

ESTTA Tracking number: **ESTTA1015506**

Filing date: **11/13/2019**

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	Savage Love, LLC		
Entity	Limited liability company	Citizenship	Washington
Address	1146 16th Avenue East Seattle, WA 98112 UNITED STATES		

Attorney information	Marlene J. Williams Nixon Peabody LLP P.O. Box 26769 San Francisco, CA 94126-6769 UNITED STATES sfrademarks@nixonpeabody.com, mwilliams@nixonpeabody.com, msanjuan@nixonpeabody.com (415) 984-8200		
----------------------	--	--	--

**Applicant Information**

Application No	88579590	Publication date	10/15/2019
Opposition Filing Date	11/13/2019	Opposition Period Ends	11/14/2019
Applicant	Allies Group Pte. Ltd. 3 Jalan Kledek Singapore, 199259 SINGAPORE		

**Goods/Services Affected by Opposition**


<p>Class 003. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Anti-wrinkle cream; Beauty masks; Cosmetic preparations for skin care; Cosmeticsoaps; Cosmetic tanning preparations; Cosmetics; Cuticle removing preparations; Hair cleaning preparations; Moisturizing creams; Skin whitening creams; Skin whitening preparations; Wrinkle-minimizingcosmetic preparations for topical facial use; Age spot reducing creams; Cosmetic masks; Cosmetic preparations for skin renewal; Cosmetic preparations for slimming purposes; Facial masks; Facial moisturizers; Non-medicated bath preparations; Non-medicated lip care preparations; Non-medicated skin toners; Skin moisturizer</p>
<p>Class 035. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Advertising services; Business management; Mail order services featuring cosmetic and beauty care products; Marketing services; On-line retail store services featuring cosmetic and beauty care products; On-line wholesale store services featuring cosmetic and beauty care products; Retail store services featuring cosmetic and beauty care products; Sales promotion services; Wholesale store services featuring cosmetic and beauty care products; Mail order catalog services featuring cosmetic and beauty care products; Providing incentive award programs for customers through issuance and processing of loyalty points for on-line</p>


purchase of a company's goods and services
--

## Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)
False suggestion of a connection with persons, living or dead, institutions, beliefs, or national symbols, or brings them into contempt, or disrepute	Trademark Act Section 2(a)

## Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3970026	Application Date	09/30/2010
Registration Date	05/31/2011	Foreign Priority Date	NONE
Word Mark	IT GETS BETTER		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2010/09/25 First Use In Commerce: 2010/09/25 Public advocacy to promote awareness of abuse of gay, lesbian, bi-sexual, and transgender populations and how such populations can overcome such abuse		

U.S. Registration No.	4303480	Application Date	11/17/2010
Registration Date	03/19/2013	Foreign Priority Date	NONE
Word Mark	IT GETS BETTER		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2010/09/25 First Use In Commerce: 2010/09/25		

Lobbying services, namely, promoting the interests of gay, lesbian, bi-sexual, and transgender populations in the fields of politics, legislation, and regulation; providing a website in the field of advocacy to address the bullying and harassment of and suicide within gay, lesbian, bi-sexual, and transgender populations  
Class 036. First use: First Use: 2012/10/00 First Use In Commerce: 2012/10/00  
Charitable fundraising; providing a website featuring information on charitable, political, and advocacy fundraising  
Class 041. First use: First Use: 2012/10/00 First Use In Commerce: 2012/10/00  
Entertainment and educational services, namely, providing blogs, [ podcasts, webcasts, ] video clips, and audio clips featuring multimedia entertainment content regarding the awareness of the bullying and harassment of and suicide within gay, lesbian, bi-sexual, and transgender populations and how such populations can overcome such abuse and reduce incidence of such suicide, personal stories, honors and tributes, charitable, political, and advocacy fundraising, charitable events, charitable activities, advocacy in the fight against abuse, inspirational achievement stories, news shows, and cultural events information; [ entertainment services, namely, live stage performances in the nature of lectures and leading discussions regarding the awareness of the bullying and harassment of and suicide within gay, lesbian, bi-sexual, and transgender populations and how such populations can overcome such abuse and reduce incidence of such suicide, personal stories, honors and tributes, charitable, political, and advocacy fundraising, charitable events, charitable activities, advocacy in the fight against abuse, inspirational achievement stories; ] entertainment and educational services, namely, providing blogs, [ podcasts, webcasts, ] video clips, and audio clips featuring multimedia entertainment content featuring information, advice and commentary in the fields of news, comedy, drama, lifestyle and topics of general interest; [ entertainment and educational services, namely, providing a website featuring information and commentary in the fields of news, comedy, drama, and reality television programs; entertainment services, namely, the provision of continuing programs, segments, shows featuring information, content, advice and commentary in the fields of news, comedy, commentary, advice, drama, lifestyle and topics of general interest delivered via television, satellite, the internet or live; entertainment services in the nature of development, creation, production and post-production services of multimedia entertainment content ]  
Class 045. First use: First Use: 2012/10/00 First Use In Commerce: 2012/10/00  
Online social networking services; providing a website featuring the subject of awareness of the bullying and harassment of and suicide within gay, lesbian, bi-sexual, and transgender populations and how such populations can overcome such abuse and reduce incidence of such suicide; providing a website featuring information and commentary in the field of personal lifestyle

U.S. Registration No.	4265049	Application Date	11/17/2010
Registration Date	12/25/2012	Foreign Priority Date	NONE
Word Mark	IT GETS BETTER PROJECT		

Design Mark	<b>IT GETS BETTER PROJECT</b>
Description of Mark	NONE
Goods/Services	<p>Class 025. First use: First Use: 2011/04/00 First Use In Commerce: 2011/04/00 Clothing, namely, t-shirts</p> <p>Class 035. First use: First Use: 2010/10/00 First Use In Commerce: 2010/10/00 Public advocacy to promote awareness of abuse of and suicide within gay, lesbian, bi-sexual, and transgender populations and how such populations can overcome such abuse and reduce incidence of such suicide; lobbying services, namely, promoting the interests of gay, lesbian, bi-sexual, and transgender populations in the fields of politics, legislation, and regulation</p> <p>Class 036. First use: First Use: 2010/10/00 First Use In Commerce: 2010/10/00 Charitable fundraising</p> <p>Class 041. First use: First Use: 2010/10/00 First Use In Commerce: 2010/10/00 Entertainment and educational services, namely, providing a website, blogs, and podcasts featuring multimedia entertainment content regarding information in the field of current events and entertainment, non-downloadable prerecorded music and non-downloadable video presentations regarding awareness of abuse of and suicide within gay, lesbian, bi-sexual, and transgender populations and how such populations can overcome such abuse and reduce incidence of such suicide, personal stories, honors and tributes, fund raising and charitable fund raising, charitable events, charitable activities, advocacy in the fight against abuse, inspirational achievement stories, news shows, and cultural events information</p>

Attachments	<p>85142179#TMSN.png( bytes )  85179374#TMSN.png( bytes )  2019-11-13 Notice of Opposition IT GETS BETTER 065502-20.pdf(77251 bytes )  85179384#TMSN.png( bytes )</p>
-------------	---

Signature	/MJW/
Name	Marlene J. Williams
Date	11/13/2019

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

Savage Love, LLC,

Opposer,

Opposition No. \_\_\_\_\_

- vs -

Serial No. 88579590

Mark: IT GETS BETTER

Allies Group Pte. Ltd.,

Applicant.

**NOTICE OF OPPOSITION**

Opposer, Savage Love, LLC, a Washington limited liability company with an address of 1146 16<sup>th</sup> Avenue East, Seattle, WA 98112, believes that it will be damaged by registration of the mark shown in the above-identified application, and hereby opposes.

The grounds for the opposition are as follows:

1. Since 2010, Opposer has used the mark IT GETS BETTER (“Opposer’s Mark”) in connection with its mission to uplift, empower, and connect lesbian, gay, bisexual, transgender, and queer (“LGBTQ+”) youth and to prevent suicides within LGBTQ+ populations.

2. Opposer is the owner of the following U.S. Registrations. The TSDR records for these registrations are attached hereto as Exhibit A.

- a. U.S. Registration Number 3,970,026 for IT GETS BETTER, filed on September 30, 2010, registered on May 31, 2011 and now incontestable covering the following services:

Class 35: Public advocacy to promote awareness of abuse of gay, lesbian, bisexual, and transgender populations and how such populations can overcome such abuse.

- b. U.S. Registration Number 4,303,480 for IT GETS BETTER, filed on November 17, 2010, registered on March 19, 2013, and now incontestable covering the following services:

Class 35: Lobbying services, namely, promoting the interests of gay, lesbian, bisexual, and transgender populations in the fields of politics, legislation, and regulation; providing a website in the field of advocacy to address the bullying and harassment of and suicide within gay, lesbian, bi-sexual, and transgender populations.

Class 36: Charitable fundraising; providing a website featuring information on charitable, political, and advocacy fundraising.

Class 41: Entertainment and educational services, namely, providing blogs, video clips, and audio clips featuring multimedia entertainment content regarding the awareness of the bullying and harassment of and suicide within gay, lesbian, bi-sexual, and transgender populations and how such populations can overcome such abuse and reduce incidence of such suicide, personal stories, honors and tributes, charitable, political, and advocacy fundraising, charitable events, charitable activities, advocacy in the fight against abuse, inspirational achievement stories, news shows, and cultural events information; entertainment and educational services, namely, providing blogs, video clips, and audio clips featuring multimedia

entertainment content featuring information, advice and commentary in the fields of news, comedy, drama, lifestyle and topics of general interest.

Class 45: Online social networking services; providing a website featuring the subject of awareness of the bullying and harassment of and suicide within gay, lesbian, bi-sexual, and transgender populations and how such populations can overcome such abuse and reduce incidence of such suicide; providing a website featuring information and commentary in the field of personal lifestyle.

- c. U.S. Registration Number 4,265,049 for IT GETS BETTER PROJECT, filed on November 17, 2010, registered on December 25, 2012, and now incontestable covering the following goods and services:

Class 25: Clothing, namely, t-shirts.

Class 35: Public advocacy to promote awareness of abuse of and suicide within gay, lesbian, bi-sexual, and transgender populations and how such populations can overcome such abuse and reduce incidence of such suicide; lobbying services, namely, promoting the interests of gay, lesbian, bi-sexual, and transgender populations in the fields of politics, legislation, and regulation.

Class 36: Charitable fundraising.

Class 41: Entertainment and educational services, namely, providing a website, blogs, and podcasts featuring multimedia entertainment content regarding information in the field of current events and entertainment, non-downloadable prerecorded music and non-downloadable video

presentations regarding awareness of abuse of and suicide within gay, lesbian, bi-sexual, and transgender populations and how such populations can overcome such abuse and reduce incidence of such suicide, personal stories, honors and tributes, fund raising and charitable fund raising, charitable events, charitable activities, advocacy in the fight against abuse, inspirational achievement stories, news shows, and cultural events information.

3. Opposer also uses Opposer's Mark in connection with merchandise such as clothing, headwear, stickers, pins, and buttons, which it sells through its online retail store. Opposer also licenses its mark to third parties for use in connection with such goods and has authorized use of Opposer's Mark as the title of a best-selling book.

4. All of the above-mentioned goods and services are defined herein as "Opposer's Goods and Services."

5. Opposer's Mark is distinctive, as evidenced by its registrations on the Principal Register.

6. Opposer's Goods and Services are marketed extensively using Opposer's Mark, including through its website [www.itgetsbetter.org](http://www.itgetsbetter.org) and its social media accounts, including Facebook (<http://www.facebook.com/itgetsbetterproject/>), Twitter (<https://twitter.com/ItGetsBetter>), Instagram (<https://www.instagram.com/itgetsbetter/>), and YouTube (<https://www.youtube.com/user/itgetsbetterproject/>), which provide information about Opposer's Goods and Services and through which certain of Opposer's services are provided.

7. Opposer's services have received significant and sustained public recognition and praise. In its early days in 2010, the IT GETS BETTER online campaign went viral within 4



weeks of starting and was featured in numerous articles. Many celebrities and well-known people have contributed videos to Opposer for use in connection with Opposer's Mark, including President Barack Obama in 2010. Opposer has also received widespread public recognition for its services. For example, in 2012, the Academy of Television Arts & Sciences Board granted its Governors Award to Opposer for making a substantial impact and demonstrating an extraordinary use of television.

8. The fame and recognition of Opposer's Mark is reflected in its significant social media following.

9. More than 70,000 people have actively participated in Opposer's services by sharing their own IT GETS BETTER stories. More than 600,000 have pledged to help the IT GETS BETTER mission.

10. By virtue of nearly a decade of use, extensive marketing, and continued public recognition and awards, IT GETS BETTER has become famous for Opposer's Goods and Services provided throughout the United States.

11. Applicant Allies Group Pte. Ltd. is a Singapore private limited company with an address of 3 Jalan Kledek, Singapore 199259.

12. Applicant seeks to register the mark IT GETS BETTER ("Applicant's Mark") for the below goods and services ("Applicant's Goods and Services"):

Class 3: Anti-wrinkle cream; beauty masks; cosmetic preparations for skin care; cosmetic soaps; cosmetic tanning preparations; cosmetics; cuticle removing preparations; hair cleaning preparations; moisturizing creams; skin whitening creams; skin whitening preparations; wrinkle-minimizing cosmetic preparations for topical facial use; age spot reducing creams; cosmetic masks; cosmetic

preparations for skin renewal; cosmetic preparations for slimming purposes; facial masks; facial moisturizers; non-medicated bath preparations; non-medicated lip care preparations; non-medicated skin toners; skin moisturizer.

Class 35: Advertising services; business management; mail order services featuring cosmetic and beauty care products; marketing services; on-line retail store services featuring cosmetic and beauty care products; on-line wholesale store services featuring cosmetic and beauty care products; retail store services featuring cosmetic and beauty care products; sales promotion services; wholesale store services featuring cosmetic and beauty care products; mail order catalog services featuring cosmetic and beauty care products; providing incentive award programs for customers through issuance and processing of loyalty points for on-line purchase of a company's goods and services.

13. The subject Application was filed on August 15, 2019, based on an intent to use the mark.

14. The Application was filed long after Opposer had used, applied for, and registered Opposer's Mark.

15. The Application was filed long after Opposer's Mark became famous.

16. Applicant's Mark is identical to Opposer's IT GETS BETTER mark and encompasses the dominant element of Opposer's IT GETS BETTER PROJECT mark. Opposer has not authorized Applicant's use or registration of Applicant's Mark.

17. Applicant's Goods and Services are related to Opposer's Goods and Services. Moreover, Applicant's "advertising services; marketing services; and sales promotion services"

in Class 35 overlap with and encompass Opposer's public advocacy and lobbying services in Class 35.

18. Applicant's Mark for Applicant's Goods and Services so resembles Opposer's Mark for Opposer's Goods and Services that it is likely to cause confusion, or to cause mistake, or to deceive within the meaning of Section 2(d) of the Lanham Act, 15 U.S.C. Sec. 1052(d).

19. Applicant's Mark for Applicant's Goods and Services so resembles Opposer's Mark for Opposer's Goods and Services that it is likely to cause confusion, mistake, or to deceive within the meaning of Section 43(a) of the Lanham Act, 15 U.S.C. Sec. 1125(a).

20. Because Applicant's Mark is identical to Opposer's Mark and because Opposer's Mark uniquely and unmistakably refers to Opposer, Applicant's unauthorized use of Applicant's Mark would cause a connection with Opposer to be presumed when Applicant's Mark is used on Applicant's Goods and Services. This creates a false suggestion of a connection with Opposer within the meaning of Section 2(a) of the Lanham Act, 15 U.S.C. Sec. 1052(a).

21. Applicant's use and registration of Applicant's Mark for Applicant's Goods and Services will result in dilution of Opposer's famous IT GETS BETTER mark.

22. Opposer believes that it will be damaged by registration and use of Applicant's Mark.

WHEREFORE, Opposer prays that:

A. Registration be refused under Section 2(d) of the Lanham Act, 15 U.S.C. Sec. 1052(d) as amended, in that Applicant's Mark creates a likelihood of confusion with Opposer's Mark; and

B. Registration be refused under Section 2(a) of the Lanham Act, 15 U.S.C. Sec. 1052(a), in that the Applicant's Mark creates a false suggestion of a connection with Opposer; and

C. Registration be refused under Section 43(a) of the Lanham Act, 15 U.S.C. Sec. 1125, in that Applicant's use of the mark creates a false designation of origin which is likely to cause confusion, mistake or to deceive as to the affiliation or connection with Opposer; and

D. Registration be refused under Section 43(c), 15 U.S.C. Sec. 1125(c) on grounds that Opposer's Mark has become famous and that Applicant's use and registration of Applicant's Mark is likely to cause dilution of the distinctive quality of Opposer's Mark.

Respectfully submitted,

NIXON PEABODY LLP

Dated: November 13, 2019

By: \_\_\_\_\_/s/

Marlene J. Williams

Rebecca Menke

E-mail: [MWilliams@nixonpeabody.com](mailto:MWilliams@nixonpeabody.com);

[RMenke@nixonpeabody.com](mailto:RMenke@nixonpeabody.com);

[SFTrademarks@nixonpeabody.com](mailto:SFTrademarks@nixonpeabody.com)

One Embarcadero Center, 32<sup>nd</sup> Floor

San Francisco, CA 94111

Telephone: (415) 984-8200

Attorneys for Savage Love, LLC

# **EXHIBIT A**

Generated on: This page was generated by TSDR on 2019-11-13 17:57:24 EST

Mark: IT GETS BETTER

IT GETS BETTER

US Serial Number: 85142179

Application Filing Date: Sep. 30, 2010

US Registration Number: 3970026

Registration Date: May 31, 2011

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

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 Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Sep. 13, 2016

Publication Date: Mar. 15, 2011

## Mark Information

Mark Literal Elements: IT GETS BETTER

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: Public advocacy to promote awareness of abuse of gay, lesbian, bi-sexual, and transgender populations and how such populations can overcome such abuse

International Class(es): 035 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 25, 2010

Use in Commerce: Sep. 25, 2010

## 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:** SAVAGE LOVE, LLC  
**Owner Address:** 1146 16TH AVENUE EAST  
SEATTLE, WASHINGTON UNITED STATES 98112  
**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country** WASHINGTON  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Marlene J. Williams  
**Attorney Primary Email Address:** [sfrademarks@nixonpeabody.com](mailto:sfrademarks@nixonpeabody.com)  
**Docket Number:** 065502-003  
**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Marlene J. Williams  
Nixon Peabody LLP  
P.O. Box 26769  
San Francisco, CALIFORNIA UNITED STATES 94126-6769  
**Phone:** 415 984-8200  
**Fax:** 415 984-8300  
**Correspondent e-mail:** [sfrademarks@nixonpeabody.com](mailto:sfrademarks@nixonpeabody.com) [mwilliams@nixonpeabody.com](mailto:mwilliams@nixonpeabody.com) [dlabaria@nixonpeabody.com](mailto:dlabaria@nixonpeabody.com)  
**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Sep. 13, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Sep. 13, 2016	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
Sep. 13, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Jul. 05, 2016	TEAS SECTION 8 & 15 RECEIVED	
Jul. 05, 2016	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
May 31, 2016	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Aug. 29, 2012	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Aug. 29, 2012	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
May 31, 2011	REGISTERED-PRINCIPAL REGISTER	
Apr. 04, 2011	CHANGES/CORRECTIONS AFTER PUB APPROVAL ENTERED	67832
Mar. 29, 2011	ASSIGNED TO PETITION STAFF	67832
Mar. 28, 2011	TEAS POST PUBLICATION AMENDMENT RECEIVED	1111
Mar. 15, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 15, 2011	PUBLISHED FOR OPPOSITION	
Feb. 08, 2011	TEAS VOLUNTARY AMENDMENT RECEIVED	
Jan. 12, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Jan. 12, 2011	NOTICE OF ACCEPTANCE OF AMENDMENT TO ALLEGE USE E-MAILED	
Jan. 11, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 11, 2011	USE AMENDMENT ACCEPTED	83171
Jan. 10, 2011	ASSIGNED TO EXAMINER	83171
Nov. 20, 2010	AMENDMENT TO USE PROCESSING COMPLETE	88889
Nov. 20, 2010	USE AMENDMENT FILED	88889
Nov. 19, 2010	TEAS AMENDMENT OF USE RECEIVED	
Nov. 17, 2010	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Nov. 17, 2010	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 05, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 04, 2010	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

TM Staff Information - None

File Location

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 1

Registrant: SAVAGE LOVE, LLC

### Assignment 1 of 1

Conveyance: ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNORS INTEREST

Reel/Frame: [4450/0116](#)

Pages: 3

Date Recorded: Jan. 05, 2011

Supporting Documents: [assignment-tm-4450-0116.pdf](#)

#### Assignor

Name: [INDEX NEWSPAPERS LLC](#)

Execution Date: Nov. 03, 2010

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: WASHINGTON

#### Assignee

Name: [SAVAGE LOVE, LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: WASHINGTON

Address: 1146 16TH AVENUE EAST  
SEATTLE, WASHINGTON 98112

#### Correspondent

Correspondent Name: J. ALFRED MURRAY, DAVIS WRIGHT TREMAINE

Correspondent Address: 1300 SW FIFTH AVENUE, SUITE 2300  
PORTLAND, OREGON 97201-5630

Domestic Representative - Not Found



Generated on: This page was generated by TSDR on 2019-11-13 17:57:50 EST

Mark: IT GETS BETTER

IT GETS BETTER

US Serial Number: 85179374

Application Filing Date: Nov. 17, 2010

US Registration Number: 4303480

Registration Date: Mar. 19, 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 Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Jan. 28, 2019

Publication Date: Jan. 01, 2013

## Mark Information

Mark Literal Elements: IT GETS BETTER

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:** Lobbying services, namely, promoting the interests of gay, lesbian, bi-sexual, and transgender populations in the fields of politics, legislation, and regulation; providing a website in the field of advocacy to address the bullying and harassment of and suicide within gay, lesbian, bi-sexual, and transgender populations

International Class(es): 035 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 25, 2010

Use in Commerce: Sep. 25, 2010

**For:** Charitable fundraising; providing a website featuring information on charitable, political, and advocacy fundraising

International Class(es): 036 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 2012

Use in Commerce: Oct. 2012

**For:** Entertainment and educational services, namely, providing blogs, [ podcasts, webcasts, ] video clips, and audio clips featuring multimedia entertainment content regarding the awareness of the bullying and harassment of and suicide within gay, lesbian, bi-sexual, and transgender populations and how such populations can overcome such abuse and reduce incidence of such suicide, personal stories, honors and tributes, charitable, political, and advocacy fundraising, charitable events, charitable activities, advocacy in the fight against abuse, inspirational achievement stories, news shows, and cultural events information; [ entertainment services, namely, live stage performances in the nature of lectures and leading discussions regarding the awareness of the bullying and harassment of and suicide within gay, lesbian, bi-sexual, and transgender populations and how such populations can overcome such abuse and reduce

incidence of such suicide, personal stories, honors and tributes, charitable, political, and advocacy fundraising, charitable events, charitable activities, advocacy in the fight against abuse, inspirational achievement stories; ] entertainment and educational services, namely, providing blogs, [ podcasts, webcasts, ] video clips, and audio clips featuring multimedia entertainment content featuring information, advice and commentary in the fields of news, comedy, drama, lifestyle and topics of general interest; [ entertainment and educational services, namely, providing a website featuring information and commentary in the fields of news, comedy, drama, and reality television programs; entertainment services, namely, the provision of continuing programs, segments, shows featuring information, content, advice and commentary in the fields of news, comedy, commentary, advice, drama, lifestyle and topics of general interest delivered via television, satellite, the internet or live; entertainment services in the nature of development, creation, production and post-production services of multimedia entertainment content ]

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

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

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 2012

**Use in Commerce:** Oct. 2012

**For:** Online social networking services; providing a website featuring the subject of awareness of the bullying and harassment of and suicide within gay, lesbian, bi-sexual, and transgender populations and how such populations can overcome such abuse and reduce incidence of such suicide; providing a website featuring information and commentary in the field of personal lifestyle

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

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

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 2012

**Use in Commerce:** Oct. 2012

## 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:** Savage Love, LLC

**Owner Address:** 1146 16th Avenue East  
Seattle, WASHINGTON UNITED STATES 98112

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** WASHINGTON

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Marlene J. Williams

**Docket Number:** 065502-007

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

**Attorney Email Authorized:** No

### Correspondent

**Correspondent Name/Address:** Marlene J. Williams  
Nixon Peabody LLP  
P.O. Box 26769  
San Francisco, CALIFORNIA UNITED STATES 94126

**Phone:** 415-984-8200

**Fax:** 415-984-8300

**Correspondent e-mail:** [sftrademarks@nixonpeabody.com](mailto:sftrademarks@nixonpeabody.com) [mwilliams@nixonpeabody.com](mailto:mwilliams@nixonpeabody.com) [msanjuan@nixonpeabody.com](mailto:msanjuan@nixonpeabody.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
------	-------------	-------------------

Jan. 28, 2019	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jan. 28, 2019	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	74886
Jan. 24, 2019	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	74886
Dec. 21, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 21, 2018	TEAS SECTION 8 & 15 RECEIVED	
Mar. 19, 2018	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Mar. 19, 2013	REGISTERED-PRINCIPAL REGISTER	
Jan. 01, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jan. 01, 2013	PUBLISHED FOR OPPOSITION	
Dec. 12, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Nov. 27, 2012	NOTICE OF ACCEPTANCE OF AMENDMENT TO ALLEGE USE E-MAILED	
Nov. 26, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	66213
Nov. 25, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 25, 2012	USE AMENDMENT ACCEPTED	66593
Nov. 21, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Nov. 20, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Nov. 20, 2012	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Nov. 21, 2012	AMENDMENT TO USE PROCESSING COMPLETE	88889
Nov. 21, 2012	USE AMENDMENT FILED	88889
Nov. 20, 2012	TEAS AMENDMENT OF USE RECEIVED	
Aug. 29, 2012	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Aug. 29, 2012	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 10, 2012	NOTIFICATION OF FINAL REFUSAL EMAILED	
Aug. 10, 2012	FINAL REFUSAL E-MAILED	
Aug. 10, 2012	FINAL REFUSAL WRITTEN	66593
Jun. 15, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 14, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 14, 2012	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 28, 2011	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 28, 2011	NON-FINAL ACTION E-MAILED	6325
Dec. 28, 2011	NON-FINAL ACTION WRITTEN	66593
Dec. 15, 2011	ASSIGNED TO EXAMINER	66593
Dec. 02, 2011	LIE CHECKED SUSP - TO ATTY FOR ACTION	66213
May 31, 2011	NOTIFICATION OF LETTER OF SUSPENSION E-MAILED	6332
May 31, 2011	LETTER OF SUSPENSION E-MAILED	6332
May 31, 2011	SUSPENSION LETTER WRITTEN	83171
May 06, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	66213
May 06, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	66213
May 02, 2011	ASSIGNED TO LIE	66213
Apr. 25, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 11, 2011	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jan. 11, 2011	NON-FINAL ACTION E-MAILED	6325
Jan. 11, 2011	NON-FINAL ACTION WRITTEN	83171
Jan. 11, 2011	ASSIGNED TO EXAMINER	83171
Nov. 22, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 20, 2010	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

TM Staff Information - None

File Location

**Current Location:** TMEG LAW OFFICE 107

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

**Generated on:** This page was generated by TSDR on 2019-11-13 18:39:39 EST

**Mark:** IT GETS BETTER PROJECT

IT GETS BETTER PROJECT

**US Serial Number:** 85179384

**Application Filing Date:** Nov. 17, 2010

**US Registration Number:** 4265049

**Registration Date:** Dec. 25, 2012

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

**Status Date:** Jul. 07, 2018

**Publication Date:** Sep. 20, 2011

**Notice of Allowance Date:** Nov. 15, 2011

---

## Mark Information

---

**Mark Literal Elements:** IT GETS BETTER PROJECT

**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:** "PROJECT" WITH RESPECT TO CLASSES 35, 36, 41, AND 45

---

## Related Properties Information

---

**Claimed Ownership of US Registrations:** 3970026

---

## 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

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

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

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Apr. 2011

**Use in Commerce:** Apr. 2011

**For:** Public advocacy to promote awareness of abuse of and suicide within gay, lesbian, bi-sexual, and transgender populations and how such populations can overcome such abuse and reduce incidence of such suicide; lobbying services, namely, promoting the interests of gay, lesbian, bi-sexual, and transgender populations in the fields of politics, legislation, and regulation

**International Class(es):** 035 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 2010

**Use in Commerce:** Oct. 2010

**For:** Charitable fundraising

**International Class(es):** 036 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 2010

**Use in Commerce:** Oct. 2010

**For:** Entertainment and educational services, namely, providing a website, blogs, and podcasts featuring multimedia entertainment content regarding information in the field of current events and entertainment, non-downloadable prerecorded music and non-downloadable video presentations regarding awareness of abuse of and suicide within gay, lesbian, bi-sexual, and transgender populations and how such populations can overcome such abuse and reduce incidence of such suicide, personal stories, honors and tributes, fund raising and charitable fund raising, charitable events, charitable activities, advocacy in the fight against abuse, inspirational achievement stories, news shows, and cultural events information

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

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

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 2010

**Use in Commerce:** Oct. 2010

## 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:** Savage Love, LLC

**Owner Address:** 1146 16th Avenue East  
Seattle, WASHINGTON UNITED STATES 98112

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** WASHINGTON

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Marlene J. Williams

**Docket Number:** 065502-006

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

**Attorney Email Authorized:** No

### Correspondent

**Correspondent Name/Address:** Marlene J. Williams  
Nixon Peabody LLP  
P.O. Box 26769  
San Francisco, CALIFORNIA UNITED STATES 94126

**Phone:** 415-984-8318

**Fax:** 415-984-8300

**Correspondent e-mail:** [sfrademarks@nixonpeabody.com](mailto:sfrademarks@nixonpeabody.com) [msanjuan@nixonpeabody.com](mailto:msanjuan@nixonpeabody.com)  
[onpeabody.com](mailto:onpeabody.com) [mwilliams@nixonpeabody.com](mailto:mwilliams@nixonpeabody.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Jul. 08, 2018	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jul. 07, 2018	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	70131

Jul. 07, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70131
Jun. 26, 2018	TEAS SECTION 8 & 15 RECEIVED	
Jun. 26, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 25, 2017	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Dec. 25, 2012	REGISTERED-PRINCIPAL REGISTER	
Nov. 21, 2012	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Nov. 20, 2012	LAW OFFICE REGISTRATION REVIEW COMPLETED	68552
Nov. 16, 2012	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 16, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Nov. 16, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Nov. 16, 2012	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Nov. 14, 2012	NOTIFICATION FOR REQ FOR RECON DENIED NO APPEAL FILED	
Nov. 14, 2012	ACTION FOR REQ FOR RECON DENIED NO APPEAL FILED E-MAILED	
Nov. 14, 2012	ACTION REQ FOR RECON DENIED NO APPEAL FILED COUNTED NOT MAILED	83171
Oct. 12, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	68552
Oct. 12, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	68552
Oct. 02, 2012	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Aug. 29, 2012	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Aug. 29, 2012	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 27, 2012	NOTIFICATION OF FINAL REFUSAL EMAILED	
Jul. 27, 2012	FINAL REFUSAL E-MAILED	
Jul. 27, 2012	SU - FINAL REFUSAL - WRITTEN	83171
Jun. 20, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	68552
Jun. 20, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	68552
Jun. 13, 2012	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 25, 2012	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
May 25, 2012	NON-FINAL ACTION E-MAILED	
May 25, 2012	SU - NON-FINAL ACTION - WRITTEN	83171
May 23, 2012	STATEMENT OF USE PROCESSING COMPLETE	76874
Apr. 30, 2012	USE AMENDMENT FILED	76874
May 23, 2012	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76874
Apr. 30, 2012	TEAS STATEMENT OF USE RECEIVED	
Nov. 15, 2011	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Sep. 20, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Sep. 20, 2011	PUBLISHED FOR OPPOSITION	
Aug. 16, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	68552
Aug. 15, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 15, 2011	EXAMINER'S AMENDMENT ENTERED	88888
Aug. 15, 2011	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Aug. 15, 2011	EXAMINERS AMENDMENT E-MAILED	6328
Aug. 15, 2011	EXAMINERS AMENDMENT -WRITTEN	83171
Jul. 28, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	68552
Jul. 28, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	68552
Jul. 14, 2011	ASSIGNED TO LIE	68552
Jul. 14, 2011	ASSIGNED TO LIE	70997
Jul. 08, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 11, 2011	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jan. 11, 2011	NON-FINAL ACTION E-MAILED	6325
Jan. 11, 2011	NON-FINAL ACTION WRITTEN	83171
Jan. 11, 2011	ASSIGNED TO EXAMINER	83171
Nov. 22, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 20, 2010	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

TM Staff Information - None

**File Location**

**Current Location:** TMEG LAW OFFICE 107

**Date in Location:** Jul. 07, 2018