

ESTTA Tracking number: **ESTTA1025287**

Filing date: **12/24/2019**

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	Levi Strauss & Co.
Granted to Date of previous extension	12/29/2019
Address	LEVI'S PLAZA, 1155 BATTERY STREET SAN FRANCISCO, CA 94111 UNITED STATES

Attorney information	GIA L CINCONI KILPATRICK TOWNSEND & STOCKTON LLP TWO EMBARCADERO CENTER, SUITE 1900 SAN FRANCISCO, CA 94111 UNITED STATES gcincone@kilpatricktownsend.com, akrieger@kilpatricktownsend.com, ltan@kilpatricktownsend.com, tadmin@kilpatricktownsend.com 4155760200
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### Applicant Information

Application No	88338570	Publication date	07/02/2019
Opposition Filing Date	12/24/2019	Opposition Period Ends	12/29/2019
Applicant	529 LLC c/o Reitler Kailas & Rosenblatt LLC 885 3rd Ave. New York, NY 10022 UNITED STATES		

### Goods/Services Affected by Opposition

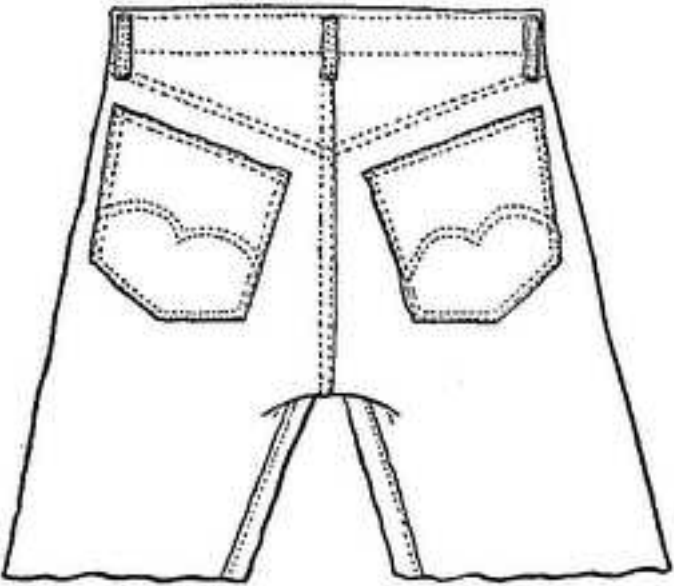
Class 025. First Use: 0 First Use In Commerce: 0  
All goods and services in the class are opposed, namely: Underwear; Briefs; Bikinis; Thong Underwear; Shorts; Maternity Underwear

### Grounds for Opposition

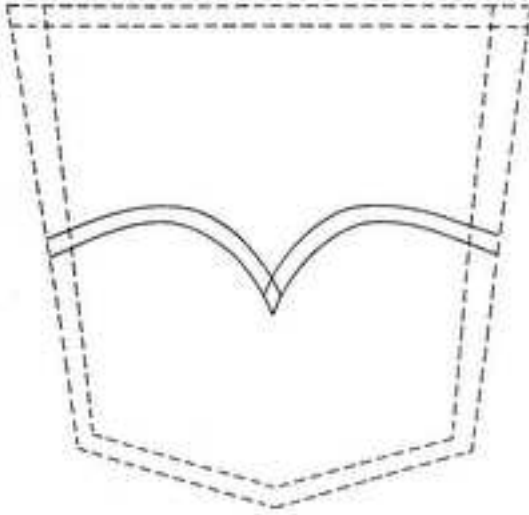
Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)

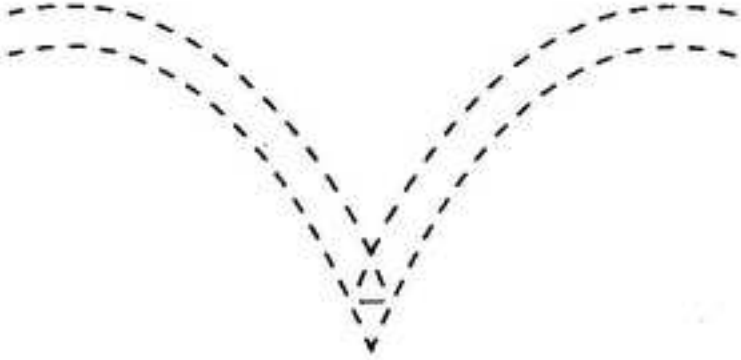
### Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	404248	Application Date	09/25/1942
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Registration Date	11/16/1943	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	<p>The trade-mark consists of double arcuate designs of orange color displayed on the hip pockets of the overalls as shown on the drawing. The mark is applied to the overalls by stitching the double arcuate designs on the hip pockets with orange colored thread, or by painting the lines of said design on the hip pockets with orange colored paint.</p>		
Goods/Services	<p>Class 025. First use: First Use: 1873/00/00 First Use In Commerce: 1873/00/00 Waistband Type Overalls</p>		

U.S. Registration No.	1139254	Application Date	05/08/1978
Registration Date	09/02/1980	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 025. First use: First Use: 1873/00/00 First Use In Commerce: 1873/00/00 PANTS, JACKETS, SKIRTS, AND SHORTS

U.S. Registration No.	2794649	Application Date	07/10/2002
Registration Date	12/16/2003	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of a double arcuate design.		
Goods/Services	Class 025. First use: First Use: 1873/00/00 First Use In Commerce: 1873/00/00 Pants, jeans, shorts, [ shirts, t-shirts, blouses, ] skirts and jackets		

Attachments	71455769#TMSN.png( bytes ) 73169399#TMSN.png( bytes ) 78142765#TMSN.png( bytes ) LS - 529 LLC KNICKEY - Notice of Opposition.pdf(186157 bytes ) 529 LLC NOO - Exhibit A.pdf(532266 bytes )
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Signature	/ryan bricker/
Name	Ryan Bricker
Date	12/24/2019

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

*In re* Application No. 88/338,570

Filed: March 13, 2019

Published: July 2, 2019 in the *Official Gazette*

For:  (design) mark

LEVI STRAUSS & CO.,

Opposer,

vs.

529 LLC,


Applicant.

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

**NOTICE OF OPPOSITION**

UNITED STATES PATENT AND TRADEMARK OFFICE  
Trademark Trial and Appeal Board  
P.O. Box 1451  
Alexandria, Virginia 22313-1451

Sir or Madam:

Levi Strauss & Co. (“Opposer” or “LS&Co.”) believes it will be damaged by the registration of the  (design) mark, covered by Application Serial No. 88/338,570, filed on March 13, 2019, by 529 LLC, DBA Reitler Kailas & Rosenblatt LLC (“Applicant”), and hereby opposes such registration.

LS&Co. is a Delaware corporation with its headquarters and principal place of business at Levi’s Plaza, 1155 Battery Street, San Francisco, California 94111. Applicant is, upon

information and belief, a limited liability company with its principal place of business at 885, Third Avenue, New York, 10022. This Notice of Opposition has been timely filed. As grounds for opposition, LS&Co. alleges as follows:

1. As illustrated in the *Official Gazette* dated July 2, 2019, Applicant seeks to register a design mark that is the subject of Application Serial No. 88/338,570 in International Class 25 for “Underwear; Briefs; Bikinis; Thong Underwear; Shorts; Maternity Underwear.” The application was filed on an intent to use basis.

2. LS&Co. is the owner of the distinctive Arcuate Design Trademark (hereinafter the “Arcuate Trademark”), as reflected in the following representative registrations issued on the Principal Register, which are in full force and effect:

Registration No.	Registration Date
404,248	November 16, 1943
1,139,254	September 2, 1980
2,794,649	December 16, 2003

Since at least as early as 1873, LS&Co. continuously has used its Arcuate Trademark on a variety of goods, including but not limited to jeans, pants, jackets, skirts, dresses, and shorts. True and correct copies of the TSDR records for these Registrations are attached as Exhibit A.

3. No issue of priority exists with respect to LS&Co.’s Arcuate Trademark and Applicant’s mark. LS&Co.’s dates of adoption and first use of its Arcuate Trademark long precede the claimed date of Applicant’s first use.


4. Since adoption and first use of LS&Co.’s Arcuate Trademark, LS&Co. continuously has marketed and is presently marketing a wide range of products under the

Arcuate Trademark nationwide and around the world, including pants, jeans, shorts, jackets and an array of other garments. LS&Co. has expended and continues to expend substantial time, money, and effort in promoting its Arcuate Trademark to identify LS&Co. as the source of the goods displaying that trademark. As a result, LS&Co.'s goods are identified as originating from LS&Co. through the display of the Arcuate Trademark, and the public has come to recognize LS&Co. as the source of goods displaying the mark.

5. By virtue of its long use and promotion of the Arcuate Trademark and the high quality of its goods, LS&Co. has gained a valuable reputation for the mark and has developed exceedingly valuable goodwill in the mark.

6. Registration of Applicant's Mark will lead the public to conclude, incorrectly, that Applicant is or has been, and Applicant's goods displaying the  design mark are or have been, authorized, sponsored, or licensed by LS&Co. The likelihood of confusion is exacerbated by the fact that Applicant intends to use the  design mark to sell apparel products that overlap with the products that LS&Co. markets and sells in connection with the Arcuate Trademark. Issuance of registration to Applicant for the mark at issue is therefore contrary to the provisions of 15 U.S.C. § 1052(a) and will result in damage to LS&Co. and the public.

7. Applicant's Mark is deceptively similar to LS&Co.'s Arcuate Trademark so as to cause confusion, or to cause mistake or to deceive the public as to the origin of Applicant's goods bearing that trademark, to the harm and damage of LS&Co. and the public. Therefore, registration of Applicant's mark is prohibited by 15 U.S.C. § 1052(d).

8. LS&Co.'s Arcuate Trademark is distinctive and famous within the meaning of 15 U.S.C. § 1125(c), and was famous before Applicant filed the Application at issue and before Applicant began use, if any, of the  design mark. Applicant's Mark has or is likely to cause dilution of the distinctive quality of LS&Co.'s Arcuate Trademark, in violation of 15 U.S.C. § 1125(c), to the harm and damage of LS&Co. and the public. Therefore, registration of Applicant's mark must be refused under 15 U.S.C. §§ 1052 and 1063(a).

9. Registration of the Applicant's Mark would constitute prima facie evidence of the validity of such registration, Applicant's ownership of the mark, and Applicant's exclusive right to use the mark pursuant to the provisions of 15 U.S.C. § 1057(b). Such registration would be a source of damage and injury to LS&Co. and the public, and would be contrary to the principles of registration set out in 15 U.S.C. §§ 1051 *et seq.*

WHEREFORE, LS&Co. prays that this Opposition be sustained, and that registration to 529 LLC for the mark covered by Application Serial No. 88/338,570 be denied.

The opposition fee in the amount of \$400.00 is being submitted with Opposer's Notice of Opposition. If for any reason this amount is insufficient, it is requested that Opposer's attorneys' Deposit Account No. 20-1430 be charged with any deficiency. This paper is filed electronically.



Please direct all notices, pleadings, and process regarding this matter to:

Ryan T. Bricker  
Kilpatrick Townsend & Stockton LLP  
Two Embarcadero Center, Suite 1900  
San Francisco, California 94111-3834  
Telephone: (415) 576-0200  
Facsimile: (415) 576-0300  
E-Mail: rbricker@kilpatricktownsend.com

Respectfully submitted,

KILPATRICK TOWNSEND & STOCKTON LLP

Dated: December 24, 2019

By:   
Ryan T. Bricker

*Attorneys for Opposer  
Levi Strauss & Co.*

## CERTIFICATE OF SERVICE

On the date set forth below, I served the foregoing NOTICE OF OPPOSITION on

Applicant by mail and e-mail, as follows:

529 LLC  
c/o Reitler Kailas & Rosenblatt LLC  
885 3rd Ave.  
New York, New York 10022

*Applicant*

Mr. Robert w. Clarida  
Reitler Kailas & Rosenblatt LLC  
885 3rd Ave.  
20th Floor  
New York, New York 10022  
E-Mail: [rclarida@reitlerlaw.com](mailto:rclarida@reitlerlaw.com)

*Attorney for Applicant*

Dated: December 24, 2019

/s/ Priscilla Cheng

Priscilla Cheng

# **EXHIBIT A**

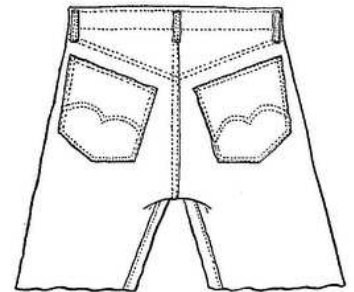
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**Generated on:** This page was generated by TSDR on 2019-12-23 17:48:27 EST

**Mark:**



**US Serial Number:** 71455769

**Application Filing Date:** Sep. 25, 1942

**US Registration Number:** 404248

**Registration Date:** Nov. 16, 1943

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status**

LIVE/REGISTRATION/Issued and Active

**Descriptor:**



The trademark application has been registered with the Office

**Status:** The registration has been renewed.

**Status Date:** Aug. 19, 2013

## Mark Information

**Mark Literal Elements:** None

**Standard Character Claim:** No

**Mark Drawing Type:** 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)

**Description of Mark:** The trade-mark consists of double arcuate designs of orange color displayed on the hip pockets of the overalls drawing. The mark is applied to the overalls by stitching the double arcuate designs on the hip pockets with painting the lines of said design on the hip pockets with orange colored paint.

**Disclaimer:** No claim is made to the exclusive use of the representation of a pair of overalls.

**Design Search Code(s):** 09.03.02 - Coveralls; Exercise clothes, shorts; Gym shorts; Jeans; Knickers; Overalls; Overalls - Pants; Shorts; Trousers  
26.15.16 - Polygons touching or intersecting

[Privacy](#) - [Terms](#)

## Related Properties Information

**Publish Previously** Yes

**Registered Mark:**

**Previously Registered Mark** Apr. 27, 1948

**Publication Date:**

## 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:** Waistband Type Overalls

**International Class(es):** 025

**U.S Class(es):** 039 - Primary Class

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** 1873

**Use in Commerce:** 1873

## 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:** Levi Strauss & Co.

**Owner Address:** 1155 BATTERY STREET  
San Francisco, CALIFORNIA UNITED STATES 94111

**Legal Entity Type:** CORPORATION

**State or Country Where  
Organized:** DELAWARE

## Attorney/Correspondence Information

**Attorney of Record - None**

**Correspondent**

**Correspondent** Chris Walters

**Name/Address:** LEVI STRAUSS & CO.  
1155 BATTERY ST  
Levi Strauss & Co.

SAN FRANCISCO, CALIFORNIA UNITED STATES 94111-1264

Phone: (415) 501-5905

Fax: (415) 501-7650

**Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
Apr. 30, 2019	NOTICE OF SUIT	
Oct. 11, 2018	NOTICE OF SUIT	
Mar. 05, 2018	NOTICE OF SUIT	
Jun. 21, 2017	NOTICE OF SUIT	
Jun. 21, 2017	NOTICE OF SUIT	
Jun. 05, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 05, 2017	NOTICE OF SUIT	
Jun. 05, 2017	NOTICE OF SUIT	
Jan. 13, 2016	NOTICE OF SUIT	
Sep. 03, 2015	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 08, 2014	NOTICE OF SUIT	
Aug. 19, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Aug. 19, 2013	REGISTERED AND RENEWED (FOURTH RENEWAL - 10 YRS)	76293
Aug. 19, 2013	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76293
Aug. 15, 2013	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	76293
Aug. 15, 2013	TEAS SECTION 8 & 9 RECEIVED	
Aug. 15, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 18, 2013	NOTICE OF SUIT	
Feb. 14, 2013	NOTICE OF SUIT	
Jan. 24, 2013	NOTICE OF SUIT	
Sep. 28, 2012	NOTICE OF SUIT	
Sep. 24, 2012	NOTICE OF SUIT	
Aug. 08, 2012	NOTICE OF SUIT	
Aug. 03, 2012	NOTICE OF SUIT	
May 22, 2012	NOTICE OF SUIT	
Jan. 26, 2012	NOTICE OF SUIT	
Jan. 25, 2012	NOTICE OF SUIT	
Oct. 05, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Aug. 17, 2011	NOTICE OF SUIT	
Aug. 15, 2011	CASE FILE IN TICRS	
Jul. 29, 2011	CASE FILE IN TICRS	
May 02, 2011	NOTICE OF SUIT	
May 02, 2011	NOTICE OF SUIT	

Privacy - Terms

Mar. 17, 2011	NOTICE OF SUIT
Jan. 14, 2011	NOTICE OF SUIT
Dec. 21, 2010	NOTICE OF SUIT
Aug. 20, 2010	NOTICE OF SUIT
Aug. 16, 2010	NOTICE OF SUIT
Jun. 29, 2010	NOTICE OF SUIT
Jun. 22, 2010	NOTICE OF SUIT
Jun. 09, 2010	NOTICE OF SUIT
Sep. 01, 2009	NOTICE OF SUIT
Aug. 04, 2008	NOTICE OF SUIT
May 30, 2008	NOTICE OF SUIT
Apr. 24, 2007	NOTICE OF SUIT
Dec. 28, 2004	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)
Dec. 28, 2004	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED
Dec. 27, 2004	REINSTATED
Aug. 21, 2004	CANCELLED SEC. 8 (10-YR)/EXPIRED SECTION 9
Nov. 11, 2003	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED
Nov. 11, 2003	TEAS SECTION 8 & 9 RECEIVED
Oct. 25, 1984	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.
Nov. 16, 1983	REGISTERED AND RENEWED (SECOND RENEWAL - 20 YRS)
Dec. 20, 1983	REGISTERED AND RENEWED (SECOND RENEWAL - 20 YRS)

## TM Staff and Location Information

**TM Staff Information - None**

### File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Aug. 19, 2013

**Assignment Abstract Of Title Information - Click to Load**

**Proceedings - Click to Load**

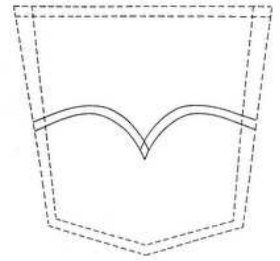
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**Mark:**



**US Serial Number:** 73169399

**Application Filing Date:** May 08, 1978

**US Registration Number:** 1139254

**Registration Date:** Sep. 02, 1980

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status**

LIVE/REGISTRATION/Issued and Active

**Descriptor:**



The trademark application has been registered with the Office

**Status:** The registration has been renewed.

**Status Date:** Sep. 02, 2010

## Mark Information

**Mark Literal Elements:** None

**Standard Character Claim:** No

**Mark Drawing Type:** 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)

**Design Search Code(s):** 09.01.02 - Embroidery; Labels, clothing; Stitching, not on clothing pockets  
 09.03.16 - Waistband (clothing); Stitching on clothing pockets; Sleeves (clothing); Pockets, clothing with em  
 Pockets; Embroidery on clothing pockets; Cuffs (clothing); Collars (clothing)  
 26.15.02 - Polygons (plain, single line); Plain single or multiple line polygons  
 26.15.13 - More than one polygon  
 26.15.16 - Polygons touching or intersecting  
 26.15.28 - Miscellaneous designs with overall polygon shape; Polygonal shapes (miscellaneous)  
 26.17.02 - Lines, wavy; Bars, wavy; Bands, wavy; Wavy line(s), band(s) or bar(s)  
 26.17.05 - Bands, horizontal; Bars, horizontal; Horizontal line(s), band(s) or bar(s); Lines, horizontal

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26.17.09 - Lines, curved; Bars, curved; Curved line(s), band(s) or bar(s); Bands, curved  
26.17.25 - Other lines, bands or bars

Related Properties Information

Claimed Ownership of US [0404248](#)  
Registrations:

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: PANTS, JACKETS, SKIRTS, AND SHORTS

International Class(es): 025 - Primary Class	U.S Class(es): 039
Class Status: ACTIVE	
Basis: 1(a)	
First Use: 1873	Use in Commerce: 1873

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: LEVI STRAUSS & CO.	
Owner Address: TWO EMBARCADERO CTR. SAN FRANCISCO, CALIFORNIA UNITED STATES 94106	
Legal Entity Type: CORPORATION	State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record - None  
Correspondent

Correspondent Chris Walters  
Name/Address: LEVI STRAUSS & CO.  
1155 BATTERY ST  
Levi Strauss & Co.

SAN FRANCISCO, CALIFORNIA UNITED STATES 94111-1264

Phone: (415) 501-5905

Fax: (415) 501-7650

**Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
Sep. 02, 2019	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Apr. 30, 2019	NOTICE OF SUIT	
Oct. 11, 2018	NOTICE OF SUIT	
Mar. 05, 2018	NOTICE OF SUIT	
Jun. 21, 2017	NOTICE OF SUIT	
Jun. 21, 2017	NOTICE OF SUIT	
Jun. 05, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 05, 2017	NOTICE OF SUIT	
Jun. 05, 2017	NOTICE OF SUIT	
Jan. 13, 2016	NOTICE OF SUIT	
Sep. 03, 2015	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 08, 2014	NOTICE OF SUIT	
Apr. 18, 2013	NOTICE OF SUIT	
Feb. 14, 2013	NOTICE OF SUIT	
Jan. 24, 2013	NOTICE OF SUIT	
Sep. 28, 2012	NOTICE OF SUIT	
Sep. 24, 2012	NOTICE OF SUIT	
Aug. 08, 2012	NOTICE OF SUIT	
Aug. 03, 2012	NOTICE OF SUIT	
May 22, 2012	NOTICE OF SUIT	
Jan. 26, 2012	NOTICE OF SUIT	
Jan. 25, 2012	NOTICE OF SUIT	
Oct. 05, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Aug. 17, 2011	NOTICE OF SUIT	
May 02, 2011	NOTICE OF SUIT	
May 02, 2011	NOTICE OF SUIT	
Mar. 17, 2011	NOTICE OF SUIT	
Jan. 14, 2011	NOTICE OF SUIT	
Dec. 21, 2010	NOTICE OF SUIT	
Sep. 02, 2010	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	70132
Sep. 02, 2010	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Sep. 01, 2010	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70132
Aug. 31, 2010	TEAS SECTION 8 & 9 RECEIVED	

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Aug. 31, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED
Aug. 20, 2010	NOTICE OF SUIT
Aug. 16, 2010	NOTICE OF SUIT
Jun. 29, 2010	NOTICE OF SUIT
Jun. 22, 2010	NOTICE OF SUIT
Jun. 09, 2010	NOTICE OF SUIT
Sep. 01, 2009	NOTICE OF SUIT
Feb. 04, 2009	NOTICE OF SUIT
Aug. 04, 2008	NOTICE OF SUIT
May 30, 2008	NOTICE OF SUIT
Feb. 08, 2008	CASE FILE IN TICRS
Apr. 24, 2007	NOTICE OF SUIT
Aug. 06, 2001	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)
Aug. 06, 2001	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED
Aug. 24, 2000	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED
Apr. 10, 1986	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.
Jan. 16, 1986	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED
Jan. 16, 1986	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED
Sep. 20, 1985	POST REGISTRATION ACTION MAILED - SEC. 8 & 15
May 17, 1985	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED

## TM Staff and Location Information

**TM Staff Information - None**

### File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Sep. 02, 2010

**Assignment Abstract Of Title Information - Click to Load**

**Proceedings - Click to Load**

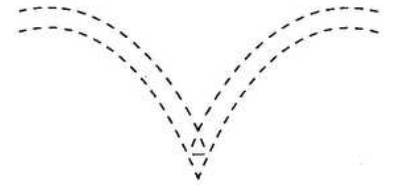
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**Mark:**



**US Serial Number:** 78142765

**Application Filing Date:** Jul. 10, 2002

**US Registration Number:** 2794649

**Registration Date:** Dec. 16, 2003

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status**

LIVE/REGISTRATION/Issued and Active

**Descriptor:**



The trademark application has been registered with the Office

**Status:** The registration has been renewed.

**Status Date:** Aug. 28, 2013

**Publication Date:** Sep. 23, 2003

## Mark Information

**Mark Literal Elements:** None

**Standard Character Claim:** No

**Mark Drawing Type:** 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)

**Description of Mark:** The mark consists of a double arcuate design.

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

**Design Search Code(s):** 09.01.02 - Embroidery; Stitching, not on clothing pockets; Labels, clothing  
 09.03.16 - Pockets; Pockets, clothing with embroidery or stitching; Sleeves (clothing); Stitching on clothing (clothing); Cuffs (clothing); Collars (clothing); Embroidery on clothing pockets  
 26.17.02 - Bands, wavy; Wavy line(s), band(s) or bar(s); Lines, wavy; Bars, wavy  
 26.17.05 - Bands, horizontal; Bars, horizontal; Horizontal line(s), band(s) or bar(s); Lines, horizontal  
 26.17.09 - Curved line(s), band(s) or bar(s); Bars, curved; Bands, curved; Lines, curved

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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:** Pants, jeans, shorts, [ shirts, t-shirts, blouses, ] skirts and jackets

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

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

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** 1873

**Use in Commerce:** 1873

## 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:** Levi Strauss & Co.

**Owner Address:** 1155 Battery Street  
San Francisco, CALIFORNIA UNITED STATES 94111

**Legal Entity Type:** CORPORATION

**State or Country Where  
Organized:** DELAWARE

## Attorney/Correspondence Information

### Attorney of Record - None

### Correspondent

**Correspondent** Chris Walters

**Name/Address:** LEVI STRAUSS & CO.

1155 BATTERY ST

Levi Strauss & Co.

SAN FRANCISCO, CALIFORNIA UNITED STATES 94111-1264

**Phone:** (415) 501-5905

**Fax:** (415) 501-7650

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
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Apr. 30, 2019	NOTICE OF SUIT	
Oct. 11, 2018	NOTICE OF SUIT	
Mar. 05, 2018	NOTICE OF SUIT	
Jun. 21, 2017	NOTICE OF SUIT	
Jun. 21, 2017	NOTICE OF SUIT	
Jun. 05, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 05, 2017	NOTICE OF SUIT	
Jun. 05, 2017	NOTICE OF SUIT	
Jan. 13, 2016	NOTICE OF SUIT	
Sep. 03, 2015	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 08, 2014	NOTICE OF SUIT	
Aug. 28, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Aug. 28, 2013	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76985
Aug. 28, 2013	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76985
Aug. 14, 2013	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	76985
Aug. 28, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76985
Aug. 14, 2013	TEAS SECTION 8 & 9 RECEIVED	
Aug. 14, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 18, 2013	NOTICE OF SUIT	
Feb. 14, 2013	NOTICE OF SUIT	
Jan. 24, 2013	NOTICE OF SUIT	
Sep. 28, 2012	NOTICE OF SUIT	
Sep. 24, 2012	NOTICE OF SUIT	
Aug. 08, 2012	NOTICE OF SUIT	
Aug. 03, 2012	NOTICE OF SUIT	
May 22, 2012	NOTICE OF SUIT	
Jan. 26, 2012	NOTICE OF SUIT	
Jan. 25, 2012	NOTICE OF SUIT	
Oct. 05, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Aug. 17, 2011	NOTICE OF SUIT	
May 02, 2011	NOTICE OF SUIT	
May 02, 2011	NOTICE OF SUIT	
Mar. 17, 2011	NOTICE OF SUIT	
Jan. 14, 2011	NOTICE OF SUIT	
Dec. 21, 2010	NOTICE OF SUIT	
Aug. 20, 2010	NOTICE OF SUIT	
Aug. 16, 2010	NOTICE OF SUIT	
Jun. 29, 2010	NOTICE OF SUIT	
Jun. 22, 2010	NOTICE OF SUIT	

Jun. 09, 2010	NOTICE OF SUIT	
Dec. 24, 2009	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	67603
Dec. 24, 2009	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67603
Dec. 16, 2009	TEAS SECTION 8 & 15 RECEIVED	
Sep. 01, 2009	NOTICE OF SUIT	
Feb. 04, 2009	NOTICE OF SUIT	
Aug. 04, 2008	NOTICE OF SUIT	
May 30, 2008	NOTICE OF SUIT	
Jun. 01, 2007	CASE FILE IN TICRS	
Dec. 16, 2003	REGISTERED-PRINCIPAL REGISTER	
Sep. 23, 2003	PUBLISHED FOR OPPOSITION	
Sep. 03, 2003	NOTICE OF PUBLICATION	
Aug. 05, 2003	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 05, 2003	ASSIGNED TO EXAMINER	76511
Jul. 07, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jul. 07, 2003	PAPER RECEIVED	
Jan. 13, 2003	NON-FINAL ACTION E-MAILED	
Jan. 10, 2003	ASSIGNED TO EXAMINER	76521

## TM Staff and Location Information

### TM Staff Information - None

### File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Aug. 28, 2013

## Assignment Abstract Of Title Information - Click to Load

## Proceedings - Click to Load