

ESTTA Tracking number: **ESTTA1013268**

Filing date: **11/04/2019**

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

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Chico's Brands Investments, Inc.
Granted to Date of previous extension	11/03/2019
Address	11215 METRO PARKWAY FORT MYERS, FL 33966 UNITED STATES

Attorney information	SUSAN NATLAND AND JESSICA SGANGA KNOBBE, MARTENS, OLSON, & BEAR LLP 2040 MAIN STREET 14TH FLOOR IRVINE, CA 92614 UNITED STATES efiling@knobbe.com 9497600404
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Applicant Information

Application No	88243943	Publication date	05/07/2019
Opposition Filing Date	11/04/2019	Opposition Period Ends	11/03/2019
Applicant	Maybe Sunday Inc. PO Box 1344 Highlands, NC 28741 UNITED STATES		

Goods/Services Affected by Opposition

Class 035. First Use: 2016/06/01 First Use In Commerce: 2016/06/01 All goods and services in the class are opposed, namely: On-line retail store services featuring uni-sex/non-gendered/meme-inspired clothing; costume jewelry; sunglasses and faux frames; graphic and cartoon-like cell phone cases; inexpensive clothing accessories, shoes and bags; and graphic socks with funky prints and sayings, aimed at an international male, female, and non-binary, punk/grunge/kawaii-aesthetic teenage audience, aged primarily Gen Z and younger


Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
Other	common law rights

Marks Cited by Opposer as Basis for Opposition

U.S. Registration	2566395	Application Date	01/14/1999
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No.			
Registration Date	05/07/2002	Foreign Priority Date	NONE
Word Mark	WHITE HOUSE BLACK MARKET		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1997/08/00 First Use In Commerce: 1997/08/00 RETAIL STORE SERVICES IN THE FIELD OF CLOTHING, [CHINA,] BAGS, BELTS, HAIR ACCESSORIES, [AND HOUSEWARES]		

U.S. Registration No.	5396810	Application Date	07/09/2015
Registration Date	02/06/2018	Foreign Priority Date	NONE
Word Mark	WHITE HOUSE BLACK MARKET		
Design Mark			
Description of Mark	The mark consists of the words "WHITE HOUSE BLACK MARKET" stacked vertically and forming a square shape. The words "WHITE" and "BLACK" are in a bold font and the words "HOUSE" and "MARKET" are in a thinner font.		
Goods/Services	Class 014. First use: First Use: 2017/01/10 First Use In Commerce: 2017/01/10 Jewelry Class 025. First use: First Use: 2017/01/10 First Use In Commerce: 2017/01/10 Women's apparel, namely, tops, shirts, blouses, cardigans, sweaters, jackets, shell jackets, camisoles, bottoms, pants, trousers, skirts, dresses, coats, trench coats, peacoats, footwear, scarves, swimwear, hosiery, hats, belts, jeans, denims Class 035. First use: First Use: 2017/01/10 First Use In Commerce: 2017/01/10 Retail store services, online retail store services, online ordering services, and		

	catalog ordering services, all featuring clothing and accessories, footwear, headwear, jewelry, sunglasses, bags, handbags, purses and swimwear
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U.S. Registration No.	5125471	Application Date	10/19/2015
Registration Date	01/17/2017	Foreign Priority Date	NONE
Word Mark	WHITE HOUSE BLACK MARKET		
Design Mark	WHITE HOUSE BLACK MARKET		
Description of Mark	The mark consists of the words "WHITE HOUSE BLACK MARKET" displayed in a horizontal line with the words "WHITE" and "BLACK" in bold font.		
Goods/Services	<p>Class 014. First use: First Use: 2016/03/00 First Use In Commerce: 160320 Jewelry, watches</p> <p>Class 025. First use: First Use: 2016/03/00 First Use In Commerce: 2016/03/00 Women's apparel, namely, tops, shirts, blouses, cardigans, sweaters, jackets, shell jackets, camisoles, bottoms, pants, trousers, skirts, dresses, coats, trench coats, peacoats, footwear, scarves, swimwear, hosiery, hats, belts, jeans, denims</p> <p>Class 035. First use: First Use: 2016/03/00 First Use In Commerce: 2016/03/00 Retail store services, online retail store services, online ordering services, and catalog ordering services, all featuring clothing and accessories, footwear, headwear, jewelry, sunglasses, bags, handbags, purses and swimwear</p>		

U.S. Registration No.	2649775	Application Date	01/14/1999
Registration Date	11/12/2002	Foreign Priority Date	NONE
Word Mark	WHITE HOUSE BLACK MARKET		
Design Mark	WHITE HOUSE BLACK MARKET		
Description of Mark	NONE		
Goods/Services	<p>Class 003. First use: First Use: 1998/00/00 First Use In Commerce: 1998/00/00 [STAIN REMOVER FOR FABRICS AND CLOTHING, HAND CREAMS; BATH SOAPS; BATH BEADS; SCENTED BATH BEADS, SCENTED BODY SPRAYS, SCENTED BEADS FOR PROVIDING AROMATIC CENTS; NON-MEDICATED BATH SALTS; BATH GELS]</p> <p>Class 004. First use: First Use: 1998/00/00 First Use In Commerce: 1998/00/00 [SCENTED CANDLES; CANDLES]</p> <p>Class 009. First use: First Use: 1998/00/00 First Use In Commerce: 1998/00/00 SUNGLASSES</p> <p>Class 018. First use: First Use: 1998/00/00 First Use In Commerce: 1998/00/00 HAND BAGS</p> <p>Class 020. First use: First Use: 1998/00/00 First Use In Commerce: 1998/00/00 [PICTURE FRAMES]</p> <p>Class 021. First use: First Use: 1998/00/00 First Use In Commerce: 1998/00/00 [HOUSEWARES, NAMELY, CHINA DISHES AND CANDLEHOLDERS NOT OF PRECIOUS METAL]</p>		

	<p>Class 025. First use: First Use: 1998/00/00 First Use In Commerce: 1998/00/00 CLOTHING, NAMELY, GARTER BELTS; CLOTHING TOPS; BOTTOMS; PANTS; SKIRTS; JACKETS; SHORTS; SOCKS; HOSIERY; HATS; GLOVES; SCARVES; SLIPS; DRESSES; SWEATERS; COATS; BELTS ; ALL FOR ADULTS</p> <p>Class 028. First use: First Use: 1998/00/00 First Use In Commerce: 1998/00/00 [STUFFED TOY ANIMALS]</p>
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U.S. Registration No.	4128165	Application Date	06/14/2011
Registration Date	04/17/2012	Foreign Priority Date	NONE
Word Mark	WHITE HOUSE BLACK MARKET		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 014. First use: First Use: 2003/11/00 First Use In Commerce: 2003/11/00 Watches and jewelry		

U.S. Registration No.	5474765	Application Date	10/13/2017
Registration Date	05/22/2018	Foreign Priority Date	NONE
Word Mark	WHITE HOUSE BLACK MARKET		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 018. First use: First Use: 1998/00/00 First Use In Commerce: 1998/00/00 All-purpose carrying bags; Backpacks; Beach bags; Carrying cases; Clutch bags; Crossbody bags; Evening bags; Handbags; Leather and imitation leather bags; Messenger bags; Purses; Straps for handbags; Tote bags; Travel bags; Wristlet bags		

Attachments	75623801#TMSN.png(bytes) 86688007#TMSN.png(bytes) 86791588#TMSN.png(bytes) 75623800#TMSN.png(bytes) 85345797#TMSN.png(bytes) 87644659#TMSN.png(bytes) Exhibits A-F for Notice of Opposition.pdf(1241256 bytes) Notice of Opposition - WHBM.120TIS.pdf(31006 bytes)
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Signature	/Jessica Sganga/
Name	SUSAN NATLAND AND JESSICA SGANGA
Date	11/04/2019

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

Chico's Brands Investments, Inc.

Opposer,

v.

Maybe Sunday Inc.

Applicant.

Serial No.: 88/243943

Mark: WHITE MARKET

NOTICE OF OPPOSITION

Chico's Brands Investments, Inc., a Florida corporation, located and doing business at 11215 Metro Parkway, Fort Myers, Florida 33966 ("CBI") believes that it will be damaged by the registration of the mark shown in Application Serial No. 88/243943 ("Application") for the mark WHITE MARKET, filed on December 28, 2018 by Maybe Sunday Inc. ("Applicant") and therefore opposes the same.

A description of Applicant's Application is as follows:

Mark: WHITE MARKET
Serial No.: 88/243943
Published: May 7, 2019
Int'l Class: 35
Services: On-line retail store services featuring unisex/non-gendered/meme-inspired clothing; costume jewelry; sunglasses and faux frames; graphic and cartoon-like cell phone cases; inexpensive clothing accessories, shoes and bags; and graphic socks with funky prints and sayings, aimed at an international male, female, and non-binary, punk/grunge/kawaii-aesthetic teenage audience, aged primarily Gen Z and younger

As grounds for opposition, it is alleged:

1. CBI is a leading provider and retailer of clothing, jewelry, bags, and accessories (the "CBI Goods and Services").
2. For many years prior to the filing date of Applicant's Application, CBI has designed, developed, marketed, manufactured, promoted, offered, and sold the CBI Goods and Services throughout the United States in connection with its WHITE HOUSE BLACK MARKET,

WHITEHOUSEBLACKMARKET, and  marks (collectively, the “WHITE HOUSE BLACK MARKET Marks”).


3. CBI’s WHITE HOUSE BLACK MARKET Marks, by virtue of substantial use, recognition, and promotion, have acquired great value as an indicator of the CBI Goods and Services.

4. To protect its valuable intellectual property rights, CBI owns numerous U.S. trademark registrations for its WHITE HOUSE BLACK MARKET Marks.

5. CBI is the owner of and relies on incontestable United States Trademark Registration No. 2,566,395 (the “’395 Registration”) for the WHITE HOUSE BLACK MARKET mark for “Retail store services in the field of clothing, bags, belts, hair accessories” in International Class 35. The ’395 Registration issued on the Principal Register on May 7, 2002, and is based on an application filed on January 14, 1999. The ’395 Registration claims a date of first use of at least as early as August 1997. Thus, the date of first use, application, and registration of the mark shown in the ’395 Registration are all prior to Applicant’s filing date of its Application. True and correct copies of the specifics of the ’395 Registration obtained from the PTO’s TESS and Assignment databases are attached hereto as Exhibit A and made of record.

6. CBI is the owner of and relies on United States Trademark Registration No. 5,396,810 (the “’810



Registration”) for the  mark for “Retail store services, online retail store services, online ordering services, and catalog ordering services, all featuring clothing and accessories, footwear, headwear, jewelry, sunglasses, bags, handbags, purses and swimwear” in International Class 35, “Women's apparel, namely, tops, shirts, blouses, cardigans, sweaters, jackets, shell jackets, camisoles, bottoms, pants, trousers, skirts, dresses, coats, trench coats, peacoats, footwear, scarves, swimwear, hosiery, hats, belts, jeans, denims” in International Class 25, and “Jewelry” in International Class 14. The ’810 Registration issued on the Principal Register on February 6, 2018, and is based on an application filed on July 9, 2015. The ’810 Registration claims a date of first use of at least as early as January 2017. Thus, the date of first use, application, and registration of the mark shown in the ’810 Registration are all prior to Applicant’s filing date of its Application. True and correct copies of the specifics of the ’810 Registration obtained from the PTO’s TESS and Assignment databases are attached hereto as Exhibit B and made of record.

7. CBI is the owner of and relies on United States Trademark Registration No. 5,125,471 (the “’471 Registration”) for the **WHITEHOUSEBLACKMARKET** mark for “Retail store services,

online retail store services, online ordering services, and catalog ordering services, all featuring clothing and accessories, footwear, headwear, jewelry, sunglasses, bags, handbags, purses and swimwear” in International Class 35, “Women's apparel, namely, tops, shirts, blouses, cardigans, sweaters, jackets, shell jackets, camisoles, bottoms, pants, trousers, skirts, dresses, coats, trench coats, peacoats, footwear, scarves, swimwear, hosiery, hats, belts, jeans, denims” in International Class 25, and “Jewelry, watches” in International Class 14. The '471 Registration issued on the Principal Register on January 17, 2017, and is based on an application filed on October 19, 2015. The '471 Registration claims a date of first use of at least as early as March 2016. Thus, the date of first use, application, and registration of the mark shown in the '471 Registration are all prior to Applicant's filing date of its Application. True and correct copies of the specifics of the '471 Registration obtained from the PTO's TESS and Assignment databases are attached hereto as Exhibit C and made of record.

8. CBI is the owner of and relies on incontestable United States Trademark Registration No. 2,649,775 (the “'775 Registration”) for the WHITE HOUSE BLACK MARKET mark for “hand bags” in International Class 18 and “Clothing, namely, garter belts; clothing tops; bottoms; pants; skirts; jackets; shorts; socks; hosiery; hats; gloves; scarves; slippers; dresses; sweaters; coats; belts; all for adults” in International Class 25. The '775 Registration issued on the Principal Register on November 12, 2002, and is based on an application filed on January 14, 1999. The '775 Registration claims a date of first use of at least as early as 1998. Thus, the date of first use, application, and registration of the mark shown in the '775 Registration are all prior to Applicant's filing date of its Application. True and correct copies of the specifics of the '775 Registration obtained from the PTO's TESS and Assignment databases are attached hereto as Exhibit D and made of record.

9. CBI is the owner of and relies on incontestable United States Trademark Registration No. 4,128,165 (the “'165 Registration”) for the WHITE HOUSE BLACK MARKET mark for “Watches and jewelry” in International Class 14. The '165 Registration issued on the Principal Register on April 17, 2012, and is based on an application filed on June 14, 2011. The '165 Registration claims a date of first use of at least as early as November 2003. Thus, the date of first use, application, and registration of the mark shown in the '165 Registration are all prior to Applicant's filing date of its Application. True and correct copies of the specifics of the '165 Registration obtained from the PTO's TESS and Assignment databases are attached hereto as Exhibit E and made of record.

10. CBI is the owner of and relies on United States Trademark Registration No. 5,474,765 (the “'765 Registration”) for the WHITE HOUSE BLACK MARKET mark for “All-purpose carrying bags; Backpacks; Beach bags; Carrying cases; Clutch bags; Crossbody bags; Evening bags; Handbags; Leather and imitation leather bags; Messenger bags; Purses; Straps for handbags; Tote bags; Travel bags; Wristlet

bags” in International Class 18. The ’765 Registration issued on the Principal Register on May 22, 2018, and is based on an application filed on October 13, 2017. The ’765 Registration claims a date of first use of at least as early as 1998. Thus, the date of first use, application, and registration of the mark shown in the ’765 Registration are all prior to Applicant’s filing date of its Application. True and correct copies of the specifics of the ’765 Registration obtained from the PTO’s TESS and Assignment databases are attached hereto as Exhibit F and made of record.

11. CBI’s above-referenced registrations are valid, subsisting, unrevoked, and uncanceled. As such, they constitute *prima facie* evidence of the validity of these registered marks and of the registrations thereof, CBI’s ownership of the marks shown therein, and CBI’s exclusive right to use its marks in commerce in connection with the goods and services named therein. Said registrations also constitute notice to Applicant of CBI’s claim of ownership of the marks shown therein, all as provided in Sections 7(b), 22, and 33(a) of the Trademark Act of 1946, as amended.

12. CBI’s registrations specified in Paragraphs 5, 8, and 9 are incontestable. As such, they constitute conclusive evidence of the validity of the registered marks and of the registration of the marks, of CBI’s ownership of its marks, and of CBI’s exclusive right to use the registered marks in commerce as provided under Section 33 of the Trademark Act.

13. In addition to the protection afforded to CBI by its federal registrations for the WHITE HOUSE BLACK MARKET Marks, CBI has extensive common law rights in the WHITE HOUSE BLACK MARKET Marks in connection with CBI’s Goods and Services and the goods and services identified in CBI’s registrations referenced herein throughout the United States. CBI’s common law rights in the WHITE HOUSE BLACK MARKET Marks were established long before and predate the filing date of Applicant’s Application. CBI’s rights in the WHITE HOUSE BLACK MARKET Marks are prior to and superior to Applicant’s Application.

14. The mark shown in Applicant’s Application is highly similar to CBI’s WHITE HOUSE BLACK MARKET Marks. Additionally, Applicant seeks registration for services identical or closely related to CBI’s Goods and Services and the goods and services identified in CBI’s trademark registrations referenced herein. As such, when the mark shown in Applicant’s Application is used on or in connection with the services identified in Applicant’s Application, it is likely to cause confusion, or to cause mistake or to deceive the trade and purchasing public into believing that Applicant’s services originate with CBI or are otherwise authorized, licensed or sponsored by CBI, within the meaning of Section 2(d) of the Trademark Act, 15 U.S.C. § 1052(d). In view of CBI’s prior statutory and common law trademark rights, Applicant is not entitled to registration of the Application pursuant to Section 2(d) of the Trademark Act, 15 U.S.C. § 1052(d).

15. If Applicant is allowed to register the mark in Applicant's Application, Applicant's corresponding *prima facie* exclusive right to use the WHITE HOUSE BLACK MARKET Marks nationwide will conflict with CBI's lawful and *prima facie* exclusive right to use the WHITE HOUSE BLACK MARKET Marks nationwide and its common law rights.

16. By reason of the foregoing, CBI will be damaged by registration of Applicant's Application.

17. WHEREFORE, CBI prays that Applicant's Application be rejected and stricken, that no registration be issued thereon to Applicant, and that this Opposition be sustained in CBI's favor.

Please charge any additional fees, including any fees for additional extension of time, or credit overpayment to Deposit Account No. 11-1410.

Respectfully submitted,
KNOBBE, MARTENS, OLSON & BEAR, LLP

Dated: November 4, 2019

By: /Jessica Sganga/

Susan Natland
Jeff Van Hoosear
Jessica Sganga
2040 Main Street
Fourteenth Floor
Irvine, CA 92614
(949) 760-0404
efiling@knobbe.com
Attorneys for Opposer,
Chico's Brand Investments, Inc.

31625287

EXHIBIT A



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WHITE HOUSE BLACK MARKET

Word Mark	WHITE HOUSE BLACK MARKET
Goods and Services	IC 035. US 100 101 102. G & S: RETAIL STORE SERVICES IN THE FIELD OF CLOTHING, [CHINA,] BAGS, BELTS, HAIR ACCESSORIES, [AND HOUSEWARES]. FIRST USE: 19970800. FIRST USE IN COMMERCE: 19970800
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75623801
Filing Date	January 14, 1999
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	February 12, 2002
Registration Number	2566395
International Registration Number	1081408; 1378035
Registration Date	May 7, 2002
Owner	(REGISTRANT) White House, Inc., The CORPORATION MARYLAND 7600 Energy Parkway Baltimore MARYLAND 212261733 (LAST LISTED OWNER) CHICO'S BRANDS INVESTMENTS, INC. CORPORATION FLORIDA 11215 METRO PARKWAY FORT MYERS FLORIDA 33966
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Susan M. Natland
Prior Registrations	1518965;2047169;2443749
Type of Mark	SERVICE MARK

Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20120510.
Renewal 1ST RENEWAL 20120510
Live/Dead Indicator LIVE

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[Assignments on the Web](#) > [Trademark Query](#)**Trademark Assignment Abstract of Title****Total Assignments: 2****Serial #:** [75623801](#)**Filing Dt:** 01/14/1999**Reg #:** [2566395](#)**Reg. Dt:** 05/07/2002**Registrant:** White House, Inc., The**Mark:** WHITE HOUSE BLACK MARKET**Assignment: 1****Reel/Frame:** [3764/0629](#)**Recorded:** 04/23/2008**Pages:** 12**Conveyance:** MERGER EFFECTIVE 10312004**Assignor:** [THE WHITE HOUSE, INC.](#)**Exec Dt:** 10/28/2004**Entity Type:** CORPORATION**Citizenship:** MARYLAND**Entity Type:** CORPORATION**Citizenship:** FLORIDA**Assignee:** [CHICO'S RETAIL SERVICES, INC.](#)11215 METRO PARKWAY
FORT MYERS, FLORIDA 33912**Correspondent:** C. DOUGLAS MCDONALDP.O. BOX 3239
TAMPA, FL 33601-3239**Assignment: 2****Reel/Frame:** [4079/0579](#)**Recorded:** 10/16/2009**Pages:** 5**Conveyance:** ASSIGNS THE ENTIRE INTEREST**Assignor:** [CHICO'S RETAIL SERVICES, INC.](#)**Exec Dt:** 02/01/2009**Entity Type:** CORPORATION**Citizenship:** FLORIDA**Entity Type:** CORPORATION**Citizenship:** FLORIDA**Assignee:** [CHICO'S BRANDS INVESTMENTS, INC.](#)11215 METRO PARKWAY
FORT MYERS, FLORIDA 33966**Correspondent:** DEBRA L.POLICARPO11215 METRO PARKWAY
FORT MYERS, FL 33966

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EXHIBIT B



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W H I T E
H O U S E
B L A C K
M A R K E T

Word Mark WHITE HOUSE BLACK MARKET

Goods and Services IC 014. US 002 027 028 050. G & S: Jewelry. FIRST USE: 20170110. FIRST USE IN COMMERCE: 20170110

IC 025. US 022 039. G & S: Women's apparel, namely, tops, shirts, blouses, cardigans, sweaters, jackets, shell jackets, camisoles, bottoms, pants, trousers, skirts, dresses, coats, trench coats, peacoats, footwear, scarves, swimwear, hosiery, hats, belts, jeans, denims. FIRST USE: 20170110. FIRST USE IN COMMERCE: 20170110

IC 035. US 100 101 102. G & S: Retail store services, online retail store services, online ordering services, and catalog ordering services, all featuring clothing and accessories, footwear, headwear, jewelry, sunglasses, bags, handbags, purses and swimwear. FIRST USE: 20170110. FIRST USE IN COMMERCE: 20170110

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 86688007

Filing Date July 9, 2015

Current Basis 1A

Original Filing Basis 1B

Published for Opposition November 10, 2015

Registration Number 5396810

Registration Date February 6, 2018

Owner (REGISTRANT) CHICO'S BRANDS INVESTMENTS, INC. CORPORATION FLORIDA 11215 METRO PARKWAY FORT MYERS FLORIDA 33966

Attorney of Record Susan M. Natland

Prior Registrations 2566395;2649775;4128165

Description Color is not claimed as a feature of the mark. The mark consists of the words "WHITE HOUSE BLACK MARKET"

of Mark stacked vertically and forming a square shape. The words "WHITE" and "BLACK" are in a bold font and the words "HOUSE" and "MARKET" are in a thinner font.

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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For Serial Number: 86688007

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Web interface last modified: August 25, 2017 v.2.6

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WHITE HOUSE BLACK MARKET

Word Mark WHITE HOUSE BLACK MARKET

Goods and Services IC 014. US 002 027 028 050. G & S: Jewelry, watches. FIRST USE: 20160300. FIRST USE IN COMMERCE: 00160320

IC 025. US 022 039. G & S: Women's apparel, namely, tops, shirts, blouses, cardigans, sweaters, jackets, shell jackets, camisoles, bottoms, pants, trousers, skirts, dresses, coats, trench coats, peacoats, footwear, scarves, swimwear, hosiery, hats, belts, jeans, denims. FIRST USE: 20160300. FIRST USE IN COMMERCE: 20160300

IC 035. US 100 101 102. G & S: Retail store services, online retail store services, online ordering services, and catalog ordering services, all featuring clothing and accessories, footwear, headwear, jewelry, sunglasses, bags, handbags, purses and swimwear. FIRST USE: 20160300. FIRST USE IN COMMERCE: 20160300

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 86791588

Filing Date October 19, 2015

Current Basis 1A

Original Filing Basis 1B

Published for Opposition March 29, 2016

Registration Number 5125471

Registration Date January 17, 2017

Owner (REGISTRANT) CHICO'S BRANDS INVESTMENTS, INC. CORPORATION FLORIDA 11215 METRO PARKWAY FORT MYERS FLORIDA 33966

Attorney of Record Susan M. Natland

Prior Registrations 2566395;2649775;4128165

Description of Mark Color is not claimed as a feature of the mark. The mark consists of the words "WHITE HOUSE BLACK MARKET" displayed in a horizontal line with the words "WHITE" and "BLACK" in bold font.

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

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For Serial Number: 86791588

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WHITE HOUSE BLACK MARKET

Word Mark WHITE HOUSE BLACK MARKET

Goods and Services (CANCELLED) IC 003. US 001 004 006 050 051 052. G & S: [STAIN REMOVER FOR FABRICS AND CLOTHING, HAND CREAMS; BATH SOAPS; BATH BEADS; SCENTED BATH BEADS, SCENTED BODY SPRAYS, SCENTED BEADS FOR PROVIDING AROMATIC CENTS; NON-MEDICATED BATH SALTS; BATH GELS]. FIRST USE: 19980000. FIRST USE IN COMMERCE: 19980000

(CANCELLED) IC 004. US 001 006 015. G & S: [SCENTED CANDLES; CANDLES]. FIRST USE: 19980000. FIRST USE IN COMMERCE: 19980000

(CANCELLED) IC 009. US 021 023 026 036 038. G & S: SUNGLASSES. FIRST USE: 19980000. FIRST USE IN COMMERCE: 19980000

IC 018. US 001 002 003 022 041. G & S: HAND BAGS. FIRST USE: 19980000. FIRST USE IN COMMERCE: 19980000

(CANCELLED) IC 020. US 002 013 022 025 032 050. G & S: [PICTURE FRAMES]. FIRST USE: 19980000. FIRST USE IN COMMERCE: 19980000

(CANCELLED) IC 021. US 002 013 023 029 030 033 040 050. G & S: [HOUSEWARES, NAMELY, CHINA DISHES AND CANDLEHOLDERS NOT OF PRECIOUS METAL]. FIRST USE: 19980000. FIRST USE IN COMMERCE: 19980000

IC 025. US 022 039. G & S: CLOTHING, NAMELY, GARTER BELTS; CLOTHING TOPS; BOTTOMS; PANTS; SKIRTS; JACKETS; SHORTS; SOCKS; HOSIERY; HATS; GLOVES; SCARVES; SLIPS; DRESSES; SWEATERS; COATS; BELTS ; ALL FOR ADULTS. FIRST USE: 19980000. FIRST USE IN COMMERCE: 19980000

(CANCELLED) IC 028. US 022 023 038 050. G & S: [STUFFED TOY ANIMALS]. FIRST USE: 19980000. FIRST USE IN COMMERCE: 19980000

Mark Drawing Code (1) TYPED DRAWING

Serial Number 75623800

Filing Date January 14, 1999

Current 1A

Basis
Original Filing Basis 1B
Published for Opposition February 5, 2002
Change In Registration CHANGE IN REGISTRATION HAS OCCURRED
Registration Number 2649775
International Registration Number 1081408; 1378035
Registration Date November 12, 2002
Owner (REGISTRANT) White House, Inc., The CORPORATION MARYLAND 6711 Baymeadow Drive Suite A Glen Burnie MARYLAND 210609808

(LAST LISTED OWNER) CHICO'S BRANDS INVESTMENTS, INC. CORPORATION FLORIDA 11215 METRO PARKWAY FORT MYERS FLORIDA 33966
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Susan M. Natland
Prior Registrations 1518965;2047169;2443749
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. PARTIAL SECT 8 (6-YR). PARTIAL SECTION 8(10-YR) 20121011.
Renewal 1ST RENEWAL 20121011
Live/Dead Indicator LIVE

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[Assignments on the Web](#) > [Trademark Query](#)**Trademark Assignment Abstract of Title****Total Assignments: 2****Serial #:** [75623800](#)**Filing Dt:** 01/14/1999**Reg #:** [2649775](#)**Reg. Dt:** 11/12/2002**Registrant:** White House, Inc., The**Mark:** WHITE HOUSE BLACK MARKET**Assignment: 1****Reel/Frame:** [3764/0629](#)**Recorded:** 04/23/2008**Pages:** 12**Conveyance:** MERGER EFFECTIVE 10312004**Assignor:** [THE WHITE HOUSE, INC.](#)**Exec Dt:** 10/28/2004**Entity Type:** CORPORATION**Citizenship:** MARYLAND**Entity Type:** CORPORATION**Citizenship:** FLORIDA**Assignee:** [CHICO'S RETAIL SERVICES, INC.](#)11215 METRO PARKWAY
FORT MYERS, FLORIDA 33912**Correspondent:** C. DOUGLAS MCDONALDP.O. BOX 3239
TAMPA, FL 33601-3239**Assignment: 2****Reel/Frame:** [4079/0579](#)**Recorded:** 10/16/2009**Pages:** 5**Conveyance:** ASSIGNS THE ENTIRE INTEREST**Assignor:** [CHICO'S RETAIL SERVICES, INC.](#)**Exec Dt:** 02/01/2009**Entity Type:** CORPORATION**Citizenship:** FLORIDA**Entity Type:** CORPORATION**Citizenship:** FLORIDA**Assignee:** [CHICO'S BRANDS INVESTMENTS, INC.](#)11215 METRO PARKWAY
FORT MYERS, FLORIDA 33966**Correspondent:** DEBRA L.POLICARPO11215 METRO PARKWAY
FORT MYERS, FL 33966

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WHITE HOUSE BLACK MARKET

Word Mark	WHITE HOUSE BLACK MARKET
Goods and Services	IC 014. US 002 027 028 050. G & S: Watches and jewelry. FIRST USE: 20031100. FIRST USE IN COMMERCE: 20031100
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85345797
Filing Date	June 14, 2011
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	January 31, 2012
Registration Number	4128165
International Registration Number	1083401; 1378035
Registration Date	April 17, 2012
Owner	(REGISTRANT) Chico's Brands Investments, Inc. CORPORATION FLORIDA 11215 Metro Parkway Fort Myers FLORIDA 33966
Attorney of Record	Susan M. Natland
Prior Registrations	2566395;2649775
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE

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WHITE HOUSE BLACK MARKET

Word Mark WHITE HOUSE BLACK MARKET

Goods and Services IC 018. US 001 002 003 022 041. G & S: All-purpose carrying bags; Backpacks; Beach bags; Carrying cases; Clutch bags; Crossbody bags; Evening bags; Handbags; Leather and imitation leather bags; Messenger bags; Purses; Straps for handbags; Tote bags; Travel bags; Wristlet bags. FIRST USE: 19980000. FIRST USE IN COMMERCE: 19980000

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 87644659

Filing Date October 13, 2017

Current Basis 1A

Original Filing Basis 1A

Published for Opposition March 6, 2018

Registration Number 5474765

International Registration Number 1378035

Registration Date May 22, 2018

Owner (REGISTRANT) Chico's Brands Investments, Inc. CORPORATION FLORIDA 11215 Metro Parkway Fort Myers FLORIDA 33966

Attorney of Record Susan M. Natland

Prior 2649775

Registrations

Type of Mark TRADEMARK

Register PRINCIPAL

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