may use third-party registrations to assert that “goods are related because the same party has registered a common mark for the goods at issue,” an applicant “may submit sets of third-party registrations to suggest the opposite, i.e., that the Office has registered the same mark to different parties for the goods at issue.” *In re G.B.I. Tile and Stone, Inc.*, 92 USPQ2d 1366, (TTAB 2009). Such a “pattern of registrations” can exemplify “long-standing and extensive practice within the Patent and Trademark Office and, necessarily, equally long-standing beliefs . . . of business people that uses of those marks would be feasible and helpful in their businesses.” *Keebler Company v. Associated Biscuits Ltd.*, 207 USPQ 1034 (TTAB 1980). Evidence of “the same or very similar marks owned by different entities” for the offerings at issue can establish that the relevant public recognizes that the goods at issue “are offered by different companies under the same or similar marks.” *In re Thor Tech, Inc.*, 113 USPQ2d 1546, 1549 (TTAB 2015) (such evidence suggests to the Board “that businesses in these two industries believe their respective goods are distinct enough that confusion between even identical marks is unlikely”).

Even assuming that Applicant’s mark is similar to a Cited mark, the plethora of similar marks registered alongside each other for the goods at issue indicates that customer confusion is unlikely. The following registrations are attached as Exhibit F.

| # | Owner                           | Goods                         | Mark                              | Mark                                | Goods                 | Owner                                |
|---|---------------------------------|-------------------------------|-----------------------------------|-------------------------------------|-----------------------|--------------------------------------|
| 1 | HADDAD APPAREL GROUP, LTD., THE | 025 clothing, namely, jackets | MM<br><br>Reg:<br>2367148         | MM<br><br>Reg:<br>4731528           | 025 women's clothing, | MARIYA MILOVIDOV A ART & FASHION LLC |
| 2 | Clam Corporation                | 025 ice fishing clothing      | CC<br><br>Reg:<br>4378713         | CC<br><br>Reg:<br>5689197           | 025 women's clothing, | Cinderella's Closet Custom Co.       |
| 3 | Craig Diamond                   | 025 clothing, namely, shirts  | DIAMOND MMA<br><br>Disclaims: MMA | DIAMOND DUDS<br><br>Disclaims: DUDS | 025 headbands         | Diamond Duds, LLC                    |

## SPORTSICANDY – U.S. Serial No. 87049123

|   |                        |   |  |  |   |                           |
|---|------------------------|---|--|--|---|---------------------------|
|   |                        |   | Reg:<br>3702799  | Reg:<br>4579648  |   |                           |
| 4 | Pittsburgh Penguins LP | 025 clothing, namely, t-shirts                  | STUDENT RUSH<br><br>Disclaims:<br>"STUDENT"<br><br>Reg:<br>4063872 | RUSH<br><br>Reg:<br>3746109  | 025 men's, women's and children's clothing and footwear | ECHL INC.                 |
| 5 | Equi in Style, LLC     | 025 clothing, namely, shirts                    | COOL SHIRT<br><br>Disclaims:<br>"SHIRT"<br><br>Reg:<br>4254154     | COOL COMPRESSION<br><br>Disclaims:<br>COMPRESSION<br><br>Reg:<br>3416236   | 025 men's, women's and children's clothing,             | Lontex Corporation        |
| 6 | SAAB TRADEMARKS LLC    | 025 men's, boys', women's, and girls' clothing, | FOXY COUTURE<br><br>Disclaims:<br>COUTURE<br><br>Reg:<br>5228200   | FOXY FISHING GEAR<br><br>Disclaims:<br>FISHING GEAR<br><br>Reg:<br>5539119 | 025 women's clothing,                                   | Foxy Fishing Gear, Inc.   |
| 7 | HOB ENTERTAINMENT, LLC | 025 clothing, namely, shirts                    | HOUSE OF BLUES<br><br>Reg:<br>1891179                              | HOUSE OF BLONDES<br><br>Reg:<br>5739713                                    | 025 women's clothing,                                   | Totten, Christina         |
| 8 | Strategy Clothing Inc. | 025 Shirts; tee shirts                          | WEAR<br><br>Reg:<br>5520235  | THE WEAR<br><br>Reg:<br>5252696  | 025 women's clothing,                                   | Golant, Jacklien DBA TW88 |

## SPORTSICANDY – U.S. Serial No. 87049123

|    |                                     |   |   |  |   |  |
|----|-------------------------------------|---|---|--|---|--|
| 9  | See, Marcia                         | 025<br>clothing, namely,<br>t-shirts                                  | THE CANDY<br>CANE<br>RAIN<br><br>Reg:<br>4871117                  | CANDY<br>CANE<br>COUTURE<br><br>Disclaims:<br>"COUTURE"<br><br>Reg:<br>4722375 | 025<br>women's<br>clothing,<br>namely, shirts,<br>dresses, skirts,<br>blouses | Montoro,<br>Bianca<br>Blanche<br>DBA Candy<br>Cane Couture |
| 10 | Bimini Bay<br>Outfitters, Ltd       | 025<br>clothing,  | TROPHY<br>WEAR<br><br>Disclaims:<br>"WEAR"<br><br>Reg:<br>4373623 | TROPHY<br>BABY<br><br>Disclaims:<br>"BABY"<br><br>Reg:<br>4596561              | 025<br>headbands and<br>wristbands  | Hyslip,<br>Thomas Scott                                    |
| 11 | NPP<br>Development<br>LLC           | 025<br>men's, women's<br>and children's<br>clothing,                  | FINISH<br>AT THE 50<br><br>Reg:<br>4659950                        | FABULOUS<br>AT FIFTY<br><br>Reg:<br>4925529                                    | 025<br>women's<br>clothing,   | Arlene<br>Madison<br>Levine                                |
| 12 | PERFORMA<br>NCE<br>APPAREL<br>CORP. | 025<br>clothing,  | SNOW<br>ANGEL<br><br>Reg:<br>2449084                              | SEXY<br>ANGEL<br><br>Reg:<br>5727367   | 025<br>women's<br>clothing,   | ChongQing<br>YanDieRui<br>Technology<br>Limited            |
| 13 | VOLVO<br>TRUCK<br>CORPORATI<br>ON   | 025<br>jeanswear  | MACK<br><br>Reg:<br>3308148                                       | KATE<br>MACK<br><br>Reg:<br>2903269  | 025<br>girls' clothing,   | CHILDREN'S<br>APPAREL<br>NETWORK,<br>LTD.                  |
| 14 | Direct<br>Impulse<br>Design, Inc.   | 025<br>men's, women's<br>and children's<br>clothing and<br>sportswear | FRESH<br>FISH<br><br>Reg:<br>3092269                              | FAST<br>FISH<br><br>Reg:<br>4969430  | 025<br>shoes; hats;<br>socks; Baby<br>layettes for<br>clothing;<br>scarves    | Fish Kiss  |

## SPORTSICANDY – U.S. Serial No. 87049123

|    |   |  |  |   |  |                                       |
|----|---|--|--|---|--|---------------------------------------|
| 15 | E.L.E.<br>Republic                                | 025<br>Clothing,<br>namely, hats,<br>shirts, shorts, tank<br>tops, pants,<br>sweatshirts,<br>jackets | ELE<br>REPUBLIC<br><br>Reg:<br>5522585                         | EUROPEAN<br>REPUBLIC<br><br>Disclaims:<br>"EUROPEAN"<br><br>Reg:<br>5162844 | 025<br>women's<br>clothing,  | SEO, SANG<br>JIN                      |
| 16 | Wedding<br>Shoppe Inc.,<br>The                    | 025<br>Clothing, namely,<br>shirts   | PINK<br>BRIDE<br><br>Disclaims: "BRIDE"<br><br>Reg:<br>3945474 | PINK<br>BUDDAH<br><br>Reg:<br>2911581                                       | 025<br>Clothing,<br>Namely,<br>Women's<br>Blouses,<br>Sweaters,<br>Dresses | Lauren<br>Gagnon<br>DBA Hello<br>Pink |
| 17 | Home Box<br>Office, Inc.                          | 025<br>Clothing, namely,<br>t-shirts and hats  | SIX FEET<br>UNDER<br><br>Reg:<br>2880835                       | 6FT<br>CLUB<br><br>Reg:<br>5352026  | 025<br>Insoles for<br>footwear   | A1 Imports,<br>LLC                    |
| 18 | Club Z Inc.                                       | 025<br>ladies' apparel,<br>and woven<br>fabrics  | CLUB<br>Z<br><br>Reg:<br>2896959                               | SUPER<br>Z<br><br>Reg:<br>3296644   | 025<br>footwear,   | Skechers<br>U.S.A., Inc.              |
| 19 | Liberty<br>Uniform<br>Manufacturin<br>g Co., Inc. | 025<br>shirt collars   | COMFORT<br>ZONE<br><br>Reg:<br>3107267                         | ULTRA<br>COMFORT<br><br>Reg:<br>3487107                                     | 025<br>headbands   | The Finest<br>Accessories,<br>Inc.    |
| 20 | Fluent Baby,<br>Inc.                              | 025<br>clothing for<br>babies, infants<br>and toddlers,  | DHARMA<br>FAIRY<br><br>Reg:<br>2646748                         | DHARMA<br><br>Reg:<br>3233503   | 025<br>t-shirts and<br>hats  | Disney<br>Enterprises,<br>Inc.        |

## SPORTSICANDY – U.S. Serial No. 87049123

|    |  |  |  |   |                                    |  |
|----|--|--|--|---|------------------------------------|--|
| 21 | Cabello,<br>Javier<br>AKA Soul<br>Wanderer &<br>Co.<br>Juan Cano | 025<br>t-shirts for adults,<br>children, women,<br>men                         | SOUL<br>WANDERER<br>& CO.<br>Disclaims: "& CO."<br><br>Reg:<br>5654518 | BANDANA<br>SOUL<br>Disclaims:<br>"BANDANA"<br><br>Reg:<br>5338784 | 025<br>headbands                   | ESF Minerals<br>LLC<br>DBA<br>SILVERFOX<br>USA |
| 22 | Triple 8<br>Corporation  | 025<br>non-disposable<br>cloth training<br>pants                               | BLUEBERRY<br><br>Reg:<br>5575175                                       | THE<br>BLUEBERRY<br>HILL<br><br>Reg:<br>5236108                   | 025<br>headbands                   | The Blueberry<br>Hill                          |
| 23 | Burbach,<br>Caleb  | 025<br>graphic t-shirts  | METRO<br>FOX<br><br>Reg:<br>5613564                                    | CHARMED<br>FOX<br><br>Reg:<br>4996297                             | 025<br>women's<br>clothing,        | Beers, Julie                                   |
| 24 | MERCH<br>STORES,<br>LLC  | 025<br>graphic t-shirts  | OH<br>HONEY<br><br>Reg:<br>5600519                                     | HUSTLE<br>HONEY<br><br>Reg:<br>4607385                            | 025<br>women's<br>clothing         | Shiwoniku,<br>Adekunle O                       |
| 25 | LOVELY<br>GIRL<br>EXCLUSIVE<br>INC.                              | 025<br>ladies' and girls'<br>clothing  | LOVELY<br>GIRL<br><br>Reg:<br>1188706                                  | LOVELY<br>DOROTHY<br><br>Reg:<br>4322967                          | 025<br>headbands and<br>wristbands | Lovely<br>Dorothy, LLC                         |
| 26 | Erika<br>Ferguson<br>Carroll                                     | 025<br>Head scarves;<br>Scarfs; Scarves;<br>Shirts; T-shirts;<br>Sports shirts | I AM WEAR<br><br>Reg:<br>5711241                                       | WEAR I AM<br><br>Reg:<br>5493610                                  | 025<br>Headwear;<br>Tops           | Island<br>Lifestyle<br>Group, LLC              |

Applicant respectfully asserts that the goods offered under Applicant's mark and the Cited marks are distinguishable on their face. Applicant further asserts that the Examining Attorney has not put forth sufficient evidence to establish that the goods are related under the applicable standard. As such, Applicant respectfully concludes that the goods cannot be determined to be related, and thus, there is no likelihood of confusion between the marks.

C. There is no Likelihood of Confusion Arising from Similarity of Trade Channels.

The rule is that we do not infer nonexistent limitations into a definite identification – the identified goods and services of each mark are presumed to move in all normal trade channels for such goods and services.<sup>28</sup> Therefore, the differing identified items are the restrictions in the identifications that defeat a bald presumption of identical trade channels.

The Board found *In re Bentley Motors Ltd.* that evidence showed the applicant's goods marketed “solely and exclusively” through particular channels while cited marks do not move in those channels “notwithstanding that they do not recite any trade channel limitations.”<sup>29</sup> Applicant's goods move only in very specific channels of trade. Examining Attorney has shown no evidence that the Cited marks travel in those trade channels.

Applicant's goods travel in trade channels distinct from the trade channels of the Cited marks. Applicant's goods consist of clothing items meant to promote Applicant's website. As previously stated, Applicant has other registered marks all sharing the common element SPORTS, which Applicant uses to offer sports entertainment websites. (See Exhibit A) One of these registrations is for SPORTSICANDY, a mark identical to the application at issue. Goods with direct ties to another source identifier are more likely to be purchased by consumers familiar with that source. In the case of online content, it is common for content creators to expand their markets and sell apparel to promote their internet services. (See Exhibit G) These goods travel through commerce in differently from conventional apparel. Instead of offering them alongside other general apparel, online content creators are more likely to offer their apparel alongside their online entertainment services or in online marketplaces affiliated with them. In this case, Applicant has been offering its online entertainment services before it began offering apparel, so any apparel it offers also serves to promote Applicant's online services. Applicant's goods travel in trade channels distinct from the trade channels that commonly offer general apparel.

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<sup>28</sup> *Harry Winston, Inc. and Harry Winston S.A. v. Bruce Winston Gem Corp.*, 111 USPQ2d 1419, 1437 (TTAB 2014)

<sup>29</sup> Serial No. 85325994, (TTAB 2013)



D. Applicant's and Cited Marks Have Coexisted for a Significant Period of Time Without Evident Confusion, Showing That Confusion Is Unlikely.

*DuPont* factors seven and eight are interrelated. When “there has been a significant opportunity for actual confusion to have occurred,” considerable weight is accorded to an absence of evidence of actual confusion between Applicant’s and a Cited mark. *In re Association of the United States Army*, 85 USPQ2d 1264 (TTAB 2007). The “absence of actual confusion, or a negligible amount of it, between two products after a long period of coexistence on the market is highly probative in showing that little likelihood of confusion exists.” *Aktiebolaget Electrolux v. Armatron International Inc.*, 999 F.2d 1, 4, 27 USPQ2d 1460, 1463 (1st Cir. 1993). A lack of evidence of actual confusion between two marks operating together over a significant period is evidence “that the marks are not so easily confused.” *Mr. Hero Sandwich Sys., Inc. v. Roman Meal Co.*, 781 F.2d 884, 889, 228 USPQ 364, 367 (Fed. Cir. 1986).

For example, in *In re Strategic Partners, Inc.*, 102 USPQ2d 1397 (TTAB 2012), the Board reversed a refusal to register the mark ANYWEAR, for “footwear,” finding no likelihood of confusion with the registered mark ANYWEAR BY JOSIE NATORI, for “jackets, shirts, pants, stretch T-tops and stoles.” Following the standard in *Strategic Partners*, the literal elements of Applicant’s mark differ from the Cited mark and the identifications of goods are not identical.

The Federal Circuit has stated that more than a mere possibility of confusion must be shown --- a likelihood of confusion must be demonstrated. *See Electronic Design & Sales Inc. v. Electronic Data Systems Corp.*, 954 F.2d 713, 21 USPQ2d 1388, 1391 (Fed. Cir. 1992), quoting *Witco Chemical Co. v. Whitfield Chemical Co.*, 418 F.2d 1403, 164 USPQ 43 (CCPA 1969) (“We are not concerned with mere theoretical possibilities of confusion, deception, or mistake or with de minimis situations but with the practicalities of the commercial world, with which the trademark law deals”).

In *Oreck Corp. v. U.S. Floor Sys., Inc.*, 803 F.2d 166, 231 USPQ 634 (5th Cir. 1986), the Fifth Circuit found that **17 months** of concurrent use without evidence of actual confusion is “highly significant” and weighs against a likelihood of confusion. *See also Brookfield Communications, Inc. v. West Coast Entertainment Corp.*, 174 F.3d 1036, 50 USPQ2d 1545, 1555-56 (9th Cir. 1999) (“We cannot think of more persuasive evidence that there is no likelihood of confusion between these marks than the fact that they have been simultaneously used for five years without causing any consumers to be confused as to who makes what”); *Cosmair, Inc. v. Jean Alexander Cosmetics, Inc.*, Lexis 805 (TTAB 2001) (The Trademark Trial

and Appeals Board found there was no likelihood of confusion; or at most a possibility of confusion with evidence of no actual confusion for years).

Applicant's and the Cited marks have been available together on the market for at least 5 years. Applicant began using its mark in commerce in connection with the identified goods on October 22, 2012. The Cited marks EYE CANDY were first used in commerce on June 1, 2011 and September 30, 2011. The Cited mark INMOTION BY EYECANDY has been used in commerce since at least December, 2, 2014. Thus, *DuPont* factors seven and eight weigh against a finding of likelihood of confusion.

E. The Applicant Has a Right to Exclude Others From Use of its Mark in Relation to its Goods and Services and the Goods Offered Under the Cited Marks.

Applicant, as the owner of the prior registered marks SPORTSICANDY, KIDS2PROSPORTS, and MYSPORTSLEGACY on the Principal Register has the right to exclude conflicting use of its mark or similar marks in interstate commerce. To the extent any conflict exists between SPORTSICANDY and the Cited EYE CANDY and INMOTION BY EYECANDY marks, Applicant has senior rights.

*DuPont* Factor Eleven is rarely at issue in the *ex parte* context. The Board has held that cancelled federal trademark registrations and even common law trademark rights are insignificant as a matter of law as pertains to the factor eleven likelihood of confusion analysis. *See In re Davey Prods. Pty Ltd.*, 92 USPQ2d 1198 (TTAB 2009).

However, here Applicant owns senior federal trademark registrations that are on point. *DuPont* Factor Eleven should weigh strongly in favor of registration of Applicant's mark. More than that, because "any one of the factors may control a particular case" and the issue here is so stark, *DuPont* Factor Eleven should control in this case and Examining Attorney should withdraw the likelihood of confusion refusal. *See In re Dixie Restaurants Inc.*, 105 F.3d at 1406, 41 USPQ2d at 1533.

F. The Extent of Potential Confusion Between Applicant's and the Cited Marks is De Minimis.

The extent of potential confusion is a relevant factor in determining likelihood of confusion between marks. *See, e.g., IDV North America, Inc. v. Chatam International Incorporated*, Opposition No. 101522, (TTAB 1999) (non-precedential); *Franklin Loufrani v. Wal-Mart Stores, Inc.*, Opposition No. 91152145, (TTAB 2009) (non-precedential). When "there is not a practical likelihood of confusion" applications should be permitted to proceed, because the likelihood of confusion analysis is "not concerned with the mere theoretical possibilities of confusion, deception or mistake or with de minimis situations but with the practicalities of the

commercial world, with which the trademark laws deal.” *See Edwards Lifesciences Corp. v. VigiLanz Corp.*, 94 USPQ2d 1399, 1414 (TTAB 2010) (quoting *Electronic Design & Sales, Inc. v. Electronic Data Systems Corp.*, 954 F.2d 713, 21 USPQ2d 1388, 1391 (Fed. Cir. 1992)) (internal quotations omitted). Where the extent of potential confusion is *de minimis*, the factor should weigh against a finding of likelihood of confusion. *See Bose Corp. v. Custom Electronic Design & Installation Assoc.*, Cancellation No. 92042327, (TTAB 2007) (non-precedential).

Applicant’s mark differs in appearance, sound, connotation, and overall commercial impression from the Cited marks. Notably, Applicant’s mark has the distinct commercial impression of its previously registered marks. Applicant’s goods differ from the goods under any Cited mark and travel in distinct trade channels. Applicant’s prior registrations give it the right to exclude others from using its mark. Applicant’s goods have coexisted with Goods under the Cited mark for a significant period of time. Accordingly, the extent of potential confusion is *de minimis*. The twelfth *DuPont* factor should weigh in favor of no confusion.

#### **IV. Conclusion**

For the reasons outlined above, Applicant respectfully submits that confusion between these marks is not likely. It is well settled that a refusal under Section 2(d) of the Lanham Act requires a determination that there is a probability, rather than a mere possibility of consumer confusion. That standard has not been met in this case. Therefore, Applicant requests that the Examining Attorney withdraw the refusal to register and approve this application for publication in the *Official Gazette*.

Generated on: This page was generated by TSDR on 2019-08-08 11:22:59 EDT

Mark: KIDS2PROSPORTS

KIDS2PRO SPORTS

US Serial Number: 76702117

Application Filing Date: Mar. 17, 2010

US Registration Number: 4031799

Registration Date: Sep. 27, 2011

Register: Principal

Mark Type: Service Mark

Status: A Section 8 declaration has been accepted.

Status Date: May 25, 2017

Publication Date: Oct. 12, 2010

Notice of Allowance Date: Dec. 07, 2010

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## Mark Information

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Mark Literal Elements: KIDS2PROSPORTS

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

Color(s) Claimed: Color is not claimed as a feature of the mark.

Disclaimer: "SPORTS"

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## Goods and Services

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**Note:**

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

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

For: PROVIDING AN INTERACTIVE WEBSITE IN THE FIELD OF SPORTS FOR ALL AGE GROUPS PERMITTING USERS TO CHRONICLE THE PROGRESSION OF THEIR ATHLETIC COMPETITION FROM CHILDHOOD TO ADULTHOOD, AND TO PROFESSIONAL SPORTS

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: May 01, 2011

Use in Commerce: May 01, 2011

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## Basis Information (Case Level)

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|                    |                        |                 |
|--------------------|------------------------|-----------------|
| 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 |                 |

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## Current Owner(s) Information

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Owner Name: Chokov, Alan

Owner Address: 12 Brightwinds Ct.  
Lakewood, NEW JERSEY 08701  
UNITED STATES

Legal Entity Type: INDIVIDUAL

Citizenship: UNITED STATES

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Raj Abhyanker

Attorney Primary Email Address: [trademarks@legalforce.com](mailto:trademarks@legalforce.com)

Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: Raj Abhyanker  
LegalForce RAPC Worldwide, P.C.  
446 E Southern Ave  
Tempe, ARIZONA 85282  
UNITED STATES

Phone: 650 965-8731

Fax: 650 9892131

Correspondent e-mail: [trademarks@legalforce.com](mailto:trademarks@legalforce.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

## Prosecution History

| Date          | Description   | Proceeding Number |
|---------------|---|-------------------|
| Apr. 25, 2019 | ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED                 |                   |
| Apr. 25, 2019 | TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED      |                   |
| Mar. 14, 2019 | APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED | 88888             |
| Mar. 14, 2019 | TEAS CHANGE OF OWNER ADDRESS RECEIVED                     |                   |
| Jan. 04, 2018 | ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED                 |                   |
| Jan. 04, 2018 | TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED      |                   |
| Oct. 05, 2017 | TEAS CHANGE OF CORRESPONDENCE RECEIVED                    |                   |
| May 25, 2017  | NOTICE OF ACCEPTANCE OF SEC. 8 - E-MAILED                 |                   |
| May 25, 2017  | REGISTERED - SEC. 8 (6-YR) ACCEPTED                       | 71378             |
| May 25, 2017  | CASE ASSIGNED TO POST REGISTRATION PARALEGAL              | 71378             |
| May 10, 2017  | TEAS SECTION 8 RECEIVED                                   |                   |
| Sep. 27, 2011 | REGISTERED-PRINCIPAL REGISTER                             |                   |
| Aug. 25, 2011 | NOTICE OF ACCEPTANCE OF STATEMENT OF USE MAILED           |                   |
| Aug. 24, 2011 | LAW OFFICE REGISTRATION REVIEW COMPLETED                  | 73787             |
| Aug. 19, 2011 | ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED                 |                   |
| Jul. 28, 2011 | TEAS/EMAIL CORRESPONDENCE ENTERED                         | 73787             |
| Jul. 28, 2011 | CORRESPONDENCE RECEIVED IN LAW OFFICE                     | 73787             |
| Jul. 14, 2011 | PAPER RECEIVED  |                   |
| Jul. 06, 2011 | NON-FINAL ACTION MAILED                                   |                   |
| Jul. 05, 2011 | SU - NON-FINAL ACTION - WRITTEN                           | 76731             |
| May 24, 2011  | ASSIGNED TO EXAMINER                                      | 76731             |
| May 19, 2011  | STATEMENT OF USE PROCESSING COMPLETE                      | 76874             |
| May 16, 2011  | USE AMENDMENT FILED                                       | 76874             |
| May 18, 2011  | CASE ASSIGNED TO INTENT TO USE PARALEGAL                  | 76874             |
| May 16, 2011  | PAPER RECEIVED  |                   |
| Dec. 07, 2010 | NOA MAILED - SOU REQUIRED FROM APPLICANT                  |                   |
| Oct. 12, 2010 | PUBLISHED FOR OPPOSITION                                  |                   |
| Sep. 22, 2010 | NOTICE OF PUBLICATION                                     |                   |
| Sep. 09, 2010 | LAW OFFICE PUBLICATION REVIEW COMPLETED                   | 73787             |
| Sep. 08, 2010 | APPROVED FOR PUB - PRINCIPAL REGISTER                     |                   |
| Sep. 08, 2010 | AMENDMENT FROM APPLICANT ENTERED                          | 73787             |
| Sep. 08, 2010 | CORRESPONDENCE RECEIVED IN LAW OFFICE                     | 73787             |
| Sep. 07, 2010 | PAPER RECEIVED  |                   |
| Aug. 19, 2010 | FINAL REFUSAL MAILED                                      |                   |
| Aug. 18, 2010 | FINAL REFUSAL WRITTEN                                     | 76137             |

|               |  |       |
|---------------|--|-------|
| Jul. 30, 2010 | AMENDMENT FROM APPLICANT ENTERED                     | 73787 |
| Jul. 30, 2010 | CORRESPONDENCE RECEIVED IN LAW OFFICE                | 73787 |
| Jul. 27, 2010 | ASSIGNED TO LIE                                      | 73787 |
| Jul. 15, 2010 | PAPER RECEIVED                                       |       |
| Jun. 28, 2010 | NON-FINAL ACTION MAILED                              |       |
| Jun. 28, 2010 | NON-FINAL ACTION WRITTEN                             | 76137 |
| Jun. 19, 2010 | ASSIGNED TO EXAMINER                                 | 76137 |
| Mar. 26, 2010 | APPLICATION FILING RECEIPT MAILED                    |       |
| Mar. 22, 2010 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |       |

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## Maintenance Filings or Post Registration Information

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Affidavit of Section 8 - Accepted  
Continued Use:

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## TM Staff and Location Information

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TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 112

Date in Location: May 25, 2017

**Generated on:** This page was generated by TSDR on 2019-08-08 11:22:36 EDT

**Mark:** MYSPORTSLEGACY

MYSPORTSLEGACY

**US Serial Number:** 85457366

**Application Filing Date:** Oct. 27, 2011

**US Registration Number:** 4251309

**Registration Date:** Nov. 27, 2012

**Register:** Principal

**Mark Type:** Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** A Section 8 declaration has been accepted.

**Status Date:** Aug. 28, 2018

**Publication Date:** Apr. 10, 2012

**Notice of Allowance Date:** Jun. 05, 2012

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## Mark Information

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**Mark Literal Elements:** MYSPORTSLEGACY

**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

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## 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:** Online social networking services in the field of sports provided via a website

**International Class(es):** 045 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Sep. 01, 2012

**Use in Commerce:** Sep. 01, 2012

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## Basis Information (Case Level)

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**Filed Use:** No

**Currently Use:** Yes

**Filed ITU:** Yes

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

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## Current Owner(s) Information

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**Owner Name:** Chokov, Alan

Owner Address: 12 Brightwinds Ct.  
Lakewood, NEW JERSEY UNITED STATES 08701

Legal Entity Type: INDIVIDUAL

Citizenship: UNITED STATES

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## Attorney/Correspondence Information

---

### Attorney of Record

Attorney Name: Raj Abhyanker

Attorney Primary Email Address: [trademarks@legalforce.com](mailto:trademarks@legalforce.com)

Attorney Email Authorized: Yes

### Correspondent

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446 E Southern Ave  
Tempe, ARIZONA UNITED STATES 85282

Phone: 650 965-8731

Fax: 650 9892131

Correspondent e-mail: [trademarks@legalforce.com](mailto:trademarks@legalforce.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

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## Prosecution History

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| Date          | Description   | Proceeding Number |
|---------------|---|-------------------|
| Apr. 20, 2019 | ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED                 |                   |
| Apr. 20, 2019 | TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED      |                   |
| Mar. 14, 2019 | APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED | 88888             |
| Mar. 14, 2019 | TEAS CHANGE OF OWNER ADDRESS RECEIVED                     |                   |
| Aug. 28, 2018 | NOTICE OF ACCEPTANCE OF SEC. 8 - E-MAILED                 |                   |
| Aug. 28, 2018 | REGISTERED - SEC. 8 (6-YR) ACCEPTED                       | 71378             |
| Aug. 27, 2018 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL              | 71378             |
| Aug. 22, 2018 | TEAS SECTION 8 RECEIVED                                   |                   |
| Nov. 27, 2017 | COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED                |                   |
| Jul. 12, 2017 | ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED                 |                   |
| Jul. 12, 2017 | TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED      |                   |
| Nov. 27, 2012 | REGISTERED-PRINCIPAL REGISTER                             |                   |
| Oct. 25, 2012 | NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED         |                   |
| Oct. 24, 2012 | LAW OFFICE REGISTRATION REVIEW COMPLETED                  | 68171             |
| Oct. 24, 2012 | ASSIGNED TO LIE   | 68171             |
| Oct. 11, 2012 | ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED                 |                   |
| Sep. 28, 2012 | STATEMENT OF USE PROCESSING COMPLETE                      | 76873             |
| Sep. 24, 2012 | USE AMENDMENT FILED                                       | 76873             |
| Sep. 25, 2012 | CASE ASSIGNED TO INTENT TO USE PARALEGAL                  | 76873             |
| Sep. 24, 2012 | TEAS STATEMENT OF USE RECEIVED                            |                   |
| Jun. 05, 2012 | NOA E-MAILED - SOU REQUIRED FROM APPLICANT                |                   |
| Apr. 10, 2012 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED        |                   |
| Apr. 10, 2012 | PUBLISHED FOR OPPOSITION                                  |                   |
| Mar. 21, 2012 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED            |                   |
| Feb. 16, 2012 | APPROVED FOR PUB - PRINCIPAL REGISTER                     |                   |
| Feb. 15, 2012 | ASSIGNED TO EXAMINER                                      | 74309             |
| Nov. 01, 2011 | NOTICE OF PSEUDO MARK MAILED                              |                   |
| Oct. 31, 2011 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM      |                   |
| Oct. 31, 2011 | NEW APPLICATION ENTERED IN TRAM                           |                   |

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## TM Staff and Location Information

---

TM Staff Information - None

File Location



**Current Location:** TMO LAW OFFICE 110

**Date in Location:** Aug. 28, 2018

**Generated on:** This page was generated by TSDR on 2019-08-01 17:53:49 EDT

**Mark:** SPORTSICANDY

SPORTSICANDY

**US Serial Number:** 85759522

**Application Filing Date:** Oct. 22, 2012

**US Registration Number:** 4448936

**Registration Date:** Dec. 10, 2013

**Register:** Principal

**Mark Type:** Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** A Section 8 declaration has been accepted.

**Status Date:** Jun. 03, 2019

**Publication Date:** Mar. 26, 2013

**Notice of Allowance Date:** May 21, 2013

---

## Mark Information

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**Mark Literal Elements:** SPORTSICANDY

**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

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## Goods and Services

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**Note:**

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

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

**For:** Providing a website for entertainment purposes featuring photos and videos about sports

**International Class(es):** 041 - Primary Class

**U.S Class(es):** 100, 101, 107

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jul. 01, 2013

**Use in Commerce:** Jul. 01, 2013

---

## Basis Information (Case Level)

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**Filed Use:** No

**Currently Use:** Yes

**Filed ITU:** Yes

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

---

## Current Owner(s) Information

---

**Owner Name:** Chokov, Alan

**Owner Address:** 12 Brightwinds Ct.  
Lakewood, NEW JERSEY UNITED STATES 08701

**Legal Entity Type:** INDIVIDUAL

**Citizenship:** UNITED STATES

---

## Attorney/Correspondence Information

---

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**Docket Number:** 1135534

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**Attorney Email** Yes

**Email Address:**

**Authorized:**

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**Correspondent e-mail** Yes  
**Authorized:**

**Domestic Representative - Not Found**

---

## Prosecution History

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| Date          | Description   | Proceeding Number |
|---------------|---|-------------------|
| Jun. 03, 2019 | NOTICE OF ACCEPTANCE OF SEC. 8 - E-MAILED                 |                   |
| Jun. 03, 2019 | REGISTERED - SEC. 8 (6-YR) ACCEPTED                       | 74272             |
| Jun. 03, 2019 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL              | 74272             |
| May 17, 2019  | TEAS SECTION 8 RECEIVED                                   |                   |
| May 15, 2019  | ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED                 |                   |
| May 15, 2019  | TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED      |                   |
| Mar. 14, 2019 | APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED | 88888             |
| Mar. 14, 2019 | TEAS CHANGE OF OWNER ADDRESS RECEIVED                     |                   |
| Dec. 10, 2018 | COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED                |                   |
| Dec. 10, 2013 | REGISTERED-PRINCIPAL REGISTER                             |                   |
| Nov. 07, 2013 | NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED         |                   |
| Nov. 06, 2013 | LAW OFFICE REGISTRATION REVIEW COMPLETED                  | 68171             |
| Nov. 06, 2013 | ASSIGNED TO LIE   | 68171             |
| Oct. 31, 2013 | ASSIGNED TO LIE   | 68552             |
| Oct. 17, 2013 | ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED                 |                   |
| Sep. 27, 2013 | STATEMENT OF USE PROCESSING COMPLETE                      | 66230             |
| Aug. 24, 2013 | USE AMENDMENT FILED                                       | 66230             |
| Sep. 26, 2013 | CASE ASSIGNED TO INTENT TO USE PARALEGAL                  | 66230             |
| Aug. 24, 2013 | TEAS STATEMENT OF USE RECEIVED                            |                   |
| May 21, 2013  | NOA E-MAILED - SOU REQUIRED FROM APPLICANT                |                   |
| Mar. 26, 2013 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED        |                   |
| Mar. 26, 2013 | PUBLISHED FOR OPPOSITION                                  |                   |
| Mar. 06, 2013 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED            |                   |
| Feb. 20, 2013 | APPROVED FOR PUB - PRINCIPAL REGISTER                     |                   |
| Feb. 20, 2013 | ASSIGNED TO EXAMINER                                      | 81097             |
| Oct. 26, 2012 | NOTICE OF PSEUDO MARK MAILED                              |                   |
| Oct. 25, 2012 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM      |                   |
| Oct. 25, 2012 | NEW APPLICATION ENTERED IN TRAM                           |                   |

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## TM Staff and Location Information

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**TM Staff Information - None**

**File Location**

**Current Location:** TMEG LAW OFFICE 102

**Date in Location:** Jun. 03, 2019



















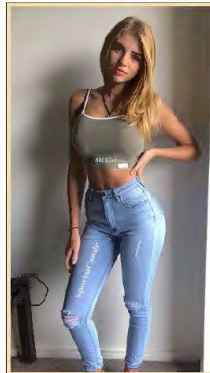


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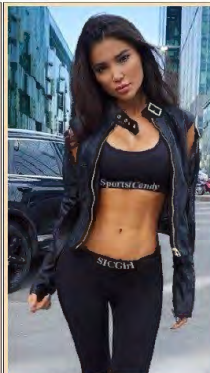
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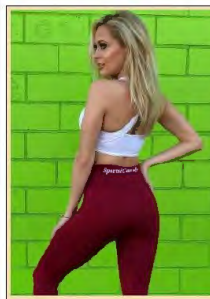
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Golf Ensemble  
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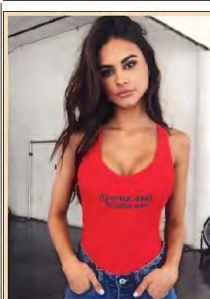
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Dri-Fit Top  
Price \$34.00



SportsCandy  
YogaMe  
Price \$36.00



SportsCandy Yankee Hat  
Price: \$15.00



SportsCandy Red Alert Tee  
Price \$25.00



SportsCandy BB Socks  
Price \$ 6.00



SportsCandy Bulls Jersey  
Price \$25.00



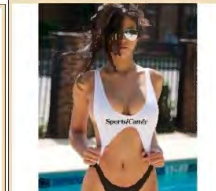
SportsCandy Cross-Over  
White Triangle Bikini  
Price \$ 58.00



SportsCandy Bleached  
White Jeans Price \$ 48.00



SportsCandy "Chill"  
Price: Sweatshirt: \$22.00 / Hat:  
\$15.00





SportsCandy Racing Gear  
Sweats \$35.00  
Top: \$18.00



SportsCandy Player Hoodie  
Price \$25.00

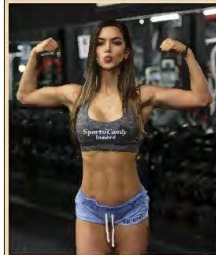


LA Kings Mini Dress  
Price \$38.00

SportsCandy Stretch Tee  
Bikini Bottom / Price \$45.00 Set



SportsCandy Stringer Tee  
Price: \$10.00



SportsCandy Fitness Bra / Shorts  
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SportsCandy Victory  
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SportsCandy Blues  
Price \$48.00



SportsCandy Sailing Gear  
Price Top / Bottom \$88.00



East Coast SportsCandy  
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Price \$25.00



SportsCandy Western Pleasure  
Green Forest / Price \$45.00



SportsCandy Second Skin  
Jeans / Halter Top  
Price - Jeans \$45.00 / Halter Top  
\$22.00



SportsCandy SkateBoard  
Price \$22.00



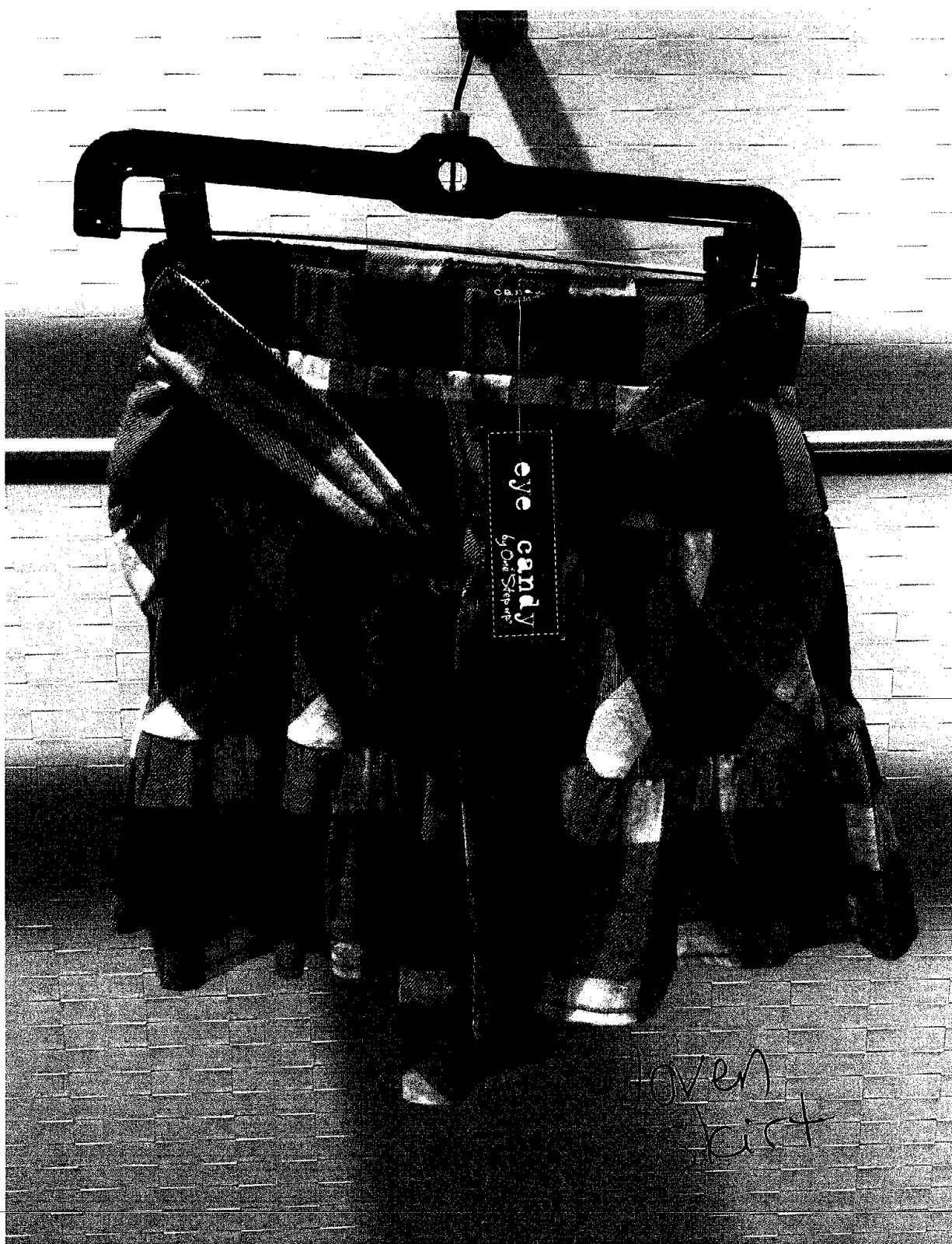
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Long red black coloring

CATEGORY

Women Pants Leggings

COLOR

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Black

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RAYON AND SPANDEX REALLY SOFT!  
NWOT  
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ARM LENGTH 16.5 INCHES  
FRONT LENGTH 17.5 INCHES  
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NWT

Eye Candy by One Step Up

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NWT sleeves approx 11" long, approx 18" long. Please ask any questions

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## Fashion

From Wikipedia, the free encyclopedia

*For other uses, see [Fashion \(disambiguation\)](#).*

**Fashion** is a popular aesthetic expression in a certain time and context, especially in clothing, footwear, lifestyle, accessories, makeup, hairstyle and body proportions.<sup>[1]</sup> Whereas, a trend often connotes a very specific aesthetic expression, and often lasting shorter than a season, fashion is a distinctive and industry-supported expression traditionally tied to the fashion season and collections.<sup>[2]</sup> Style is an expression that lasts over many seasons, and is often connected to cultural movements and social markers, symbols, class and culture (ex. Baroque, Rococo, etc). According to sociologist Pierre Bourdieu, fashion connotes "the latest fashion, the latest difference."<sup>[3]</sup>

Even though they are often used together, the term fashion differs from clothes and costume, where the first describes the material and technical garment, whereas the second has been relegated to special senses like fancy-dress or masquerade wear. Fashion instead describes the social and temporal system that "activates" dress as a social signifier in a certain time and context. Philosopher Georgio Agamben connects fashion to the current intensity of the qualitative moment, to the temporal aspect the Greek called *kairos*, whereas clothes belong to the quantitative, to what the Greek called *chronos*.<sup>[4]</sup>

Exclusive brands aspire for the label *haute couture*, but the term is technically limited to members of the *Chambre Syndicale de la Haute Couture* in Paris.<sup>[2]</sup>

With increasing mass-production of consumer commodities at cheaper prices, and with global reach, sustainability has become an urgent issue amongst politicians, brands and consumers.<sup>[5]</sup>



Model in a modern gown reflecting the current fashion trend at a Haute couture fashion show, Paris, 2011

|  |
|--|
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### Clothing fashions [ edit ]

*Main article: [History of Western fashion](#)*

Early Western travelers, traveling whether to India, Persia, Turkey or China, would frequently remark on the absence of change in fashion in those countries. The Japanese *shōgun*'s secretary bragged (not completely accurately) to a Spanish visitor in 1609 that Japanese clothing had not changed in over a thousand years.<sup>[6]</sup> However, there is considerable evidence in Ming China of rapidly changing fashions in Chinese clothing.<sup>[7]</sup> Changes in costume often took place at times of economic or social change, as occurred in ancient Rome and the medieval Caliphate, followed by a long period without major changes. In 8th-century Moorish Spain, the musician Ziryab introduced to Córdoba<sup>[8]</sup> <sup>[*unreliable source*]</sup><sup>[9]</sup> sophisticated clothing-styles based on seasonal and daily fashions from his native Baghdad, modified by his own inspiration. Similar changes in fashion occurred in the 11th century in the Middle East following the arrival of the Turks, who introduced clothing styles from Central Asia and the Far East.<sup>[10]</sup>

Additionally, there is a long history of fashion in West Africa.<sup>[11]</sup> Cloth was used as a form of currency in trade with the Portuguese and Dutch as early as the 16th Century.<sup>[11]</sup> Locally produced cloth and cheaper European imports were assembled into new styles to accommodate the growing elite class of West Africans and resident gold and slave traders.<sup>[11]</sup> There was an especially strong tradition of cloth-weaving in Oyo and the areas inhabited by the Igbo people.<sup>[11]</sup>

The beginning in Europe of continual and increasingly rapid change in clothing styles can be fairly reliably dated. Historians, including James Laver and Fernand Braudel, date the start of Western fashion in clothing to the middle of the 14th century,<sup>[12]</sup><sup>[13]</sup> though they tend to rely heavily on contemporary imagery<sup>[14]</sup> and illuminated manuscripts were not common before the fourteenth century.<sup>[15]</sup> The most dramatic early change in fashion was a sudden drastic shortening and tightening of the male over-garment from calf-length to barely covering the buttocks,<sup>[16]</sup> sometimes accompanied with stuffing in the chest to make it look bigger. This created the distinctive Western outline of a tailored top worn over leggings or trousers.

The pace of change accelerated considerably in the following century, and women and men's fashion, especially in the dressing and adorning of the hair, became equally complex. Art historians are therefore able to use fashion with confidence and precision to date images, often to within five years, particularly in the case of images from the 15th century. Initially, changes in fashion led to a fragmentation across the upper classes of Europe of what had previously been a very similar style of dressing and the subsequent development of distinctive national styles. These national styles remained very different until a counter-movement in the 17th to 18th centuries imposed similar styles once again, mostly originating from Ancien Régime France.<sup>[17]</sup> Though the rich usually led fashion, the increasing affluence of early modern Europe led to the bourgeoisie and even peasants following trends at a distance, but still uncomfortably close for the elites – a factor that Fernand Braudel regards as one of the main motors of changing fashion.<sup>[18]</sup>

In the 16th century, national differences were at their most pronounced. Ten 16th century portraits of German or Italian gentlemen may show ten entirely different hats. Albrecht Dürer illustrated the differences in his actual (or composite) contrast of Nuremberg and Venetian fashions at the close of the 15th century (*illustration, right*). The "Spanish style" of the late 16th century began the move back to synchronicity among upper-class Europeans, and after a struggle in the mid-17th century, French styles decisively took over leadership, a process completed in the 18th century.<sup>[19]</sup>

Though different textile colors and patterns changed from year to year,<sup>[20]</sup> the cut of a gentleman's coat and the length of his waistcoat, or the pattern to which a lady's dress was cut, changed more slowly. Men's fashions were largely derived from military models, and changes in a European male silhouette were galvanized in theaters of European war where gentlemen officers had opportunities to make notes of foreign styles such as the "Steinkirk" cravat or necktie.



Though there had been distribution of dressed dolls from France since the 16th century and Abraham Bosse had produced engravings of fashion in the 1620s, the pace of change picked up in the 1780s with increased publication of French engravings illustrating the latest Paris styles. By 1800, all Western Europeans were dressing alike (or thought they were); local variation became first a sign of provincial culture and later a badge of the conservative peasant.<sup>[22]</sup>

Although tailors and dressmakers were no doubt responsible for many innovations, and the textile industry certainly led many trends, the history of fashion design is normally understood to date from 1858 when the English-born Charles Frederick Worth opened the first true *haute couture* house in Paris. The Haute house was the name established by government for the fashion houses that met the standards of industry. These fashion houses have to adhere to standards such as keeping at least twenty employees engaged in making the clothes, showing two collections per year at fashion shows, and presenting a



Albrecht Dürer's drawing contrasts a well-turned out bourgeoisie from Nuremberg (left) with her counterpart from Venice. The Venetian lady's





Marie Antoinette, wife of Louis XVI, was a leader of fashion. Her choices, such as this 1783 white muslin dress called a *chemise à la Reine*, were highly influential and widely worn.<sup>[21]</sup>

Westerners began adopting a more formal, European style of clothing, creating the conservative yet fashionable dress, and promoting a certain number of patterns to costumers.<sup>[23]</sup> Since then, the idea of the fashion designer as a celebrity in his or her own right has become increasingly dominant.<sup>[24]</sup>

Although aspects of fashion can be feminine or masculine, some trends are androgynous.<sup>[25]</sup> The idea of unisex dressing originated in the 1960s when designers such as Pierre Cardin and Rudi Gernreich created garments, such as stretch jersey tunics or leggings, meant to be worn by both males and females. The impact of unisex expands more broadly to encompass various themes in fashion including androgyny, mass-market retail, and conceptual clothing.<sup>[26]</sup> The fashion trends of the 1970s, such as sheepskin jackets, flight jackets, duffel coats, and unstructured clothing influenced men to attend social gatherings without a tuxedo jacket and to accessorize in new ways. Some men's styles blended the sensuality and expressiveness despite the conservative trend, the growing gay-rights movement and an emphasis on youth allowed for a new freedom to experiment with style, fabrics such as wool crepe, which had previously been associated with women's attire was used by designers when creating male clothing.<sup>[27]</sup>

The four major current fashion capitals are acknowledged to be Paris, Milan, New York City, and London, which are all headquarters to the greatest fashion companies and are renowned for their major influence on global fashion. Fashion weeks are held in these cities, where designers exhibit their new clothing collections to audiences. A succession of major designers such as Coco Chanel and Yves Saint-Laurent have kept Paris as the center most watched by the rest of the world, although *haute couture* is now subsidized by the sale of ready-to-wear collections and perfume using the same branding.

Modern Westerners have a wide number of choices available in the selection of their clothes. What a person chooses to wear can reflect his or her personality or interests. When people who have high cultural status start to wear new or different clothes, a fashion trend may start. People who like or respect these people become influenced by their personal style and begin wearing similarly styled clothes. Fashions may vary considerably within a society according to age, social class, generation, occupation, and geography and may also vary over time. If an older person dresses according to the fashion young people use, he or she may look ridiculous in the eyes of both young and older people. The terms *fashionista* and *fashion victim* refer to someone who slavishly follows current fashions.

One can regard the system of sporting various fashions as a fashion language incorporating various fashion statements using a grammar of fashion. (Compare some of the work of Roland Barthes.)

In recent years, Asian fashion has become increasingly significant in local and global markets. Countries such as China, Japan, India, and Pakistan have traditionally had large textile industries, which have often been drawn upon by Western designers, but now Asian clothing styles are also gaining influence based on their own ideas.<sup>[28]</sup>

## Fashion industry

See also: *Clothing industry* and *Fashion show*

The notion of global fashion industry is a product of the modern age.<sup>[29]</sup> Prior to the mid-19th century, most clothing was custom-made. It was handmade for individuals, either as home production or on order from dressmakers and tailors. By the beginning of the 20th century—with the rise of new technologies such as the sewing machine, the rise of global capitalism and the development of the factory system of production, and the proliferation of retail outlets such as department stores—clothing had increasingly come to be mass-produced in standard sizes and sold at fixed prices.

Although the fashion industry developed first in Europe and America, as of 2017, it is an international and highly globalized industry, with clothing often designed in one country, manufactured in another, and sold worldwide. For example, an American fashion company might source fabric in China and have the clothes manufactured in Vietnam, finished in Italy, and shipped to a warehouse in the United States for distribution to retail outlets internationally. The fashion industry has long been one of the largest employers in the United States,<sup>[30]</sup> and it remains so in the 21st century. However, U.S. employment declined considerably as production increasingly moved overseas, especially to China. Because data on the fashion industry typically are reported for national economies and expressed in terms of the industry's many separate sectors, aggregate figures for world production of textiles and clothing are difficult to obtain. However, by any measure, the clothing industry accounts for a significant share of world economic output.<sup>[31]</sup> The fashion industry consists of four levels:

- the production of raw materials, principally fibers and textiles but also leather and fur.
- the production of fashion goods by designers, manufacturers, contractors, and others.
- retail sales
- various forms of advertising and promotion

These levels consist of many separate but interdependent sectors. These sectors are Textile Design and Production, Fashion Design and Manufacturing, Fashion Retailing, Marketing and Merchandising, Fashion Shows, and Media and Marketing. Each sector is devoted to the goal of satisfying consumer demand for apparel under conditions that enable participants in the industry to operate at a profit.<sup>[32]</sup>

## Fashion trend

Main articles: *Fashion trend* and *2010s in fashion*

Fashion trends are influenced by several factors including cinema, celebrities, climate, creative explorations, political, economical, social and technological. Examining these factors is called a PEST analysis. Fashion forecasters can use this information to help determine growth or decline of a particular trend. Fashion trends change daily; it can not stay unchanged

### Political influences

Not only did political events make a huge impact on fashion trends but also the political figure played a critical role in forecasting the fashion trend. For example, First Lady Jacqueline Kennedy was a fashionable icon of the early 1960s who led formal dressing trend. By wearing a Chanel suit, a structural Givenchy shift dress or a soft color Cassini coat with huge buttons, it created her elegant look and led a delicate trend.<sup>[33]</sup>

Furthermore, political revolution also made much impact on the fashion trend. For example, during the 1960s the economy had become wealthier, divorce rate was increasing and government approved the birth control pill. This revolution inspired younger generation to rebellion. In 1964, the leg-baring miniskirt has become a major fashion trend of the 1960s. Given that fashion designers began to experiment with the shapes of garment, loose sleeveless, micro-minis, flared skirts, and trumpet sleeves. In this case, mini-skirt trend became an icon of the 1960s.

Moreover, political movement built an impressive relationship with fashion trend. For instance, during Vietnam war, the youth of America made a movement that affected the whole country. In the 1960s, the fashion trend was full of fluorescent colors, prints patterns, bell-bottom jeans, fringed vests, and skirt became a protest outfit of the 1960s. This trend was called Hippie and it is still affecting current fashion trend.<sup>[34]</sup>

### Technology influences

Technology plays a large role in most aspects of today's society. Technological influences are growing more apparent in the fashion industry. Advances and new developments are shaping and creating current and future trends.

Developments such as wearable technology have become an important trend in fashion and will continue with advances such as clothing constructed with solar panels that charge devices and smart fabrics that enhance wearer comfort by changing color or texture based on environmental changes.<sup>[35]</sup>

The fashion industry is seeing how 3D printing technology has influenced designers such as Iris Van Herpen and Kimberly Ovitz. These designers have been heavily experimenting and developing 3D printed couture pieces. As the technology grows, the 3D printers will become more accessible to designers and eventually consumers, which could potentially shape the fashion industry entirely.

Internet technology such as online retailers and social media platforms have given way for trends to be identified, marketed and sold immediately.<sup>[36]</sup> Styles and trends are easily conveyed online to attract the trendsetters. Posts on Instagram or Facebook can easily increase awareness about new trends in fashion, which subsequently may create high demand for specific items or brands.<sup>[37]</sup> new "buy now button" technology can link these styles with direct sales.

Machine vision technology has been developed to track how fashions spread through society. The industry can now see the direct correlation on how fashion shows influence street-chic outfits. The effects can now be quantified and provide valuable feedback to fashion houses, designers and consumers regarding trends.<sup>[38]</sup>

Military technology has played an important role in the fashion industry. The camouflage pattern in clothing was developed to help military personnel be less visible to enemy forces. A trend emerged in the 1960s and camouflage fabric was introduced to street wear. The camouflage fabric trend disappeared and resurfaced several times since then. Camouflage started to appear in high fashion by the 1990s.<sup>[39]</sup> Designers such as Valentino, Dior and Dolce & Gabbana combined camouflage into their runway and ready-to-wear collections.

### Social influences

Fashion relates to social and cultural context of an environment. According to Matika,<sup>[40]</sup> "Elements of popular culture become fused when a person's trend is associated with a preference for a genre of music... like music, news or literature, fashion has been fused into everyday lives." Fashion is not only seen as pure aesthetic values; fashion is also a medium for performers to create an overall atmosphere and express their opinions altogether through music video. The latest music video 'Formation' by Beyoncé, according to Carlos,<sup>[41]</sup> "The pop star pays homage to her Creole root.... tracing the roots of the Louisiana cultural nerve center from the post-abolition era to present day, Beyoncé catalogs the evolution of the city's vibrant style and its tumultuous history all at once. Atop a New Orleans police car in a red-and-white Gucci high-collar dress and combat boots, she sits among the ruins of Hurricane Katrina, immediately implanting herself in the biggest national debate on police brutality and race relations in modern day."

Runway show is a reflection of fashion trend and a designer's thought. For designer like Vivienne Westwood, runway shows are a platform for her voice on politics and current events. For her AW15 menswear show, according to Water,<sup>[42]</sup> "where models with severely bruised faces channelled eco-warriors on a mission to save the planet." Another recent example is a staged feminist protest march for Chané's SS15 show, rioting models chanting words of empowerment with signs like "Feminist but feminine" and "Ladies first." According to Water,<sup>[42]</sup> "The show tapped into Chané's long history of championing female independence: founder Coco Chanel was a trailblazer for liberating the female body in the post-WWI era, introducing silhouettes that countered the restrictive corsets then in favour."

### Economic influences

Female: The fashion industry is high chopines make her look taller



Male and female fashion models on the runway, Los Angeles Fashion Week, 2008



Ivanka Trump (right) along with Japanese PM Shinzō Abe wearing Western-style business suits, 2017



Celebrities such as Britney Spears have popularised the concept of wearing underwear as outerwear.



## Circular economy [ edit ]

With increasing environmental awareness, the economic imperative to “Spend now, think later” is getting increasingly scrutinized.<sup>[43]</sup> Today's consumer tends to be more mindful about consumption, looking for just enough and better, more durable options. People have also become more conscious of the impact their everyday consumption has on the environment and society, and these initiatives are often described as a move towards *sustainable fashion*, yet critics argue a circular economy based on growth is an oxymoron, or an increasing spiral of consumption, rather than a utopian *cradle-to-cradle* circular solution.

In today's linear economical system, manufacturers extract resources from the earth to make products that will soon be discarded in landfills, on the other hand, under the circular model, the production of goods operates like systems in nature, where the waste and demise of a substance becomes the food and source of growth for something new. Companies such as MUD Jeans, which is based in the Netherlands employs a leasing scheme for jeans. This Dutch company “represents a new consuming philosophy that is about using instead of owning,” according to MUD's website. The concept also protects the company from volatile cotton prices. Consumers pay €7.50 a month for a pair of jeans; after a year, they can return the jeans to Mud, trade them for a new pair and start another year-long lease, or keep them. MUD is responsible for any repairs during the lease period.<sup>[43]</sup> Another ethical fashion company, Patagonia set up the first multi-seller branded store on eBay in order to facilitate secondhand sales; consumers who take the Common Threads pledge can sell in this store and have their gear listed on Patagonia.com's “Used Gear” section.<sup>[43]</sup>

## China's domestic spending [ edit ]

Consumption as a share of gross domestic product in China has fallen for six decades, from 76 percent in 1952 to 28 percent in 2011. China plans to reduce tariffs on a number of consumer goods and expand its 72-hour transit visa plan to more cities in an effort to stimulate domestic consumption.<sup>[44]</sup>

The announcement of import tax reductions follows changes in June 2015, when the government cut the tariffs on clothing, cosmetics and various other goods by half. Among the changes—easier tax refunds for overseas shoppers and accelerated openings of more duty-free shops in cities covered by the 72-hour visa scheme. The 72-hour visa was introduced in Beijing and Shanghai in January 2013 and has been extended to 18 Chinese cities.<sup>[44]</sup>

According to reports at the same time, Chinese consumer spending in other countries such as Japan has slowed even though the yen has dropped.<sup>[45]</sup> There is clearly a trend in the next 5 years that the domestic fashion market will show an increase.

## Consumers' needs [ edit ]

Consumers all have different needs and demands that have to be suited. A person's needs change frequently. An important factor to take into consideration when thinking of consumers' needs is the key demographics of the customer. Gender, age, income, and even profession can help a company better understand the needs of their customers.<sup>[46]</sup>

For example, a woman who is pregnant could be looking for diapers, baby strollers, and maternity clothes. Her needs would differ greatly from a woman with children that just went off to college or a teen entering high school.

Often consumers need to be told what they want. Fashion companies have to do their research to ensure they know their customers' needs before developing solutions. Steve Jobs said, “You've got to start with the customer experience and work backwards to the technology. You cannot start with the technology and try to figure out where you are going to sell it”.<sup>[47]</sup>

The best way to understand the consumers' needs and therefore predict fashion trends is through market research. There are two research methods: primary and secondary.<sup>[48]</sup> Secondary methods are taking other information that has already been collected, for example using a book or an article for research. Primary research is collecting data through surveys, interviews, observation, and/or focus groups.

Benefits of primary research is specific information about a fashion brand's consumer is explored. Surveys are helpful tools; questions can be open-ended or closed-ended. A negative factor surveys and interviews present is that the answers can be biased, due to wording in the survey or on face-to-face interactions. Focus groups, about 8 to 12 people, can be beneficial because several points can be addressed in depth. However, there are drawbacks to this tactic, too. With such a small sample size, it is hard to know if the greater public would react the same way as the focus group.<sup>[48]</sup> Observation can really help a company gain insight on what a consumer truly wants. There is less of a bias because consumers are just performing their daily tasks, not necessarily realizing they are being observed. For example, observing the public by taking street style photos of people, the consumer did not get dressed in the morning knowing that would have their photo taken necessarily. They just wear what they would normally wear. Through observation patterns can be seen, helping trend forecasters know what their target market needs and wants.

Knowing the needs of the consumers will increase a fashion companies' sales and profits. Through research and studying the consumers' lives the needs of the customer can be obtained and help fashion brands know what trends the consumers are ready for.

## Media [ edit ]

The media plays a significant role when it comes to fashion. For instance, an important part of fashion is *fashion journalism*. Editorial critique, guidelines, and commentary can be found on television and in magazines, newspapers, fashion websites, social networks, and fashion blogs. In recent years, fashion blogging and YouTube videos have become a major outlet for spreading trends and fashion tips, creating an online culture of sharing one's style on a website or Instagram account. Through these media outlets readers and viewers all over the world can learn about fashion, making it very accessible.<sup>[49]</sup>

At the beginning of the 20th century, fashion magazines began to include photographs of various fashion designs and became even more influential than in the past.<sup>[50]</sup> In cities throughout the world these magazines were greatly sought after and had a profound effect on public taste in clothing. Talented illustrators drew exquisite fashion plates for the publications which covered the most recent developments in fashion and beauty. Perhaps the most famous of these magazines was *La Gazette du Bon Ton*, which was founded in 1912 by Lucien Vogel and regularly published until 1925 (with the exception of the war years).<sup>[51]</sup>

*Vogue*, founded in the United States in 1892, has been the longest-lasting and most successful of the hundreds of fashion magazines that have come and gone. Increasing affluence after World War II and, most importantly, the advent of cheap color printing in the 1960s, led to a huge boost in its sales and heavy coverage of fashion in mainstream women's magazines, followed by men's magazines in the 1990s. One such example of *Vogue*'s popularity is the younger version, *Teen Vogue*, which covers clothing and trends that are targeted more toward the “fashionista on a budget”. *Haute couture* designers followed the trend by starting ready-to-wear and perfume lines which are heavily advertised in the magazines and now dwarf their original couture businesses. A recent development within fashion print media is the rise of text-based and critical magazines which aim to prove that fashion is not superficial, by creating a dialogue between fashion academia and the industry. Examples of this trend are: *Fashion Theory* (1997) and *Vestoj* (2009). Television coverage began in the 1950s with small fashion features. In the 1960s and 1970s, fashion segments on various entertainment shows became more frequent, and by the 1980s, dedicated fashion shows such as *Fashion Television* started to appear. *FashionTV* was the pioneer in this undertaking and has since grown to become the leader in both Fashion Television and new media channels. The Fashion Industry is beginning to promote their styles through Bloggers on social media's. Vogue specified Chiara Ferragni as “blogger of the moment” due to the rises of followers through her Fashion Blog, that became popular.<sup>[52]</sup>

A few days after the 2010 Fall Fashion Week in New York City came to a close, *The New Yorker's* Fashion Editor, Genevieve Tax, criticized the fashion industry for running on a seasonal schedule of its own, largely at the expense of real-world consumers. “Because designers release their fall collections in the spring and their spring collections in the fall, fashion magazines such as *Vogue* always and only look forward to the upcoming season, promoting parkas come September while issuing reviews on shorts in January”, she writes. “Savvy shoppers, consequently, have been conditioned to be extremely, perhaps impractically, farsighted with their buying”.<sup>[53]</sup>

The fashion industry has been the subject of numerous films and television shows, including the reality show *Project Runway* and the drama series *Ugly Betty*. Specific fashion brands have been featured in film, not only as product placement opportunities, but as bespoke items that have subsequently led to trends in fashion.<sup>[54]</sup>

Videos in general have been very useful in promoting the fashion industry. This is evident not only from television shows directly spotlighting the fashion industry, but also movies, events and music videos which showcase fashion statements as well as promote specific brands through product placements.

## Public relations and social media [ edit ]

Fashion public relations involves being in touch with a company's audiences and creating strong relationships with them, reaching out to media and initiating messages that project positive images of the company.<sup>[55]</sup> Social media plays an important role in modern-day fashion public relations; enabling practitioners to reach a wide range of consumers through various platforms.<sup>[56]</sup>

Building brand awareness and credibility is a key implication of good public relations. In some cases, great hype is built about new designers' collections before they are released into the market, due to the immense exposure generated by practitioners.<sup>[57]</sup> Social media, such as blogs, micro blogs, podcasts, photo and video sharing sites have all become increasingly important to fashion public relations.<sup>[58]</sup> The interactive nature of these platforms allows practitioners to engage and communicate with the public in real time, and tailor their clients' brand or campaign messages to the target audience. With blogging platforms such as Instagram, Tumblr, Wordpress, and other sharing sites, bloggers have emerged as expert fashion commentators, shaping brands and having a great impact on what is ‘on trend’.<sup>[59]</sup> Women in the fashion public relations industry such as Sweaty Betty PR founder Roxy Jacenko and Oscar de la Renta's PR girl Erika Beamman, have acquired copious followers on their social media sites, by providing a brand identity and a behind the scenes look into the companies they work for.

Social media is changing the way practitioners deliver messages.<sup>[16]</sup> as they are concerned with the media, and also customer relationship building.<sup>[60]</sup> PR practitioners must provide effective communication among all platforms, in order to engage the fashion public in an industry socially connected via online shopping.<sup>[61]</sup> Consumers have the ability to share their purchases on their personal social media pages (such as Facebook, Twitter, Instagram, etc.), and if practitioners deliver the brand message effectively and meet the needs of its public, word-of-mouth publicity will be generated and potentially provide a wide reach for the designer and their products.

## Anthropological perspective [ edit ]

Anthropology, the study of culture and human societies, studies fashion by asking why certain styles are deemed socially appropriate and others are not. A certain way is chosen and that becomes the fashion as defined by a certain people as a whole, so if a particular style has a meaning in an already occurring set of beliefs that style will become fashion.<sup>[62]</sup> According to Ted Polhemus and Lynn Procter, fashion can be described as adornment, of which there are two types: fashion and anti-fashion. Through the capitalization and commoditisation of clothing,



Red carpet fashion: Italian actors Gabriele Garko and Laura Torrisi wearing designer formal wear at Venice Film Festival, 2009



A tourist couple wearing casual clothes at Cumberland Island, 2015



Models posing in corporate office wear.



Latin dancers in their costumes. The woman is wearing backless dress with deep slits on its lower portion, while the man is wearing a shirt with top buttons open.



A see-through top worn along with pasties by a model at a fashion show in USA, 2017. Such fashion trends get popularised through media



A Brazilian model posing.



accessories, and shoes. etc., what once constituted anti-fashion becomes part of fashion as the lines between fashion and anti-fashion are blurred.<sup>[63]</sup>

The definition of fashion and anti-fashion is as follows: Anti-fashion is fixed and changes little over time. Anti-fashion is different depending on the cultural or social group one is associated with or where one lives, but within that group or locality the style changes little. Fashion is the exact opposite of anti-fashion. Fashion changes very quickly and is not affiliated with one group or area of the world but is spread out throughout the world wherever people can communicate easily with each other. For example, Queen Elizabeth II's 1953 coronation gown is an example of anti-fashion because it is traditional and does not change over any period whereas a gown from fashion designer Dior's collection of 1953 is fashion because the style will change every season as Dior comes up with a new gown to replace the old one. In the Dior gown the length, cut, fabric, and embroidery of the gown change from season to season. Anti-fashion is concerned with maintaining the status quo while fashion is concerned with social mobility. Time is expressed in terms of continuity in anti-fashion and as change in fashion. Fashion has changing modes of adornment while anti-fashion has fixed modes of adornment. Indigenous and peasant modes of adornment are an example of anti-fashion. Change in fashion is part of the larger system and is structured to be a deliberate change in style.<sup>[64]</sup>

Today, people in rich countries are linked to people in poor countries through the commoditization and consumption of what is called fashion. People work long hours in one area of the globe to produce things that people in another part of the globe are anxious to consume. An example of this is the chain of production and consumption of Nike shoes, which are produced in Taiwan and then purchased in North America. At the production end, there is nation-building a hard working ideology that leads people to produce and entices people to consume with a vast amount of goods for the offering<sup>[clarification needed]</sup>. Commodities are no longer just utilitarian but are fashionable, be they running shoes or sweat suits.<sup>[65]</sup>

The change from anti-fashion to fashion because of the influence of western consumer-driven civilization can be seen in eastern Indonesia. The ikat textiles of the Ngada area of eastern Indonesia are changing because of modernization and development. Traditionally, in the Ngada area there was no idea similar to that of the Western idea of fashion, but anti-fashion in the form of traditional textiles and ways to adorn oneself were widely popular. Textiles in Indonesia have played many roles for the local people. Textiles defined a person's rank and status, certain textiles indicated being part of the ruling class. People expressed their ethnic identity and social hierarchy through textiles. Because some Indonesians bartered ikat textiles for food, the textiles constituted economic goods, and as some textile design motifs had spiritual religious meanings, textiles were also a way to communicate religious messages.<sup>[66]</sup>

In eastern Indonesia, both the production and use of traditional textiles have been transformed as the production, use and value associated with textiles have changed due to modernization. In the past, women produced the textiles either for home consumption or to trade with others. Today, this has changed as most textiles are not being produced at home. Western goods are considered modern and are valued more than traditional goods, including the sarong, which retain a lingering association with colonialism. Now, sarongs are used only for rituals and ceremonial occasions, whereas western clothes are worn to church or government offices. Civil servants working in urban areas are more likely than peasants to make the distinction between western and traditional clothes. Following Indonesia's independence from the Dutch, people increasingly started buying factory made shirts and sarongs. In textile-producing areas the growing of cotton and production of naturally colored thread became obsolete. Traditional motifs on textiles are no longer considered the property of a certain social class or age group. Wives of government officials are promoting the use of traditional textiles in the form of western garments such as skirts, vests and blouses. This trend is also being followed by the general populace, and whoever can afford to hire a tailor is doing so to stitch traditional ikat textiles into western clothes. Thus, traditional textiles are now fashion goods and are no longer confined to the black, white and brown colour palette but come in array of colours. Traditional textiles are also being used in interior decorations and to make handbags, wallets and other accessories, which are considered fashionable by civil servants and their families. There is also a booming tourist trade in the eastern Indonesian city of Kupang where international as well as domestic tourists are eager to purchase traditionally printed western goods.<sup>[67]</sup>

The use of traditional textiles for fashion is becoming big business in eastern Indonesia, but these traditional textiles are losing their ethnic identity markers and are being used as an item of fashion.<sup>[68]</sup>

## Intellectual property [ edit ]

In the fashion industry, intellectual property is not enforced as it is within the film industry and music industry. Robert Glariston, an intellectual property expert, mentioned in a fashion seminar held in LA<sup>[which?]</sup> that "Copyright law regarding clothing is a current hot-button issue in the industry. We often have to draw the line between designers being inspired by a design and those outright stealing it in different places."<sup>[69]</sup> To take inspiration from others' designs contributes to the fashion industry's ability to establish clothing trends. For the past few years, WGSN has been a dominant source of fashion news and forecasts in encouraging fashion brands worldwide to be inspired by one another. Enticing consumers to buy clothing by establishing new trends is, some have argued, a key component of the industry's success. Intellectual property rules that interfere with this process of trend-making would, in this view, be counter-productive. On the other hand, it is often argued that the blatant theft of new ideas, unique designs, and design details by larger companies is what often contributes to the failure of many smaller or independent design companies.

Since fakes are distinguishable by their poorer quality, there is still a demand for luxury goods, and as only a trademark or logo can be copyrighted, many fashion brands make this one of the most visible aspects of the garment or accessory. In handbags, especially, the designer's brand may be woven into the fabric (or the lining fabric) from which the bag is made, making the brand an intrinsic element of the bag.

In 2005, the World Intellectual Property Organization (WIPO) held a conference calling for stricter intellectual property enforcement within the fashion industry to better protect small and medium businesses and promote competitiveness within the textile and clothing industries.<sup>[70][71]</sup>

## Political activism [ edit ]

There has been great debate about politics' place in fashion and traditionally, the fashion industry has maintained a rather apolitical stance.<sup>[72]</sup> Considering the U.S.'s political climate in the surrounding months of the 2016 presidential election, during 2017 fashion weeks in London, Milan, New York, Paris and São Paulo amongst others, many designers took the opportunity to take political stances leveraging their platforms and influence to reach the masses.<sup>[73][74]</sup>

Aiming to "amplify a greater message of unity, inclusion, diversity, and feminism in a fashion space", Mara Hoffman invited the founders of the *Women's March on Washington* to open her show which featured modern silhouettes of utilitarian wear, described by critics as "Made for a modern warrior" and "Clothing for those who still have work to do".<sup>[75]</sup> Prabal Gurung debuted his collection of T-shirts featuring slogans such as "The Future is Female", "We Will Not Be Silenced", and "Nevertheless She Persisted", with proceeds going to the ACLU, Planned Parenthood, and Gurung's own charity, "Shikshya Foundation Nepal".<sup>[72]</sup> Similarly, *The Business of Fashion* launched the *#TiedTogether* movement on Social Media, encouraging member of the industry from editors to models, to wear a white bandana advocating for "unity, solidarity, and inclusiveness during fashion week".<sup>[76]</sup>

Fashion may be used to promote a cause, such as to promote healthy behavior,<sup>[77]</sup> to raise money for a cancer cure,<sup>[78]</sup> or to raise money for local charities<sup>[79]</sup> such as the *Juvenile Protective Association*<sup>[80]</sup> or a children's hospice.<sup>[81]</sup>

One fashion cause is trashion, which is using trash to make clothes, jewelry, and other fashion items in order to promote awareness of pollution. There are a number of modern trashion artists such as Marina DeBris, Ann Wizer,<sup>[82]</sup> and Nancy Judd.<sup>[83]</sup>

## African-Americans in Fashion [ edit ]

African-Americans have used fashion through the years, to express themselves and their ideas.<sup>[84]</sup> It has grown and developed with time. African-American influencers often have been known to start trends though modern day social media, and even in past years they have been able to reach others with their fashion and style.

### Modern Day Fashion [ edit ]

Celebrities like Rihanna, Lupita Nyong'o, Zendaya, and Michelle Obama have been a few of the many fashion idols in the black female community. For men, Pharrell Williams, Kanye West, and Ice Cube have also helped define modern day fashion for black men. Today's fashion scene is not just clothes, but also hair and makeup. Recent trends have included the embracing of natural hair, traditional clothing worn with modern clothing, or traditional patterns used in modern clothing styles. All of these trends come with the long existing and persevering movement of "Black is Beautiful".

### Early American Fashion [ edit ]

In the mid to end of the 1900s, African American style changed and developed with the times. Around the 1950s is really when the black community was able to create their own distinct styles. The term "Sunday attire" was coined, communities emphasized "Correct" dress, it was especially important when "stepping out" for social occasions with community members, a habit that continues in the early 2000s.<sup>[85]</sup> Hair-dos and hairstyles also became a fashion statement, for example the "conk" which is hair that is slightly flattened and waved.<sup>[85]</sup> Afros also emerged and they were often used to symbolize the rejection of white beauty standards at the time.<sup>[86]</sup> Around the 1970s is when flashy costumes began to appear and black artists really started to define their presences through fashion. Around this time is also when movements started using fashion as one of their outlets.<sup>[86]</sup>

### Movements using Fashion [ edit ]

#### Civil Rights Movement [ edit ]

Black activists and supporters used fashion to express their solidarity and support of this civil rights movement. Supporters adorned symbolic clothing, accessories and hairstyles, usually native to Africa. Politics and fashion were fused together during this time and the use of these symbolic fashion statements sent a message to America and the rest of the world that African Americans were proud of their heritage.<sup>[86]</sup> They aimed to send an even stronger message that black is beautiful and they were not afraid to embrace their identities.<sup>[86]</sup> An example would the Kenle cloth, it is a brightly colored strip of cloth that is stitched and woven together to create different accessories.<sup>[86]</sup> This woven cloth of brightly colored strips of fabric became a strong symbolic representation of pride in African identity for African Americans of the 1960's and later. It was developed into what is called a dashiki, a flowing, loose fitting, tunic style shirt. This cloth became one of the most notorious symbols of this revolution.<sup>[87]</sup>

#### Black Panther Party [ edit ]

The Black Panther Party (BPP) was an essential piece of the Black Power movement that allowed members that were involved advocate for the African American race in different subjects like equality and politics. The BPP members wore a very distinctive uniform: a black leather jacket, black pants, light blue shirts, a black beret, an afro, dark sunglasses, and usually a fist in the air.<sup>[88]</sup> Their image gave off a very militant like feel to it. This notable uniform was established in 1966, but a different uniform was still in place before: just the sunglasses and leather jackets.<sup>[86]</sup> Each member wore this uniform at events, rallies, and in their day-to-day life. Very few members changed the essential parts of the outfit, but some added personal touches such as necklaces or other jewelry that was usually were a part of African culture.<sup>[87]</sup> The Black Panther uniform did succeeded in intimidating enemies and onlookers and clearly sent a message of black pride and power even though the initial intention of this party was to communicate solidarity among the Black Panther Party members.<sup>[88]</sup>

### Colorism in Fashion [ edit ]

Since the 1970's, fashion models of color, especially black men and women, have experienced an increase in discrimination in the fashion industry. In the years from 1970 to 1990, black designers and models were very successful, but as the 1990's came to an end, the fashion aesthetic changed and it did not include black models or designers.<sup>[89]</sup> In today's fashion, black models, influencers, and designers account for one of the smallest percentages of the industry.<sup>[89]</sup> There are many theories about this lack of diversity, that it can be attributed to the economic differences usually associated with race and class, or it can reflect the differences in arts education given to mostly black nonwealthy schools, and also blatant racism.



**Statistics** [edit]

A report from New York Fashion (Spring 2015) week found that while 79.69% of models on the runway were white, only 9.75% of models were black, 7.67% were Asian, and 2.12% were Latina. The lack of diversity also accounts for not only designers but models too, out of four hundred and seventy members of The Council of Fashion Designers of America (CFDA) only twelve of the members are black<sup>[90]</sup> From the same study on New York Fashion Week, it was shown that only 2.7% of the 260 designers presented were black men, and an even smaller percentage were black female designers.<sup>[90]</sup> Even the relationship between independent designers and retailers can show the racial gap, only 1% of designers stocked at department stores being people of color. It was also found that in editorial spreads, over eighty percent of models pictured were white and only nine percent were black models. These numbers have stayed stagnant over the past few years.<sup>[90]</sup>

**Tokenism** [edit]

Many fashion designers have come under fire over the years for what is known as tokenism. Designer or editors will add one or two members on an underrepresented group to help them appear as inclusive and diverse, and to also help them give the illusion that they have equality.<sup>[99]</sup> This idea of tokenism helps designers avoid accusations of racism, sexism, body shaming, etc.<sup>[99]</sup>

**Cultural Appropriation** [edit]

There are many examples of cultural appropriation in fashion. In many instances, designers can be found using aspects of culture inappropriately, in most cases taking traditional clothing from middle eastern, African, and Hispanic culture and adding it to their runway fashion.<sup>[91]</sup> Some examples are in a 2018 Gucci runway show, white models wore Sikh headdresses, causing a lot of backlash. Victoria's secret was also under fire for putting traditional native headdresses on their models during a lingerie runway show.

**See also** [edit]

- Digital fashion
- Designer clothing
- Dress code
- Fashion faux pas
- Fashion law
- Fetish fashion
- Fitness fashion
- History of Western fashion
- Index of fashion articles

- Loila fashion
- Modest fashion
- Punk fashion
- Red carpet fashion
- Suit (clothing)
- Sustainable fashion
- trashion
- Western dress codes
- Women's beachwear fashion



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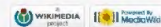
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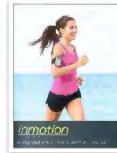
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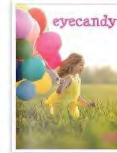
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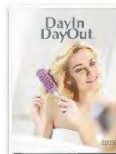
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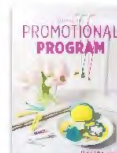
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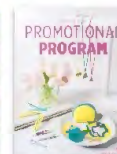
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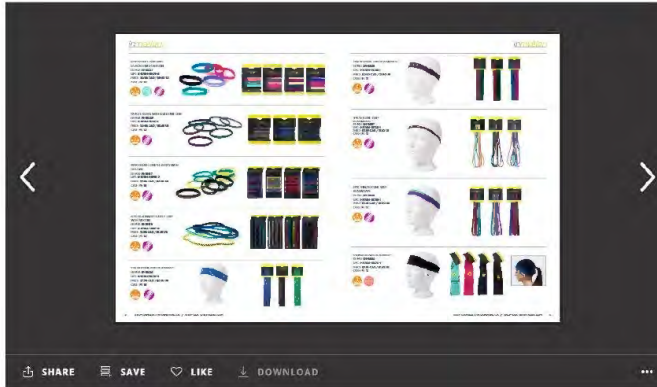


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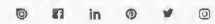
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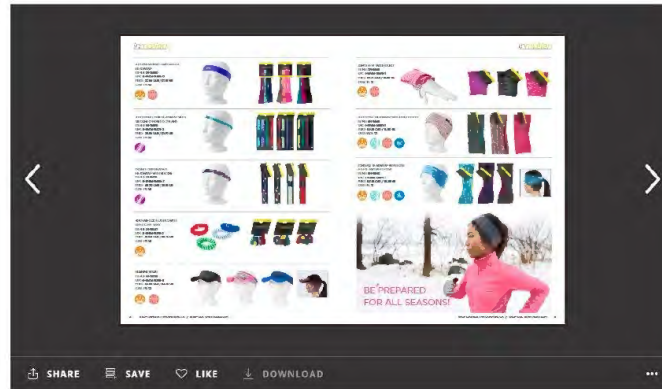
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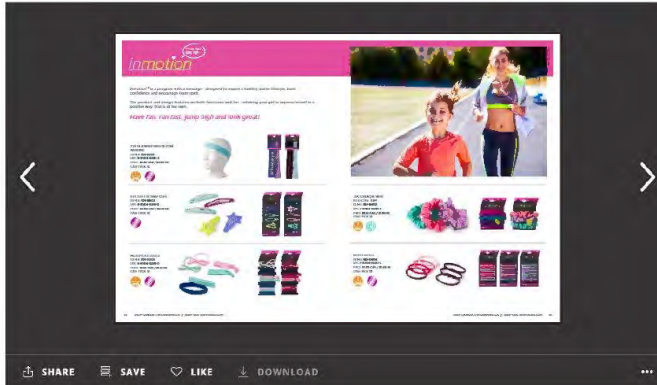
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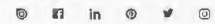
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Mark: LOVELY DOROTHY

LOVELY DOROTHY

US Serial Number: 85536996

Application Filing Date: Feb. 08, 2012

US Registration Number: 4322967

Registration Date: Apr. 23, 2013

Register: Principal

Mark Type: Trademark, Service Mark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Apr. 23, 2013

Publication Date: Feb. 05, 2013

---

## Mark Information

---

Mark Literal Elements: LOVELY DOROTHY

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: Headbands and wristbands, namely, face washing accessories made of terry for keeping hair and arms dry

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 12, 2010

Use in Commerce: Jul. 12, 2010

For: On-line retail store services in the field of beauty products

International Class(es): 035 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 12, 2010

Use in Commerce: Jul. 12, 2010

---

## 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: Lovely Dorothy, LLC

Owner Address: 2209 S. Crosscreek Ln.  
Boise, IDAHO 83706  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country IDAHO  
Where Organized:

---

## Attorney/Correspondence Information

---

### Attorney of Record

Attorney Name: Margaret N. McGann

Docket Number: 20141.001US5

Attorney Primary [ecf@parsonsbehle.com](mailto:ecf@parsonsbehle.com)  
Email Address:

Attorney Email No  
Authorized:

### Correspondent

Correspondent Margaret N. McGann  
Name/Address: PARSONS BEHLE & LATIMER  
201 S MAIN ST STE 1800  
SALT LAKE CITY, UTAH 84101-2001  
UNITED STATES

Phone: 8015321234

Fax: 2085624900

Correspondent e- [trademarks@parsonsbehle.com](mailto:trademarks@parsonsbehle.com)  
mail:

Correspondent e- Yes  
mail Authorized:

Domestic Representative - Not Found

---

## Prosecution History

---

| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Apr. 23, 2018 | COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED           |                   |
| Aug. 07, 2013 | TEAS CHANGE OF CORRESPONDENCE RECEIVED               |                   |
| Apr. 23, 2013 | REGISTERED-PRINCIPAL REGISTER                        |                   |
| Feb. 05, 2013 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED   |                   |
| Feb. 05, 2013 | PUBLISHED FOR OPPOSITION                             |                   |
| Jan. 16, 2013 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED       |                   |
| Dec. 28, 2012 | LAW OFFICE PUBLICATION REVIEW COMPLETED              | 74221             |
| Dec. 28, 2012 | ASSIGNED TO LIE                                      | 74221             |
| Dec. 11, 2012 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Dec. 10, 2012 | EXAMINER'S AMENDMENT ENTERED                         | 88888             |
| Dec. 10, 2012 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED         | 6328              |
| Dec. 10, 2012 | EXAMINERS AMENDMENT E-MAILED                         | 6328              |
| Dec. 10, 2012 | EXAMINERS AMENDMENT -WRITTEN                         | 88569             |
| Nov. 29, 2012 | TEAS/EMAIL CORRESPONDENCE ENTERED                    | 88889             |
| Nov. 28, 2012 | CORRESPONDENCE RECEIVED IN LAW OFFICE                | 88889             |
| Nov. 28, 2012 | TEAS RESPONSE TO OFFICE ACTION RECEIVED              |                   |
| May 30, 2012  | NOTIFICATION OF NON-FINAL ACTION E-MAILED            | 6325              |
| May 30, 2012  | NON-FINAL ACTION E-MAILED                            | 6325              |
| May 30, 2012  | NON-FINAL ACTION WRITTEN                             | 88569             |
| May 18, 2012  | ASSIGNED TO EXAMINER                                 | 88569             |
| Feb. 13, 2012 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |                   |
| Feb. 11, 2012 | 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. 23, 2013



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Mark: LOVELY GIRL

*Lovely Girl*

US Serial Number: 73237746

Application Filing Date: Nov. 02, 1979

US Registration Number: 1188706

Registration Date: Feb. 02, 1982

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Mar. 02, 2012

Publication Date: Nov. 10, 1981

---

## Mark Information

---

Mark Literal Elements: LOVELY GIRL

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Lining and Stippling Statement: The drawing is lined for the color red.

Design Search Code(s): 02.11.01 - Hearts excluding hearts as carriers or depicted on playing cards  
27.03.05 - Objects forming letters or numerals

---

## Related Properties Information

---

Claimed Ownership of US Registrations: 01563300

---

## 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: Ladies' and Girls' Clothing-Namely, Ladies' Blouses, Ladies' Pants, Including Ladies' Corduroy Pants, [ Ladies' Pant Sets,] Dresses and Skirts, Shirts and Sweaters

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 1979

Use in Commerce: Aug. 1979

---

## Basis Information (Case Level)

---

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

---

## Current Owner(s) Information

---

Owner Name: LOVELY GIRL EXCLUSIVE INC.

Owner Address: 141 N. BROADWAY  
MELROSE PARK, ILLINOIS UNITED STATES 60160

Legal Entity Type: CORPORATION

State or Country ILLINOIS  
Where Organized:

---

## Attorney/Correspondence Information

---

### Attorney of Record

Attorney Name: Angelo J. Bufalino

Docket Number: 00606.00.004

Attorney Primary [abufalino@vedderprice.com](mailto:abufalino@vedderprice.com)

Attorney Email Yes

Email Address:

Authorized:

### Correspondent

Correspondent Angelo J. Bufalino

Name/Address: Vedder Price P.C.  
222 North LaSalle Street - 24th Floor  
Chicago, ILLINOIS UNITED STATES 60601

Phone: 312-609-7850

Fax: 312-609-5005

Correspondent e-mail: [abufalino@vedderprice.com](mailto:abufalino@vedderprice.com)

Correspondent e-mail Authorized:

Domestic Representative - Not Found

---

## Prosecution History

---

| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Jun. 26, 2013 | AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP            |                   |
| Mar. 02, 2012 | NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED          |                   |
| Mar. 02, 2012 | REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)       | 70619             |
| Mar. 02, 2012 | REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED    | 70619             |
| Mar. 02, 2012 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL           | 70619             |
| Feb. 01, 2012 | TEAS SECTION 8 & 9 RECEIVED                            |                   |
| Mar. 24, 2008 | CASE FILE IN TICRS                                     |                   |
| Apr. 04, 2002 | REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)        |                   |
| Apr. 04, 2002 | REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED    |                   |
| Jan. 31, 2002 | REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED |                   |
| Feb. 06, 2002 | PAPER RECEIVED   |                   |
| Sep. 14, 1987 | REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.     |                   |
| Mar. 20, 1987 | REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED             |                   |
| Feb. 02, 1982 | REGISTERED-PRINCIPAL REGISTER                          |                   |
| Nov. 10, 1981 | PUBLISHED FOR OPPOSITION                               |                   |
| Nov. 10, 1981 | PUBLISHED FOR OPPOSITION                               |                   |

---

## TM Staff and Location Information

---

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Mar. 02, 2012

Generated on: This page was generated by TSDR on 2019-08-05 16:58:02 EDT

Mark: HUSTLE HONEY



US Serial Number: 85655012

Application Filing Date: Jun. 19, 2012

US Registration Number: 4607385

Registration Date: Sep. 16, 2014

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Supplemental

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Amended to No  
Principal Register:

Date Amended to Aug. 05, 2014  
Current Register:

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Sep. 16, 2014

Publication Date: Jan. 08, 2013

Notice of Allowance Date: Dec. 17, 2013

---

## Mark Information

---

Mark Literal Elements: HUSTLE HONEY

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of a capital cursive fancy "H" with the letters "ustle" and "oney" following the capital "H". A jar with honey dripping out from the top and sliding down the pot to about midway appears below the wording.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s): 03.23.07 - Beehives; Honeycombs

19.09.02 - Flasks with bulging or protruding sides; Bottles, jars or flasks with bulging, protruding or rounded sides; Jars with bulging or protruding sides  
19.09.25 - Other bottles, jars or flasks

---

## 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: Women's clothing, namely, shirts, dresses, skirts, blouses

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 15, 2012

Use in Commerce: Feb. 14, 2014

---

## Basis Information (Case Level)

---

|                           |                               |
|---------------------------|-------------------------------|
| <b>Filed Use:</b> No      | <b>Currently Use:</b> Yes     |
| <b>Filed ITU:</b> Yes     | <b>Currently ITU:</b> No      |
| <b>Filed 44D:</b> No      | <b>Currently 44E:</b> No      |
| <b>Filed 44E:</b> No      | <b>Currently 66A:</b> No      |
| <b>Filed 66A:</b> No      | <b>Currently No Basis:</b> No |
| <b>Filed No Basis:</b> No |                               |

## Current Owner(s) Information

**Owner Name:** Shiwoniku, Adekunle O  
**Owner Address:** 13229 S. 48st #2071  
Phoenix, ARIZONA UNITED STATES 85044  
**Legal Entity Type:** INDIVIDUAL **Citizenship:** UNITED STATES

## Attorney/Correspondence Information

**Attorney of Record - None**  
**Correspondent**

**Correspondent** SHIWONIKU, ADEKUNLE O  
**Name/Address:** SHIWONIKU, ADEKUNLE O  
4850 W Glendale Ave  
Glendale, ARIZONA UNITED STATES 85301  
**Phone:** 7635285323

**Domestic Representative - Not Found**

## Prosecution History

| Date          | Description                                       | Proceeding Number |
|---------------|---|-------------------|
| Sep. 16, 2014 | REGISTERED-SUPPLEMENTAL REGISTER                  |                   |
| Aug. 11, 2014 | ELECTRONIC RECORD REVIEW COMPLETE                 | 77975             |
| Aug. 08, 2014 | ON HOLD - ELECTRONIC RECORD REVIEW REQUIRED       |                   |
| Aug. 06, 2014 | NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED |                   |
| Aug. 05, 2014 | ALLOWED SUPPLEMENTAL REGISTER - SOU ACCEPTED      |                   |
| Aug. 05, 2014 | EXAMINER'S AMENDMENT ENTERED                      | 88888             |
| Aug. 05, 2014 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED      |                   |
| Aug. 05, 2014 | EXAMINERS AMENDMENT E-MAILED                      |                   |
| Aug. 05, 2014 | SU-EXAMINER'S AMENDMENT WRITTEN                   | 88577             |
| Aug. 04, 2014 | TEAS/EMAIL CORRESPONDENCE ENTERED                 | 66121             |
| Aug. 04, 2014 | CORRESPONDENCE RECEIVED IN LAW OFFICE             | 66121             |
| Jul. 25, 2014 | TEAS RESPONSE TO OFFICE ACTION RECEIVED           |                   |
| Jun. 03, 2014 | NOTIFICATION OF NON-FINAL ACTION E-MAILED         |                   |
| Jun. 03, 2014 | NON-FINAL ACTION E-MAILED                         |                   |
| Jun. 03, 2014 | SU - NON-FINAL ACTION - WRITTEN                   | 88577             |
| Jun. 02, 2014 | STATEMENT OF USE PROCESSING COMPLETE              | 69302             |
| Mar. 15, 2014 | USE AMENDMENT FILED                               | 69302             |
| Apr. 23, 2014 | ITU OFFICE ACTION ISSUED FOR DIVISIONAL REQUEST   | 69302             |
| Apr. 18, 2014 | CASE ASSIGNED TO INTENT TO USE PARALEGAL          | 69302             |
| Mar. 15, 2014 | TEAS REQUEST TO DIVIDE RECEIVED                   |                   |
| Mar. 15, 2014 | TEAS STATEMENT OF USE RECEIVED                    |                   |
| Mar. 15, 2014 | TEAS CHANGE OF CORRESPONDENCE RECEIVED            |                   |
| Dec. 17, 2013 | NOA E-MAILED - SOU REQUIRED FROM APPLICANT        |                   |
| Nov. 01, 2013 | NEW NOA TO ISSUE                                  | 76538             |
| Sep. 05, 2013 | NOTICE OF ALLOWANCE CANCELLED                     | 76538             |
| Oct. 18, 2013 | TEAS CHANGE OF CORRESPONDENCE RECEIVED            |                   |
| Oct. 18, 2013 | NOTICE OF REVIVAL - E-MAILED                      |                   |

|               |  |       |
|---------------|--|-------|
| Oct. 18, 2013 | PETITION TO REVIVE-GRANTED                           | 88889 |
| Oct. 18, 2013 | TEAS PETITION TO REVIVE RECEIVED                     |       |
| Oct. 07, 2013 | ABANDONMENT NOTICE MAILED - NO USE STATEMENT FILED   |       |
| Oct. 07, 2013 | ABANDONMENT - NO USE STATEMENT FILED                 | 99999 |
| Mar. 05, 2013 | NOA E-MAILED - SOU REQUIRED FROM APPLICANT           |       |
| Jan. 08, 2013 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED   |       |
| Jan. 08, 2013 | PUBLISHED FOR OPPOSITION                             |       |
| Dec. 19, 2012 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED       |       |
| Dec. 03, 2012 | LAW OFFICE PUBLICATION REVIEW COMPLETED              | 66121 |
| Nov. 29, 2012 | APPROVED FOR PUB - PRINCIPAL REGISTER                |       |
| Nov. 26, 2012 | EXAMINER'S AMENDMENT ENTERED                         | 88888 |
| Nov. 26, 2012 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED         | 6328  |
| Nov. 26, 2012 | EXAMINERS AMENDMENT E-MAILED                         | 6328  |
| Nov. 26, 2012 | EXAMINERS AMENDMENT -WRITTEN                         | 88577 |
| Nov. 26, 2012 | TEAS/EMAIL CORRESPONDENCE ENTERED                    | 66121 |
| Nov. 26, 2012 | CORRESPONDENCE RECEIVED IN LAW OFFICE                | 66121 |
| Nov. 13, 2012 | ASSIGNED TO LIE                                      | 66121 |
| Oct. 22, 2012 | TEAS RESPONSE TO OFFICE ACTION RECEIVED              |       |
| Oct. 04, 2012 | NOTIFICATION OF NON-FINAL ACTION E-MAILED            | 6325  |
| Oct. 04, 2012 | NON-FINAL ACTION E-MAILED                            | 6325  |
| Oct. 04, 2012 | NON-FINAL ACTION WRITTEN                             | 88577 |
| Oct. 04, 2012 | ASSIGNED TO EXAMINER                                 | 88577 |
| Jun. 28, 2012 | NOTICE OF DESIGN SEARCH CODE MAILED                  |       |
| Jun. 27, 2012 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |       |
| Jun. 22, 2012 | 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. 16, 2014

Generated on: This page was generated by TSDR on 2019-08-05 16:58:02 EDT

Mark: OH HONEY

OH HONEY

US Serial Number: 87838426

Application Filing Date: Mar. 17, 2018

US Registration Number: 5600519

Registration Date: Nov. 06, 2018

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. 06, 2018

Publication Date: Aug. 21, 2018

## Mark Information

Mark Literal Elements: OH HONEY

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: Graphic T-shirts

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 30, 2017

Use in Commerce: Apr. 01, 2017

## 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: MERCH STORES, LLC

DBA, AKA, Formerly: AKA dragqueenmerch.com

Owner Address: 19 Locust Road

NORTHPORT, NEW YORK 11768  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country: NEW YORK  
Where Organized:

---

## Attorney/Correspondence Information

---

Attorney of Record - None

Correspondent

Correspondent: MERCH STORES, LLC  
Name/Address: MERCH STORES, LLC  
19 LOCUST ROAD  
NORTHPORT, NEW YORK 11768  
UNITED STATES

Phone: 813-892-4508

Domestic Representative - Not Found

---

## Prosecution History

---

| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Nov. 06, 2018 | REGISTERED-PRINCIPAL REGISTER                        |                   |
| Aug. 21, 2018 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED   |                   |
| Aug. 21, 2018 | PUBLISHED FOR OPPOSITION                             |                   |
| Aug. 01, 2018 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED       |                   |
| Jul. 16, 2018 | ASSIGNED TO LIE                                      | 76568             |
| Jun. 29, 2018 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Jun. 29, 2018 | EXAMINER'S AMENDMENT ENTERED                         | 88888             |
| Jun. 29, 2018 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED         | 6328              |
| Jun. 29, 2018 | EXAMINERS AMENDMENT E-MAILED                         | 6328              |
| Jun. 29, 2018 | EXAMINERS AMENDMENT -WRITTEN                         | 72508             |
| Jun. 28, 2018 | TEAS/EMAIL CORRESPONDENCE ENTERED                    | 88889             |
| Jun. 28, 2018 | CORRESPONDENCE RECEIVED IN LAW OFFICE                | 88889             |
| Jun. 28, 2018 | TEAS RESPONSE TO OFFICE ACTION RECEIVED              |                   |
| Jun. 27, 2018 | NOTIFICATION OF NON-FINAL ACTION E-MAILED            | 6325              |
| Jun. 27, 2018 | NON-FINAL ACTION E-MAILED                            | 6325              |
| Jun. 27, 2018 | NON-FINAL ACTION WRITTEN                             | 72508             |
| Jun. 27, 2018 | ASSIGNED TO EXAMINER                                 | 72508             |
| Mar. 23, 2018 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |                   |
| Mar. 21, 2018 | NEW APPLICATION ENTERED IN TRAM                      |                   |

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## TM Staff and Location Information

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TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Nov. 06, 2018



Generated on: This page was generated by TSDR on 2019-08-05 16:58:02 EDT

Mark: CHARMED FOX

Charmed Fox

US Serial Number: 86669168

Application Filing Date: Jun. 20, 2015

US Registration Number: 4996297

Registration Date: Jul. 12, 2016

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jul. 12, 2016

Publication Date: Apr. 26, 2016

## Mark Information

Mark Literal Elements: CHARMED FOX

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: Clothing, namely, shirts, tops, sweaters, blouses, dresses, infant one piece clothing, T-shirts, tank tops, jumpers, skirts, pants, hooded sweatshirts, scarves, swimwear; Women's clothing, namely, shirts, dresses, skirts, blouses

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 19, 2011

Use in Commerce: Jul. 19, 2011

## 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: Beers, Julie

Owner Address: 3518 Laguna Shores Rd  
Corpus Christi, TEXAS 78418  
UNITED STATES

Legal Entity Type: INDIVIDUAL

Citizenship: UNITED STATES

---

## Attorney/Correspondence Information

---

Attorney of Record - None

Correspondent

Correspondent BEERS, JULIE  
Name/Address: Beers Julie  
3518 Laguna Shores Rd  
Corpus Christi, TEXAS 78418-3022  
UNITED STATES

Phone: 512-994-5282

Domestic Representative - Not Found

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## Prosecution History

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| Date          | Description   | Proceeding Number |
|---------------|---|-------------------|
| Jul. 12, 2016 | REGISTERED-PRINCIPAL REGISTER                                 |                   |
| Apr. 26, 2016 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED            |                   |
| Apr. 26, 2016 | PUBLISHED FOR OPPOSITION                                      |                   |
| Apr. 06, 2016 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED                |                   |
| Mar. 22, 2016 | LAW OFFICE PUBLICATION REVIEW COMPLETED                       | 73797             |
| Mar. 19, 2016 | APPROVED FOR PUB - PRINCIPAL REGISTER                         |                   |
| Mar. 17, 2016 | TEAS/EMAIL CORRESPONDENCE ENTERED                             | 73797             |
| Mar. 17, 2016 | CORRESPONDENCE RECEIVED IN LAW OFFICE                         | 73797             |
| Mar. 10, 2016 | ASSIGNED TO LIE   | 73797             |
| Feb. 28, 2016 | TEAS RESPONSE TO OFFICE ACTION RECEIVED                       |                   |
| Sep. 28, 2015 | NOTIFICATION OF EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED | 6326              |
| Sep. 28, 2015 | EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED                 | 6326              |
| Sep. 28, 2015 | COMBINED EXAMINER'S AMENDMENT/PRIORITY ACTION AUTOMATIC ENTRY | 67659             |
| Sep. 28, 2015 | EXAMINER'S AMENDMENT AND/OR PRIORITY ACTION - COMPLETED       | 67659             |
| Sep. 28, 2015 | ASSIGNED TO EXAMINER  | 67659             |
| Jun. 25, 2015 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM          |                   |
| Jun. 24, 2015 | NEW APPLICATION ENTERED IN TRAM                               |                   |

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## TM Staff and Location Information

---

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date In Location: Jul. 12, 2016

Generated on: This page was generated by TSDR on 2019-08-05 16:58:02 EDT

Mark: METRO FOX



US Serial Number: 87754997

Application Filing Date: Jan. 15, 2018

US Registration Number: 5613564

Registration Date: Nov. 20, 2018

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Nov. 20, 2018

Publication Date: Jun. 19, 2018

Notice of Allowance Date: Aug. 14, 2018

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## Mark Information

---

Mark Literal Elements: METRO FOX

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of an angular representation of a fox head silhouette, with the words "METRO FOX" contained within two stacked rectangles to the right of the design element.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s): 03.01.11 - Foxes

03.01.16 - Heads of cats, dogs, wolves, foxes, bears, lions, tigers

26.11.13 - Rectangles (exactly two rectangles); Two rectangles

26.11.16 - Rectangles touching or intersecting

26.11.21 - Rectangles that are completely or partially shaded

26.17.01 - Straight line(s), band(s) or bar(s); Bars, straight; Bands, straight; Lines, straight

26.17.05 - Horizontal line(s), band(s) or bar(s); Lines, horizontal; Bands, horizontal; Bars, horizontal

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## Goods and Services

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**Note:**

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

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

For: Graphic T-shirts

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 11, 2018

Use in Commerce: Jun. 11, 2018

---

## Basis Information (Case Level)

---

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

---

## Current Owner(s) Information

---

Owner Name: Burbach, Caleb

Owner Address: 427 Green Mill Lane  
Hudson, WISCONSIN UNITED STATES 54016

Legal Entity Type: INDIVIDUAL

Citizenship: UNITED STATES

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## Attorney/Correspondence Information

---

### Attorney of Record

Attorney Name: Karrie Gemignani Weaver

Docket Number: CB0001/TM

Attorney Primary Email Address: [karrieweaver@weaveriplaw.com](mailto:karrieweaver@weaveriplaw.com)

Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: KARRIE GEMIGNANI WEAVER  
WEAVER LEGAL AND CONSULTING LLC  
PO BOX 1350  
HUDSON, WISCONSIN UNITED STATES 54016

Phone: 612-386-0565

Fax: 8557106506

Correspondent e-mail: [karrieweaver@weaveriplaw.com](mailto:karrieweaver@weaveriplaw.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

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## Prosecution History

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| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Nov. 20, 2018 | REGISTERED-PRINCIPAL REGISTER                        |                   |
| Oct. 13, 2018 | NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED    |                   |
| Oct. 12, 2018 | ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED            |                   |
| Oct. 12, 2018 | ASSIGNED TO EXAMINER                                 | 78352             |
| Oct. 02, 2018 | STATEMENT OF USE PROCESSING COMPLETE                 | 66230             |
| Sep. 11, 2018 | USE AMENDMENT FILED                                  | 66230             |
| Oct. 02, 2018 | CASE ASSIGNED TO INTENT TO USE PARALEGAL             | 66230             |
| Sep. 11, 2018 | TEAS STATEMENT OF USE RECEIVED                       |                   |
| Aug. 14, 2018 | NOA E-MAILED - SOU REQUIRED FROM APPLICANT           |                   |
| Jun. 19, 2018 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED   |                   |
| Jun. 19, 2018 | PUBLISHED FOR OPPOSITION                             |                   |
| May 30, 2018  | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED       |                   |
| May 09, 2018  | ASSIGNED TO LIE                                      | 66121             |
| Apr. 28, 2018 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Apr. 26, 2018 | EXAMINER'S AMENDMENT ENTERED                         | 88888             |
| Apr. 26, 2018 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED         | 6328              |
| Apr. 26, 2018 | EXAMINERS AMENDMENT E-MAILED                         | 6328              |
| Apr. 26, 2018 | EXAMINERS AMENDMENT -WRITTEN                         | 93679             |
| Apr. 25, 2018 | ASSIGNED TO EXAMINER                                 | 93679             |
| Jan. 27, 2018 | NOTICE OF DESIGN SEARCH CODE E-MAILED                |                   |
| Jan. 26, 2018 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |                   |
| Jan. 18, 2018 | NEW APPLICATION ENTERED IN TRAM                      |                   |

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## TM Staff and Location Information

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**TM Staff Information - None**

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Oct. 12, 2018

Generated on: This page was generated by TSDR on 2019-08-05 16:58:02 EDT

Mark: THE BLUEBERRY HILL

The Blueberry Hill

US Serial Number: 87246035

Application Filing Date: Nov. 22, 2016

US Registration Number: 5236108

Registration Date: Jul. 04, 2017

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jul. 04, 2017

Publication Date: Apr. 18, 2017

## Mark Information

Mark Literal Elements: THE BLUEBERRY HILL

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: Hats for infants, babies, toddlers and children; Headbands; Headbands for clothing; Infant wear; Infants' trousers; Knit bottoms; Knitted caps; Tops for infants, toddlers, children, and adults; Bottoms for infants, toddlers, children, and adults; Children's and infant's apparel, namely, jumpers, overall sleepwear, pajamas, rompers and one-piece garments; Costumes for use in children's dress up play; Headbands for clothing; Headwear for infants, toddlers, children, and adults

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 13, 2011

Use in Commerce: Jan. 13, 2011

For: Bows for the hair; Hair bands; Hair bows; Hair clips; Hair bows

International Class(es): 026 - Primary Class

U.S Class(es): 037, 039, 040, 042, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 13, 2011

Use in Commerce: Jan. 13, 2011

## Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes



Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

---

## Current Owner(s) Information

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Owner Name: The Blueberry Hill

Owner Address: 1953 Hubbard Ave  
Salt Lake City, UTAH UNITED STATES 84108

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country UTAH  
Where Organized:

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## Attorney/Correspondence Information

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Attorney of Record - None

Correspondent

Correspondent Jennifer Davis  
Name/Address: The Blueberry Hill  
1953 Hubbard Ave  
Salt Lake City, UTAH UNITED STATES 84108

Phone: 801-979-3305

Domestic Representative - Not Found

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## Prosecution History

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| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Apr. 05, 2018 | WITHDRAWAL OF ATTORNEY GRANTED                       |                   |
| Apr. 05, 2018 | TEAS WITHDRAWAL OF ATTORNEY RECEIVED                 |                   |
| Apr. 05, 2018 | TEAS CHANGE OF CORRESPONDENCE RECEIVED               |                   |
| Jul. 04, 2017 | REGISTERED-PRINCIPAL REGISTER                        |                   |
| Apr. 18, 2017 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED   |                   |
| Apr. 18, 2017 | PUBLISHED FOR OPPOSITION                             |                   |
| Mar. 29, 2017 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED       |                   |
| Mar. 06, 2017 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Feb. 28, 2017 | ASSIGNED TO EXAMINER                                 | 77658             |
| Dec. 15, 2016 | TEAS CHANGE OF CORRESPONDENCE RECEIVED               |                   |
| Nov. 30, 2016 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |                   |
| Nov. 25, 2016 | NEW APPLICATION ENTERED IN TRAM                      |                   |

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## TM Staff and Location Information

---

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jul. 04, 2017

Generated on: This page was generated by TSDR on 2019-08-05 16:58:01 EDT

Mark: BLUEBERRY



US Serial Number: 87807350

Application Filing Date: Feb. 22, 2018

US Registration Number: 5575175

Registration Date: Oct. 02, 2018

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. 02, 2018

Publication Date: Jul. 17, 2018

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## Mark Information

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Mark Literal Elements: BLUEBERRY

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of the word "blueberry" in a stylized font with 2 leaves over the first letter "e", which is superimposed on a circle to represent the shape of a blueberry fruit with leaves.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s): 05.03.08 - More than one leaf, including scattered leaves, bunches of leaves not attached to branches  
05.03.25 - Leaf, single; Other leaves  
05.09.03 - Oranges, tangerines and the like; grapefruit  
26.01.11 - Circles comprised of plants; Circles comprised of punctuation; Circles comprised of letters or numerals; Circles comprised of humans; Letters, numerals, punctuation, geometric figures, objects, humans, plants or animals comprising a circle; Circles comprised of animals; Circles comprised of geometric figures

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## Goods and Services

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**Note:**

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

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

For: Infant cloth diapers

International Class(es): 005 - Primary Class

U.S Class(es): 006, 018, 044, 046, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: May 01, 2006

Use in Commerce: May 01, 2006

For: Baby bibs not of paper; Cloth bibs; Non-disposable cloth training pants

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: May 01, 2006

Use in Commerce: May 01, 2006

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## Basis Information (Case Level)

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

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## Current Owner(s) Information

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**Owner Name:** Triple 8 Corporation  
**Owner Address:** 11245 Threadstone Ln  
Knoxville, TENNESSEE 37932  
UNITED STATES  
**Legal Entity Type:** CORPORATION  
**State or Country Where Organized:** TENNESSEE

---

## Attorney/Correspondence Information

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**Attorney of Record - None**  
**Correspondent**

**Correspondent Name/Address:** MARGARITA MCCLURE  
TRIPLE 8 CORPORATION  
11245 THREADSTONE LN  
KNOXVILLE, TENNESSEE 37932  
UNITED STATES  
**Phone:** 865-705-8986

**Domestic Representative - Not Found**

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## Prosecution History

---

| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Oct. 02, 2018 | REGISTERED-PRINCIPAL REGISTER                        |                   |
| Jul. 17, 2018 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED   |                   |
| Jul. 17, 2018 | PUBLISHED FOR OPPOSITION                             |                   |
| Jun. 27, 2018 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED       |                   |
| Jun. 12, 2018 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Jun. 06, 2018 | ASSIGNED TO EXAMINER                                 | 83173             |
| Mar. 01, 2018 | NOTICE OF DESIGN SEARCH CODE E-MAILED                |                   |
| Feb. 28, 2018 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |                   |
| Feb. 26, 2018 | 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:** Oct. 02, 2018

Generated on: This page was generated by TSDR on 2019-08-05 16:58:01 EDT

Mark: BANDANA SOUL

Bandana Soul

US Serial Number: 87385459

Application Filing Date: Mar. 24, 2017

US Registration Number: 5338784

Registration Date: Nov. 21, 2017

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Nov. 21, 2017

Publication Date: Sep. 05, 2017

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## Mark Information

---

Mark Literal Elements: BANDANA SOUL

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "BANDANA"

---

## 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: Bandanas; Headbands

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 06, 2016

Use In Commerce: Oct. 06, 2016

---

## Basis Information (Case Level)

---

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

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## Current Owner(s) Information

---

**Owner Name:** ESF Minerals LLC

**DBA, AKA, Formerly:** DBA SILVERFOX USA

**Owner Address:** 16192 Coastal Highway  
Lewes, DELAWARE UNITED STATES 19958

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country** DELAWARE  
**Where Organized:**

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## Attorney/Correspondence Information

---

**Attorney of Record - None**

**Correspondent**

**Correspondent Name/Address:** ESF MINERALS LLC  
ESF MINERALS LLC  
16192 COASTAL HIGHWAY  
LEWES, DELAWARE UNITED STATES 19958

**Phone:** 5622430714

**Fax:** 5622430714

**Domestic Representative - Not Found**

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## Prosecution History

---

| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Nov. 21, 2017 | REGISTERED-PRINCIPAL REGISTER                        |                   |
| Sep. 05, 2017 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED   |                   |
| Sep. 05, 2017 | PUBLISHED FOR OPPOSITION                             |                   |
| Aug. 16, 2017 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED       |                   |
| Jul. 27, 2017 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Jul. 26, 2017 | TEAS/EMAIL CORRESPONDENCE ENTERED                    | 88889             |
| Jul. 24, 2017 | CORRESPONDENCE RECEIVED IN LAW OFFICE                | 88889             |
| Jul. 24, 2017 | TEAS RESPONSE TO OFFICE ACTION RECEIVED              |                   |
| Jun. 19, 2017 | NOTIFICATION OF NON-FINAL ACTION E-MAILED            | 6325              |
| Jun. 19, 2017 | NON-FINAL ACTION E-MAILED                            | 6325              |
| Jun. 19, 2017 | NON-FINAL ACTION WRITTEN                             | 73362             |
| Jun. 16, 2017 | ASSIGNED TO EXAMINER                                 | 73362             |
| Mar. 30, 2017 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |                   |
| Mar. 28, 2017 | NEW APPLICATION ENTERED IN TRAM                      |                   |

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## TM Staff and Location Information

---

**TM Staff Information - None**

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Nov. 21, 2017

Generated on: This page was generated by TSDR on 2019-08-05 16:58:01 EDT

Mark: SOUL WANDERER & CO.

Soul Wanderer & Co.

US Serial Number: 87924748

Application Filing Date: May 17, 2018

US Registration Number: 5654518

Registration Date: Jan. 15, 2019

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: Jan. 15, 2019

Publication Date: Oct. 30, 2018

---

## Mark Information

---

Mark Literal Elements: SOUL WANDERER & CO.

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "& CO."

---

## 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: T-shirts for adults, children, women, men

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 15, 2018

Use In Commerce: Apr. 23, 2018

---

## 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: Juan Cano

DBA, AKA, Formerly: AKA Soul Wanderer & Co.



**Owner Address:** 14815 SW 137TH St  
Miami, FLORIDA 33196  
UNITED STATES

**Legal Entity Type:** INDIVIDUAL

**Citizenship:** UNITED STATES

**Owner Name:** Cabello, Javier

**DBA, AKA, Formerly:** AKA Soul Wanderer & Co.

**Owner Address:** 14815 SW 137 St  
MIAMI, FLORIDA 33196  
UNITED STATES

**Legal Entity Type:** INDIVIDUAL

**Citizenship:** UNITED STATES

## Attorney/Correspondence Information

**Attorney of Record - None**

**Correspondent**

**Correspondent Name/Address:** JUAN CANO  
14815 SW 137TH ST  
MIAMI, FLORIDA 33196  
UNITED STATES  
**Phone:** 786-473-6521

**Domestic Representative - Not Found**

## Prosecution History

| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Jan. 15, 2019 | REGISTERED-PRINCIPAL REGISTER                        |                   |
| Oct. 30, 2018 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED   |                   |
| Oct. 30, 2018 | PUBLISHED FOR OPPOSITION                             |                   |
| Oct. 10, 2018 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED       |                   |
| Sep. 25, 2018 | LAW OFFICE PUBLICATION REVIEW COMPLETED              | 68552             |
| Sep. 25, 2018 | ASSIGNED TO LIE                                      | 68552             |
| Sep. 12, 2018 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Sep. 12, 2018 | EXAMINER'S AMENDMENT ENTERED                         | 88888             |
| Sep. 12, 2018 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED         | 6328              |
| Sep. 12, 2018 | EXAMINERS AMENDMENT E-MAILED                         | 6328              |
| Sep. 12, 2018 | EXAMINERS AMENDMENT -WRITTEN                         | 77876             |
| Sep. 10, 2018 | ASSIGNED TO EXAMINER                                 | 77876             |
| May 24, 2018  | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |                   |
| May 21, 2018  | 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:** Jan. 15, 2019

Generated on: This page was generated by TSDR on 2019-08-05 16:58:01 EDT

Mark: THE FAIRY FACTORY

The Fairy Factory

US Serial Number: 86313719

Application Filing Date: Jun. 18, 2014

US Registration Number: 4767294

Registration Date: Jul. 07, 2015

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jul. 07, 2015

Publication Date: Apr. 21, 2015

## Mark Information

Mark Literal Elements: THE FAIRY FACTORY

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: Fascinators, plastic headbands, elastic headbands, and tieback headbands

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 01, 2009

Use in Commerce: Sep. 01, 2009

For: Hair accessories, namely, hair clips and hair bows

International Class(es): 026 - Primary Class

U.S Class(es): 037, 039, 040, 042, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 01, 2009

Use in Commerce: Sep. 01, 2009

## Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

---

## Current Owner(s) Information

---

Owner Name: The Fairy Factory

Composed of: Christine Tolson, USA

Owner Address: 5611 Schoolfield Ct  
Centreville, VIRGINIA UNITED STATES 20120

Legal Entity Type: SOLE PROPRIETORSHIP

State or Country: VIRGINIA  
Where Organized:

---

## Attorney/Correspondence Information

---

Attorney of Record - None

Correspondent

Correspondent: THE FAIRY FACTORY  
Name/Address: 5611 SCHOOLFIELD CT  
CENTREVILLE, VIRGINIA UNITED STATES 20120-2963

Phone: 7037090397

Domestic Representative - Not Found

---

## Prosecution History

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| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Jul. 07, 2015 | REGISTERED-PRINCIPAL REGISTER                        |                   |
| Jun. 26, 2015 | ASSIGNED TO EXAMINER                                 | 88572             |
| Apr. 21, 2015 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED   |                   |
| Apr. 21, 2015 | PUBLISHED FOR OPPOSITION                             |                   |
| Apr. 01, 2015 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED       |                   |
| Mar. 17, 2015 | LAW OFFICE PUBLICATION REVIEW COMPLETED              | 73797             |
| Mar. 16, 2015 | ASSIGNED TO LIE                                      | 73797             |
| Feb. 24, 2015 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Feb. 24, 2015 | TEAS/EMAIL CORRESPONDENCE ENTERED                    | 88889             |
| Feb. 24, 2015 | CORRESPONDENCE RECEIVED IN LAW OFFICE                | 88889             |
| Feb. 24, 2015 | TEAS RESPONSE TO OFFICE ACTION RECEIVED              |                   |
| Sep. 25, 2014 | NOTIFICATION OF NON-FINAL ACTION E-MAILED            | 6325              |
| Sep. 25, 2014 | NON-FINAL ACTION E-MAILED                            | 6325              |
| Sep. 25, 2014 | NON-FINAL ACTION WRITTEN                             | 88569             |
| Sep. 25, 2014 | ASSIGNED TO EXAMINER                                 | 88569             |
| Jun. 26, 2014 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |                   |
| Jun. 21, 2014 | NEW APPLICATION ENTERED IN TRAM                      |                   |

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## TM Staff and Location Information

---

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jul. 07, 2015

Generated on: This page was generated by TSDR on 2019-08-05 16:58:01 EDT

Mark: DHARMA FAIRY

DHARMA FAIRY

US Serial Number: 76137248

Application Filing Date: Sep. 22, 2000

US Registration Number: 2646748

Registration Date: Nov. 05, 2002

Register: Principal

Mark Type: Trademark, Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Nov. 30, 2012

Publication Date: Apr. 09, 2002

Notice of Allowance Date: Jul. 02, 2002

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## Mark Information

---

Mark Literal Elements: DHARMA FAIRY

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

---

## Goods and Services

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### Note:

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

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

For: Computer software for use in facilitating the development of foreign language capabilities of babies, infants and toddlers; pre-recorded multimedia video tapes, compact disks, CD-ROMs and DVDs featuring entertainment and instruction for developing the foreign language capabilities of babies, infants and toddlers

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 06, 2001

Use in Commerce: Sep. 06, 2001

For: Books and printed matter, namely, flash cards, and printed instructional, educational and teaching materials to develop the foreign language capabilities of babies, infants and toddlers

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: Sep. 06, 2001

Use in Commerce: Sep. 06, 2001

For: Baby-oriented tote bags and backpacks

International Class(es): 018 - Primary Class

U.S Class(es): 001, 002, 003, 022, 041

Class Status: ACTIVE

**Basis:** 1(a)

**First Use:** Sep. 06, 2001

**Use in Commerce:** Sep. 06, 2001

**For:** Clothing for babies, infants and toddlers, namely, t-shirts, sweatshirts and hats

**International Class(es):** 025 - Primary Class

**U.S Class(es):** 022, 039

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Sep. 06, 2001

**Use in Commerce:** Sep. 06, 2001

**For:** Dolls and doll accessories; games and playthings, namely a card game in the nature of a memory game to develop the foreign language capabilities of babies, infants and toddlers

**International Class(es):** 028 - Primary Class

**U.S Class(es):** 022, 023, 038, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Sep. 06, 2001

**Use in Commerce:** Sep. 06, 2001

**For:** Providing educational information in the field of languages and language instruction for babies, infants and toddlers over the internet

**International Class(es):** 041 - Primary Class

**U.S Class(es):** 100, 101, 107

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Aug. 27, 2001

**Use in Commerce:** Aug. 27, 2001

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** Yes

**Filed ITU:** Yes

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** FLUENT BABY, INC.

**Owner Address:** P.O. BOX 61053  
Palo Alto, CALIFORNIA UNITED STATES 94306

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** CALIFORNIA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** HAROLD J. MILSTEIN

**Docket Number:** 19PV-140126

**Attorney Primary Email Address:** [svtmdocketing@sheppardmullin.com](mailto:svtmdocketing@sheppardmullin.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** HAROLD J. MILSTEIN  
SHEPPARD MULLIN RICHTER & HAMPTON LLP  
379 Lytton Avenue  
Palo Alto, CALIFORNIA UNITED STATES 94301

**Phone:** 650-815-2600

**Fax:** 650-815-2601

**Correspondent e-mail:** [svtmdocketing@sheppardmullin.com](mailto:svtmdocketing@sheppardmullin.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

| Date          | Description   | Proceeding<br>Number |
|---------------|---|----------------------|
| Nov. 30, 2012 | NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED       |                      |
| Nov. 30, 2012 | REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)     | 68973                |
| Nov. 30, 2012 | REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED | 68973                |
| Nov. 29, 2012 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL        | 68973                |
| Nov. 02, 2012 | TEAS SECTION 8 & 9 RECEIVED                         |                      |
| Nov. 01, 2008 | REGISTERED - SEC. 8 (6-YR) ACCEPTED                 | 60132                |
| Oct. 23, 2008 | ASSIGNED TO PARALEGAL                               | 60132                |
| Oct. 21, 2008 | TEAS SECTION 8 RECEIVED                             |                      |
| Sep. 23, 2008 | TEAS CHANGE OF CORRESPONDENCE RECEIVED              |                      |
| Jan. 25, 2008 | CASE FILE IN TICRS                                  |                      |
| Nov. 05, 2002 | REGISTERED-PRINCIPAL REGISTER                       |                      |
| Aug. 27, 2002 | ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED           |                      |
| Aug. 26, 2002 | ASSIGNED TO EXAMINER                                | 76927                |
| Aug. 21, 2002 | STATEMENT OF USE PROCESSING COMPLETE                |                      |
| Jul. 23, 2002 | USE AMENDMENT FILED                                 |                      |
| Jul. 23, 2002 | PAPER RECEIVED                                      |                      |
| Jul. 02, 2002 | NOA MAILED - SOU REQUIRED FROM APPLICANT            |                      |
| Apr. 09, 2002 | PUBLISHED FOR OPPOSITION                            |                      |
| Mar. 20, 2002 | NOTICE OF PUBLICATION                               |                      |
| Nov. 29, 2001 | APPROVED FOR PUB - PRINCIPAL REGISTER               |                      |
| Sep. 20, 2001 | CORRESPONDENCE RECEIVED IN LAW OFFICE               |                      |
| Mar. 29, 2001 | NON-FINAL ACTION MAILED                             |                      |
| Mar. 28, 2001 | ASSIGNED TO EXAMINER                                | 76927                |

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## TM Staff and Location Information

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TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Nov. 30, 2012



Generated on: This page was generated by TSDR on 2019-08-05 16:58:01 EDT

Mark: ULTRA COMFORT

ULTRA COMFORT

US Serial Number: 77169293

Application Filing Date: Apr. 30, 2007

US Registration Number: 3487107

Registration Date: Aug. 19, 2008

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Jun. 29, 2018

Publication Date: Feb. 26, 2008

---

## Mark Information

---

Mark Literal Elements: ULTRA COMFORT

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

Acquired Distinctiveness Claim: In whole

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## Related Properties Information

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Claimed Ownership of US Registrations: 2633666

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## Goods and Services

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**Note:**

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

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

For: Headbands

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 1999

Use in Commerce: Oct. 1999

---

## 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:** The Finest Accessories, Inc.  
**Owner Address:** 349 East Third Street  
North Bend, WASHINGTON 98045  
UNITED STATES  
**Legal Entity Type:** CORPORATION  
**State or Country:** WASHINGTON  
**Where Organized:**

---

## Attorney/Correspondence Information

---

**Attorney Name:** PATCHEN M. HAGGERTY  
**Attorney Primary Email Address:** [pctrademarks@perkinscoie.com](mailto:pctrademarks@perkinscoie.com)  
**Attorney of Record:**  
**Docket Number:** 112643.4000.  
**Attorney Email Authorized:** Yes  
**Correspondent:**  
**Correspondent Name/Address:** PATCHEN M. HAGGERTY  
Perkins Coie LLP  
1201 Third Avenue, Suite 4900  
Seattle, WASHINGTON 98101-3099  
UNITED STATES  
**Phone:** (206) 359-8000  
**Fax:** (206) 359-9000  
**Correspondent e-mail:** [pctrademarks@perkinscoie.com](mailto:pctrademarks@perkinscoie.com)  
**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

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## Prosecution History

---

| Date          | Description   | Proceeding Number |
|---------------|---|-------------------|
| Jun. 29, 2018 | NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED       |                   |
| Jun. 29, 2018 | REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)     | 66607             |
| Jun. 29, 2018 | REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED | 66607             |
| Jun. 29, 2018 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL        | 66607             |
| Jun. 18, 2018 | TEAS SECTION 8 & 9 RECEIVED                         |                   |
| Aug. 19, 2017 | COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED  |                   |
| Mar. 13, 2014 | NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED      |                   |
| Mar. 13, 2014 | REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.  | 69471             |
| Feb. 21, 2014 | REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED          | 69471             |
| Mar. 13, 2014 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL        | 69471             |
| Feb. 25, 2014 | TEAS CHANGE OF CORRESPONDENCE RECEIVED              |                   |
| Feb. 21, 2014 | TEAS SECTION 8 & 15 RECEIVED                        |                   |
| Aug. 19, 2008 | REGISTERED-PRINCIPAL REGISTER                       |                   |
| Jul. 11, 2008 | EXTENSION OF TIME TO OPPOSE PROCESS - TERMINATED    |                   |
| Mar. 26, 2008 | EXTENSION OF TIME TO OPPOSE RECEIVED                |                   |
| Feb. 26, 2008 | PUBLISHED FOR OPPOSITION                            |                   |
| Feb. 06, 2008 | NOTICE OF PUBLICATION                               |                   |
| Jan. 22, 2008 | LAW OFFICE PUBLICATION REVIEW COMPLETED             | 69712             |
| Jan. 22, 2008 | ASSIGNED TO LIE                                     | 69712             |
| Dec. 07, 2007 | APPROVED FOR PUB - PRINCIPAL REGISTER               |                   |
| Nov. 30, 2007 | TEAS/EMAIL CORRESPONDENCE ENTERED                   | 88889             |
| Nov. 30, 2007 | CORRESPONDENCE RECEIVED IN LAW OFFICE               | 88889             |
| Nov. 30, 2007 | TEAS RESPONSE TO OFFICE ACTION RECEIVED             |                   |
| Nov. 14, 2007 | ASSIGNED TO EXAMINER                                | 74786             |
| Aug. 27, 2007 | NOTIFICATION OF NON-FINAL ACTION E-MAILED           | 6325              |
| Aug. 27, 2007 | NON-FINAL ACTION E-MAILED                           | 6325              |
| Aug. 27, 2007 | NON-FINAL ACTION WRITTEN                            | 81850             |
| Aug. 13, 2007 | ASSIGNED TO EXAMINER                                | 81850             |

---

## Maintenance Filings or Post Registration Information

---

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Aug. 19, 2018

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## TM Staff and Location Information

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TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Jun. 29, 2018

Generated on: This page was generated by TSDR on 2019-08-05 16:58:01 EDT

Mark: COMFORT ZONE

COMFORT ZONE

US Serial Number: 76566589

Application Filing Date: Dec. 23, 2003

US Registration Number: 3107267

Registration Date: Jun. 20, 2006

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Nov. 10, 2015

Publication Date: Jun. 14, 2005

Notice of Allowance Date: Sep. 06, 2005

---

## Mark Information

---

Mark Literal Elements: COMFORT ZONE

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: Fabrics, namely, polyester, cotton blends composed of cotton, wool and polyester, blends composed of cotton and polyester, blends composed of rayon and polyester

International Class(es): 024 - Primary Class

U.S Class(es): 042, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 2004

Use in Commerce: Feb. 2004

For: Apparel, namely, uniforms to law enforcement agencies, public or private; waistbands; and shirt collars

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 2004

Use in Commerce: Feb. 2004

---

## Basis Information (Case Level)

---

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

---

## Current Owner(s) Information

---

**Owner Name:** Liberty Uniform Manufacturing Co., Inc.

**Owner Address:** New York  
Syosset, NEW YORK UNITED STATES 11791

**Legal Entity Type:** CORPORATION

**State or Country** NEW YORK

**Where Organized:**

---

## Attorney/Correspondence Information

---

### Attorney of Record

**Attorney Name:** Thomas L. Moses

**Docket Number:** LUM-002

**Attorney Primary** [tmoses@seiplaw.com](mailto:tmoses@seiplaw.com)  
**Email Address:**

**Attorney Email** Yes  
**Authorized:**

### Correspondent

**Correspondent** Thomas L. Moses  
**Name/Address:** Southeast IP Group, LLC  
P.O. Box 14156  
Greenville, SOUTH CAROLINA UNITED STATES 29610

**Phone:** 864-509-1905

**Correspondent e-mail:** [tmoses@seiplaw.com](mailto:tmoses@seiplaw.com) [khardin@seiplaw.com](mailto:khardin@seiplaw.com)

**Correspondent e-mail** Authorized: Yes

**Domestic Representative - Not Found**

---

## Prosecution History

---

| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Apr. 13, 2016 | TEAS CHANGE OF CORRESPONDENCE RECEIVED                         |                   |
| Nov. 10, 2015 | NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED                  |                   |
| Nov. 10, 2015 | REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)                | 76873             |
| Nov. 10, 2015 | REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED            | 76873             |
| Nov. 10, 2015 | REVIEW OF CORRESPONDENCE COMPLETE - INFORMATION MADE OF RECORD | 76873             |
| Nov. 10, 2015 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL                   | 76873             |
| Sep. 28, 2015 | TEAS SECTION 8 & 9 RECEIVED                                    |                   |
| Sep. 28, 2015 | TEAS VOLUNTARY AMENDMENT RECEIVED                              |                   |
| Jun. 20, 2015 | COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED             |                   |
| Sep. 26, 2014 | ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED                      |                   |
| Sep. 26, 2014 | TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED           |                   |
| Jul. 30, 2012 | NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - MAILED                   |                   |
| Jul. 30, 2012 | REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.             | 76293             |
| Jul. 30, 2012 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL                   | 76293             |
| Jul. 16, 2012 | TEAS SECTION 8 & 15 RECEIVED                                   |                   |
| Nov. 17, 2008 | TEAS CHANGE OF CORRESPONDENCE RECEIVED                         |                   |
| Jul. 03, 2008 | TEAS CHANGE OF CORRESPONDENCE RECEIVED                         |                   |
| Jun. 20, 2006 | REGISTERED-PRINCIPAL REGISTER                                  |                   |
| May 05, 2006  | LAW OFFICE REGISTRATION REVIEW COMPLETED                       | 76984             |
| May 03, 2006  | ASSIGNED TO LIE  | 76984             |
| Apr. 12, 2006 | ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED                      |                   |
| Mar. 22, 2006 | AMENDMENT FROM APPLICANT ENTERED                               | 76984             |
| Mar. 01, 2006 | CORRESPONDENCE RECEIVED IN LAW OFFICE                          | 76984             |
| Mar. 01, 2006 | PAPER RECEIVED   |                   |
| Dec. 06, 2005 | NON-FINAL ACTION MAILED  |                   |
| Dec. 06, 2005 | SU - NON-FINAL ACTION - WRITTEN                                | 74834             |
| Nov. 15, 2005 | STATEMENT OF USE PROCESSING COMPLETE                           | 70565             |

|               |  |       |
|---------------|--|-------|
| Oct. 25, 2005 | USE AMENDMENT FILED                      | 70565 |
| Oct. 25, 2005 | PAPER RECEIVED                           |       |
| Sep. 06, 2005 | NOA MAILED - SOU REQUIRED FROM APPLICANT |       |
| Jun. 14, 2005 | PUBLISHED FOR OPPOSITION                 |       |
| May 25, 2005  | NOTICE OF PUBLICATION                    |       |
| Feb. 25, 2005 | LAW OFFICE PUBLICATION REVIEW COMPLETED  | 68549 |
| Feb. 24, 2005 | ASSIGNED TO LIE                          | 68549 |
| Feb. 18, 2005 | EXAMINERS AMENDMENT MAILED               |       |
| Feb. 17, 2005 | APPROVED FOR PUB - PRINCIPAL REGISTER    |       |
| Feb. 17, 2005 | EXAMINERS AMENDMENT -WRITTEN             | 74834 |
| Feb. 11, 2005 | AMENDMENT FROM APPLICANT ENTERED         | 76984 |
| Jan. 24, 2005 | CORRESPONDENCE RECEIVED IN LAW OFFICE    | 76984 |
| Jan. 24, 2005 | PAPER RECEIVED                           |       |
| Jul. 26, 2004 | NON-FINAL ACTION MAILED                  |       |
| Jul. 25, 2004 | ASSIGNED TO EXAMINER                     | 74834 |
| Jan. 08, 2004 | NEW APPLICATION ENTERED IN TRAM          |       |

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## TM Staff and Location Information

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### TM Staff Information - None

#### File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Nov. 10, 2015



Generated on: This page was generated by TSDR on 2019-08-05 16:58:01 EDT

Mark: THE STYLE CLUB



US Serial Number: 87083487

Application Filing Date: Jun. 24, 2016

US Registration Number: 5154754

Registration Date: Mar. 07, 2017

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: Mar. 07, 2017

Publication Date: Dec. 20, 2016

---

## Mark Information

---

Mark Literal Elements: THE STYLE CLUB

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of the literal element "THE STYLE CLUB" in black followed by blue stylized lips with two white teeth.

Color Drawing: Yes

Color(s) Claimed: The color(s) black, blue, and white is/are claimed as a feature of the mark.

Design Search Code(s): 02.11.04 - Human lips or mouths

---

## 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: Women's clothing, namely, shirts, dresses, skirts, blouses; Women's hats and hoods

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 01, 2015

Use in Commerce: Nov. 01, 2015

---

## 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:** The Style Club Global Inc.

**Owner Address:** 428 N. Palm #202  
Beverly Hills, CALIFORNIA 90210  
UNITED STATES

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country** DELAWARE  
**Where Organized:**

---

## Attorney/Correspondence Information

---

**Attorney of Record - None**

**Correspondent**

**Correspondent** THE STYLE CLUB GLOBAL INC.  
**Name/Address:** THE STYLE CLUB GLOBAL INC.  
428 N. PALM #202  
BEVERLY HILLS, CALIFORNIA 90210  
UNITED STATES

**Phone:** 9175387301

**Fax:** 9175387301

**Domestic Representative - Not Found**

---

## Prosecution History

---

| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Mar. 07, 2017 | REGISTERED-PRINCIPAL REGISTER                        |                   |
| Dec. 20, 2016 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED   |                   |
| Dec. 20, 2016 | PUBLISHED FOR OPPOSITION                             |                   |
| Nov. 30, 2016 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED       |                   |
| Nov. 14, 2016 | LAW OFFICE PUBLICATION REVIEW COMPLETED              | 68552             |
| Oct. 28, 2016 | ASSIGNED TO LIE                                      | 68552             |
| Oct. 13, 2016 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Oct. 07, 2016 | TEAS/EMAIL CORRESPONDENCE ENTERED                    | 88889             |
| Oct. 07, 2016 | CORRESPONDENCE RECEIVED IN LAW OFFICE                | 88889             |
| Oct. 07, 2016 | TEAS RESPONSE TO OFFICE ACTION RECEIVED              |                   |
| Oct. 07, 2016 | NOTIFICATION OF NON-FINAL ACTION E-MAILED            | 6325              |
| Oct. 07, 2016 | NON-FINAL ACTION E-MAILED                            | 6325              |
| Oct. 07, 2016 | NON-FINAL ACTION WRITTEN                             | 82429             |
| Sep. 30, 2016 | ASSIGNED TO EXAMINER                                 | 82429             |
| Jun. 30, 2016 | NOTICE OF DESIGN SEARCH CODE E-MAILED                |                   |
| Jun. 29, 2016 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |                   |
| Jun. 28, 2016 | NEW APPLICATION ENTERED IN TRAM                      |                   |

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## TM Staff and Location Information

---

**TM Staff Information - None**

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Mar. 07, 2017

Generated on: This page was generated by TSDR on 2019-08-05 16:58:01 EDT

Mark: CLUB Z



US Serial Number: 76555692

Application Filing Date: Oct. 30, 2003

US Registration Number: 2896959

Registration Date: Oct. 26, 2004

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Sep. 19, 2014

Publication Date: Aug. 03, 2004

---

## Mark Information

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Mark Literal Elements: CLUB Z

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s): 26.11.02 - Plain single line rectangles; Rectangles (single line)  
26.11.10 - Rectangles divided once into two sections  
26.11.21 - Rectangles that are completely or partially shaded

---

## Goods and Services

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**Note:**

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

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

For: Ladies' apparel, namely-- blouses, pants, pant sets, capri sets, shorts, short sets, tops, skirts, skirt sets and cover-ups in all knit and woven fabrics

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 17, 1993

Use in Commerce: Nov. 17, 1993

---

## Basis Information (Case Level)

---

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

---

## Current Owner(s) Information

---

**Owner Name:** Club Z Inc.  
**Owner Address:** 134 W. 29th Street  
Suite 701-705  
New York, NEW YORK UNITED STATES 10001  
**Legal Entity Type:** CORPORATION  
**State or Country:** NEW YORK  
**Where Organized:**

---

## Attorney/Correspondence Information

---

### Attorney of Record

**Attorney Name:** Sumeer Kakar  
**Attorney Primary Email Address:** [sk@kakarlaw.net](mailto:sk@kakarlaw.net)  
**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Sumeer Kakar  
Kakar, P.C.  
525 Seventh Avenue, Suite 1810  
NEW YORK, NEW YORK UNITED STATES 10018  
**Phone:** (212) 704-2014  
**Fax:** (646) 513-3353  
**Correspondent e-mail:** [sk@kakarlaw.net](mailto:sk@kakarlaw.net)  
**Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

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## Prosecution History

---

| Date          | Description   | Proceeding Number |
|---------------|---|-------------------|
| Sep. 19, 2014 | NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED       |                   |
| Sep. 19, 2014 | TEAS VOLUNTARY AMENDMENT RECEIVED                   |                   |
| Sep. 19, 2014 | REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)     | 69934             |
| Sep. 19, 2014 | REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED | 69934             |
| Sep. 19, 2014 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL        | 69934             |
| Sep. 05, 2014 | TEAS SECTION 8 & 9 RECEIVED                         |                   |
| Oct. 26, 2010 | REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.  | 64591             |
| Oct. 25, 2010 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL        | 64591             |
| Oct. 18, 2010 | TEAS SECTION 8 & 15 RECEIVED                        |                   |
| Oct. 26, 2004 | REGISTERED-PRINCIPAL REGISTER                       |                   |
| Aug. 03, 2004 | PUBLISHED FOR OPPOSITION                            |                   |
| Jul. 14, 2004 | NOTICE OF PUBLICATION                               |                   |
| May 19, 2004  | APPROVED FOR PUB - PRINCIPAL REGISTER               |                   |
| May 18, 2004  | ASSIGNED TO EXAMINER                                | 62126             |
| Nov. 18, 2003 | NEW APPLICATION ENTERED IN TRAM                     |                   |

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## TM Staff and Location Information

---

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Sep. 19, 2014

Generated on: This page was generated by TSDR on 2019-08-05 16:58:01 EDT

Mark: SIXOTHER

sixother

US Serial Number: 87458331

Application Filing Date: May 22, 2017

US Registration Number: 5359660

Registration Date: Dec. 19, 2017

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: Dec. 19, 2017

Publication Date: Oct. 03, 2017

## Mark Information

Mark Literal Elements: SIXOTHER

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: Women's clothing, namely, shirts, dresses, skirts, blouses

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 03, 2017

Use in Commerce: Mar. 06, 2017

## 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: Guang Zhou Hong Chen Ao Ran Trade Co.Ltd

Owner Address: 106 HAO FENG ZE DONG LU,NAN SHA QU  
GUANGZHOU 510000  
CHINA

Legal Entity Type: CORPORATION

State or Country CHINA  
Where Organized:

## Attorney/Correspondence Information

Attorney of Record - None  
Correspondent

Correspondent HAIYANG DU  
Name/Address: 404-4 KAIKANG GE LIJIANG HUAYUAN DASHI  
GUANGZHOU 511431  
CHINA

Domestic Representative - Not Found

## Prosecution History

| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Dec. 19, 2017 | REGISTERED-PRINCIPAL REGISTER                        |                   |
| Oct. 03, 2017 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED   |                   |
| Oct. 03, 2017 | PUBLISHED FOR OPPOSITION                             |                   |
| Sep. 13, 2017 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED       |                   |
| Aug. 22, 2017 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Aug. 22, 2017 | ASSIGNED TO EXAMINER                                 | 74672             |
| May 26, 2017  | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |                   |
| May 25, 2017  | 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: Dec. 19, 2017



Generated on: This page was generated by TSDR on 2019-08-05 16:58:01 EDT

Mark: SIX FEET UNDER



US Serial Number: 76494179

Application Filing Date: Mar. 03, 2003

US Registration Number: 2880835

Registration Date: Sep. 07, 2004

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Sep. 18, 2014

Publication Date: Jun. 15, 2004

---

## Mark Information

---

Mark Literal Elements: SIX FEET UNDER

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s): 05.01.02 - Maple tree; Trees or bushes with a generally rounded shape, including deciduous trees  
26.11.02 - Plain single line rectangles; Rectangles (single line)

---

## 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: CLOTHING, NAMELY, T-SHIRTS[ AND HATS]

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 01, 2001

Use in Commerce: Mar. 01, 2001

---

## Basis Information (Case Level)

---

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

---

## Current Owner(s) Information

---

**Owner Name:** HOME BOX OFFICE, INC.

**Owner Address:** 1100 AVENUE OF THE AMERICAS  
NEW YORK, NEW YORK UNITED STATES 10036

**Legal Entity Type:** CORPORATION

**State or Country** DELAWARE  
**Where Organized:**

---

## Attorney/Correspondence Information

---

### Attorney of Record

**Attorney Name:** Judith McCool

**Docket Number:** SFU 25 8&amp;

**Attorney Primary** [trademarks@hbo.com](mailto:trademarks@hbo.com)  
**Email Address:**

**Attorney Email** Yes  
**Authorized:**

### Correspondent

**Correspondent** Judith McCool  
**Name/Address:** Home Box Office, inc.  
1100 Avenue of the Americas  
NEW YORK, NEW YORK UNITED STATES 10036

**Phone:** 212-512-5134

**Fax:** 212.512.5854

**Correspondent e-mail:** [trademarks@hbo.com](mailto:trademarks@hbo.com)

**Correspondent e-mail** Authorized: Yes

**Domestic Representative - Not Found**

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## Prosecution History

---

| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Sep. 18, 2014 | NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED        |                   |
| Sep. 18, 2014 | REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)      | 70132             |
| Sep. 18, 2014 | REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED  | 70132             |
| Sep. 18, 2014 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL         | 70132             |
| Sep. 04, 2014 | TEAS SECTION 8 & 9 RECEIVED                          |                   |
| Sep. 04, 2014 | TEAS CHANGE OF CORRESPONDENCE RECEIVED               |                   |
| Sep. 06, 2010 | REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.   | 67723             |
| Sep. 06, 2010 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL         | 67723             |
| Aug. 17, 2010 | TEAS SECTION 8 & 15 RECEIVED                         |                   |
| Oct. 15, 2006 | ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED            |                   |
| Oct. 15, 2006 | TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED |                   |
| Oct. 15, 2006 | ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED            |                   |
| Oct. 15, 2006 | TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED |                   |
| Sep. 07, 2004 | REGISTERED-PRINCIPAL REGISTER                        |                   |
| Jun. 15, 2004 | PUBLISHED FOR OPPOSITION                             |                   |
| May 26, 2004  | NOTICE OF PUBLICATION                                |                   |
| Apr. 07, 2004 | TEAS CHANGE OF CORRESPONDENCE RECEIVED               |                   |
| Apr. 04, 2004 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Feb. 20, 2004 | CORRESPONDENCE RECEIVED IN LAW OFFICE                |                   |
| Feb. 20, 2004 | TEAS RESPONSE TO OFFICE ACTION RECEIVED              |                   |
| Aug. 28, 2003 | NON-FINAL ACTION MAILED                              |                   |
| Aug. 24, 2003 | ASSIGNED TO EXAMINER                                 | 76583             |

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## TM Staff and Location Information

---

**TM Staff Information - None**

**File Location**

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Sep. 18, 2014



Generated on: This page was generated by TSDR on 2019-08-05 16:58:01 EDT

Mark: HELLO PINK

# Hello Pink

US Serial Number: 87551347

Application Filing Date: Aug. 01, 2017

US Registration Number: 5407464

Registration Date: Feb. 20, 2018

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Feb. 20, 2018

Publication Date: Dec. 05, 2017

---

## Mark Information

---

Mark Literal Elements: HELLO PINK

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: Women's clothing, namely, shirts, dresses, skirts, blouses

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 01, 2016

Use in Commerce: Jun. 01, 2016

---

## Basis Information (Case Level)

---

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

---

## Current Owner(s) Information

---

Owner Name: Lauren Gagnon

DBA, AKA, DBA Hello Pink  
Formerly:

Owner Address: 2033 Friesian Ct NE  
Grand Rapids, MICHIGAN UNITED STATES 49505

Legal Entity Type: INDIVIDUAL

Citizenship: UNITED STATES

---

## Attorney/Correspondence Information

---

Attorney of Record - None

Correspondent

Correspondent LAUREN GAGNON  
Name/Address: 2033 FRIESIAN CT NE  
GRAND RAPIDS, MICHIGAN UNITED STATES 49505

Phone: 616-970-1857

Domestic Representative - Not Found

---

## Prosecution History

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| Date          | Description  | Proceeding<br>Number |
|---------------|--|----------------------|
| Feb. 20, 2018 | REGISTERED-PRINCIPAL REGISTER                        |                      |
| Dec. 05, 2017 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED   |                      |
| Dec. 05, 2017 | PUBLISHED FOR OPPOSITION                             |                      |
| Nov. 15, 2017 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED       |                      |
| Nov. 01, 2017 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                      |
| Nov. 01, 2017 | ASSIGNED TO EXAMINER                                 | 81856                |
| Aug. 04, 2017 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |                      |
| Aug. 04, 2017 | NEW APPLICATION ENTERED IN TRAM                      |                      |

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## TM Staff and Location Information

---

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Feb. 20, 2018

Generated on: This page was generated by TSDR on 2019-08-05 16:58:01 EDT

Mark: PINK BRIDE

PINK BRIDE

US Serial Number: 77890239

Application Filing Date: Dec. 10, 2009

US Registration Number: 3945474

Registration Date: Apr. 12, 2011

Register: Principal

Mark Type: Trademark

Status: The Trademark Trial and Appeal Board has terminated a cancellation proceeding. For further information, see TTABVue on the Trademark Trial and Appeal Board web page.

Status Date: Jul. 14, 2014

Publication Date: May 18, 2010

Notice of Allowance Date: Jul. 13, 2010

---

## Mark Information

---

Mark Literal Elements: PINK BRIDE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "BRIDE"

---

## 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: Clothing, namely, shirts

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 01, 2010

Use in Commerce: Aug. 01, 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: Wedding Shoppe Inc., The

Owner Address: 1196 Grand Avenue  
St. Paul, MINNESOTA 55105  
UNITED STATES



Legal Entity Type: CORPORATION

State or Country MINNESOTA  
Where Organized:

---

## Attorney/Correspondence Information

---

**Attorney of Record**

**Attorney Name:** Andrew S. Ehard

**Docket Number:** 16003.3US01

**Attorney Primary** [dockmpls@merchantgould.com](mailto:dockmpls@merchantgould.com)  
**Email Address:**

**Attorney Email** Yes  
**Authorized:**

**Correspondent**

**Correspondent** Andrew S. Ehard  
**Name/Address:** MERCHANT & GOULD P.C.  
P O BOX 2910  
MINNEAPOLIS, MINNESOTA 55402-0910  
UNITED STATES

**Phone:** 612.332.5300

**Fax:** 612.332.9081

**Correspondent e-mail:** [dockmpls@merchantgould.com](mailto:dockmpls@merchantgould.com)

**Correspondent e-mail** Yes  
**Authorized:**

**Domestic Representative - Not Found**

---

## Prosecution History

---

| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| May 25, 2017  | NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED       |                   |
| May 25, 2017  | REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.   | 76874             |
| May 25, 2017  | CASE ASSIGNED TO POST REGISTRATION PARALEGAL         | 76874             |
| Apr. 11, 2017 | TEAS SECTION 8 & 15 RECEIVED                         |                   |
| Jul. 14, 2014 | TTAB RELEASE CASE TO TRADEMARKS                      | 58744             |
| Jul. 14, 2014 | CANCELLATION TERMINATED NO. 999999                   | 58744             |
| Jul. 11, 2014 | CANCELLATION DENIED NO. 999999                       | 58744             |
| Feb. 25, 2014 | CANCELLATION INSTITUTED NO. 999999                   | 58744             |
| Apr. 12, 2011 | REGISTERED-PRINCIPAL REGISTER                        |                   |
| Mar. 09, 2011 | NOTICE OF ACCEPTANCE OF STATEMENT OF USE MAILED      |                   |
| Mar. 08, 2011 | LAW OFFICE REGISTRATION REVIEW COMPLETED             | 65581             |
| Jan. 30, 2011 | ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED            |                   |
| Jan. 18, 2011 | STATEMENT OF USE PROCESSING COMPLETE                 | 66230             |
| Dec. 17, 2010 | USE AMENDMENT FILED                                  | 66230             |
| Jan. 18, 2011 | CASE ASSIGNED TO INTENT TO USE PARALEGAL             | 66230             |
| Dec. 17, 2010 | TEAS STATEMENT OF USE RECEIVED                       |                   |
| Jul. 13, 2010 | NOA MAILED - SOU REQUIRED FROM APPLICANT             |                   |
| May 18, 2010  | PUBLISHED FOR OPPOSITION                             |                   |
| Apr. 28, 2010 | NOTICE OF PUBLICATION                                |                   |
| Apr. 15, 2010 | LAW OFFICE PUBLICATION REVIEW COMPLETED              | 65581             |
| Apr. 15, 2010 | ASSIGNED TO LIE                                      | 65581             |
| Mar. 30, 2010 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Mar. 30, 2010 | TEAS/EMAIL CORRESPONDENCE ENTERED                    | 88889             |
| Mar. 30, 2010 | CORRESPONDENCE RECEIVED IN LAW OFFICE                | 88889             |
| Mar. 30, 2010 | TEAS RESPONSE TO OFFICE ACTION RECEIVED              |                   |
| Mar. 17, 2010 | NON-FINAL ACTION MAILED                              |                   |
| Mar. 16, 2010 | NON-FINAL ACTION WRITTEN                             | 80815             |
| Mar. 12, 2010 | ASSIGNED TO EXAMINER                                 | 80815             |
| Dec. 15, 2009 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |                   |
| Dec. 14, 2009 | NEW APPLICATION ENTERED IN TRAM                      |                   |

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## Maintenance Filings or Post Registration Information

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**Affidavit of** Section 8 - Accepted  
**Continued Use:**

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## TM Staff and Location Information

---

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 103

Date in Location: May 25, 2017

Generated on: This page was generated by TSDR on 2019-08-05 16:58:01 EDT

Mark: EUROPEAN REPUBLIC

European Republic

US Serial Number: 87023533

Application Filing Date: May 03, 2016

US Registration Number: 5162844

Registration Date: Mar. 14, 2017

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Mar. 14, 2017

Publication Date: Oct. 18, 2016

Notice of Allowance Date: Dec. 13, 2016

---

## Mark Information

---

Mark Literal Elements: EUROPEAN REPUBLIC

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "EUROPEAN"

---

## 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: Women's clothing, namely, shirts, dresses, skirts, blouses

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 01, 2016

Use in Commerce: Jun. 01, 2016

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## Basis Information (Case Level)

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Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

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## Current Owner(s) Information

---

**Owner Name:** SEO, SANG JIN

**Owner Address:** 743 S. VERMONT AVE  
LOS ANGELES, CALIFORNIA UNITED STATES 90005

**Legal Entity Type:** INDIVIDUAL

**Citizenship:** KOREA, REPUBLIC OF

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## Attorney/Correspondence Information

---

**Attorney of Record - None**

**Correspondent**

**Correspondent** SEO, SANG JIN  
**Name/Address:** 743 S. VERMONT AVE  
LOS ANGELES, CALIFORNIA UNITED STATES 90005  
**Phone:** 213-820-4905

**Domestic Representative - Not Found**

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## Prosecution History

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| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Mar. 14, 2017 | REGISTERED-PRINCIPAL REGISTER                        |                   |
| Feb. 10, 2017 | NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED    |                   |
| Feb. 09, 2017 | ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED            |                   |
| Feb. 01, 2017 | STATEMENT OF USE PROCESSING COMPLETE                 | 66530             |
| Jan. 11, 2017 | USE AMENDMENT FILED                                  | 66530             |
| Jan. 31, 2017 | CASE ASSIGNED TO INTENT TO USE PARALEGAL             | 66530             |
| Jan. 11, 2017 | TEAS STATEMENT OF USE RECEIVED                       |                   |
| Dec. 13, 2016 | NOA E-MAILED - SOU REQUIRED FROM APPLICANT           |                   |
| Oct. 18, 2016 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED   |                   |
| Oct. 18, 2016 | PUBLISHED FOR OPPOSITION                             |                   |
| Sep. 28, 2016 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED       |                   |
| Aug. 24, 2016 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Aug. 24, 2016 | EXAMINER'S AMENDMENT ENTERED                         | 88888             |
| Aug. 24, 2016 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED         | 6328              |
| Aug. 24, 2016 | EXAMINERS AMENDMENT E-MAILED                         | 6328              |
| Aug. 24, 2016 | EXAMINERS AMENDMENT -WRITTEN                         | 89011             |
| Aug. 18, 2016 | ASSIGNED TO EXAMINER                                 | 89011             |
| May 07, 2016  | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |                   |
| May 06, 2016  | NEW APPLICATION ENTERED IN TRAM                      |                   |

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## TM Staff and Location Information

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**TM Staff Information - None**

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Feb. 09, 2017

Generated on: This page was generated by TSDR on 2019-08-05 16:58:01 EDT

Mark: VOICES REPUBLIC

VOICES REPUBLIC

US Serial Number: 77845508

Application Filing Date: Oct. 09, 2009

US Registration Number: 4368820

Registration Date: Jul. 16, 2013

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jul. 16, 2013

Publication Date: Mar. 16, 2010

Notice of Allowance Date: May 11, 2010

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## Mark Information

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Mark Literal Elements: VOICES REPUBLIC

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

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## Goods and Services

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**Note:**

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

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

For: Clothing, namely, T-shirts

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 31, 2009

Use in Commerce: Jan. 11, 2010

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## Basis Information (Case Level)

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Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

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## Current Owner(s) Information

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Owner Name: VOICES REPUBLIC HOLDING COMPANY LTD.

**Owner Address:** 1ST FLOOR  
MILLENNIUM HOUSE, VICTORIA ROAD  
DOUGLAS ISLE OF MAN IM24RW

**Legal Entity Type:** COMPANY

**State or Country** ISLE OF MAN  
**Where Organized:**

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## Attorney/Correspondence Information

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**Attorney of Record**

**Attorney Name:** Teresa Lee

**Docket Number:** 15691.01

**Correspondent**

**Correspondent** TERESA LEE  
**Name/Address:** PRYOR CASHMAN LLP  
7 TIMES SQ  
NEW YORK, NEW YORK UNITED STATES 10036

**Phone:** 212-326-0831

**Fax:** 212-798-6915

**Domestic Representative - Not Found**

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## Prosecution History

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| Date          | Description                                     | Proceeding Number |
|---------------|---|-------------------|
| Jul. 16, 2013 | REGISTERED-PRINCIPAL REGISTER                   |                   |
| Jun. 11, 2013 | NOTICE OF ACCEPTANCE OF STATEMENT OF USE MAILED |                   |
| Jun. 09, 2013 | LAW OFFICE REGISTRATION REVIEW COMPLETED        | 76568             |
| Jun. 07, 2013 | ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED       |                   |
| Jun. 04, 2013 | STATEMENT OF USE PROCESSING COMPLETE            | 65362             |
| May 07, 2013  | USE AMENDMENT FILED                             | 65362             |
| Jun. 04, 2013 | CASE ASSIGNED TO INTENT TO USE PARALEGAL        | 65362             |
| May 07, 2013  | TEAS STATEMENT OF USE RECEIVED                  |                   |
| Nov. 16, 2012 | NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED  |                   |
| Nov. 15, 2012 | EXTENSION 5 GRANTED                             | 76985             |
| Nov. 11, 2012 | EXTENSION 5 FILED                               | 76985             |
| Nov. 13, 2012 | TEAS EXTENSION RECEIVED                         |                   |
| May 18, 2012  | NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED  |                   |
| May 17, 2012  | EXTENSION 4 GRANTED                             | 76985             |
| May 10, 2012  | EXTENSION 4 FILED                               | 76985             |
| May 10, 2012  | TEAS EXTENSION RECEIVED                         |                   |
| Nov. 15, 2011 | NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED  |                   |
| Nov. 14, 2011 | EXTENSION 3 GRANTED                             | 76985             |
| Nov. 11, 2011 | EXTENSION 3 FILED                               | 76985             |
| Nov. 11, 2011 | TEAS EXTENSION RECEIVED                         |                   |
| Jul. 01, 2011 | AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP     |                   |
| May 13, 2011  | NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED  |                   |
| May 12, 2011  | EXTENSION 2 GRANTED                             | 76985             |
| May 10, 2011  | EXTENSION 2 FILED                               | 76985             |
| May 10, 2011  | TEAS EXTENSION RECEIVED                         |                   |
| Nov. 02, 2010 | NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED  |                   |
| Nov. 01, 2010 | EXTENSION 1 GRANTED                             | 76985             |
| Oct. 15, 2010 | EXTENSION 1 FILED                               | 76985             |
| Nov. 01, 2010 | CASE ASSIGNED TO INTENT TO USE PARALEGAL        | 76985             |
| Oct. 15, 2010 | TEAS EXTENSION RECEIVED                         |                   |
| May 11, 2010  | NOA MAILED - SOU REQUIRED FROM APPLICANT        |                   |
| May 11, 2010  | NOA MAILED - SOU REQUIRED FROM APPLICANT        |                   |
| Mar. 16, 2010 | PUBLISHED FOR OPPOSITION                        |                   |
| Feb. 24, 2010 | NOTICE OF PUBLICATION                           |                   |
| Feb. 09, 2010 | LAW OFFICE PUBLICATION REVIEW COMPLETED         | 76568             |
| Feb. 09, 2010 | ASSIGNED TO LIE                                 | 76568             |



|               |  |
|---------------|--|
| Jan. 14, 2010 | APPROVED FOR PUB - PRINCIPAL REGISTER                |
| Jan. 11, 2010 | ASSIGNED TO EXAMINER                                 |
| Oct. 15, 2009 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |
| Oct. 13, 2009 | NEW APPLICATION ENTERED IN TRAM                      |

67516

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## TM Staff and Location Information

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TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jun. 09, 2013

Generated on: This page was generated by TSDR on 2019-08-05 16:58:01 EDT

Mark: FISH KISS



US Serial Number: 86829644

Application Filing Date: Nov. 23, 2015

US Registration Number: 5057747

Registration Date: Oct. 11, 2016

Filed as TEAS RF: Yes

Currently TEAS RF: 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. 11, 2016

Publication Date: Jul. 26, 2016

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## Mark Information

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Mark Literal Elements: FISH KISS

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of a white background with two orange fish kissing each other with aqua stylized lowercase letters reading "FISH KISS" that have orange circles as the dots on the "i" in both the words "FISH" and "KISS" along with four orange circles stacked two by two centered in between the words "FISH" and "KISS" in between the words "FISH" and "KISS".

Color Drawing: Yes

Color(s) Claimed: The color(s) white, orange, and aqua is/are claimed as a feature of the mark.

Design Search Code(s): 03.19.24 - Stylized fish, whales, seals, sea lions

03.19.25 - Other fish (this section includes basic fish); Piranhas; Catfish; Salmon; Tuna

26.01.21 - Circles that are totally or partially shaded.

26.01.31 - Circles - five or more; Five or more circles

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## Related Properties Information

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Claimed Ownership of US Registrations: 4588022

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## Goods and Services

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**Note:**

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

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

For: CLOTHING FOR INFANTS AND CHILDREN, NAMELY, UNDERWEAR, SWIMWEAR, SHIRTS, BLOUSES, DRESSES, SKIRTS, PANTS, SLACKS, SHORTS, COVERALLS, CREEPERS, OVERALLS, JACKETS, VESTS, SLEEPWEAR, BIBS NOT OF PAPER, BOOTIES, BONNETS, HEADBANDS, HATS, AND SLIPPERS

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 20, 2013

Use in Commerce: Dec. 20, 2013

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## 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: Fish Kiss

Owner Address: 1202 Fletcher Dr  
Erie, COLORADO 80516  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country: COLORADO  
Where Organized:

## Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent KLEIN, ANNE C  
Name/Address: KLEIN, ANNE C  
1202 FLETCHER DR  
ERIE, COLORADO 80516  
UNITED STATES

Domestic Representative - Not Found

## Prosecution History

| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Oct. 11, 2016 | REGISTERED-PRINCIPAL REGISTER                        |                   |
| Jul. 26, 2016 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED   |                   |
| Jul. 26, 2016 | PUBLISHED FOR OPPOSITION                             |                   |
| Jul. 06, 2016 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED       |                   |
| Jun. 20, 2016 | LAW OFFICE PUBLICATION REVIEW COMPLETED              | 68552             |
| Jun. 15, 2016 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Jun. 07, 2016 | EXAMINER'S AMENDMENT ENTERED                         | 88888             |
| Jun. 07, 2016 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED         | 6328              |
| Jun. 07, 2016 | EXAMINERS AMENDMENT E-MAILED                         | 6328              |
| Jun. 07, 2016 | EXAMINERS AMENDMENT -WRITTEN                         | 86336             |
| Jun. 03, 2016 | PREVIOUS ALLOWANCE COUNT WITHDRAWN                   |                   |
| May 17, 2016  | WITHDRAWN FROM PUB - OG REVIEW QUERY                 | 99910             |
| May 05, 2016  | LAW OFFICE PUBLICATION REVIEW COMPLETED              | 68552             |
| Apr. 28, 2016 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Apr. 26, 2016 | TEAS/EMAIL CORRESPONDENCE ENTERED                    | 68552             |
| Apr. 26, 2016 | CORRESPONDENCE RECEIVED IN LAW OFFICE                | 68552             |
| Apr. 18, 2016 | ASSIGNED TO LIE                                      | 68552             |
| Mar. 31, 2016 | TEAS RESPONSE TO OFFICE ACTION RECEIVED              |                   |
| Mar. 21, 2016 | NOTIFICATION OF NON-FINAL ACTION E-MAILED            | 6325              |
| Mar. 21, 2016 | NON-FINAL ACTION E-MAILED                            | 6325              |
| Mar. 21, 2016 | NON-FINAL ACTION WRITTEN                             | 86336             |
| Mar. 14, 2016 | ASSIGNED TO EXAMINER                                 | 86336             |
| Jan. 05, 2016 | TEAS AMENDMENT ENTERED BEFORE ATTORNEY ASSIGNED      | 88889             |
| Jan. 05, 2016 | TEAS VOLUNTARY AMENDMENT RECEIVED                    |                   |
| Dec. 01, 2015 | NOTICE OF DESIGN SEARCH CODE E-MAILED                |                   |
| Nov. 30, 2015 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |                   |

## TM Staff and Location Information

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TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Oct. 11, 2016

Generated on: This page was generated by TSDR on 2019-08-05 16:58:01 EDT

Mark: FRESH FISH

FRESH FISH

US Serial Number: 78425721

Application Filing Date: May 26, 2004

US Registration Number: 3092269

Registration Date: May 16, 2006

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Aug. 02, 2016

Publication Date: Feb. 21, 2006

## Mark Information

Mark Literal Elements: FRESH FISH

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: men's, women's and children's clothing and sportswear, namely, sweatshirts, T-shirts, polo shirts, jackets, caps, sweaters and shorts

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 01, 2003

Use in Commerce: Jun. 01, 2003

## 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: Direct Impulse Design, Inc.

Owner Address: 4920 Blairs Forest Court, NE, Suite F  
Cedar Rapids, IOWA 52402

UNITED STATES

Legal Entity Type: CORPORATION

State or Country NORTH CAROLINA  
Where Organized:

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## Attorney/Correspondence Information

---

### Attorney of Record

Attorney Name: Vernon P. Squires

Docket Number: #LI0014929

Attorney Primary [vsquires@bradleyriley.com](mailto:vsquires@bradleyriley.com)  
Email Address:

Attorney Email Yes  
Authorized:

### Correspondent

Correspondent Name/Address: Vernon P. Squires  
BRADLEY & RILEY PC  
2007 1st Avenue SE, PO Box 2804  
CEDAR RAPIDS, IOWA 52406-2804  
UNITED STATES

Phone: (319) 363-0101

Fax: (319) 363-9824

Correspondent e-mail: [vsquires@bradleyriley.com](mailto:vsquires@bradleyriley.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

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## Prosecution History

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| Date          | Description   | Proceeding Number |
|---------------|---|-------------------|
| Aug. 02, 2016 | NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED       |                   |
| Aug. 02, 2016 | REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)     | 64591             |
| Aug. 02, 2016 | REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED | 64591             |
| Aug. 01, 2016 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL        | 64591             |
| May 11, 2016  | TEAS SECTION 8 & 9 RECEIVED                         |                   |
| May 16, 2015  | COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED  |                   |
| May 10, 2012  | NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED      |                   |
| May 10, 2012  | REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.  | 76538             |
| May 10, 2012  | CASE ASSIGNED TO POST REGISTRATION PARALEGAL        | 76538             |
| Apr. 26, 2012 | TEAS SECTION 8 & 15 RECEIVED                        |                   |
| May 16, 2006  | REGISTERED-PRINCIPAL REGISTER                       |                   |
| Feb. 21, 2006 | PUBLISHED FOR OPPOSITION                            |                   |
| Feb. 01, 2006 | NOTICE OF PUBLICATION                               |                   |
| Jan. 06, 2006 | LAW OFFICE PUBLICATION REVIEW COMPLETED             | 70997             |
| Dec. 30, 2005 | ASSIGNED TO LIE                                     | 70997             |
| Dec. 12, 2005 | APPROVED FOR PUB - PRINCIPAL REGISTER               |                   |
| Dec. 07, 2005 | TEAS/EMAIL CORRESPONDENCE ENTERED                   | 70997             |
| Dec. 02, 2005 | CORRESPONDENCE RECEIVED IN LAW OFFICE               | 70997             |
| Dec. 02, 2005 | TEAS RESPONSE TO OFFICE ACTION RECEIVED             |                   |
| Dec. 02, 2005 | PETITION TO REVIVE-GRANTED                          | 88888             |
| Dec. 02, 2005 | TEAS PETITION TO REVIVE RECEIVED                    |                   |
| Dec. 02, 2005 | TEAS RESPONSE TO OFFICE ACTION RECEIVED             |                   |
| Oct. 04, 2005 | ABANDONMENT NOTICE MAILED - FAILURE TO RESPOND      |                   |
| Oct. 04, 2005 | ABANDONMENT - FAILURE TO RESPOND OR LATE RESPONSE   |                   |
| Mar. 05, 2005 | FINAL REFUSAL E-MAILED                              |                   |
| Mar. 05, 2005 | FINAL REFUSAL WRITTEN                               | 69195             |
| Mar. 04, 2005 | TEAS/EMAIL CORRESPONDENCE ENTERED                   | 70997             |
| Mar. 01, 2005 | CORRESPONDENCE RECEIVED IN LAW OFFICE               | 70997             |
| Mar. 01, 2005 | TEAS RESPONSE TO OFFICE ACTION RECEIVED             |                   |
| Dec. 27, 2004 | NON-FINAL ACTION E-MAILED                           | 6325              |
| Dec. 27, 2004 | NON-FINAL ACTION WRITTEN                            | 69195             |
| Dec. 27, 2004 | ASSIGNED TO EXAMINER                                | 69195             |
| Jun. 03, 2004 | NEW APPLICATION ENTERED IN TRAM                     |                   |



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## Maintenance Filings or Post Registration Information

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Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: May 16, 2016

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## TM Staff and Location Information

---

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Aug. 02, 2016

Generated on: This page was generated by TSDR on 2019-08-05 16:58:01 EDT

Mark: KATE MACK

US Serial Number: 78262922

Application Filing Date: Jun. 16, 2003

US Registration Number: 2903269

Registration Date: Nov. 16, 2004

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Sep. 24, 2014

Publication Date: Aug. 24, 2004

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## Mark Information

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Mark Literal Elements: KATE MACK

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Name Portrait Consent: The name Kate Mack identifies a living individual whose consent is of record.

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## Related Properties Information

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International Registration Number: 0892774, 0907512

International Application(s) /Registration(s) Based on this Property: A0005351/0892774, A0006522/0907512

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## Goods and Services

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**Note:**

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

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

For: Handbags

International Class(es): 018 - Primary Class

U.S Class(es): 001, 002, 003, 022, 041

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 31, 1996

Use in Commerce: Sep. 25, 1996

For: Girls' clothing, namely, dresses, skirts, overalls, jumpers, jackets, blouses, t-shirts, vests, sweaters, pants, jeans, shorts, leggings, caps, hats, headbands, swimwear, and sandals

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 31, 1996

Use in Commerce: Sep. 25, 1996

## Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

## Current Owner(s) Information

Owner Name: CHILDREN'S APPAREL NETWORK, LTD.

Owner Address: 31 WEST 34TH STREET  
NEW YORK, NEW YORK UNITED STATES 10001

Legal Entity Type: CORPORATION

State or Country: NEW YORK  
Where Organized:

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Janet M. Garetto

Docket Number: 033774-25

Attorney Primary Email Address: [chitm@nixonpeabody.com](mailto:chitm@nixonpeabody.com)

Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: Janet M. Garetto  
NIXON PEABODY LLP  
300 S. Riverside Plaza, 16th Floor  
Chicago, ILLINOIS UNITED STATES 60606

Phone: (312) 425-8514

Fax: (312) 425-3909

Correspondent e-mail: [chitm@nixonpeabody.com](mailto:chitm@nixonpeabody.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

## Prosecution History

| Date          | Description   | Proceeding Number |
|---------------|---|-------------------|
| Oct. 31, 2018 | AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP         |                   |
| Sep. 24, 2014 | NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED       |                   |
| Sep. 24, 2014 | REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)     | 76874             |
| Sep. 24, 2014 | REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED | 76874             |
| Sep. 24, 2014 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL        | 76874             |
| Sep. 15, 2014 | TEAS SECTION 8 & 9 RECEIVED                         |                   |
| Nov. 15, 2010 | REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.  | 70619             |
| Nov. 10, 2010 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL        | 70619             |
| Oct. 29, 2010 | TEAS SECTION 8 & 15 RECEIVED                        |                   |
| Nov. 02, 2007 | TEAS CHANGE OF CORRESPONDENCE RECEIVED              |                   |
| Oct. 30, 2007 | TEAS CHANGE OF CORRESPONDENCE RECEIVED              |                   |

|               |  |       |
|---------------|--|-------|
| Feb. 15, 2006 | ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED            |       |
| Feb. 15, 2006 | TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED |       |
| Nov. 16, 2004 | REGISTERED-PRINCIPAL REGISTER                        |       |
| Aug. 24, 2004 | PUBLISHED FOR OPPOSITION                             |       |
| Aug. 04, 2004 | NOTICE OF PUBLICATION                                |       |
| Jun. 12, 2004 | APPROVED FOR PUB - PRINCIPAL REGISTER                |       |
| May 20, 2004  | CORRESPONDENCE RECEIVED IN LAW OFFICE                | 68552 |
| May 20, 2004  | CORRESPONDENCE RECEIVED IN LAW OFFICE                |       |
| May 20, 2004  | TEAS CHANGE OF CORRESPONDENCE RECEIVED               |       |
| May 20, 2004  | TEAS RESPONSE TO OFFICE ACTION RECEIVED              |       |
| Nov. 28, 2003 | NON-FINAL ACTION MAILED                              |       |
| Nov. 24, 2003 | ASSIGNED TO EXAMINER                                 | 68356 |

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## TM Staff and Location Information

---

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Sep. 24, 2014

Generated on: This page was generated by TSDR on 2019-08-05 16:58:01 EDT

Mark: MACK

MACK

US Serial Number: 78376865

Application Filing Date: Mar. 02, 2004

US Registration Number: 3308148

Registration Date: Oct. 09, 2007

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Oct. 30, 2017

Publication Date: Jan. 31, 2006

Notice of Allowance Date: Apr. 25, 2006

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## Mark Information

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Mark Literal Elements: MACK

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

Acquired Distinctiveness Claim: In whole

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## Related Properties Information

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Claimed Ownership of US Registrations: 0811932, 1046406, 2171377 and others

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## Goods and Services

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**Note:**

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

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

For: Sweaters including fleece pullovers, polo shirts, T-shirts, shirts including dress shirts, caps including knit caps and fleece caps, sport jackets, sweatshirts, pants, namely, jogging pants, coats, [ underwear, ] neckwear; outerwear, namely, leather jackets; jeanswear, namely, jeans, work coveralls of denim, jean jackets, jean shirts

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: 1988

Use in Commerce: 1988

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## Basis Information (Case Level)

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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 |                 |

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## Current Owner(s) Information

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**Owner Name:** VOLVO TRUCK CORPORATION

**Owner Address:** SE-405 08  
GÖTEBORG  
SWEDEN

**Legal Entity Type:** CORPORATION

**State or Country:** SWEDEN  
**Where Organized:**

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## Attorney/Correspondence Information

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|   |   |
|---|---|
| <b>Attorney Name:</b> Gary D. Krugman   | <b>Attorney of Record</b>                   |
| <b>Attorney Primary Email Address:</b> <a href="mailto:tm@sughrue.com">tm@sughrue.com</a>   | <b>Docket Number:</b> S8332                 |
|   | <b>Attorney Email Authorized:</b> Yes       |
| <b>Correspondent Name/Address:</b> Gary D. Krugman<br>SUGHRUE MION, PLLC<br>2100 PENNSYLVANIA AVENUE, N.W.<br>WASHINGTON, DISTRICT OF COLUMBIA 20037<br>UNITED STATES | <b>Correspondent</b>                        |
| <b>Phone:</b> 202.293.7060  | <b>Fax:</b> 202.293.7860                    |
| <b>Correspondent e-mail:</b> <a href="mailto:tm@sughrue.com">tm@sughrue.com</a>   | <b>Correspondent e-mail Authorized:</b> Yes |

Domestic Representative - Not Found

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## Prosecution History

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| Date          | Description   | Proceeding Number |
|---------------|---|-------------------|
| May 15, 2018  | APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED | 88888             |
| May 15, 2018  | TEAS CHANGE OF OWNER ADDRESS RECEIVED                     |                   |
| May 14, 2018  | APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED | 88888             |
| May 14, 2018  | TEAS CHANGE OF OWNER ADDRESS RECEIVED                     |                   |
| Mar. 21, 2018 | ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY         |                   |
| Mar. 07, 2018 | AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP               |                   |
| Oct. 30, 2017 | NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED             |                   |
| Oct. 30, 2017 | REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)           | 69471             |
| Oct. 30, 2017 | REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED       | 69471             |
| Oct. 27, 2017 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL              | 69471             |
| Oct. 02, 2017 | TEAS SECTION 8 & 9 RECEIVED                               |                   |
| Oct. 09, 2016 | COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED        |                   |
| Sep. 20, 2013 | NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED            |                   |
| Sep. 19, 2013 | REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.        | 71378             |
| Sep. 11, 2013 | REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED                | 71378             |
| Sep. 19, 2013 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL              | 71378             |
| Sep. 11, 2013 | TEAS SECTION 8 & 15 RECEIVED                              |                   |
| Oct. 09, 2007 | REGISTERED-PRINCIPAL REGISTER                             |                   |
| Aug. 31, 2007 | LAW OFFICE REGISTRATION REVIEW COMPLETED                  | 66121             |
| Aug. 31, 2007 | ASSIGNED TO LIE   | 66121             |
| Jul. 22, 2007 | ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED                 |                   |
| Jun. 13, 2007 | STATEMENT OF USE PROCESSING COMPLETE                      | 64657             |

|               |  |       |
|---------------|--|-------|
| Mar. 07, 2007 | USE AMENDMENT FILED                      | 64657 |
| Mar. 07, 2007 | TEAS STATEMENT OF USE RECEIVED           |       |
| Oct. 25, 2006 | EXTENSION 1 GRANTED                      | 98765 |
| Oct. 25, 2006 | EXTENSION 1 FILED                        | 98765 |
| Oct. 25, 2006 | TEAS EXTENSION RECEIVED                  |       |
| Apr. 25, 2006 | NOA MAILED - SOU REQUIRED FROM APPLICANT |       |
| Jan. 31, 2006 | PUBLISHED FOR OPPOSITION                 |       |
| Jan. 11, 2006 | NOTICE OF PUBLICATION                    |       |
| Dec. 20, 2005 | LAW OFFICE PUBLICATION REVIEW COMPLETED  | 70824 |
| Dec. 16, 2005 | ASSIGNED TO LIE                          | 70824 |
| Dec. 09, 2005 | APPROVED FOR PUB - PRINCIPAL REGISTER    |       |
| Dec. 09, 2005 | EXAMINERS AMENDMENT E-MAILED             | 6328  |
| Dec. 09, 2005 | EXAMINERS AMENDMENT -WRITTEN             | 76935 |
| Nov. 18, 2005 | TEAS/EMAIL CORRESPONDENCE ENTERED        | 66230 |
| Aug. 22, 2005 | CORRESPONDENCE RECEIVED IN LAW OFFICE    | 66230 |
| Aug. 22, 2005 | TEAS RESPONSE TO OFFICE ACTION RECEIVED  |       |
| May 25, 2005  | FINAL REFUSAL E-MAILED                   |       |
| May 25, 2005  | FINAL REFUSAL WRITTEN                    | 76935 |
| Apr. 15, 2005 | AMENDMENT FROM APPLICANT ENTERED         | 70824 |
| Mar. 17, 2005 | CORRESPONDENCE RECEIVED IN LAW OFFICE    | 70824 |
| Mar. 17, 2005 | TEAS RESPONSE TO OFFICE ACTION RECEIVED  |       |
| Sep. 20, 2004 | NON-FINAL ACTION E-MAILED                | 6325  |
| Sep. 20, 2004 | NON-FINAL ACTION WRITTEN                 | 76935 |
| Sep. 19, 2004 | ASSIGNED TO EXAMINER                     | 76935 |
| Mar. 17, 2004 | NEW APPLICATION ENTERED IN TRAM          |       |

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## Maintenance Filings or Post Registration Information

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**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Oct. 09, 2017

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## TM Staff and Location Information

---

**TM Staff Information - None**

**File Location**

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Oct. 30, 2017



Generated on: This page was generated by TSDR on 2019-08-05 16:58:01 EDT

Mark: SEXY ANGEL

SEXY ANGEL

US Serial Number: 88110235

Application Filing Date: Sep. 10, 2018

US Registration Number: 5727367

Registration Date: Apr. 16, 2019

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, 2019

Publication Date: Jan. 29, 2019

## Mark Information

Mark Literal Elements: SEXY ANGEL

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: Women's clothing, namely, shirts, dresses, skirts, blouses

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 01, 2017

Use in Commerce: May 17, 2017

## 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: ChongQing YanDieRui Technology Limited

Owner Address: NO.1 XinMao Road, BeiBei District  
Chongqing 400070  
CHINA

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country: CHINA  
Where Organized:

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## Attorney/Correspondence Information

---

Attorney of Record - None

Correspondent

Correspondent: CHONGQING YANDIERUI TECHNOLOGY LIMITED  
Name/Address: CHONGQING YANDIERUI TECHNOLOGY LIMITED  
NO.1 XINMAO ROAD,BEIBEI DISTRICT  
CHONGQING 400070  
CHINA

Domestic Representative - Not Found

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## Prosecution History

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| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Apr. 16, 2019 | REGISTERED-PRINCIPAL REGISTER                        |                   |
| Jan. 29, 2019 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED   |                   |
| Jan. 29, 2019 | PUBLISHED FOR OPPOSITION                             |                   |
| Jan. 09, 2019 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED       |                   |
| Dec. 21, 2018 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Dec. 19, 2018 | ASSIGNED TO EXAMINER                                 | 83695             |
| Sep. 17, 2018 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |                   |
| Sep. 13, 2018 | NEW APPLICATION ENTERED IN TRAM                      |                   |

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## TM Staff and Location Information

---

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Apr. 16, 2019

Generated on: This page was generated by TSDR on 2019-08-05 16:58:00 EDT

Mark: SNOW ANGEL

SNOW ANGEL

US Serial Number: 76012455

Application Filing Date: Mar. 30, 2000

US Registration Number: 2449084

Registration Date: May 08, 2001

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Feb. 14, 2011

Publication Date: Feb. 13, 2001

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## Mark Information

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Mark Literal Elements: SNOW ANGEL

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

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## Goods and Services

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**Note:**

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

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

For: Clothing, specifically women's and girls' thermal underwear, tights, sport bras, pants, ski pants, tops, and jackets

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 04, 1999

Use in Commerce: Mar. 19, 1999

---

## Basis Information (Case Level)

---

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

---

## Current Owner(s) Information

---

Owner Name: PERFORMANCE APPAREL CORP.

Owner Address: 4145 SANTA FE ROAD #1  
SAN LUIS OBISPO, CALIFORNIA UNITED STATES 93401

Legal Entity Type: CORPORATION

State or Country NORTH CAROLINA  
Where Organized:

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## Attorney/Correspondence Information

---

### Attorney of Record

Attorney Name: Mary A. Harris

Docket Number: 0001

Attorney Primary Email Address: [copytmlaw@aol.com](mailto:copytmlaw@aol.com)

Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: Mary A. Harris, Attorney at Law  
960 Toro Street  
San Luis Obispo, CALIFORNIA UNITED STATES 93401

Phone: 805/543-0855

Fax: 805/781-3427

Correspondent e-mail: [copytmlaw@aol.com](mailto:copytmlaw@aol.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

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## Prosecution History

---

| Date          | Description   | Proceeding Number |
|---------------|---|-------------------|
| Feb. 14, 2011 | REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)     | 66607             |
| Feb. 14, 2011 | REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED |                   |
| Jan. 24, 2011 | TEAS SECTION 8 & 9 RECEIVED                         |                   |
| Jan. 28, 2009 | AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP         |                   |
| May 17, 2007  | REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.  | 66607             |
| May 17, 2007  | ASSIGNED TO PARALEGAL                               | 66607             |
| Apr. 13, 2007 | TEAS SECTION 8 & 15 RECEIVED                        |                   |
| Nov. 02, 2006 | CASE FILE IN TICRS                                  |                   |
| May 08, 2001  | REGISTERED-PRINCIPAL REGISTER                       |                   |
| Feb. 13, 2001 | PUBLISHED FOR OPPOSITION                            |                   |
| Jan. 12, 2001 | NOTICE OF PUBLICATION                               |                   |
| Dec. 13, 2000 | APPROVED FOR PUB - PRINCIPAL REGISTER               |                   |
| Nov. 27, 2000 | CORRESPONDENCE RECEIVED IN LAW OFFICE               |                   |
| Sep. 19, 2000 | NON-FINAL ACTION MAILED                             |                   |
| Sep. 06, 2000 | ASSIGNED TO EXAMINER                                | 78061             |

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## TM Staff and Location Information

---

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Feb. 14, 2011

Generated on: This page was generated by TSDR on 2019-08-05 16:58:00 EDT

Mark: FABULOUS AT FIFTY

FABULOUS AT FIFTY

US Serial Number: 86613074

Application Filing Date: Apr. 28, 2015

US Registration Number: 4925529

Registration Date: Mar. 29, 2016

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: Mar. 29, 2016

Publication Date: Jan. 12, 2016

---

## Mark Information

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Mark Literal Elements: FABULOUS AT FIFTY

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: Women's clothing, namely, shirts, dresses, skirts, blouses

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 01, 2015

Use in Commerce: Jan. 01, 2015

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## 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: Arlene Madison Levine

Owner Address: 2315 N Hobart Bl  
Los Angeles, CALIFORNIA 90027  
UNITED STATES

Legal Entity Type: INDIVIDUAL

Citizenship: UNITED STATES

---

## Attorney/Correspondence Information

---

Attorney Name: Michael J Maroney

Attorney of Record

Docket Number: AM001

Attorney Primary [mjmaroney1@gmail.com](mailto:mjmaroney1@gmail.com)

Attorney Email Yes

Email Address:

Authorized:

Correspondent

Correspondent MICHAEL J MARONEY

Name/Address: Maroney Law  
3230 Van Allen Pl  
Topanga, CALIFORNIA 90290-4474  
UNITED STATES

Phone: 818-592-0477

Correspondent e-mail: [mjmaroney1@gmail.com](mailto:mjmaroney1@gmail.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

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## Prosecution History

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| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Mar. 29, 2016 | REGISTERED-PRINCIPAL REGISTER                        |                   |
| Jan. 12, 2016 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED   |                   |
| Jan. 12, 2016 | PUBLISHED FOR OPPOSITION                             |                   |
| Dec. 24, 2015 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED       |                   |
| Oct. 13, 2015 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Aug. 13, 2015 | NOTIFICATION OF LETTER OF SUSPENSION E-MAILED        | 6332              |
| Aug. 13, 2015 | LETTER OF SUSPENSION E-MAILED                        | 6332              |
| Aug. 13, 2015 | SUSPENSION LETTER WRITTEN                            | 76584             |
| Aug. 06, 2015 | ASSIGNED TO EXAMINER                                 | 76584             |
| May 09, 2015  | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |                   |
| May 01, 2015  | NEW APPLICATION ENTERED IN TRAM                      |                   |

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## TM Staff and Location Information

---

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Mar. 29, 2016

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Mark: FINISH AT THE 50

FINISH AT THE 50

US Serial Number: 85547832

Application Filing Date: Feb. 21, 2012

US Registration Number: 4659950

Registration Date: Dec. 23, 2014

Register: Principal

Mark Type: Trademark, Service Mark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Dec. 23, 2014

Publication Date: Dec. 25, 2012

Notice of Allowance Date: Feb. 19, 2013

---

## Mark Information

---

Mark Literal Elements: FINISH AT THE 50

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: Men's, women's and children's clothing, namely, T-shirts, sweatshirts, knit shirts and jerseys

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 03, 2012

Use in Commerce: Jul. 03, 2012

For: Charitable fundraising services by means of running and community festivals

International Class(es): 036 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 03, 2012

Use in Commerce: Jul. 03, 2012

For: Organizing and conducting a running event, the proceeds of which are donated to charity; entertainment services in the nature of arranging, organizing, operating, and conducting athletic competitions and events, namely, foot races; entertainment in the nature of arranging, organizing, operating and conducting community festivals featuring a variety of activities, namely, sporting and music events and the like and also providing vendor booths, and foods and beverages at such festivals

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 03, 2012

Use in Commerce: Jul. 03, 2012

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## Basis Information (Case Level)

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|                    |                        |                 |
|--------------------|------------------------|-----------------|
| 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: NPP Development LLC

Owner Address: One Patriot Place  
Foxborough, MASSACHUSETTS 02035  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country: DELAWARE  
Where Organized:

## Attorney/Correspondence Information

Attorney of Record

Attorney Name: David P. Sharrow

Attorney Primary Email Address: [dsharrow@gunder.com](mailto:dsharrow@gunder.com)

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: DAVID P. SHARROW  
GUNDERSON DETTMER STOUGH VILLENEUVE FRANKLIN & HAC  
220 W 42ND ST FL 21  
NEW YORK, NEW YORK 10036-7200  
UNITED STATES

Phone: 212-430-3161

Fax: 877-881-6166

Correspondent e-mail: [dsharrow@gunder.com](mailto:dsharrow@gunder.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

## Prosecution History

| Date          | Description                                       | Proceeding Number |
|---------------|---|-------------------|
| Dec. 23, 2014 | REGISTERED-PRINCIPAL REGISTER                     |                   |
| Nov. 19, 2014 | NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED |                   |
| Nov. 18, 2014 | ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED         |                   |
| Nov. 18, 2014 | EXAMINER'S AMENDMENT ENTERED                      | 88888             |
| Nov. 18, 2014 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED      |                   |
| Nov. 18, 2014 | EXAMINERS AMENDMENT E-MAILED                      |                   |
| Nov. 18, 2014 | SU-EXAMINER'S AMENDMENT WRITTEN                   | 76745             |
| Oct. 10, 2014 | NOTIFICATION OF FINAL REFUSAL EMAILED             |                   |
| Oct. 10, 2014 | FINAL REFUSAL E-MAILED                            |                   |
| Oct. 10, 2014 | SU - FINAL REFUSAL - WRITTEN                      | 76745             |
| Sep. 26, 2014 | TEAS/EMAIL CORRESPONDENCE ENTERED                 | 68123             |
| Sep. 26, 2014 | CORRESPONDENCE RECEIVED IN LAW OFFICE             | 68123             |
| Sep. 24, 2014 | TEAS RESPONSE TO OFFICE ACTION RECEIVED           |                   |
| Aug. 19, 2014 | TEAS EXTENSION RECEIVED                           |                   |
| Apr. 17, 2014 | NOTIFICATION OF NON-FINAL ACTION E-MAILED         |                   |
| Apr. 17, 2014 | NON-FINAL ACTION E-MAILED                         |                   |
| Apr. 17, 2014 | SU - NON-FINAL ACTION - WRITTEN                   | 76745             |
| Mar. 27, 2014 | STATEMENT OF USE PROCESSING COMPLETE              | 69302             |
| Mar. 23, 2014 | USE AMENDMENT FILED                               | 69302             |
| Mar. 23, 2014 | TEAS STATEMENT OF USE RECEIVED                    |                   |

|               |  |       |
|---------------|--|-------|
| Mar. 15, 2014 | NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED     |       |
| Mar. 14, 2014 | EXTENSION 2 GRANTED                                  | 69302 |
| Feb. 18, 2014 | EXTENSION 2 FILED                                    | 69302 |
| Mar. 12, 2014 | CASE ASSIGNED TO INTENT TO USE PARALEGAL             | 69302 |
| Feb. 18, 2014 | TEAS EXTENSION RECEIVED                              |       |
| Aug. 20, 2013 | NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED     |       |
| Aug. 16, 2013 | EXTENSION 1 GRANTED                                  | 98765 |
| Aug. 16, 2013 | EXTENSION 1 FILED                                    | 98765 |
| Aug. 16, 2013 | TEAS EXTENSION RECEIVED                              |       |
| Feb. 19, 2013 | NOA E-MAILED - SOU REQUIRED FROM APPLICANT           |       |
| Dec. 25, 2012 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED   |       |
| Dec. 25, 2012 | PUBLISHED FOR OPPOSITION                             |       |
| Dec. 05, 2012 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED       |       |
| Nov. 16, 2012 | LAW OFFICE PUBLICATION REVIEW COMPLETED              | 68123 |
| Nov. 16, 2012 | ASSIGNED TO LIE                                      | 68123 |
| Oct. 31, 2012 | APPROVED FOR PUB - PRINCIPAL REGISTER                |       |
| Oct. 06, 2012 | TEAS/EMAIL CORRESPONDENCE ENTERED                    | 88889 |
| Oct. 06, 2012 | CORRESPONDENCE RECEIVED IN LAW OFFICE                | 88889 |
| Oct. 06, 2012 | TEAS RESPONSE TO OFFICE ACTION RECEIVED              |       |
| Jun. 12, 2012 | NOTIFICATION OF PRIORITY ACTION E-MAILED             | 6326  |
| Jun. 12, 2012 | PRIORITY ACTION E-MAILED                             | 6326  |
| Jun. 12, 2012 | PRIORITY ACTION WRITTEN                              | 76745 |
| Jun. 01, 2012 | ASSIGNED TO EXAMINER                                 | 76745 |
| Feb. 27, 2012 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |       |
| Feb. 24, 2012 | NEW APPLICATION ENTERED IN TRAM                      |       |

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## TM Staff and Location Information

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**TM Staff Information - None**

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Nov. 18, 2014

Generated on: This page was generated by TSDR on 2019-08-05 16:58:00 EDT

Mark: TROPHY BABY

TROPHY BABY

US Serial Number: 86171231

Application Filing Date: Jan. 21, 2014

US Registration Number: 4596561

Registration Date: Sep. 02, 2014

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Sep. 02, 2014

Publication Date: Jun. 17, 2014

---

## Mark Information

---

Mark Literal Elements: TROPHY BABY

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "BABY"

---

## 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: Clothing, namely, dresses, tops, pants, shirts, shorts, skirts, blouses, sweaters, sweatshirts, t-shirts, sweatpants, yoga pants, suits, bathing suits, sleepwear, undergarments, coats and jackets; clothing accessories, namely, socks, belts, scarves, bandanas and gloves; headbands and wristbands; head-wear, namely, hats, caps and visors; footwear, namely, shoes, boots, sandals, socks and slippers

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 10, 2014

Use in Commerce: Apr. 10, 2014

---

## Basis Information (Case Level)

---

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

---

## Current Owner(s) Information

---

**Owner Name:** Hyslip, Thomas Scott

**Owner Address:** 4105 Alpine Clover Drive  
Wake Forest, NORTH CAROLINA UNITED STATES 27587

**Legal Entity Type:** INDIVIDUAL

**Citizenship:** UNITED STATES

---

## Attorney/Correspondence Information

---

**Attorney of Record - None**

**Correspondent**

**Correspondent** Hyslip, Thomas Scott  
**Name/Address:** 4105 Alpine Clover Drive  
Wake Forest, NORTH CAROLINA UNITED STATES 27587

**Domestic Representative - Not Found**

---

## Prosecution History

---

| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Mar. 11, 2016 | ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED                |                   |
| Mar. 11, 2016 | TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED     |                   |
| Sep. 02, 2014 | REGISTERED-PRINCIPAL REGISTER                            |                   |
| Jun. 17, 2014 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED       |                   |
| Jun. 17, 2014 | PUBLISHED FOR OPPOSITION                                 |                   |
| May 28, 2014  | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED           |                   |
| May 22, 2014  | TEAS CHANGE OF CORRESPONDENCE RECEIVED                   |                   |
| May 09, 2014  | LAW OFFICE PUBLICATION REVIEW COMPLETED                  | 77312             |
| May 09, 2014  | ASSIGNED TO LIE  | 77312             |
| Apr. 25, 2014 | NOTICE OF ACCEPTANCE OF AMENDMENT TO ALLEGE USE E-MAILED |                   |
| Apr. 24, 2014 | APPROVED FOR PUB - PRINCIPAL REGISTER                    |                   |
| Apr. 24, 2014 | EXAMINER'S AMENDMENT ENTERED                             | 88888             |
| Apr. 24, 2014 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED             | 6328              |
| Apr. 24, 2014 | EXAMINERS AMENDMENT E-MAILED                             | 6328              |
| Apr. 24, 2014 | EXAMINERS AMENDMENT -WRITTEN                             | 70703             |
| Apr. 24, 2014 | USE AMENDMENT ACCEPTED                                   | 70703             |
| Apr. 24, 2014 | ASSIGNED TO EXAMINER                                     | 70703             |
| Apr. 18, 2014 | AMENDMENT TO USE PROCESSING COMPLETE                     | 88889             |
| Apr. 18, 2014 | USE AMENDMENT FILED                                      | 88889             |
| Apr. 17, 2014 | TEAS AMENDMENT OF USE RECEIVED                           |                   |
| Mar. 18, 2014 | TEAS CHANGE OF CORRESPONDENCE RECEIVED                   |                   |
| Jan. 31, 2014 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM     |                   |
| Jan. 24, 2014 | 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. 02, 2014

Generated on: This page was generated by TSDR on 2019-08-05 16:58:00 EDT

Mark: TROPHY WEAR

TROPHY WEAR

US Serial Number: 85693887

Application Filing Date: Aug. 02, 2012

US Registration Number: 4373623

Registration Date: Jul. 23, 2013

Register: Principal

Mark Type: Trademark

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Jan. 02, 2019

Publication Date: Feb. 19, 2013

Notice of Allowance Date: Apr. 16, 2013

---

## Mark Information

---

Mark Literal Elements: TROPHY WEAR

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "WEAR"

---

## 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: Clothing, namely, men's and women's shirts, shorts, pants, swimwear and hats

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: May 01, 2013

Use in Commerce: May 01, 2013

---

## 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: Bimini Bay Outfitters, Ltd

Owner Address: 43 McKeey Drive  
Mahwah, NEW JERSEY 07430  
UNITED STATES

Legal Entity Type: CORPORATION

State or Country NEW JERSEY  
Where Organized:

---

## Attorney/Correspondence Information

---

### Attorney of Record

Attorney Name: Len Brignac

Docket Number: 0947-001- tr

Attorney Primary [lbrignac@kingjurgens.com](mailto:lbrignac@kingjurgens.com)

Attorney Email Yes

Email Address:

Authorized:

### Correspondent

Correspondent LEN BRIGNAC

Name/Address: KING & JURGENS, PLLC  
201 SAINT CHARLES AVE FL 45  
NEW ORLEANS, LOUISIANA 70170  
UNITED STATES

Phone: 504 569 1639

Fax: 504 582 1233

Correspondent e- [lbrignac@kingjurgens.com](mailto:lbrignac@kingjurgens.com) [shendrix@kingkrebs.com](mailto:shendrix@kingkrebs.com)  
mail: [om](mailto:om)

Correspondent e- Yes  
mail Authorized:

Domestic Representative - Not Found

---

## Prosecution History

---

| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Jan. 02, 2019 | NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED       |                   |
| Jan. 02, 2019 | REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.   | 66607             |
| Jan. 02, 2019 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL         | 66607             |
| Dec. 03, 2018 | TEAS SECTION 8 & 15 RECEIVED                         |                   |
| Jul. 23, 2018 | COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED           |                   |
| Jul. 23, 2013 | REGISTERED-PRINCIPAL REGISTER                        |                   |
| Jun. 20, 2013 | NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED    |                   |
| Jun. 19, 2013 | LAW OFFICE REGISTRATION REVIEW COMPLETED             | 70468             |
| Jun. 19, 2013 | ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED            |                   |
| Jun. 19, 2013 | STATEMENT OF USE PROCESSING COMPLETE                 | 66230             |
| May 10, 2013  | USE AMENDMENT FILED                                  | 66230             |
| Jun. 08, 2013 | CASE ASSIGNED TO INTENT TO USE PARALEGAL             | 66230             |
| May 10, 2013  | TEAS STATEMENT OF USE RECEIVED                       |                   |
| Apr. 16, 2013 | NOA E-MAILED - SOU REQUIRED FROM APPLICANT           |                   |
| Feb. 19, 2013 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED   |                   |
| Feb. 19, 2013 | PUBLISHED FOR OPPOSITION                             |                   |
| Jan. 30, 2013 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED       |                   |
| Jan. 12, 2013 | LAW OFFICE PUBLICATION REVIEW COMPLETED              | 70468             |
| Jan. 09, 2013 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Jan. 09, 2013 | EXAMINER'S AMENDMENT ENTERED                         | 88888             |
| Jan. 09, 2013 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED         | 6328              |
| Jan. 09, 2013 | EXAMINERS AMENDMENT E-MAILED                         | 6328              |
| Jan. 09, 2013 | EXAMINERS AMENDMENT -WRITTEN                         | 85323             |
| Jan. 09, 2013 | PREVIOUS ALLOWANCE COUNT WITHDRAWN                   |                   |
| Jan. 07, 2013 | WITHDRAWN FROM PUB - OG REVIEW QUERY                 | 76621             |
| Dec. 27, 2012 | LAW OFFICE PUBLICATION REVIEW COMPLETED              | 70468             |
| Dec. 27, 2012 | ASSIGNED TO LIE                                      | 70468             |
| Dec. 07, 2012 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Dec. 07, 2012 | EXAMINER'S AMENDMENT ENTERED                         | 88888             |
| Dec. 07, 2012 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED         | 6328              |
| Dec. 07, 2012 | EXAMINERS AMENDMENT E-MAILED                         | 6328              |
| Dec. 07, 2012 | EXAMINERS AMENDMENT -WRITTEN                         | 85323             |
| Nov. 30, 2012 | ASSIGNED TO EXAMINER                                 | 85323             |
| Aug. 11, 2012 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |                   |

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## Maintenance Filings or Post Registration Information

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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: TMEG LAW OFFICE 108

Date in Location: Jan. 02, 2019



Generated on: This page was generated by TSDR on 2019-08-05 16:58:00 EDT

Mark: CANDY CANE COUTURE

*Candy Cane  
Couture*

US Serial Number: 86208661

Application Filing Date: Mar. 02, 2014

US Registration Number: 4722375

Registration Date: Apr. 21, 2015

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Apr. 21, 2015

Publication Date: Feb. 03, 2015

---

## Mark Information

---

Mark Literal Elements: CANDY CANE COUTURE

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of cursive print, "Candy Cane" in red print, the "C" in "Candy", "Cane" and "Couture" are capitalized, "Candy" and "Cane" is separated with a white and red heart, "Couture" is in black print and is located below "Candy Cane".

Color Drawing: Yes

Color(s) Claimed: The color(s) red, white and black is/are claimed as a feature of the mark.

Disclaimer: "COUTURE"

Design Search Code(s): 02.11.01 - Hearts excluding hearts as carriers or depicted on playing cards

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## Goods and Services

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**Note:**

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

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

For: Sports caps and hats; Women's clothing, namely, shirts, dresses, skirts, blouses; Women's shoes

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 14, 2014

Use in Commerce: Feb. 16, 2014

---

## Basis Information (Case Level)

---

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

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

Amended Use: No  
Amended ITU: No  
Amended 44D: No  
Amended 44E: No

---

## Current Owner(s) Information

---

**Owner Name:** Montoro, Bianca Blanche

**DBA, AKA, Formerly:** DBA Candy Cane Couture

**Composed of:** Bianca Blanche Montoro a citizen of the United States

**Owner Address:** 1699 Hollow Glen Drive  
Middleburg, FLORIDA 32068  
UNITED STATES

**Legal Entity Type:** SOLE PROPRIETORSHIP

**State or Country** FLORIDA  
**Where Organized:**

---

## Attorney/Correspondence Information

---

**Attorney of Record - None**

**Correspondent**

**Correspondent Name/Address:** MONTORO, BIANCA BLANCHE  
MONTORO, BIANCA BLANCHE  
1699 HOLLOW GLEN DR  
MIDDLEBURG, FLORIDA 32068-6882  
UNITED STATES

**Phone:** 9043168775

**Fax:** 9044069353

**Domestic Representative - Not Found**

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## Prosecution History

---

| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Apr. 21, 2015 | REGISTERED-PRINCIPAL REGISTER                        |                   |
| Apr. 07, 2015 | ASSIGNED TO EXAMINER                                 | 78352             |
| Feb. 03, 2015 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED   |                   |
| Feb. 03, 2015 | PUBLISHED FOR OPPOSITION                             |                   |
| Jan. 14, 2015 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED       |                   |
| Dec. 30, 2014 | LAW OFFICE PUBLICATION REVIEW COMPLETED              | 73797             |
| Dec. 30, 2014 | ASSIGNED TO LIE                                      | 73797             |
| Dec. 12, 2014 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Nov. 26, 2014 | TEAS/EMAIL CORRESPONDENCE ENTERED                    | 88889             |
| Nov. 25, 2014 | CORRESPONDENCE RECEIVED IN LAW OFFICE                | 88889             |
| Nov. 25, 2014 | TEAS RESPONSE TO OFFICE ACTION RECEIVED              |                   |
| Jun. 07, 2014 | NOTIFICATION OF NON-FINAL ACTION E-MAILED            | 6325              |
| Jun. 07, 2014 | NON-FINAL ACTION E-MAILED                            | 6325              |
| Jun. 07, 2014 | NON-FINAL ACTION WRITTEN                             | 77868             |
| Jun. 06, 2014 | ASSIGNED TO EXAMINER                                 | 77868             |
| Mar. 14, 2014 | NOTICE OF DESIGN SEARCH CODE E-MAILED                |                   |
| Mar. 13, 2014 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |                   |
| Mar. 05, 2014 | NEW APPLICATION ENTERED IN TRAM                      |                   |

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## TM Staff and Location Information

---

**TM Staff Information - None**

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Apr. 21, 2015

Generated on: This page was generated by TSDR on 2019-08-05 16:58:00 EDT

Mark: THE CANDY CANE RAIN

THE CANDY CANE RAIN

US Serial Number: 85983912

Application Filing Date: Nov. 19, 2012

US Registration Number: 4871117

Registration Date: Dec. 15, 2015

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Dec. 15, 2015

Publication Date: May 21, 2013

Notice of Allowance Date: Jul. 16, 2013

---

## Mark Information

---

Mark Literal Elements: THE CANDY CANE RAIN

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

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Child Of: 85782429

---

## Goods and Services

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**Note:**

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

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

For: Clothing, namely, t-shirts

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 08, 2015

Use in Commerce: Oct. 08, 2015

---

## Basis Information (Case Level)

---

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

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## Current Owner(s) Information

---

**Owner Name:** See, Marcia

**Owner Address:** 103 Antique Rose Drive  
Madison, ALABAMA UNITED STATES 35758

**Legal Entity Type:** INDIVIDUAL

**Citizenship:** UNITED STATES

---

## Attorney/Correspondence Information

---

### Attorney of Record

**Attorney Name:** Jeremy A. Smith

**Docket Number:** 205799-30100

**Attorney Primary** [jasmith@babco.com](mailto:jasmith@babco.com)

**Attorney Email** Yes

**Email Address:**

**Authorized:**

### Correspondent

**Correspondent** JEREMY A. SMITH

**Name/Address:** BRADLEY ARANT BOULT CUMMINGS LLP  
200 CLINTON AVE W STE 900  
HUNTSVILLE, ALABAMA UNITED STATES 35801-4933

**Phone:** 256-517-5141

**Fax:** 256-517-5241

**Correspondent e-mail:** [jasmith@babco.com](mailto:jasmith@babco.com) [wbabcock@babco.com](mailto:wbabcock@babco.com) [lpooman@babco.com](mailto:lpooman@babco.com)

**Correspondent e-mail** Yes  
**Authorized:**

**Domestic Representative - Not Found**

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## Prosecution History

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| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Dec. 15, 2015 | REGISTERED-PRINCIPAL REGISTER                      |                   |
| Nov. 10, 2015 | NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED  |                   |
| Nov. 09, 2015 | ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED          |                   |
| Oct. 21, 2015 | STATEMENT OF USE PROCESSING COMPLETE               | 66154             |
| Oct. 09, 2015 | USE AMENDMENT FILED                                | 66154             |
| Oct. 21, 2015 | DIVISIONAL PROCESSING COMPLETE                     |                   |
| Oct. 09, 2015 | DIVISIONAL REQUEST RECEIVED                        |                   |
| Oct. 09, 2015 | TEAS REQUEST TO DIVIDE RECEIVED                    |                   |
| Oct. 09, 2015 | TEAS STATEMENT OF USE RECEIVED                     |                   |
| Jul. 18, 2015 | NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED   |                   |
| Jul. 17, 2015 | EXTENSION 4 GRANTED                                | 66154             |
| Jul. 14, 2015 | EXTENSION 4 FILED                                  | 66154             |
| Jul. 14, 2015 | TEAS EXTENSION RECEIVED                            |                   |
| Jan. 13, 2015 | NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED   |                   |
| Jan. 10, 2015 | EXTENSION 3 GRANTED                                | 66154             |
| Jan. 09, 2015 | EXTENSION 3 FILED                                  | 66154             |
| Jan. 09, 2015 | TEAS EXTENSION RECEIVED                            |                   |
| Aug. 28, 2014 | NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED     |                   |
| Aug. 28, 2014 | NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED     |                   |
| Aug. 09, 2014 | NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED   |                   |
| Aug. 08, 2014 | EXTENSION 2 GRANTED                                | 66154             |
| Jul. 14, 2014 | EXTENSION 2 FILED                                  | 66154             |
| Aug. 06, 2014 | CASE ASSIGNED TO INTENT TO USE PARALEGAL           | 66154             |
| Jul. 14, 2014 | TEAS EXTENSION RECEIVED                            |                   |
| Jan. 14, 2014 | NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED   |                   |
| Jan. 10, 2014 | EXTENSION 1 GRANTED                                | 98765             |
| Jan. 10, 2014 | EXTENSION 1 FILED                                  | 98765             |
| Jan. 10, 2014 | TEAS EXTENSION RECEIVED                            |                   |
| Jul. 16, 2013 | NOA E-MAILED - SOU REQUIRED FROM APPLICANT         |                   |
| May 21, 2013  | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED |                   |

|               |  |       |
|---------------|--|-------|
| May 21, 2013  | PUBLISHED FOR OPPOSITION                             |       |
| May 01, 2013  | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED       |       |
| Apr. 17, 2013 | LAW OFFICE PUBLICATION REVIEW COMPLETED              | 70997 |
| Apr. 17, 2013 | ASSIGNED TO LIE                                      | 70997 |
| Mar. 25, 2013 | APPROVED FOR PUB - PRINCIPAL REGISTER                |       |
| Mar. 25, 2013 | EXAMINER'S AMENDMENT ENTERED                         | 88888 |
| Mar. 25, 2013 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED         | 6328  |
| Mar. 25, 2013 | EXAMINERS AMENDMENT E-MAILED                         | 6328  |
| Mar. 25, 2013 | EXAMINERS AMENDMENT -WRITTEN                         | 73712 |
| Mar. 20, 2013 | NOTIFICATION OF NON-FINAL ACTION E-MAILED            | 6325  |
| Mar. 20, 2013 | NON-FINAL ACTION E-MAILED                            | 6325  |
| Mar. 20, 2013 | NON-FINAL ACTION WRITTEN                             | 73712 |
| Mar. 13, 2013 | ASSIGNED TO EXAMINER                                 | 73712 |
| Nov. 28, 2012 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |       |
| Nov. 22, 2012 | 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:** Nov. 09, 2015

Generated on: This page was generated by TSDR on 2019-08-05 16:58:00 EDT

Mark: THE WEAR

*the*WEAR

US Serial Number: 87100969

Application Filing Date: Jul. 12, 2016

US Registration Number: 5252696

Registration Date: Jul. 25, 2017

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Supplemental

Mark Type: Trademark

Amended to No  
Principal Register:

Date Amended to Mar. 09, 2017  
Current Register:

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jul. 25, 2017

---

## Mark Information

---

Mark Literal Elements: THE WEAR

Standard Character Claim: No

Mark Drawing Type: 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

Description of Mark: The mark consists of the word "THE" in a fanciful lower case font to the left of the word "WEAR", which is all in capital letters.

Color Drawing: Yes

Color(s) Claimed: The color(s) black and white is/are claimed as a feature of the 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: Women's clothing, namely, shirts, dresses, skirts, blouses

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 15, 2016

Use in Commerce: Dec. 15, 2016

---

## 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: Golant, Jacklien

DBA, AKA, DBA TW88  
Formerly:

Owner Address: 107 Legend Way  
Wales, WISCONSIN 53183  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country WISCONSIN  
Where Organized:

---

## Attorney/Correspondence Information

---

### Attorney of Record

Attorney Name: Robert E. Purcell

Attorney Primary [rpurcell@repurcelllaw.com](mailto:rpurcell@repurcelllaw.com)  
Email Address:

Attorney Email Yes  
Authorized:

### Correspondent

Correspondent Robert E. Purcell  
Name/Address: The Law Office of Robert E. Purcell, PLLC  
211 West Jefferson Street  
Suite 24  
Syracuse, NEW YORK 13202  
UNITED STATES

Phone: (315) 671-0707

Fax: (315) 671-0711

Correspondent e- [rpurcell@repurcelllaw.com](mailto:rpurcell@repurcelllaw.com)  
mail:

Correspondent e- Yes  
mail Authorized:

Domestic Representative - Not Found

---

## Prosecution History

---

| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Jul. 25, 2017 | REGISTERED-SUPPLEMENTAL REGISTER                         |                   |
| Jun. 16, 2017 | LAW OFFICE PUBLICATION REVIEW COMPLETED                  | 66213             |
| Jun. 12, 2017 | APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER          |                   |
| Jun. 12, 2017 | TEAS/EMAIL CORRESPONDENCE ENTERED                        | 66213             |
| Jun. 12, 2017 | CORRESPONDENCE RECEIVED IN LAW OFFICE                    | 66213             |
| Jun. 10, 2017 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED             | 6328              |
| Jun. 10, 2017 | EXAMINERS AMENDMENT E-MAILED                             | 6328              |
| Jun. 10, 2017 | EXAMINERS AMENDMENT -WRITTEN                             | 77073             |
| Jun. 02, 2017 | PREVIOUS ALLOWANCE COUNT WITHDRAWN                       |                   |
| May 23, 2017  | WITHDRAWN FROM PUB - OG REVIEW QUERY                     | 99910             |
| May 09, 2017  | LAW OFFICE PUBLICATION REVIEW COMPLETED                  | 66213             |
| May 08, 2017  | ASSIGNED TO LIE  | 66213             |
| Mar. 31, 2017 | NOTICE OF ACCEPTANCE OF AMENDMENT TO ALLEGE USE E-MAILED |                   |
| Mar. 30, 2017 | APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER          |                   |
| Mar. 30, 2017 | USE AMENDMENT ACCEPTED                                   | 77073             |
| Mar. 10, 2017 | TEAS/EMAIL CORRESPONDENCE ENTERED                        | 88889             |
| Mar. 09, 2017 | CORRESPONDENCE RECEIVED IN LAW OFFICE                    | 88889             |
| Mar. 09, 2017 | TEAS REQUEST FOR RECONSIDERATION RECEIVED                |                   |
| Mar. 04, 2017 | AMENDMENT TO USE PROCESSING COMPLETE                     | 88889             |
| Mar. 04, 2017 | USE AMENDMENT FILED                                      | 88889             |
| Mar. 03, 2017 | TEAS AMENDMENT OF USE RECEIVED                           |                   |
| Feb. 03, 2017 | NOTIFICATION OF FINAL REFUSAL EMAILED                    |                   |
| Feb. 03, 2017 | FINAL REFUSAL E-MAILED                                   |                   |
| Feb. 03, 2017 | FINAL REFUSAL WRITTEN                                    | 77073             |
| Dec. 06, 2016 | TEAS/EMAIL CORRESPONDENCE ENTERED                        | 88889             |
| Dec. 05, 2016 | CORRESPONDENCE RECEIVED IN LAW OFFICE                    | 88889             |
| Dec. 05, 2016 | TEAS RESPONSE TO OFFICE ACTION RECEIVED                  |                   |
| Dec. 05, 2016 | ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED                |                   |
| Dec. 05, 2016 | TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED     |                   |



|               |  |       |
|---------------|--|-------|
| Oct. 29, 2016 | NOTIFICATION OF NON-FINAL ACTION E-MAILED            | 6325  |
| Oct. 29, 2016 | NON-FINAL ACTION E-MAILED                            | 6325  |
| Oct. 29, 2016 | NON-FINAL ACTION WRITTEN                             | 77073 |
| Oct. 21, 2016 | ASSIGNED TO EXAMINER                                 | 77073 |
| Jul. 18, 2016 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |       |
| Jul. 15, 2016 | NEW APPLICATION ENTERED IN TRAM                      |       |

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## TM Staff and Location Information

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TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jul. 25, 2017

Generated on: This page was generated by TSDR on 2019-08-05 16:58:00 EDT

Mark: GELWEAR

# GELWEAR

US Serial Number: 85713828

Application Filing Date: Aug. 27, 2012

US Registration Number: 4367216

Registration Date: Jul. 16, 2013

Register: Principal

Mark Type: Trademark

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Aug. 02, 2018

Publication Date: Apr. 30, 2013

## Mark Information

Mark Literal Elements: GELWEAR

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "GEL"

Acquired Distinctiveness Claim: In whole

## 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: viscous gel polymer shoe inserts for primarily orthopedic purposes for sale to consumers

International Class(es): 010 - Primary Class

U.S Class(es): 026, 039, 044

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 01, 1997

Use in Commerce: Apr. 01, 1997

For: viscous gel polymer shoe inserts for primarily nonorthopedic purposes for sale to consumers; viscous gel polymer inserts sold to manufacturers as an integral component of headwear and clothing, namely, jackets, vests, shirts, pants, belts, wristbands, swimwear, socks, and bras

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 01, 1997

Use in Commerce: Apr. 01, 1997

## 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

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## Current Owner(s) Information

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**Owner Name:** Pittsburgh Plastics Manufacturing, Inc.

**Owner Address:** 140 Kriess Road  
Butler, PENNSYLVANIA 16001  
UNITED STATES

**Legal Entity Type:** CORPORATION

**State or Country** PENNSYLVANIA  
**Where Organized:**

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## Attorney/Correspondence Information

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### Attorney of Record

**Attorney Name:** Chadd C. Colin,

**Attorney Primary** [ccolin@ymfzpc.com](mailto:ccolin@ymfzpc.com)  
**Email Address:**

**Attorney Email** Yes  
**Authorized:**

### Correspondent

**Correspondent** CHADD C. COLIN,  
**Name/Address:** YUKEVICH, MARCHETTI, FISCHER & ZANGRILLI  
11 STANWIX ST STE 1024  
PITTSBURGH, PENNSYLVANIA 15222-1312  
UNITED STATES

**Phone:** 412-904-5350

**Correspondent e-mail:** [ccolin@ymfzpc.com](mailto:ccolin@ymfzpc.com)

**Correspondent e-mail** Authorized: Yes

**Domestic Representative - Not Found**

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## Prosecution History

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| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Aug. 02, 2018 | NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED       |                   |
| Aug. 02, 2018 | REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.   | 70187             |
| Aug. 02, 2018 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL         | 70187             |
| Jul. 23, 2018 | TEAS SECTION 8 & 15 RECEIVED                         |                   |
| Jul. 16, 2018 | COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED           |                   |
| Jul. 16, 2013 | REGISTERED-PRINCIPAL REGISTER                        |                   |
| Apr. 30, 2013 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED   |                   |
| Apr. 30, 2013 | PUBLISHED FOR OPPOSITION                             |                   |
| Apr. 10, 2013 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED       |                   |
| Mar. 26, 2013 | LAW OFFICE PUBLICATION REVIEW COMPLETED              | 68171             |
| Mar. 26, 2013 | ASSIGNED TO LIE                                      | 68171             |
| Mar. 12, 2013 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Mar. 07, 2013 | TEAS/EMAIL CORRESPONDENCE ENTERED                    | 88889             |
| Mar. 07, 2013 | CORRESPONDENCE RECEIVED IN LAW OFFICE                | 88889             |
| Mar. 07, 2013 | TEAS RESPONSE TO OFFICE ACTION RECEIVED              |                   |
| Jan. 03, 2013 | NOTIFICATION OF NON-FINAL ACTION E-MAILED            | 6325              |
| Jan. 03, 2013 | NON-FINAL ACTION E-MAILED                            | 6325              |
| Jan. 03, 2013 | NON-FINAL ACTION WRITTEN                             | 73360             |
| Dec. 19, 2012 | ASSIGNED TO EXAMINER                                 | 73360             |
| Sep. 06, 2012 | NOTICE OF PSEUDO MARK MAILED                         |                   |
| Sep. 05, 2012 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |                   |
| Aug. 30, 2012 | NEW APPLICATION ENTERED IN TRAM                      |                   |

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## Maintenance Filings or Post Registration Information

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Affidavit of Section 8 - Accepted  
Continued Use:

Affidavit of Section 15 - Accepted  
Incontestability:

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## TM Staff and Location Information

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TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 117

Date in Location: Aug. 02, 2018

Generated on: This page was generated by TSDR on 2019-08-05 16:58:00 EDT

Mark: HOUSE OF BLONDES

House of Blondes

US Serial Number: 88134303

Application Filing Date: Sep. 27, 2018

US Registration Number: 5739713

Registration Date: Apr. 30, 2019

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark, Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Apr. 30, 2019

Publication Date: Feb. 12, 2019

## Mark Information

Mark Literal Elements: HOUSE OF BLONDES

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: Women's clothing, namely, shirts, dresses, skirts, blouses

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 01, 2018

Use in Commerce: Jan. 05, 2018

For: Hair salon services; Hair color salon services

International Class(es): 044 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 01, 2018

Use in Commerce: Jan. 05, 2018

## Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

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## Current Owner(s) Information

---

Owner Name: Totten, Christina

Owner Address: 800 5th Ave South Suite 200-21  
Naples, FLORIDA UNITED STATES 34102

Legal Entity Type: INDIVIDUAL

Citizenship: UNITED STATES

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## Attorney/Correspondence Information

---

Attorney of Record - None

Correspondent

Correspondent TOTTEN, CHRISTINA

Name/Address: 800 5TH AVE SOUTH SUITE 200-21  
NAPLES, FLORIDA UNITED STATES 34102

Phone: 630-817-4118

Domestic Representative - Not Found

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## Prosecution History

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| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Apr. 30, 2019 | REGISTERED-PRINCIPAL REGISTER                        |                   |
| Feb. 12, 2019 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED   |                   |
| Feb. 12, 2019 | PUBLISHED FOR OPPOSITION                             |                   |
| Jan. 23, 2019 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED       |                   |
| Jan. 09, 2019 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Jan. 09, 2019 | ASSIGNED TO EXAMINER                                 | 86332             |
| Oct. 05, 2018 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |                   |
| Oct. 01, 2018 | NEW APPLICATION ENTERED IN TRAM                      |                   |

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## TM Staff and Location Information

---

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Apr. 30, 2019

Generated on: This page was generated by TSDR on 2019-08-05 16:58:00 EDT

Mark: HOUSE OF BLUES



US Serial Number: 74515897

Application Filing Date: Apr. 08, 1994

US Registration Number: 1891179

Registration Date: Apr. 25, 1995

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Jun. 11, 2014

Publication Date: Jan. 31, 1995

---

## Mark Information

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Mark Literal: HOUSE OF BLUES

Elements:

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Design Search: 07.01.04 - Detached house

Code(s): 07.07.03 - Roofs, dwelling or building

26.17.13 - Overlined words or letters; Underlined words or letters; Letters or words underlined and/or overlined by one or more strokes or lines

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## Goods and Services

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### Note:

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

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

For: clothing, namely shirts, [sweatshirts, jackets and hats]

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 1994

Use in Commerce: Jan. 1994

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## Basis Information (Case Level)

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Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

---

## Current Owner(s) Information

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**Owner Name:** HOB ENTERTAINMENT, LLC

**Owner Address:** 9348 CIVIC CENTER DRIVE  
BEVERLY HILLS, CALIFORNIA 90210  
UNITED STATES

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country** VIRGINIA  
**Where Organized:**

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## Attorney/Correspondence Information

---

### Attorney of Record

**Attorney Name:** Ellie Schwimmer

**Attorney Primary** [ellieschwimmer@livenation.com](mailto:ellieschwimmer@livenation.com)  
**Email Address:**

**Attorney Email** Yes  
**Authorized:**

### Correspondent

**Correspondent** Ellie Schwimmer  
**Name/Address:** 9348 Civic Center Drive  
HOB ENTERTAINMENT, LLC  
Beverly Hills, CALIFORNIA 90210  
UNITED STATES

**Phone:** 310.975.6891

**Fax:** 310.861.0686

**Correspondent e-mail:** [ellieschwimmer@livenation.com](mailto:ellieschwimmer@livenation.com)

**Correspondent e-mail** Yes  
**Authorized:**

**Domestic Representative - Not Found**

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## Prosecution History

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| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Jun. 11, 2014 | NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED          |                   |
| Jun. 11, 2014 | REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)       | 76874             |
| Jun. 11, 2014 | REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED    | 76874             |
| Jun. 11, 2014 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL           | 76874             |
| May 22, 2014  | TEAS SECTION 8 & 9 RECEIVED                            |                   |
| May 22, 2014  | TEAS CHANGE OF CORRESPONDENCE RECEIVED                 |                   |
| Jun. 15, 2011 | AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP            |                   |
| Jan. 14, 2009 | AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP            |                   |
| Jun. 19, 2008 | ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED              |                   |
| Jun. 19, 2008 | TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED   |                   |
| May 30, 2008  | NOTICE OF SUIT   |                   |
| Nov. 22, 2006 | ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY      |                   |
| Nov. 15, 2006 | ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY      |                   |
| Jun. 08, 2005 | REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)        |                   |
| Jun. 08, 2005 | REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED    |                   |
| Jun. 08, 2005 | ASSIGNED TO PARALEGAL                                  | 65765             |
| Apr. 07, 2005 | REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED |                   |
| Apr. 07, 2005 | PAPER RECEIVED   |                   |
| May 24, 2001  | REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.     |                   |
| Feb. 26, 2001 | REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED             |                   |
| Apr. 25, 1995 | REGISTERED-PRINCIPAL REGISTER                          |                   |
| Jan. 31, 1995 | PUBLISHED FOR OPPOSITION                               |                   |
| Jan. 02, 1995 | NOTICE OF PUBLICATION                                  |                   |
| Aug. 26, 1994 | APPROVED FOR PUB - PRINCIPAL REGISTER                  |                   |
| Aug. 25, 1994 | ASSIGNED TO EXAMINER                                   | 70425             |

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## Maintenance Filings or Post Registration Information

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**Affidavit of** Section 8 - Accepted  
**Continued Use:**

**Affidavit of** Section 15 - Accepted  
**Incontestability:**

Renewal Date: Apr. 25, 2015

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## TM Staff and Location Information

---

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Jun. 11, 2014

Generated on: This page was generated by TSDR on 2019-08-05 16:58:00 EDT

Mark: FOXY FISHING GEAR



US Serial Number: 87666836

Application Filing Date: Oct. 31, 2017

US Registration Number: 5539119

Registration Date: Aug. 14, 2018

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. 14, 2018

Publication Date: May 29, 2018

## Mark Information

Mark Literal Elements: FOXY FISHING GEAR

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of The words "FOXY FISHING GEAR" adjacent a drawing depicting a fox.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Disclaimer: "FISHING GEAR"

Design Search Code(s): 03.01.11 - Foxes  
03.01.24 - Stylized cats, dogs, wolves, foxes, bears, lions, tigers

## 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: Women's clothing, namely, shirts, dresses, skirts, blouses

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 2017

Use in Commerce: Sep. 2017

## 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  
Filed No Basis: No

Currently 66A: No  
Currently No Basis: No

---

## Current Owner(s) Information

---

**Owner Name:** Foxy Fishing Gear, Inc.  
**Owner Address:** 44095 Green Meadows Lane  
Callahan, FLORIDA 32011  
UNITED STATES  
**Legal Entity Type:** CORPORATION  
**State or Country** FLORIDA  
**Where Organized:**

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## Attorney/Correspondence Information

---

**Attorney Name:** David E Herron II  
**Attorney Primary Email Address:** [David.Herron.2@gmail.com](mailto:David.Herron.2@gmail.com)  
**Attorney of Record**  
**Docket Number:** FoxyFishingG  
**Attorney Email Authorized:** Yes  
**Correspondent**  
**Correspondent Name/Address:** DAVID E HERRON II  
PO BOX 23444  
OVERLAND PARK, KANSAS 66283  
UNITED STATES  
**Phone:** 913-353-6720  
**Correspondent e-mail:** [David.Herron.2@gmail.com](mailto:David.Herron.2@gmail.com)  
**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

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## Prosecution History

---

| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Aug. 14, 2018 | REGISTERED-PRINCIPAL REGISTER                        |                   |
| May 29, 2018  | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED   |                   |
| May 29, 2018  | PUBLISHED FOR OPPOSITION                             |                   |
| May 09, 2018  | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED       |                   |
| Apr. 23, 2018 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Apr. 06, 2018 | TEAS/EMAIL CORRESPONDENCE ENTERED                    | 88889             |
| Apr. 05, 2018 | CORRESPONDENCE RECEIVED IN LAW OFFICE                | 88889             |
| Apr. 05, 2018 | TEAS RESPONSE TO OFFICE ACTION RECEIVED              |                   |
| Apr. 03, 2018 | NOTIFICATION OF NON-FINAL ACTION E-MAILED            | 6325              |
| Apr. 03, 2018 | NON-FINAL ACTION E-MAILED                            | 6325              |
| Apr. 03, 2018 | NON-FINAL ACTION WRITTEN                             | 76720             |
| Mar. 17, 2018 | TEAS/EMAIL CORRESPONDENCE ENTERED                    | 88889             |
| Mar. 16, 2018 | CORRESPONDENCE RECEIVED IN LAW OFFICE                | 88889             |
| Mar. 16, 2018 | TEAS REQUEST FOR RECONSIDERATION RECEIVED            |                   |
| Mar. 10, 2018 | TEAS REQUEST FOR RECONSIDERATION RECEIVED            |                   |
| Mar. 09, 2018 | NOTIFICATION OF FINAL REFUSAL EMAILED                |                   |
| Mar. 09, 2018 | FINAL REFUSAL E-MAILED                               |                   |
| Mar. 09, 2018 | FINAL REFUSAL WRITTEN                                | 76720             |
| Feb. 16, 2018 | TEAS/EMAIL CORRESPONDENCE ENTERED                    | 88889             |
| Feb. 15, 2018 | CORRESPONDENCE RECEIVED IN LAW OFFICE                | 88889             |
| Feb. 15, 2018 | TEAS RESPONSE TO OFFICE ACTION RECEIVED              |                   |
| Feb. 15, 2018 | NOTIFICATION OF NON-FINAL ACTION E-MAILED            | 6325              |
| Feb. 15, 2018 | NON-FINAL ACTION E-MAILED                            | 6325              |
| Feb. 15, 2018 | NON-FINAL ACTION WRITTEN                             | 76720             |
| Feb. 09, 2018 | ASSIGNED TO EXAMINER                                 | 76720             |
| Nov. 09, 2017 | NOTICE OF DESIGN SEARCH CODE E-MAILED                |                   |
| Nov. 08, 2017 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |                   |

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**TM Staff and Location Information**

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TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Aug. 14, 2018

Generated on: This page was generated by TSDR on 2019-08-05 16:58:00 EDT

Mark: FOXY COUTURE

Foxy Couture

US Serial Number: 87269938

Application Filing Date: Dec. 15, 2016

US Registration Number: 5228200

Registration Date: Jun. 20, 2017

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jun. 20, 2017

Publication Date: Apr. 04, 2017

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## Mark Information

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Mark Literal Elements: FOXY COUTURE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "COUTURE"

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## Goods and Services

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**Note:**

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

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

For: Men's, boys', women's, and girls' clothing, namely, t-shirts, polo shirts, shirts, blouses, pants, jeans, trousers, skirts, dresses, shorts, jackets, blazers, cardigans, vests, shawls, coats, suits, robes, gowns, sweaters, sweatshirts, sweatpants, sweat shorts, overalls, sleepwear, underwear, jumpers, hats, caps, headwear, belts, sneakers, shoes, boots, gloves, suspenders, wristbands, socks, stockings and ties

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 01, 2016

Use in Commerce: Dec. 01, 2016

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## Basis Information (Case Level)

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Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

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## Current Owner(s) Information

---

**Owner Name:** SAAB TRADEMARKS LLC  
**Owner Address:** 2043 83RD STREET  
NORTH BERGEN, NEW JERSEY UNITED STATES 07047  
**Legal Entity Type:** LIMITED LIABILITY COMPANY  
**State or Country Where Organized:** NEW JERSEY

---

## Attorney/Correspondence Information

---

### Attorney of Record

**Attorney Name:** Jeffrey Schall

**Attorney Primary Email Address:** [jschall@wangandschall.com](mailto:jschall@wangandschall.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** JEFFREY SCHALL  
WANG & SCHALL  
305 MADISON AVENUE  
SUITE 1638  
NEW YORK, NEW YORK UNITED STATES 10165

**Phone:** 2127038484

**Fax:** 2127682766

**Correspondent e-mail:** [jschall@wangandschall.com](mailto:jschall@wangandschall.com) [alui@wangandschall.com](mailto:alui@wangandschall.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

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## Prosecution History

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| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Mar. 14, 2018 | AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP          |                   |
| Jun. 20, 2017 | REGISTERED-PRINCIPAL REGISTER                        |                   |
| Apr. 04, 2017 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED   |                   |
| Apr. 04, 2017 | PUBLISHED FOR OPPOSITION                             |                   |
| Mar. 15, 2017 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED       |                   |
| Feb. 21, 2017 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Feb. 21, 2017 | EXAMINER'S AMENDMENT ENTERED                         | 88888             |
| Feb. 21, 2017 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED         | 6328              |
| Feb. 21, 2017 | EXAMINERS AMENDMENT E-MAILED                         | 6328              |
| Feb. 21, 2017 | EXAMINERS AMENDMENT -WRITTEN                         | 62920             |
| Feb. 21, 2017 | ASSIGNED TO EXAMINER                                 | 62920             |
| Dec. 21, 2016 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |                   |
| Dec. 19, 2016 | NEW APPLICATION ENTERED IN TRAM                      |                   |

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## TM Staff and Location Information

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### TM Staff Information - None

#### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Jun. 20, 2017

Generated on: This page was generated by TSDR on 2019-08-05 16:58:00 EDT

Mark: COOL COMPRESSION



US Serial Number: 78963029

Application Filing Date: Aug. 29, 2006

US Registration Number: 3416236

Registration Date: Apr. 22, 2008

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: May 01, 2018

Publication Date: Nov. 28, 2006

Notice of Allowance Date: Feb. 20, 2007

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## Mark Information

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Mark Literal Elements: COOL COMPRESSION

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of the words "COOL COMPRESSION" next to the stylized configuration of a man.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Disclaimer: "COMPRESSION"

Design Search Code(s): 02.01.33 - Grotesque men formed by letters, numbers, punctuation or geometric shapes; Stick figures  
02.09.05 - Humans, including men, women and children, depicted running; Running, humans  
02.09.14 - Dancing, humans; Humans, including men, women and children, depicted dancing

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## Goods and Services

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**Note:**

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

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

For: Men's, women's and children's clothing, namely, socks, underwear including boxer shorts, briefs, bikini underpants, and long johns, tshirts, polo shirts, swimwear, compression shirts, compression shorts, compression tights, sweatpants, sweatshirts, body armor carrier compression shirts for military and law enforcement personnel, sports bras, halter tops, singlets, caps, hats, headbands, bandanas, balaclavas, sneakers and shoes

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 18, 2007

Use in Commerce: Jun. 18, 2007

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## Basis Information (Case Level)

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Filed Use: No

Filed ITU: Yes

Filed 44D: No

Filed 44E: No

Filed 66A: No

Filed No Basis: No

Currently Use: Yes

Currently ITU: No

Currently 44E: No

Currently 66A: No

Currently No Basis: No

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## Current Owner(s) Information

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Owner Name: Lontex Corporation

Owner Address: 4th Floor  
8 DeKalb Street  
Norristown, PENNSYLVANIA UNITED STATES 19401

Legal Entity Type: CORPORATION

State or Country: PENNSYLVANIA  
Where Organized:

---

## Attorney/Correspondence Information

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### Attorney of Record

Attorney Name: Andrew D. Skale

Docket Number: 055891403T01

Attorney Primary Email Address: [adskale@mintz.com](mailto:adskale@mintz.com)

Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: Andrew D. Skale  
MINTZ, LEVIN, COHN, FERRIS, GLOVSKY AND POPEO, P.C.  
3580 CARMEL MOUNTAIN ROAD  
Suite 300  
San Diego, CALIFORNIA UNITED STATES 92130

Phone: 858-314-1506

Fax: 858-314-1501

Correspondent e-mail: [adskale@mintz.com](mailto:adskale@mintz.com) [BLWagner@mintz.com](mailto:BLWagner@mintz.com) [jddib@mintz.com](mailto:jddib@mintz.com) [lpdocketingbos@mintz.com](mailto:lpdocketingbos@mintz.com) [acromanini@mintz.com](mailto:acromanini@mintz.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

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## Prosecution History

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| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Jan. 24, 2019 | ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED            |                   |
| Jan. 24, 2019 | TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED |                   |
| May 01, 2018  | NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED        |                   |
| May 01, 2018  | REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)      | 76873             |
| May 01, 2018  | REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED  | 76873             |
| Apr. 30, 2018 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL         | 76873             |
| Apr. 20, 2018 | TEAS SECTION 8 & 9 RECEIVED                          |                   |
| Apr. 22, 2017 | COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED   |                   |
| May 19, 2013  | NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED       |                   |
| May 18, 2013  | REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.   | 59136             |
| May 18, 2013  | CASE ASSIGNED TO POST REGISTRATION PARALEGAL         | 59136             |
| Apr. 29, 2013 | TEAS SECTION 8 & 15 RECEIVED                         |                   |
| Apr. 22, 2008 | REGISTERED-PRINCIPAL REGISTER                        |                   |
| Mar. 14, 2008 | LAW OFFICE REGISTRATION REVIEW COMPLETED             | 77976             |
| Mar. 13, 2008 | ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED            |                   |
| Mar. 13, 2008 | TEAS/EMAIL CORRESPONDENCE ENTERED                    | 77976             |
| Feb. 12, 2008 | CORRESPONDENCE RECEIVED IN LAW OFFICE                | 77976             |
| Mar. 12, 2008 | ASSIGNED TO LIE                                      | 77976             |
| Feb. 12, 2008 | TEAS RESPONSE TO OFFICE ACTION RECEIVED              |                   |
| Aug. 16, 2007 | NOTIFICATION OF NON-FINAL ACTION E-MAILED            |                   |

|               |  |       |
|---------------|--|-------|
| Aug. 16, 2007 | NON-FINAL ACTION E-MAILED                |       |
| Aug. 16, 2007 | SU - NON-FINAL ACTION - WRITTEN          | 82089 |
| Aug. 13, 2007 | STATEMENT OF USE PROCESSING COMPLETE     | 72629 |
| Jun. 19, 2007 | USE AMENDMENT FILED                      | 72629 |
| Jun. 19, 2007 | TEAS STATEMENT OF USE RECEIVED           |       |
| May 23, 2007  | ASSIGNED TO EXAMINER                     | 82089 |
| Feb. 20, 2007 | NOA MAILED - SOU REQUIRED FROM APPLICANT |       |
| Nov. 28, 2006 | PUBLISHED FOR OPPOSITION                 |       |
| Nov. 08, 2006 | NOTICE OF PUBLICATION                    |       |
| Oct. 03, 2006 | LAW OFFICE PUBLICATION REVIEW COMPLETED  | 77075 |
| Sep. 29, 2006 | ASSIGNED TO LIE                          | 77075 |
| Sep. 27, 2006 | APPROVED FOR PUB - PRINCIPAL REGISTER    |       |
| Sep. 27, 2006 | EXAMINER'S AMENDMENT ENTERED             | 88888 |
| Sep. 27, 2006 | EXAMINERS AMENDMENT E-MAILED             | 6328  |
| Sep. 27, 2006 | EXAMINERS AMENDMENT -WRITTEN             | 73358 |
| Sep. 27, 2006 | ASSIGNED TO EXAMINER                     | 73358 |
| Sep. 07, 2006 | NOTICE OF DESIGN SEARCH CODE MAILED      |       |
| Sep. 06, 2006 | NEW APPLICATION ENTERED IN TRAM          |       |

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## TM Staff and Location Information

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**TM Staff Information - None**

**File Location**

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** May 01, 2018

Generated on: This page was generated by TSDR on 2019-08-05 16:58:00 EDT

Mark: COOL SHIRT

**COOL SHIRT**

US Serial Number: 76708111

Application Filing Date: Jun. 23, 2011

US Registration Number: 4254154

Registration Date: Dec. 04, 2012

Register: Principal

Mark Type: Trademark

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Jun. 07, 2018

Publication Date: Jun. 05, 2012

Notice of Allowance Date: Jul. 31, 2012

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## Mark Information

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Mark Literal Elements: COOL SHIRT

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "SHIRT"

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## Goods and Services

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**Note:**

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

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

For: Clothing, namely, shirts [, jackets, pants and hats ]

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 2010

Use in Commerce: Aug. 2012

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## Basis Information (Case Level)

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|                    |                        |                 |
|--------------------|------------------------|-----------------|
| 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 |                 |

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## Current Owner(s) Information

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Owner Name: Equi in Style, LLC

Owner Address: 800 Scott Road  
Geneva, FLORIDA 32742  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: FLORIDA

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## Attorney/Correspondence Information

---

|  |   |
|--|---|
| <b>Attorney Name:</b> Christopher M. Ramsey  | <b>Attorney of Record</b>                   |
| <b>Attorney Primary Email Address:</b> <a href="mailto:christopher.ramsey@gray-robinson.com">christopher.ramsey@gray-robinson.com</a>                            | <b>Docket Number:</b> 70022-2               |
|  | <b>Attorney Email Authorized:</b> Yes       |
| <b>Correspondent Name/Address:</b> Christopher M. Ramsey<br>Gray Robinson, P.A.<br>301 East Pine Street<br>Suite 1400<br>Orlando, FLORIDA 32801<br>UNITED STATES | <b>Correspondent</b>                        |
| <b>Phone:</b> 407-843-8880   | <b>Fax:</b> 407-244-5690                    |
| <b>Correspondent e-mail:</b> <a href="mailto:christopher.ramsey@gray-robinson.com">christopher.ramsey@gray-robinson.com</a> ipteam@gray-robinson.com             | <b>Correspondent e-mail Authorized:</b> Yes |

Domestic Representative - Not Found

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## Prosecution History

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| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Jun. 07, 2018 | NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED       |                   |
| Jun. 07, 2018 | REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.   | 67110             |
| Jun. 07, 2018 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL         | 67110             |
| May 24, 2018  | TEAS SECTION 8 & 15 RECEIVED                         |                   |
| May 24, 2018  | TEAS CHANGE OF CORRESPONDENCE RECEIVED               |                   |
| Dec. 04, 2017 | COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED           |                   |
| Aug. 08, 2016 | ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED            |                   |
| Aug. 08, 2016 | TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED |                   |
| Dec. 04, 2012 | REGISTERED-PRINCIPAL REGISTER                        |                   |
| Oct. 27, 2012 | NOTICE OF ACCEPTANCE OF STATEMENT OF USE MAILED      |                   |
| Oct. 26, 2012 | LAW OFFICE REGISTRATION REVIEW COMPLETED             | 77976             |
| Oct. 26, 2012 | ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED            |                   |
| Oct. 25, 2012 | STATEMENT OF USE PROCESSING COMPLETE                 | 76873             |
| Oct. 23, 2012 | USE AMENDMENT FILED                                  | 76873             |
| Oct. 25, 2012 | CASE ASSIGNED TO INTENT TO USE PARALEGAL             | 76873             |
| Oct. 23, 2012 | PAPER RECEIVED                                       |                   |
| Jul. 31, 2012 | NOA MAILED - SOU REQUIRED FROM APPLICANT             |                   |
| Jun. 05, 2012 | PUBLISHED FOR OPPOSITION                             |                   |
| May 16, 2012  | NOTICE OF PUBLICATION                                |                   |
| May 01, 2012  | LAW OFFICE PUBLICATION REVIEW COMPLETED              | 77976             |
| Apr. 23, 2012 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Mar. 29, 2012 | AMENDMENT FROM APPLICANT ENTERED                     | 77976             |
| Mar. 29, 2012 | CORRESPONDENCE RECEIVED IN LAW OFFICE                | 77976             |
| Mar. 27, 2012 | ASSIGNED TO LIE                                      | 77976             |
| Mar. 15, 2012 | PAPER RECEIVED                                       |                   |
| Oct. 14, 2011 | NON-FINAL ACTION MAILED                              |                   |
| Oct. 13, 2011 | NON-FINAL ACTION WRITTEN                             | 76986             |
| Oct. 06, 2011 | ASSIGNED TO EXAMINER                                 | 76986             |
| Jul. 05, 2011 | APPLICATION FILING RECEIPT MAILED                    |                   |
| Jun. 29, 2011 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |                   |

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## Maintenance Filings or Post Registration Information

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**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of** Section 15 - Accepted

Incontestability:

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## TM Staff and Location Information

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TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 112

Date in Location: Jun. 07, 2018

Generated on: This page was generated by TSDR on 2019-08-05 16:58:00 EDT

Mark: RUSH

# Rush

US Serial Number: 77674612

Application Filing Date: Feb. 20, 2009

US Registration Number: 3746109

Registration Date: Feb. 09, 2010

Register: Principal

Mark Type: Trademark, Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Mar. 28, 2019

Publication Date: Nov. 24, 2009

## Mark Information

Mark Literal Elements: RUSH

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:** printed materials and paper goods, namely, magazines about hockey; stationery, brochures and pamphlets about hockey; newspapers featuring hockey; printed paper signs, trading cards and albums therefor, souvenir programs concerning hockey, printed schedules, press releases featuring hockey, printed tickets, lithographs, serigraphs, posters, magazines about hockey, postcards, calendars, paper gift boxes, paper stickers, pens, decals, bumper stickers, photographs, notepads, notebooks, greeting cards, paper for packaging, paper banners, paper pennants, printed paper signs in the nature of table tents

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: Sep. 15, 2007

Use in Commerce: Sep. 15, 2007

**For:** men's, women's and children's clothing and footwear, namely, coaches caps, wool hats, baseball caps, visors, headbands, ear muffs, knit face masks, belts, wristbands, t-shirts, tank tops, pajamas, golf shirts, sweaters, sweatshirts, jackets, neckties, braces being suspenders, cloth bibs, jerseys, night shirts, coats, robes, raincoats, parkas, ponchos, sneakers, gloves, scarves, snow suits, mittens, aprons, down jackets, leather jackets, shorts, sweatpants, jeans, pants, socks, underwear, bathing suits and leg warmers

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 15, 2007

Use in Commerce: Sep. 15, 2007

**For:** toys, games, and sporting goods, namely, hockey pucks, hockey sticks, hockey stick blades, golf balls, golf clubs, golf bags, hockey board games, dolls, action figures, stuffed toys, and Christmas tree ornaments

International 028 - Primary Class  
Class(es):

U.S Class(es): 022, 023, 038, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 15, 2007

Use in Commerce: Sep. 15, 2007

For: entertainment services in the nature of professional hockey games, events and exhibitions, hockey exhibitions, youth hockey games, hockey camps and clinics

International 041 - Primary Class  
Class(es):

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 15, 2007

Use in Commerce: Sep. 15, 2007

## Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

## Current Owner(s) Information

Owner Name: ECHL INC.

Owner Address: 116 VILLIAGE BLVD.  
PRINCETON, NEW JERSEY UNITED STATES 08540

Legal Entity Type: NON-PROFIT CORPORATION

State or Country VIRGINIA  
Where Organized:

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Kenneth C. Otis

Attorney Primary [cotis@hendricklawfirm.com](mailto:cotis@hendricklawfirm.com)  
Email Address:

Attorney Email Yes  
Authorized:

### Correspondent

Correspondent Kenneth C. Otis  
Name/Address: Hendrick Bryant Nerhood Sanders & Otis LLP  
723 Coliseum Drive  
Suite 101  
Winston Salem, NORTH CAROLINA UNITED STATES 27106

Phone: 3367237200

Fax: 3367237200

Correspondent e- [cotis@hendricklawfirm.com](mailto:cotis@hendricklawfirm.com) [cotis@hendricklawfir](mailto:cotis@hendricklawfir)  
mail: [m.com](mailto:m.com)

Correspondent e- Yes  
mail Authorized:

Domestic Representative - Not Found

## Prosecution History

| Date          | Description   | Proceeding Number |
|---------------|---|-------------------|
| Mar. 28, 2019 | NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED       |                   |
| Mar. 28, 2019 | REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)     | 68502             |
| Mar. 28, 2019 | REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED | 68502             |
| Mar. 15, 2019 | TEAS RESPONSE TO OFFICE ACTION-POST REG RECEIVED    |                   |
| Mar. 14, 2019 | POST REGISTRATION ACTION MAILED - SEC. 8 & 9        | 68502             |
| Mar. 14, 2019 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL        | 68502             |
| Feb. 11, 2019 | TEAS SECTION 8 & 9 RECEIVED                         |                   |

|               |  |       |
|---------------|--|-------|
| Feb. 09, 2019 | COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED   |       |
| Aug. 30, 2017 | ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED            |       |
| Aug. 30, 2017 | TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED |       |
| Jun. 21, 2017 | AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP          |       |
| Sep. 14, 2015 | NOTICE OF ACCEPTANCE OF SEC. 8 - E-MAILED            |       |
| Sep. 14, 2015 | REGISTERED - SEC. 8 (6-YR) ACCEPTED                  | 75461 |
| Sep. 14, 2015 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL         | 75461 |
| Aug. 26, 2015 | TEAS SECTION 8 RECEIVED                              |       |
| Feb. 09, 2010 | REGISTERED-PRINCIPAL REGISTER                        |       |
| Nov. 24, 2009 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED   |       |
| Nov. 24, 2009 | PUBLISHED FOR OPPOSITION                             |       |
| Oct. 16, 2009 | LAW OFFICE PUBLICATION REVIEW COMPLETED              | 70997 |
| Oct. 08, 2009 | APPROVED FOR PUB - PRINCIPAL REGISTER                |       |
| Sep. 25, 2009 | TEAS/EMAIL CORRESPONDENCE ENTERED                    | 70997 |
| Sep. 25, 2009 | CORRESPONDENCE RECEIVED IN LAW OFFICE                | 70997 |
| Sep. 25, 2009 | ASSIGNED TO LIE                                      | 70997 |
| Sep. 24, 2009 | TEAS RESPONSE TO OFFICE ACTION RECEIVED              |       |
| Jun. 12, 2009 | NOTIFICATION OF NON-FINAL ACTION E-MAILED            | 6325  |
| Jun. 12, 2009 | NON-FINAL ACTION E-MAILED                            | 6325  |
| Jun. 12, 2009 | NON-FINAL ACTION WRITTEN                             | 77658 |
| Jun. 08, 2009 | EXAMINER'S AMENDMENT ENTERED                         | 88888 |
| Jun. 08, 2009 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED         | 6328  |
| Jun. 08, 2009 | EXAMINERS AMENDMENT E-MAILED                         | 6328  |
| Jun. 08, 2009 | EXAMINERS AMENDMENT -WRITTEN                         | 77658 |
| May 18, 2009  | EXAMINER'S AMENDMENT ENTERED                         | 88888 |
| May 18, 2009  | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED         | 6328  |
| May 18, 2009  | EXAMINERS AMENDMENT E-MAILED                         | 6328  |
| May 18, 2009  | EXAMINERS AMENDMENT -WRITTEN                         | 77658 |
| May 12, 2009  | ASSIGNED TO EXAMINER                                 | 77658 |
| Feb. 24, 2009 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |       |
| Feb. 24, 2009 | NEW APPLICATION ENTERED IN TRAM                      |       |

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## TM Staff and Location Information

---

**TM Staff Information - None**

**File Location**

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Mar. 28, 2019



Generated on: This page was generated by TSDR on 2019-08-05 16:58:00 EDT

Mark: STUDENT RUSH

STUDENT RUSH

US Serial Number: 77851443

Application Filing Date: Oct. 19, 2009

US Registration Number: 4063872

Registration Date: Nov. 29, 2011

Register: Principal

Mark Type: Trademark

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Nov. 30, 2017

Publication Date: Aug. 24, 2010

Notice of Allowance Date: Oct. 19, 2010

---

## Mark Information

---

Mark Literal Elements: STUDENT RUSH

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "STUDENT"

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## Related Properties Information

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Claimed Ownership of US Registrations: 3442971

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## Goods and Services

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**Note:**

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

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

For: Clothing, namely, T-shirts

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 17, 2011

Use In Commerce: Oct. 17, 2011

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## 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

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## Current Owner(s) Information

---

**Owner Name:** Pittsburgh Penguins LP  
**Composed of:** Pittsburgh Penguins LLC, a Pennsylvania limited liability company  
**Owner Address:** PPG PAINTS ARENA  
1001 Fifth Avenue  
Pittsburgh, PENNSYLVANIA 15219  
UNITED STATES  
**Legal Entity Type:** LIMITED PARTNERSHIP  
**State or Country** PENNSYLVANIA  
**Where Organized:**

---

## Attorney/Correspondence Information

---

|   |   |
|---|---|
| <b>Attorney Name:</b> Clark W. Lackert  | <b>Attorney of Record</b>                   |
| <b>Attorney Primary Email Address:</b> <a href="mailto:nycipdocketing@reedsmith.com">nycipdocketing@reedsmith.com</a>   | <b>Docket Number:</b> T28472US01            |
|   | <b>Attorney Email Authorized:</b> Yes       |
| <b>Correspondent Name/Address:</b> Clark W. Lackert<br>Reed Smith, LLP<br>599 Lexington Avenue<br>New York, NEW YORK 10022<br>UNITED STATES   | <b>Correspondent</b>                        |
| <b>Phone:</b> 212-521-5400  | <b>Fax:</b> 212-521-5450                    |
| <b>Correspondent e-mail:</b> <a href="mailto:nycipdocketing@reedsmith.com">nycipdocketing@reedsmith.com</a> <a href="mailto:clackert@reedsmith.com">clackert@reedsmith.com</a> <a href="mailto:ith.com.jgoodwill@reedsmith.com">ith.com.jgoodwill@reedsmith.com</a> <a href="mailto:smurawski@reedsmith.com">smurawski@reedsmith.com</a> <a href="mailto:jbeifuss@reedsmith.com">jbeifuss@reedsmith.com</a> | <b>Correspondent e-mail Authorized:</b> Yes |

**Domestic Representative - Not Found**

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## Prosecution History

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| Date          | Description   | Proceeding Number |
|---------------|---|-------------------|
| Nov. 30, 2017 | NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED                |                   |
| Nov. 30, 2017 | REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.            | 74704             |
| Nov. 30, 2017 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL                  | 74704             |
| Nov. 03, 2017 | TEAS SECTION 8 & 15 RECEIVED                                  |                   |
| Nov. 29, 2016 | COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED                    |                   |
| Jul. 01, 2014 | TEAS CHANGE OF CORRESPONDENCE RECEIVED                        |                   |
| May 19, 2013  | REVIEW OF CORRESPONDENCE COMPLETE - POWER OF ATTORNEY ENTERED | 71427             |
| May 17, 2013  | TEAS WITHDRAWAL OF ATTORNEY RECEIVED-FIRM RETAINS             |                   |
| Nov. 29, 2011 | REGISTERED-PRINCIPAL REGISTER                                 |                   |
| Oct. 27, 2011 | NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED             |                   |
| Oct. 26, 2011 | LAW OFFICE REGISTRATION REVIEW COMPLETED                      | 68552             |
| Oct. 21, 2011 | ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED                     |                   |
| Oct. 21, 2011 | NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED              |                   |
| Oct. 20, 2011 | STATEMENT OF USE PROCESSING COMPLETE                          | 65362             |
| Oct. 18, 2011 | USE AMENDMENT FILED   | 65362             |
| Oct. 20, 2011 | EXTENSION 2 GRANTED   | 65362             |
| Oct. 18, 2011 | EXTENSION 2 FILED   | 65362             |
| Oct. 19, 2011 | CASE ASSIGNED TO INTENT TO USE PARALEGAL                      | 65362             |
| Oct. 18, 2011 | TEAS EXTENSION RECEIVED                                       |                   |
| Oct. 18, 2011 | TEAS STATEMENT OF USE RECEIVED                                |                   |
| Apr. 19, 2011 | NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED              |                   |
| Apr. 15, 2011 | EXTENSION 1 GRANTED   | 98765             |
| Apr. 15, 2011 | EXTENSION 1 FILED   | 98765             |
| Apr. 15, 2011 | TEAS EXTENSION RECEIVED                                       |                   |
| Jan. 12, 2011 | ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY             |                   |
| Nov. 01, 2010 | ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED                     |                   |
| Nov. 01, 2010 | TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED          |                   |

|               |   |       |
|---------------|---|-------|
| Oct. 19, 2010 | NOA E-MAILED - SOU REQUIRED FROM APPLICANT                    |       |
| Aug. 24, 2010 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED            |       |
| Aug. 24, 2010 | PUBLISHED FOR OPPOSITION                                      |       |
| Jul. 16, 2010 | LAW OFFICE PUBLICATION REVIEW COMPLETED                       | 68552 |
| Jul. 14, 2010 | APPROVED FOR PUB - PRINCIPAL REGISTER                         |       |
| Jul. 09, 2010 | TEAS/EMAIL CORRESPONDENCE ENTERED                             | 68552 |
| Jul. 09, 2010 | CORRESPONDENCE RECEIVED IN LAW OFFICE                         | 68552 |
| Jul. 09, 2010 | ASSIGNED TO LIE   | 68552 |
| Jun. 22, 2010 | TEAS CHANGE OF CORRESPONDENCE RECEIVED                        |       |
| Jun. 22, 2010 | TEAS RESPONSE TO OFFICE ACTION RECEIVED                       |       |
| Dec. 23, 2009 | COMBINED EXAMINER'S AMENDMENT/PRIORITY ACTION ENTERED         | 65864 |
| Dec. 23, 2009 | ASSIGNED TO LIE   | 65864 |
| Dec. 23, 2009 | NOTIFICATION OF EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED | 6326  |
| Dec. 23, 2009 | EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED                 | 6326  |
| Dec. 23, 2009 | EXAMINER'S AMENDMENT AND/OR PRIORITY ACTION - COMPLETED       | 70703 |
| Dec. 22, 2009 | ASSIGNED TO EXAMINER  | 70703 |
| Nov. 25, 2009 | ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY             |       |
| Nov. 18, 2009 | ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY             |       |
| Oct. 22, 2009 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM          |       |
| Oct. 22, 2009 | NEW APPLICATION ENTERED IN TRAM                               |       |

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## Maintenance Filings or Post Registration Information

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**Affidavit of** Section 8 - Accepted  
**Continued Use:**

**Affidavit of** Section 15 - Accepted  
**Incontestability:**

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## TM Staff and Location Information

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**TM Staff Information - None**

**File Location**

**Current Location:** TMO LAW OFFICE 116

**Date in Location:** Nov. 30, 2017

Generated on: This page was generated by TSDR on 2019-08-05 16:58:00 EDT

Mark: DIAMOND DUDS

DIAMOND DUDS

US Serial Number: 86143773

Application Filing Date: Dec. 14, 2013

US Registration Number: 4579648

Registration Date: Aug. 05, 2014

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Aug. 05, 2014

Publication Date: May 20, 2014

---

## Mark Information

---

Mark Literal Elements: DIAMOND DUDS

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "DUDS"

---

## Goods and Services

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**Note:**

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

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

For: Headbands; glitter headbands; rhinestone headbands; braided sparkle headbands

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 05, 2007

Use in Commerce: Feb. 05, 2007

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## Basis Information (Case Level)

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Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

---

## Current Owner(s) Information

---

Owner Name: Diamond Duds, LLC

**Owner Address:** 25062 South 190th Street  
Queen Creek, ARIZONA UNITED STATES 85142

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country** ARIZONA  
**Where Organized:**

---

## Attorney/Correspondence Information

---

### Attorney of Record

**Attorney Name:** Raj Abhyanker

**Docket Number:** 78927

**Attorney Primary** [trademarks@legalforce.com](mailto:trademarks@legalforce.com)

**Attorney Email** Yes

**Email Address:**

**Authorized:**

### Correspondent

**Correspondent** RAJ ABHYANKER

**Name/Address:** LegalForce RAPC Worldwide, P.C.  
446 E Southern Ave  
Tempe, ARIZONA UNITED STATES 85282

**Phone:** 650 965-8731

**Fax:** 650 989-2131

**Correspondent e-mail:** [trademarks@legalforce.com](mailto:trademarks@legalforce.com)

**Correspondent e-mail** Yes  
**Authorized:**

**Domestic Representative - Not Found**

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## Prosecution History

---

| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Aug. 05, 2019 | COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED           |                   |
| Aug. 19, 2017 | TEAS CHANGE OF CORRESPONDENCE RECEIVED               |                   |
| Aug. 05, 2014 | REGISTERED-PRINCIPAL REGISTER                        |                   |
| May 20, 2014  | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED   |                   |
| May 20, 2014  | PUBLISHED FOR OPPOSITION                             |                   |
| Apr. 30, 2014 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED       |                   |
| Apr. 16, 2014 | LAW OFFICE PUBLICATION REVIEW COMPLETED              | 77312             |
| Apr. 16, 2014 | ASSIGNED TO LIE                                      | 77312             |
| Mar. 24, 2014 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Mar. 24, 2014 | EXAMINER'S AMENDMENT ENTERED                         | 88888             |
| Mar. 24, 2014 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED         | 6328              |
| Mar. 24, 2014 | EXAMINERS AMENDMENT E-MAILED                         | 6328              |
| Mar. 24, 2014 | EXAMINERS AMENDMENT -WRITTEN                         | 72517             |
| Mar. 23, 2014 | ASSIGNED TO EXAMINER                                 | 72517             |
| Dec. 28, 2013 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |                   |
| Dec. 18, 2013 | NEW APPLICATION ENTERED IN TRAM                      |                   |

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## TM Staff and Location Information

---

**TM Staff Information - None**

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Aug. 05, 2014

Generated on: This page was generated by TSDR on 2019-08-05 16:58:00 EDT

Mark: DIAMOND MMA

DIAMOND MMA

US Serial Number: 77507658

Application Filing Date: Jun. 25, 2008

US Registration Number: 3702799

Registration Date: Oct. 27, 2009

Register: Principal

Mark Type: Trademark

Status: A Section 8 declaration has been accepted.

Status Date: May 16, 2016

Publication Date: Nov. 18, 2008

Notice of Allowance Date: Feb. 10, 2009

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## Mark Information

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Mark Literal Elements: DIAMOND MMA

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "MMA"

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## Goods and Services

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**Note:**

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

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

For: Clothing, namely, [ hats and ] shirts

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 01, 2008

Use in Commerce: Jul. 01, 2008

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## Basis Information (Case Level)

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|                    |                        |                 |
|--------------------|------------------------|-----------------|
| 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: Craig Diamond

Owner Address: 1831 Beverly Place  
Highland Park, ILLINOIS 60035  
UNITED STATES

Legal Entity Type: INDIVIDUAL

Citizenship: UNITED STATES

---

## Attorney/Correspondence Information

---

Attorney Name: Leslie B. Wilson

Attorney of Record

Docket Number: 1831.3.UST

Attorney Primary Email Address: [les\\_wilson@cardinallawgroup.com](mailto:les_wilson@cardinallawgroup.com)

Attorney Email Authorized: Yes

Correspondent Name/Address: Leslie B. Wilson  
CARDINAL LAW GROUP  
1603 ORRINGTON AVE STE 2000  
EVANSTON, ILLINOIS 60201-5043  
UNITED STATES

Correspondent

Phone: 847-905-7111

Fax: 847-905-7113

Correspondent e-mail: [les\\_wilson@cardinallawgroup.com](mailto:les_wilson@cardinallawgroup.com) [clg\\_docketing@cardinal-ip.com](mailto:clg_docketing@cardinal-ip.com)  
[paralegal@cardinallawgroup.com](mailto:paralegal@cardinallawgroup.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

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## Prosecution History

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| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Oct. 27, 2018 | COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED |                   |
| May 16, 2016  | NOTICE OF ACCEPTANCE OF SEC. 8 - E-MAILED          |                   |
| May 16, 2016  | REGISTERED - SEC. 8 (6-YR) ACCEPTED                | 76874             |
| May 16, 2016  | CASE ASSIGNED TO POST REGISTRATION PARALEGAL       | 76874             |
| Apr. 26, 2016 | TEAS SECTION 8 RECEIVED                            |                   |
| Jun. 12, 2015 | TEAS CHANGE OF CORRESPONDENCE RECEIVED             |                   |
| Oct. 27, 2009 | REGISTERED-PRINCIPAL REGISTER                      |                   |
| Sep. 23, 2009 | LAW OFFICE REGISTRATION REVIEW COMPLETED           | 70138             |
| Sep. 23, 2009 | ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED          |                   |
| Sep. 05, 2009 | STATEMENT OF USE PROCESSING COMPLETE               | 76873             |
| Aug. 10, 2009 | USE AMENDMENT FILED                                | 76873             |
| Sep. 05, 2009 | CASE ASSIGNED TO INTENT TO USE PARALEGAL           | 76873             |
| Aug. 10, 2009 | TEAS STATEMENT OF USE RECEIVED                     |                   |
| Feb. 10, 2009 | NOA MAILED - SOU REQUIRED FROM APPLICANT           |                   |
| Nov. 18, 2008 | PUBLISHED FOR OPPOSITION                           |                   |
| Oct. 29, 2008 | NOTICE OF PUBLICATION                              |                   |
| Oct. 10, 2008 | LAW OFFICE PUBLICATION REVIEW COMPLETED            | 70138             |
| Oct. 10, 2008 | ASSIGNED TO LIE                                    | 70138             |
| Sep. 29, 2008 | APPROVED FOR PUB - PRINCIPAL REGISTER              |                   |
| Sep. 29, 2008 | EXAMINER'S AMENDMENT ENTERED                       | 88888             |
| Sep. 29, 2008 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED       | 6328              |
| Sep. 29, 2008 | EXAMINERS AMENDMENT E-MAILED                       | 6328              |
| Sep. 29, 2008 | EXAMINERS AMENDMENT -WRITTEN                       | 73699             |
| Sep. 29, 2008 | ASSIGNED TO EXAMINER                               | 73699             |
| Jun. 30, 2008 | NEW APPLICATION ENTERED IN TRAM                    |                   |

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## Maintenance Filings or Post Registration Information

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Affidavit of Continued Use: Section 8 - Accepted

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## TM Staff and Location Information

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TM Staff Information - None  
File Location

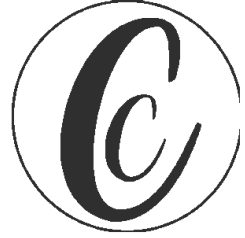
**Current Location:** TMEG LAW OFFICE 107

**Date in Location:** May 16, 2016



Generated on: This page was generated by TSDR on 2019-08-05 16:57:59 EDT

Mark: CC



US Serial Number: 87913519

Application Filing Date: May 09, 2018

US Registration Number: 5689197

Registration Date: Mar. 05, 2019

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: Mar. 05, 2019

Publication Date: Dec. 18, 2018

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## Mark Information

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Mark Literal Elements: CC

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of two, stylized "C" letters, one of which is smaller and within the other, enclosed and centered in a circle.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s): 26.01.02 - Plain single line circles; Circles, plain single line

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## Goods and Services

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**Note:**

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

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

For: Wearable garments and clothing, namely, shirts; Women's clothing, namely, shirts, dresses, skirts, blouses

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 01, 2017

Use in Commerce: Mar. 01, 2017

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## Basis Information (Case Level)

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Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No  
Filed 66A: No  
Filed No Basis: No

Currently 44E: No  
Currently 66A: No  
Currently No Basis: No

Amended 44E: No

---

## Current Owner(s) Information

---

**Owner Name:** Cinderella's Closet Custom Co.  
**Owner Address:** 3481 Housel Craft Rd.  
Bristolville, OHIO 44402  
UNITED STATES  
**Legal Entity Type:** CORPORATION  
**State or Country:** OHIO  
**Where Organized:**

---

## Attorney/Correspondence Information

---

**Attorney Name:** Rick L. Ferrara, Esq.  
**Attorney Primary Email Address:** [Rick@ohiolegalrep.com](mailto:Rick@ohiolegalrep.com)  
**Attorney of Record:**  
**Docket Number:** CC  
**Attorney Email Authorized:** Yes  
**Correspondent:**  
**Correspondent Name/Address:** RICK L. FERRARA, ESQ.  
RICK L. FERRARA, ESQ.  
2077 E. 4TH STREET, 2ND FL.  
CLEVELAND, OHIO 44115  
UNITED STATES  
**Phone:** 216-737-8888  
**Fax:** 216-737-9999  
**Correspondent e-mail:** [Rick@ohiolegalrep.com](mailto:Rick@ohiolegalrep.com)  
**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

---

## Prosecution History

---

| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Mar. 05, 2019 | REGISTERED-PRINCIPAL REGISTER                        |                   |
| Dec. 18, 2018 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED   |                   |
| Dec. 18, 2018 | PUBLISHED FOR OPPOSITION                             |                   |
| Nov. 28, 2018 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED       |                   |
| Nov. 10, 2018 | LAW OFFICE PUBLICATION REVIEW COMPLETED              | 69712             |
| Nov. 10, 2018 | ASSIGNED TO LIE                                      | 69712             |
| Oct. 26, 2018 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Oct. 12, 2018 | TEAS/EMAIL CORRESPONDENCE ENTERED                    | 88889             |
| Oct. 12, 2018 | CORRESPONDENCE RECEIVED IN LAW OFFICE                | 88889             |
| Oct. 12, 2018 | TEAS RESPONSE TO OFFICE ACTION RECEIVED              |                   |
| Aug. 21, 2018 | NOTIFICATION OF NON-FINAL ACTION E-MAILED            | 6325              |
| Aug. 21, 2018 | NON-FINAL ACTION E-MAILED                            | 6325              |
| Aug. 21, 2018 | NON-FINAL ACTION WRITTEN                             | 91239             |
| Aug. 14, 2018 | ASSIGNED TO EXAMINER                                 | 91239             |
| May 18, 2018  | NOTICE OF DESIGN SEARCH CODE E-MAILED                |                   |
| May 17, 2018  | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |                   |
| May 12, 2018  | NEW APPLICATION ENTERED IN TRAM                      |                   |

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## TM Staff and Location Information

---

**TM Staff Information - None**

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Mar. 05, 2019

Generated on: This page was generated by TSDR on 2019-08-05 16:57:59 EDT

Mark: CC



US Serial Number: 85659215

Application Filing Date: Jun. 22, 2012

US Registration Number: 4378713

Registration Date: Aug. 06, 2013

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Mar. 21, 2014

Publication Date: May 21, 2013

---

## Mark Information

---

Mark Literal Elements: CC

Standard Character Claim: No

Mark Drawing Type: 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

Description of Mark: The mark consists of the stylized letters "CC" in a nested configuration.

Color(s) Claimed: Color is not claimed as a feature of the mark.

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## 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: Portable ice fishing shelters not of metal

International Class(es): 019 - Primary Class

U.S Class(es): 001, 012, 033, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 01, 2012

Use in Commerce: May 01, 2012

For: Fishing organizers, namely, folding tables and chairs and hanging organizers made primarily of fabric

International Class(es): 020 - Primary Class

U.S Class(es): 002, 013, 022, 025, 032, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 01, 2012

Use in Commerce: May 01, 2012

For: Tents; fish trap cargo nets

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: Apr. 01, 2012

Use in Commerce: May 01, 2012

For: Ice fishing clothing designed for protection against extreme cold and harsh weather, namely, parkas, fleece jackets, bib overpants, baselayer bottoms, baselayer tops, boots, gloves, headwear and mittens

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 01, 2012

Use in Commerce: May 01, 2012

For: Fishing tackle and fishing accessories, namely, fishing lure boxes, tackle boxes and fishing bait holders

International Class(es): 028 - Primary Class

U.S Class(es): 022, 023, 038, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 01, 2012

Use in Commerce: May 01, 2012

## Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

## Current Owner(s) Information

Owner Name: Clam Corporation

Owner Address: 12135 Brockton Lane North  
Rogers, MINNESOTA UNITED STATES 55369

Legal Entity Type: CORPORATION

State or Country: MINNESOTA  
Where Organized:

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Kristine M. Young

Docket Number: 15473400/1

Attorney Primary Email Address: [IPDocket@mayerbrown.com](mailto:IPDocket@mayerbrown.com)

Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: Kristine M. Young  
Mayer Brown LLP  
P.O. Box 2828  
Chicago, ILLINOIS UNITED STATES 60690-2828

Phone: 312-701-8162

Fax: 312-706-9153

Correspondent e-mail: [IPDocket@mayerbrown.com](mailto:IPDocket@mayerbrown.com) [ahintz@mayerbrown.com](mailto:ahintz@mayerbrown.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

## Prosecution History

| Date          | Description   | Proceeding<br>Number |
|---------------|---|----------------------|
| Jul. 30, 2019 | TEAS SECTION 8 & 15 RECEIVED                              |                      |
| Aug. 06, 2018 | COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED                |                      |
| Feb. 20, 2015 | ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED                 |                      |
| Feb. 20, 2015 | TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED      |                      |
| Oct. 10, 2014 | APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED | 88888                |
| Oct. 10, 2014 | TEAS CHANGE OF OWNER ADDRESS RECEIVED                     |                      |
| Mar. 21, 2014 | TTAB RELEASE CASE TO TRADEMARKS                           | 57716                |
| Mar. 21, 2014 | CANCELLATION TERMINATED NO. 999999                        | 57716                |
| Mar. 21, 2014 | CANCELLATION DENIED NO. 999999                            | 57716                |
| Aug. 21, 2013 | CANCELLATION INSTITUTED NO. 999999                        | 57716                |
| Aug. 06, 2013 | REGISTERED-PRINCIPAL REGISTER                             |                      |
| May 21, 2013  | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED        |                      |
| May 21, 2013  | PUBLISHED FOR OPPOSITION                                  |                      |
| May 01, 2013  | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED            |                      |
| Apr. 18, 2013 | LAW OFFICE PUBLICATION REVIEW COMPLETED                   | 77312                |
| Apr. 18, 2013 | ASSIGNED TO LIE   | 77312                |
| Mar. 27, 2013 | APPROVED FOR PUB - PRINCIPAL REGISTER                     |                      |
| Mar. 27, 2013 | TEAS/EMAIL CORRESPONDENCE ENTERED                         | 88889                |
| Mar. 27, 2013 | CORRESPONDENCE RECEIVED IN LAW OFFICE                     | 88889                |
| Mar. 27, 2013 | TEAS RESPONSE TO OFFICE ACTION RECEIVED                   |                      |
| Jan. 02, 2013 | NOTIFICATION OF NON-FINAL ACTION E-MAILED                 | 6325                 |
| Jan. 02, 2013 | NON-FINAL ACTION E-MAILED                                 | 6325                 |
| Jan. 02, 2013 | NON-FINAL ACTION WRITTEN                                  | 83171                |
| Dec. 12, 2012 | TEAS/EMAIL CORRESPONDENCE ENTERED                         | 88889                |
| Dec. 11, 2012 | CORRESPONDENCE RECEIVED IN LAW OFFICE                     | 88889                |
| Dec. 11, 2012 | TEAS RESPONSE TO OFFICE ACTION RECEIVED                   |                      |
| Sep. 28, 2012 | NOTIFICATION OF NON-FINAL ACTION E-MAILED                 | 6325                 |
| Sep. 28, 2012 | NON-FINAL ACTION E-MAILED                                 | 6325                 |
| Sep. 28, 2012 | NON-FINAL ACTION WRITTEN                                  | 83171                |
| Sep. 28, 2012 | ASSIGNED TO EXAMINER                                      | 83171                |
| Jun. 30, 2012 | NOTICE OF PSEUDO MARK MAILED                              |                      |
| Jun. 29, 2012 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM      |                      |
| Jun. 26, 2012 | 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. 06, 2013

Generated on: This page was generated by TSDR on 2019-08-05 16:57:59 EDT

Mark: MM



US Serial Number: 86417109

Application Filing Date: Oct. 07, 2014

US Registration Number: 4731528

Registration Date: May 05, 2015

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: May 05, 2015

Publication Date: Feb. 17, 2015

---

## Mark Information

---

Mark Literal Elements: MM

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of a stylized black masquerade mask with white dots below the eye holes and two capital letters "M" over the eyes also outlined lips below the mask.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search 02.11.04 - Human lips or mouths

Code(s): 04.09.01 - Masks, Halloween (costume); Face Masks (costume); Masks, theatrical masks  
27.03.02 - Humans forming letters or numerals; Humans forming punctuation

---

## 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: Women's clothing, namely, shirts, dresses, skirts, blouses

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 01, 2009

Use in Commerce: Oct. 23, 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:** MARIYA MILOVIDOVA ART & FASHION LLC

**Owner Address:** 45 South 20th Street  
San Jose, CALIFORNIA 95116  
UNITED STATES

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country** CALIFORNIA  
**Where Organized:**

---

## Attorney/Correspondence Information

---

### Attorney of Record

**Attorney Name:** James Bradley Carrick

**Attorney Primary** [brad@lordbertram.com](mailto:brad@lordbertram.com)  
**Email Address:**

**Attorney Email** Yes  
**Authorized:**

### Correspondent

**Correspondent** JAMES BRADLEY CARRICK  
**Name/Address:** LORD BERTRAM PC  
530 CHESTNUT ST APT 402  
SAN FRANCISCO, CALIFORNIA 94133-2396  
UNITED STATES

**Phone:** 4159867131

**Correspondent e-mail:** [brad@lordbertram.com](mailto:brad@lordbertram.com)

**Correspondent e-mail** Yes  
**Authorized:**

**Domestic Representative - Not Found**

---

## Prosecution History

---

| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| May 05, 2015  | REGISTERED-PRINCIPAL REGISTER                        |                   |
| Feb. 17, 2015 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED   |                   |
| Feb. 17, 2015 | PUBLISHED FOR OPPOSITION                             |                   |
| Jan. 28, 2015 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED       |                   |
| Jan. 13, 2015 | LAW OFFICE PUBLICATION REVIEW COMPLETED              | 68171             |
| Jan. 08, 2015 | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| Jan. 07, 2015 | TEAS/EMAIL CORRESPONDENCE ENTERED                    | 68171             |
| Jan. 07, 2015 | CORRESPONDENCE RECEIVED IN LAW OFFICE                | 68171             |
| Jan. 07, 2015 | ASSIGNED TO LIE                                      | 68171             |
| Jan. 03, 2015 | TEAS RESPONSE TO OFFICE ACTION RECEIVED              |                   |
| Nov. 26, 2014 | NOTIFICATION OF NON-FINAL ACTION E-MAILED            | 6325              |
| Nov. 26, 2014 | NON-FINAL ACTION E-MAILED                            | 6325              |
| Nov. 26, 2014 | NON-FINAL ACTION WRITTEN                             | 83180             |
| Nov. 24, 2014 | ASSIGNED TO EXAMINER                                 | 83180             |
| Oct. 15, 2014 | NOTICE OF DESIGN SEARCH CODE E-MAILED                |                   |
| Oct. 14, 2014 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |                   |
| Oct. 10, 2014 | 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:** May 05, 2015

Generated on: This page was generated by TSDR on 2019-08-05 16:57:59 EDT

Mark: MM



US Serial Number: 75979339

Application Filing Date: Aug. 26, 1997

US Registration Number: 2367148

Registration Date: Jul. 11, 2000

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Sep. 02, 2010

Publication Date: Jul. 28, 1998

Notice of Allowance Date: Oct. 20, 1998

---

## Mark Information

---

Mark Literal Elements: MM

Standard Character Claim: No

Mark Drawing Type: 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

---

## Related Properties Information

---

Child Of: 75346828

---

## 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: clothing, namely, [ coats, ] jackets, [ overcoats, and rainwear, pant and jacket sets, pants, jeans, sweatpants, sweatshirts, sweatsuits, shorts, shirts, T-shirts, sweaters, wind suits, ski wear, ski suits, sun suits, knit/woven tops and bottoms, overalls, shortalls, creepers, swimwear and swim suits, hats, caps, socks ]

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 1997

Use in Commerce: Jun. 1997

---

## 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:** HADDAD APPAREL GROUP, LTD., THE

**Owner Address:** 100 West 33rd Street  
New York, NEW YORK 10001  
UNITED STATES

**Legal Entity Type:** CORPORATION

**State or Country** NEW YORK  
**Where Organized:**

---

## Attorney/Correspondence Information

---

### Attorney of Record

**Attorney Name:** Brad D. Rose, Esq.

**Docket Number:** 17371.00001

**Attorney Primary** [tlee@pryorcashman.com](mailto:tlee@pryorcashman.com)

**Attorney Email** Yes

**Email Address:**

**Authorized:**

### Correspondent

**Correspondent** Brad D. Rose, Esq.  
**Name/Address:** Pryor Cashman LLP  
7 Times Square  
New York, NEW YORK 10036  
UNITED STATES

**Phone:** 212 326 0875

**Fax:** 212 798 6369

**Correspondent e-mail:** [tlee@pryorcashman.com](mailto:tlee@pryorcashman.com) [tmdocketing@pryorcashman.com](mailto:tmdocketing@pryorcashman.com)

**Correspondent e-mail** Yes  
**Authorized:**

**Domestic Representative - Not Found**

---

## Prosecution History

---

| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Jul. 11, 2019 | COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED   |                   |
| Dec. 11, 2018 | ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED            |                   |
| Dec. 11, 2018 | TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED |                   |
| Sep. 05, 2013 | TEAS CHANGE OF CORRESPONDENCE RECEIVED               |                   |
| Sep. 02, 2010 | REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)      | 74886             |
| Sep. 02, 2010 | REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED  |                   |
| Aug. 26, 2010 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL         | 74886             |
| Aug. 25, 2010 | TEAS SECTION 8 & 9 RECEIVED                          |                   |
| Oct. 05, 2006 | REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.   | 59807             |
| Sep. 25, 2006 | ASSIGNED TO PARALEGAL                                | 59807             |
| Jul. 11, 2006 | REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED           |                   |
| Jul. 11, 2006 | PAPER RECEIVED                                       |                   |
| Mar. 16, 2006 | CASE FILE IN TIGRS                                   |                   |
| Jul. 11, 2000 | REGISTERED-PRINCIPAL REGISTER                        |                   |
| May 18, 2000  | ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED            |                   |
| Apr. 22, 2000 | STATEMENT OF USE PROCESSING COMPLETE                 |                   |
| Jan. 05, 2000 | USE AMENDMENT FILED                                  |                   |
| Apr. 21, 2000 | EXTENSION 3 GRANTED                                  |                   |
| Apr. 20, 2000 | EXTENSION 3 FILED                                    |                   |
| Apr. 22, 2000 | DIVISIONAL PROCESSING COMPLETE                       |                   |
| Oct. 20, 1999 | EXTENSION 2 GRANTED                                  |                   |
| Oct. 20, 1999 | EXTENSION 2 FILED                                    |                   |
| May 18, 1999  | EXTENSION 1 GRANTED                                  |                   |
| Apr. 20, 1999 | EXTENSION 1 FILED                                    |                   |
| Oct. 20, 1998 | NOA MAILED - SOU REQUIRED FROM APPLICANT             |                   |
| Jul. 28, 1998 | PUBLISHED FOR OPPOSITION                             |                   |
| Jun. 26, 1998 | NOTICE OF PUBLICATION                                |                   |
| May 14, 1998  | APPROVED FOR PUB - PRINCIPAL REGISTER                |                   |
| May 07, 1998  | ASSIGNED TO EXAMINER                                 | 68110             |

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## Maintenance Filings or Post Registration Information

---

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Jul. 11, 2010

---

## TM Staff and Location Information

---

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Sep. 02, 2010

[Sign in](#)[Get started](#)

MERCHANDISING

| SAY IT WITH A SHIRT

| BUY, SELL &amp; CREATE WITH SPREADSHIRT

## Get that Cash: Turning Your Personal Brand into Merchandising Profit

[Spreadshirt Merchandising](#) [Follow](#)

Mar 23, 2017 · 5 min read



Online content creators are cashing in on their web of influence. The most profitable creators succeed with a combination of old school business and new age digital tactics.

As an online content creator, you know that merchandising your personal brand is a smart move. But, how can you make sure that you aren't wasting time and money creating stuff that doesn't sell? If you have built a foundation of true fans and followers, making money with merch should be as easy as choosing the best platform and using some stealthy marketing know-how.

If you take nothing else away from this article remember this: sell your merch like you sell yourself. Engaging with your tribe has been key to getting noticed in the vast sea of vloggers, bloggers and social media influencers, so why should it be any different for merch? Anyone can slap a catch phrase on a T-shirt in Futura Bold and vomit it onto Facebook for a "limited time only", but appealing to your base with on-trend designs in your personal aesthetic is much more powerful.

Before we get started on proven merch marketing strategies, a quick word of caution: it's easy to get sucked into signing up for a storefront that charges a monthly fee. Choosing cool themes while designing your store can be fun, but let's keep in mind that every dollar in fees and each moment of your life invested in building your store takes away from net profits. While you're busy playing web designer, other people are cashing in with much less time and monetary commitment. But, how do they do it? Instead of falling down the rabbit hole of UI, UX, choosing colors, layout options, stock photos, blah, blah, blah... Choose a service that has done all the web building for you with no monthly fees, like Spreadshirt.com. Creating your shop is free,

and adding designs is as easy as drag and drop. You can literally have a t-shirt shop up and running within minutes. The best part is that it has been optimized for sales conversions (which means more money in your pocket!).

When a potential customer comes to your online store, you only have a few seconds to catch their interest. Attention spans are shorter than ever, and the internet is made up of endless distractions. Offering the best shirts above the fold (on the top half of the page) gets your best product in front of your patrons right out of the gate. These are the pieces to feature in social media promotions. Wearing and talking about your merch shouldn't be taboo. Fans are excited to support their favorite content creators and want to show that they are part of a community. Sharing or retweeting photos of your fans wearing and using the items in your shop will create demand. True fans and followers would love to be featured and RTed by the influencers they respect. Everyone who watches, reads or devours your content is a potential customer. They should be able to see themselves wearing your hoodies, holding your cell phone cases and drinking their morning coffee out of your branded mug.

Involving your fan base in the design process is another strong tactic to attract buyers for your merchandise. Give your audience behind the scenes access to the design process as you develop and launch new products. Ask your people what they want in the comments sections of posts and videos, and be sure to give them what they ask for. Building anticipation and demand for new products will translate into increased sales. When launching new designs, using social media outlets will get the word out to your followers in their native habitat. Remember that these social networks crave your advertising dollars and will only show your posts to a limited amount of followers for free. Use as many social channels as possible to cover more ground and get out of spending a fortune on boosting, promoting and sponsoring ads.

Take advantage of percentage-off coupons and free shipping promos when crafting promotional graphics. Everyone likes saving money, and all-in-one sales platforms like [Spreadshirt](#) nearly always have some sort of sale running for you to pass along to your customers. Use this to put a spin on your advertisements, turning them into favors. You aren't just hocking shirts, you are providing a kindness by helping your friends get 20% off that awesome shirt that they've been wanting.

After you have had some success with your initial offerings, you may want to expand your products to attract repeat customers. Shifting your items around to feature hoodies leading into fall and tank tops in late spring will add dollars to your wallet and keep your shop from looking stale. Adding lower-cost items to the store such as cell phone cases and mugs can help get your branding into the hands of more thrifty fans.

Some tips in closing, likes and shares on social platforms are not sales. If your product shares are through the roof but aren't translating into many sales you may have a consumer confidence problem. Are your product descriptions well thought out and spelled correctly? Does your platform accept PayPal or look trustworthy enough for your fans to feel secure about keying in their credit card information? Are your prices too low and lacking implied value? There are many factors to consider. It may be a good idea to deploy an honest friend to do an impartial review of your shop.

You have put a great deal of work into building a network of fans and followers. Utilize these tips to increase the monetization of your brand while strengthening the bond between yourself and your community of followers. Head over to [spreadshirt.com](#) and check out what they have to offer for creators like you. They're host to a number of the internet's more recognizable social media influencers and seem to have a "bring us your designs and let us do the rest" type of structure, which is nice. It leaves you plenty of time to keep creating and keep marketing. And yes, they take Paypal. ;)

*Spreadshirt empowers creators, influencers and artists to spread their message on merchandise. Please note: Spreadshirt works best for self-starters with a creative soul and a no-limits attitude. If you're awesome, [register here for a Spreadshirt merchandise shop](#).*

[Youtube Creators](#) [Content Creators](#) [Personal Brand](#) [Merchandising](#) [Create Your Online Store](#)





WRITTEN BY

### Spreadshirt Merchandising

Empowering social media pop culture-tivators to spread their influence on merchandise. Creators start here:  
<https://www.spreadshirt.com/creator-tribe>

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### Spreadshirt, Inc.

Express yourself with custom clothing and accessories. Print your own custom apparel, buy from our community, or sell your designs.

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LESSON 1  
Exploring monetization  
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LESSON 2  
Engaging with fans through  
Super Chat

LESSON 3  
Crowdfunding and channel  
memberships

LESSON 4  
Selling merchandise from  
your channel  
Learn  
Try it  
Quiz

COURSE EXAM

## Lesson: Selling merchandise from your channel



Every creator's merchandising strategy is different and will depend on your audience. However, there are broad principles that apply to all channels around selling merchandise.

### How to know if you're ready for merch

There's no magic number of subscribers or watch hours that determine when you should start selling merchandise. Instead, you can analyze your channel and brand to see if you'll get a return on your investment. Some ideas to consider:

1. **Assess your brand strength.** The volume of search activity associated with your brand or channel name is a strong indicator of how well known it is.
2. **Gauge audience engagement.** The number of subscribers matters less than how active your audience is. Does your audience regularly like, comment on, and share your videos? Do these viewers engage with your Community posts?
3. **Identify your goals for merch.** Decide how much financial and personal returns matter to you. Do you want to make a specific amount of money every month? Are you excited to see your fans representing you in public?

A major factor is how much your audience identifies with you and your channel. When viewers see themselves as part of a community, they're more likely to want merch from that creator.

#### Tips

- Do a quick **web search** to see where else your brand or channel name appears.
- Check your **Traffic sources Search Term results** to see viewers' top searches.
- Use **Google Trends** to see how much buzz your channel is generating.
- Consider registering for a **trademark** or **domain name** (if appropriate).

### Making great merch that represents you

Your merchandising is personal to your brand, so try to find things that fans associate with you and your channel. Are there jokes, memes, or catchphrases that you share with your community? Do you have a fan-favorite video? Think about what types of merch would be "must-haves" for your fans. Consider the following:

- **Keep it relevant.** Do research to learn if there's a market for your merchandise. You can ask yourself what your audience wants and if it's unique to your brand.
- **Start slow.** Test your audience's appetite for your merch. Consider what kind of merch to offer and for how long it will be available before you expand.
- **Keep it focused.** Introduce one product at a time. Ask your audience what they want to see in a poll (via cards or community posts).
- **Make it extra special.** Think about launching merch to celebrate your subscriber milestone on YouTube or other specific goals.

Many creators find success with merch when they have a strong connection with their audience and enthusiasm for their brand. **Merch is as much about passion as it is about making money.**

#### Tips

- Ask your fans to **comment on merch ideas** or vote on their favorite item in a poll.
- Make sure your merch is **sustainable**, so that you can keep up with the demand from your fans.
- Comply with YouTube's **Community Guidelines** when creating and offering your merch.

### Producing and distributing your merch

If you want merchandising to become a core part of your business, make sure to have a good handle on the costs, processes, and time commitments. Here are some tips:

- **Budget and pricing.** When you're starting out, it's important to consider how much you want to invest. Set a clear budget by researching the costs for production and delivery, then price your products based on your desired profit per item. If you're new to business, try asking for advice from people you trust.
- **Distribution.** You'll want a way to manage your inventory and fulfillment. You can do this in-house or through a merch site. If you want to link your merch from your videos, you'll need to use an approved merchandise site. You may want to check your Demographics data to find out where your primary audience viewed your content from, so you can have an appropriate solution for order fulfillment, delivery, and customer support.
- **Design and production.** Choose designs that appeal to your target audience—you may want to check your Demographics data to see their age group distribution and other attributes that could be helpful. Identify companies that can produce your merchandise at the quality, timing, and quantity you need. Requesting samples from the vendor can help ensure that you're getting what you expect.

You can create your own merch or hire a designer (try to be clear on what you're willing to pay when the work will be completed, who owns the intellectual property rights to the merch, etc.). For managing your own sales and inventory, you can look into merchandise platforms such as **Shopify** or **Squarespace** (consider how large your business may grow and what support you may need along the way). Also, there are services like **Teespring** that provide an all-in-one solution for design, production, and distribution (you may want to compare pricing models to see what works for you).

### Promoting your merch

In general, we find that the best method for promoting your merch is to wear it (or use it) in your videos! When your viewers see your merch in action, this can generate interest and drive sales. Here are some ideas for promoting your merch:

- **Dedicated content.** Create videos about your merch. Show your viewers what the merch looks like and why you chose the designs you did. And remember to add strong calls to action informing your fans where they can buy it.
- **Audience shout out.** Consider featuring a member of your audience wearing (or using) your merch. Thank your fans for their support.

#### Tips

- Announce new merch in a video to build excitement.
- Promote your merch across social media.
- Use vibrant images that make your merch shine.
- Listen to your audience's feedback.

- **Video/channel descriptions.** Publicize your merch collection in your video and channel descriptions. Use language that's true to your brand.
- **End screens and cards.** Incorporate images of your merch and link to your merch store from an approved merch site in video end screens and cards.

Beyond your launch, you'll want to keep the momentum going. Look for opportunities to promote your merch on and off YouTube. Continue to feature your merch in your videos. Also, recognize your audience when you reach your sales targets.

- **Listen to your audience's reactions** on what they like through a poll or comments.
- Try offering limited time discounts or limited time availability of merch items.
- **Comply with YouTube's** merchandise policy and paid product placements and endorsements policy

## Enabling the merch shelf on your channel

There's a new way to promote your official merch on your channel more prominently. Eligible creators can now connect their Teespring store to their channel in the new YouTube Studio. Teespring is a platform where you can create apparel, phone cases, mugs, and other products with no upfront cost. To learn more about this feature, including how to turn it on, [look here](#).

Through the Teespring partnership, you can promote your official merchandise in a shelf that shows under your YouTube video watch window. When viewers click on the shelf, it will open your Teespring merch store web page in a new browser tab. This integration provides greater visibility for your official merch right on your channel. All orders are fulfilled, payment is processed, and customer support is provided, by Teespring, not YouTube.

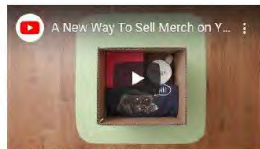
This merch shelf will roll out to more creators over time, so keep an eye on your YouTube Studio to find out if this feature becomes available to your channel.

Here are a few tips for using the merch shelf on your channel:

- You may request merch design support services from Teespring if you have over 100k subs.
- By default, items on your merch shelf are automatically selected and arranged for you. If you'd like to organize the items on your shelf, go into the Merchandise section of YouTube Studio; click Organize on the "status card", drag, drop, and order up to 12 items. (Viewers may see fewer items depending on the device they're using.)
- Consider encouraging your viewers to "check out my merch shelf" in your video pre-rolls and interludes.

**Note:** The merch shelf is only shown to viewers in specific countries. You can still promote your merch to viewers elsewhere by linking to approved merchandise providers in merch cards and end screens.

See it in action



A New Way to Sell Merch on YouTube

We've joined forces with Teespring so creators can choose from over 20 merchandise items to customize and promote via a shelf on their channel. (This feature is available to eligible channels.)



Set's Bike Hacks offers merch to his fans

This creator promotes his official merch, including T-shirts with the "BERM CREEK" catchphrase, on his channel. Fans who are interested can click to buy the merch directly from Teespring.

## Try it

Brainstorm 1-2 product designs that relate to your channel. How can this product add value for your audience?

Ask your audience what kind of merch they'd like to see from you. You can do this via comments or a poll.

Think of a promotion plan for before, during, and after your merch launch, leveraging social media platforms.

Research and decide which merch platform you want to use for distribution and sales (Remember that you need to use an approved merchandise site if you want to link your merch from your videos).

[Sign in](#) to save your answers.

## Check your knowledge

Where can you check to see whether your brand name is generating a lot of interest on the Internet?

- ☐ Top playlists.
- ☐ Traffic sources.
- ☐ Shares.
- ☐ Top countries.

1 2 3

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## Merchandise Creator

Make amazing merch and sell it in your Shop

Start Your Free Shop

How It Works

Why Make Merch?

Why Open a Spreadshop?

Earning Money with Spreadshop

Design Service

Product Range

Product Quality

## How It Works



Open a Free Shop



Upload Designs



Start Selling Merch

## Why Make Merch?

### Creativity Awaits

Let your creative flag fly! Every Spreadshop product is a blank canvas ready for whatever awesome idea you want to bring to life. Customize a t-shirt with anything! Maybe your favorite saying, your brand's tagline, or even a picture of your dog! Whatever you think will be a hot seller, throw it on a shirt and we'll take care of the rest.

### Promote Your Social Media Channels

The power of social media is strong. Whether you're a YouTube sensation, 'Instafamous', or just love connecting with people, Spreadshop makes it easy to leverage your brand with merch. You already have the following, so why keep them waiting for incredible t-shirts and accessories?

### Promote Your Brand

If the question is brand recognition, then making merch is the answer. Believe it or not, merchandising is a form of content. It lives forever while increasing brand awareness. It gives you the freedom to determine how you want your brand to be perceived. With your unique branded merchandise, your brand will never go unnoticed.

### Make That Dough

Still questioning if merchandising is worth it? Well, what if we told you that Spreadshop offers the highest commission opportunities in the industry? It's true: Spreadshop offers three different ways to earn with your merchandise. Plus, while you're collecting your commission, we're printing, fulfilling and shipping your sales to your customers at no cost to you! It's official... your merchandising dreams have come true!

## Why Open a Spreadshop?



### What is Spreadshop?

Spreadshop is an online shop system that allows users to create and sell merchandise FOR FREE.



### Can I integrate the shop with my website?

We've made it fast and simple to integrate Spreadshop into your own website! No matter where your online presence is, your Spreadshop can easily be integrated into the back end.



### Why sell merchandise?

Selling merchandise with Spreadshop is more than just a second source of income. It gives you the opportunity to be your own boss, to call the shots, and to inspire and engage your fans. There's no better time than now to start earning with Spreadshop!



### Do I really make money with every sale?

No minimums! You'll profit from your very first sale! There are no minimum sale requirements, so you can sell at your own pace. The Spreadshop system is pressure-free!

## Earning Money with Spreadshop

„Opening a free online store is even more fun when you can earn in multiple ways! In fact, with Spreadshop, there are THREE ways to earn. Your bank account will keep on growing thanks to affiliate commission, volume commission and your design earnings.“

### Affiliate Commission ⓘ



### Volume Bonus ⓘ



### Your Design Price ⓘ



With so many ways to make money, earning will be the least of your worries. Between your must-have merch and our monthly shop promotions, your fans will be filling their shopping carts without hesitation!

## Design Service

Need your own custom design? We've got your back. Spreadshop offers a variety of resources, so your designs can look exactly how YOU want them to look! Even with zero design experience, your shop can still look amazing.

Our Premium Design Service team consists of top notch graphic artists who are excited to create your dream design. If that's not enough, we also offer design software suggestions and tutorials on our blog and YouTube channel! You'll always have Spreadshop supporting you throughout your journey!

[Get Your Own Design](#)



## Product Range

Why just sell t-shirts when you can sell t-shirts, sweatshirts, accessories and even drinkware? We want your audience to have variety. That's why Spreadshop offers over 100 customizable products ready for your amazing designs!

When you sell with Spreadshop, quality will never be a concern. Our merchandise consists of reputable brands AND Spreadshirt's very own private label. Plus, with such a large selection of merchandise comes a large selection of price ranges, too. That way, there's something for all of your fans!

Say goodbye to stiff and boxy t-shirts! The style and fit of our apparel is trendy, fun and flattering. We're always staying up to date on what's hot and what's not, so your fans will always look super fresh!

There's no such thing as too much creativity. That's why Spreadshop has no minimums and no limits! We love any type of design, whether they're colorful, weird, artsy or simple. No matter the idea, Spreadshop can bring it to life!



[See All Products](#)

## Product Quality



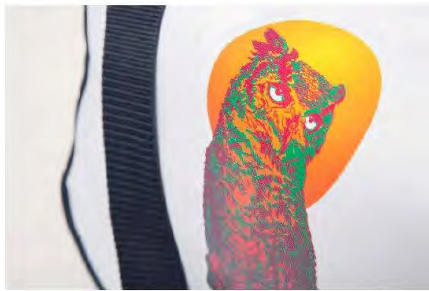
### Digital Direct

Spreadshop's printing quality is so impressive, you'll have to do a double take! Our go-to printing method is Digital Direct. It's a computer-controlled printing method which applies full color onto each product and can be used with any file type. No matter the complexity of your design, Digital Direct can handle it!



### Thermo Sublimation

Another printing technique we use is Thermo Sublimation. This is the printing method we use on hard accessories, like mugs and phone cases. The design is printed on a special transfer foil and then applied to the product using thermal evaporation. Pretty cool, huh?



### Laser Transfer

Softer accessories like bags and caps are printed using Laser Transfer. Laser Transfer is another foil printing process, but the foil is applied to the product using heat.



### FLEX Printing

FLEX printing is a very precise printing technique which can only be used with vector files. While there is a maximum of three colors that can be used with FLEX, the results are crisp, clear and bold!

## Ready to Start Selling Your Merch?

No matter your passion, we'll make it happen.

[Start Your Free Shop](#)

### Sell Merchandise

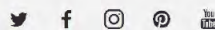
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SQUARESHARK

Turn-key solution including completely custom product manufacturing, importing, storage, customer service, fulfillment and distribution, business development, sales and use tax filing, and more. We handle it all, from factory floor to customer door.

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## MAKING MONEY FROM CUSTOM MERCHANDISE AS A YOUTUBE CONTENT CREATOR

July 25, 2019

The first thing you learn when you get serious about content creation is that all of your success hinges on properly marketing yourself and the brand you've built. You've spent countless hours fine tuning and framing your appearance, voice, and messaging to draw in your viewers and keep them captivated, and your ad revenue no doubt reflects the work you've done. But when you build that viewer base and keep coming up with fresh new ideas for content, where do you go from there? Ad revenue and sponsorships are great, but there has to be a way to make more money doing what you love.

There is. Building another revenue stream for your channels that can help you capitalize on your branding and messaging can be done by designing hyper-customized merchandise and selling that merch on Youtube.

### Merchandise for Youtubers

Somewhere along the line while building your brand you've probably been heckled and tempted by those print-to-order sites. You know them – they're the ones offering to print your logo on every product known to man – teeming stacks of hoodies, shirts, coffee mugs, and swag just begging for your logos to adorn them, and shipped to your viewers' door for no startup cost. It seems too good to be true, and that's because it is.

Print-to-order sites have a lot of negatives that don't get talked about enough – things like extremely low quality prints and items, horrible turnaround times on orders, and even only paying forward pennies on the dollar to the owners of the store and the brand. We aren't here to talk about "How Not to Make Money from Custom Merchandise," though. Instead, let's look at how you can actually *make good money* from guaranteed high-quality hyper-customized merchandise – and what other benefits come along with setting up the revenue stream properly.

### Finding a Specialist

Your goal should be to automate the revenue stream as much as possible by finding someone that can take the work off of your hands, allowing you to focus on consistently making engaging new content and promotion instead of worrying about the headache of merchandising and distribution. What you should be looking for is:

- A company that you can trust.
- A company that understands you and your brand, and will reflect that in the quality of your products (think about it – after all of the time you've invested into building your brand, would you want to stick your logo on generic swag, or stand out from your competition with unique and quality custom products).
- Someone who will ensure that your merchandise is printed and manufactured to your expectations.
- A company that will sell you the merchandise up front (guaranteeing that you own it and that it is available for sale immediately).
- An experienced logistics business that will warehouse, distribute, and QC your products, which will give you the security of knowing that the products going out to your fans are of the highest quality, and that the turnaround times are minimal.

SquareShark is a one-stop-shop service that makes it simple for someone with no e-commerce experience to have 100% unique and custom products, a fully custom online store front, and top notch customer service – and they take care of all of it *without you having to do anything*. SquareShark goes even further than that, throwing in extra services at no cost, such as helping you to expand your online presence further, advising you on how to make more sales, providing guidance on building your brand, and giving tips for growing your store and other revenue streams.

Many specialist services like SquareShark are very selective of their clientele, so finding them is sometimes difficult. Understandably so – the undertaking of partnering up to rise the tide for *everyone* involved is a huge leap of faith for both you and the company, but it is one that is absolutely necessary to bring your brand to the next level.

Tags: guide, tips and tricks, custom merch

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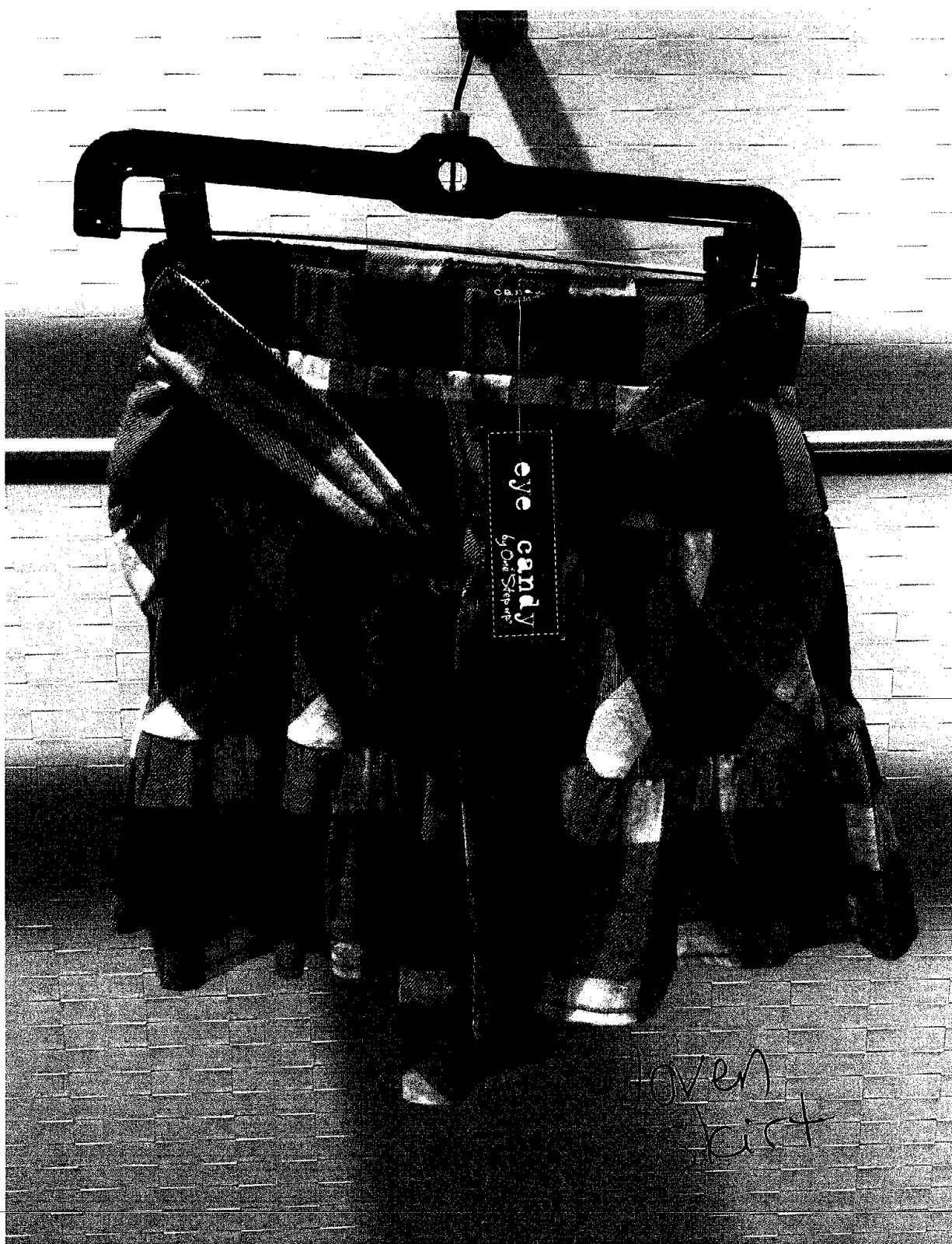
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