

ESTTA Tracking number: **ESTTA1039400**

Filing date: **03/02/2020**

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	PVH Corp.
Granted to Date of previous extension	03/01/2020
Address	200 MADISON AVENUE NEW YORK, NY 10016 UNITED STATES

Correspondence information	MARIA J. ROCHA PVH CORP. 200 MADISON AVENUE NEW YORK, NY 10016 UNITED STATES mariarocha@pvh.com 212-381-3836
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Applicant Information

Application No	88424561	Publication date	09/03/2019
Opposition Filing Date	03/02/2020	Opposition Period Ends	03/01/2020
Applicant	Society Industries, Inc. 949 Van Dyke Dr. Laguna Beach, CA 92651 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: Clothing, namely, shirts, t-shirts, tank tops, knit shirts, woven shirts, pants, sweat pants, shorts, jackets, sweatshirts, sweaters, belts, beanies, hats, socks
--

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.	110603	Application Date	10/26/1914
Registration Date	06/06/1916	Foreign Priority	NONE

		Date	
Word Mark	EAGLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U039 (International Class 010, 025, 026). First use: First Use: 1868/10/00 First Use In Commerce: 1868/10/00 WOVEN DRESS-SHIRTS, [NEGLIGEE SHIRTS, AND UNDERSHIRTS, DRAWERS, AND SLEEPING GARMENTS]		

U.S. Registration No.	986469	Application Date	10/20/1972
Registration Date	06/18/1974	Foreign Priority Date	NONE
Word Mark	EAGLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U039 (International Class 010, 025, 026). First use: First Use: 1868/10/00 First Use In Commerce: 1868/10/00 SHIRTS, [SWIM TRUNKS, SWEATERS,] * AND * NECKTIES [AND SLACKS]		

U.S. Registration No.	988980	Application Date	03/28/1973
Registration Date	07/23/1974	Foreign Priority Date	NONE
Word Mark	EAGLE SHIRTMAKERS SINCE 1867		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U039 (International Class 010, 025, 026). First use: First Use: 1961/11/15 First Use In Commerce: 1961/11/15 SHIRTS[, SWIM TRUNKS [,] * AND * SWEATERS [AND LEISURE SLACKS]]		

Attachments	71082181#TMSN.png(bytes) 72452737#TMSN.png(bytes) US-EAGLE Opposition against FLAG EAGLE class 25.pdf(184912 bytes) US-FLAG EAGLE_Notice of Opposition Exhibit1.pdf(1195290 bytes)
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Signature	/Mark Fischer/
Name	Mark Fischer
Date	03/02/2020

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

PVH Corp.)	<i>In re</i> Serial No. 88/424561
)	Mark: FLAG & EAGLE
)	
Opposer.)	
)	Opposition No.:
)	
v.)	
)	
Society Industries, Inc.)	
)	
Applicant.)	

NOTICE OF OPPOSITION


In the matter of pending trademark application Serial No. 88/424561 for the mark FLAG & EAGLE (hereinafter “Opposed Application”) for: Clothing, namely, shirts, t-shirts, tank tops, knit shirts, woven shirts, pants, sweat pants, shorts, jackets, sweatshirts, sweaters, belts, beanies, hats, socks in International Class 25 (hereinafter “Opposed Goods”), published on September 3, 2019 and filed by Society Industries, Inc. (hereinafter “Applicant”), with an address at 949 Van Dyke Dr., Laguna Beach, California 92651, Opposer, PVH. Corp. (hereinafter “PVH”), with a business address 200 Madison Avenue, New York, NY 10016, believes it will be damaged by the registration of Applicant’s mark for such goods and hereby opposes the same.


The grounds for opposition follow:

1. PVH Corp. is one of the world’s largest apparel companies in the world. PVH Corp. markets directly or through licensees or subsidiaries a number of brands, including inter alia its own well-known brands such as EAGLE, IZOD, ARROW, CALVIN KLEIN, TOMMY HILFINGER, VAN HEUSEN, WARNER’S, and OLGA. In the March 2011, March 2012, March

2013, March 2014, March 2015, March 2016, March 2017, March 2018 and March 2019 issues of *Fortune* magazine, PVH Corp. (formerly, Phillips-Van Heusen Corporation) was recognized as one of the world’s most admired companies. In 2017, it ranked third on the list of the most admired apparel companies; in 2013, 2015, 2016 and 2018, it ranked fourth; in both 2011, 2012 and 2019, it ranked fifth; and in 2014, it ranked seventh. See Exhibit 1 hereto (March 2011, March 2012, March 2013, March 2014, March 2015, March 2016 articles, and PVH webpage).

2. As part of its Heritage Brands, PVH markets and sells products under the

trademarks EAGLE and EAGLE & Eagle Design [] (hereinafter the “EAGLE Marks”). Goods bearing Opposer’s EAGLE mark have been marketed and sold in the United States

since the brand’s introduction in 1868, and goods bearing Opposer’s [] mark have been marketed and sold in the United States for over 55 years. In the last five years, sales of apparel sold under the EAGLE Marks were many millions of dollars. As a result of these and other efforts for sales, advertising, and promotion of goods bearing the EAGLE Marks, the EAGLE Marks have become exclusively associated with PVH and have acquired an eminent reputation and valuable goodwill throughout the United States. These EAGLE Marks are famous and entitled to a broad scope of protection. This fame was achieved well before the April 13, 2016 filing date of the Opposed Application.

3. In the United States, the federal registrations for PVH’s EAGLE Marks include:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>	<u>Goods</u>
EAGLE	110,603	June 6, 1916	Woven dress-shirts
EAGLE	986,469	June 18, 1974	Shirts and neckties

	988,980	July 23, 1974	Shirts and sweaters
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These registrations protect the EAGLE Marks for a variety of apparel related goods. Proof as to current status and title of PVH's registrations for these trademarks will be made of record during the PVH testimony period. Moreover, PVH has developed common law rights in its EAGLE Marks through its long history of use of the EAGLE Marks in the United States.

4. Applicant's FLAG & EAGLE mark is substantially similar to PVH's famous EAGLE Marks. Indeed, Applicant's mark is substantially similar in appearance, sound, and overall commercial impression to PVH's EAGLE Marks and appears to be a part of PVH's EAGLE Marks.

5. The Opposed Goods for which Applicant seeks to register its mark, namely, Clothing, namely, shirts, t-shirts, tank tops, knit shirts, woven shirts, pants, sweat pants, shorts, jackets, sweatshirts, sweaters, belts, beanies, hats, socks in International Class 25 include identical and/or similar goods to those associated with PVH's EAGLE Marks. Because of the long use and registration of Opposer's EAGLE Marks on identical and/or similar goods, the registration of FLAG & EAGLE for the Opposed Goods creates a strong likelihood of confusion with PVH's EAGLE Marks.

6. Upon information and belief, in the ordinary course of movement of the goods identified in the opposed Application, those goods would be marketed in the same channels of trade as those associated with PVH'S EAGLE products and those actually used by PVH. Moreover, as PVH's registrations and Applicant's FLAG & EAGLE mark do not contain channels of trade limitations, the goods identified in the Opposed Application are deemed to pass through the same channels of trade to the same class of consumers.

7. As a result, Applicant's mark is confusingly similar to PVH'S EAGLE Marks in

appearance, sound, and the overall commercial impression it imparts to consumers. Registration of Applicant's mark for the Opposed Goods is likely to cause confusion, mistake, or deception among the buying public with regard to source, sponsorship and affiliation. Such registration will cause great and irreparable harm to PVH.

8. The EAGLE Marks are famous, as that term is used in the likelihood of dilution context, and enjoy widespread recognition by the general public. For instance, the EAGLE word mark has been used in the United States for almost 150 years and the EAGLE & Eagle Design mark



[] has been used in the United States for over 55 years. PVH's EAGLE products are also advertised, promoted, and marketed throughout the United States. As a result, the registration of Applicant's mark for the Opposed Goods also will cause a likelihood of dilution of the famous EAGLE Marks and will lessen the ability of PVH's EAGLE Marks to designate and distinguish the goods offered by PVH under such marks.

**CLAIM ONE LIKELIHOOD OF CONFUSION
WITH THE REGISTERED EAGLE TRADEMARKS**

9. PVH hereby incorporates paragraphs 1 – 7 set forth above.

10. The registration and use of Applicant's FLAG & EAGLE mark on the Opposed Goods is likely to cause confusion among consumers and the public with PVH's well-known registered EAGLE Marks and will infringe those marks.

11. For the foregoing reasons, PVH will be irreparably damaged by the registration and use of Applicant's mark on the Opposed Goods and such registration should be denied pursuant to 15 U.S.C. §§ 1052 and 1063.

**CLAIM TWO LIKELIHOOD OF CONFUSION
WITH THE COMMON LAW EAGLE TRADEMARKS**

12. PVH hereby incorporates paragraphs 1 – 7 set forth above.

13. The registration and use of Applicant's FLAG & EAGLE mark on the Opposed Goods is likely to cause confusion among consumers and the public with PVH's well-known common law EAGLE Marks and will infringe those marks.

14. For the foregoing reasons, PVH will be irreparably damaged by the registration and use of Applicant's mark on the Opposed Goods and such registration should be denied pursuant to 15 U.S.C. §§ 1052 and 1063.

CLAIM THREE
LIKELIHOOD OF DILUTION OF THE EAGLE TRADEMARKS

15. PVH hereby incorporates paragraphs 1 – 7 set forth above.

16. PVH's EAGLE Marks, both registrations and common law, were famous before Applicant's filing of its Opposed Application, and the registration and use of the FLAG & EAGLE mark on the Opposed Goods is likely to dilute the famous EAGLE Marks.

17. For the foregoing reasons, PVH will be damaged by the registration and use of Applicant's mark on the Opposed Goods and such registration should be denied pursuant to 15 U.S.C. §§ 1052 and 1063.

PRAYER FOR RELIEF

PVH hereby requests:

A. A declaration that registration of the alleged FLAG & EAGLE mark set forth in U.S. Application Serial No. 88/424561 should be refused for the Opposed Goods because registration and use of such mark on the aforementioned goods will cause both a likelihood of

confusion and a likelihood of dilution with the famous EAGLE trademarks and the registrations therefor.

B. An order granting the PVH opposition and denying registration of U.S. Application Serial No. 88/424561 with respect to the Opposed Goods, with prejudice.

Respectfully submitted,

Dated: March 2, 2020

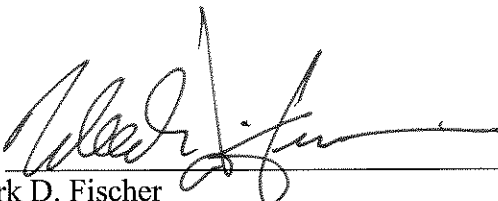
By: 
Mark D. Fischer
Executive Vice President and General Counsel

EXHIBIT 1



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WORLD'S MOST ADMIRABLE COMPANIES

2011

Full List By Location Best & Worst No. 1s Industries

All Industries Industry champions

Industries

Apparel

Most Admired

Rank	Company	Overall score
1	Nike	8.07
2	Polo Ralph Lauren	7.53
3	VF	7.51
4	Coach	7.13
5	Phillips Van Heusen	6.71
6	Adidas	6.38
7	Warnaco Group	5.25
8	Cie Financial Retirement	5.98

Contenders

Rank	Company	Overall score
9	Levi Strauss	5.91
10	Christian Dior	5.88
11	PPR	5.82
12	Hanesbrands	5.81
13	Glass?	5.74
14	Jones Group	4.99
15	Pou Chen	4.88
16	Liz Claiborne	4.07

From the March 21, 2011 issue

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- Computers
- Consumer Credit Card Services
- Consumer Food Products
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Which company do you most admire?

- Apple
- Google

Vote or View results

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Top 3

INNOVATION	PEOPLE MANAGEMENT	FINANCIAL SOUNDNESS
Company		Industry rank
Apple		1
Google		1
Nike		1

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Industries

Apparel

Most Admired

Rank	Company	Overall score
1	Ralph Lauren	7.77
2	Nike	7.57
3	VF	7.53
4	Coach	6.91
5	PVF	6.70
6	Adidas	6.54
7	Compagnie Financière Richemont	6.06
8	PPR	6.49

Contenders

Rank	Company	Overall score
9	Christian Dior	6.24
10	Levi Strauss	6.01
10	Walmart Group	6.01
12	Hanes brands	5.79
13	Guess	5.72
14	Pou Cherr	5.42
15	Jones Group	5.28

From the March 19, 2012 Issue

Galleries & video



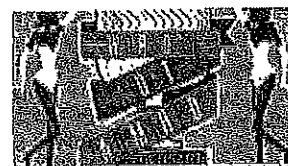
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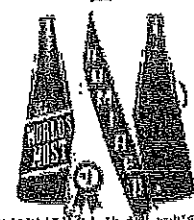


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Company	# of 'Likes'
1. Apple	1,190
2. Teradata	551
3. Tupperware Brands	548
4. FedEx	407
5. IBM	302

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Apparel - Most Admired Companies - FORTUNE

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PVH

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 Rank in Apparel: 4
 (Previous rank: 5)
 Overall score: 6.86
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Nine key attributes of reputation

- Innovation
- People management
- Use of corporate assets
- Social responsibility
- Quality of management
- Financial soundness
- Long-term investment

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Industry rank

- 6
- 3
- 5
- 5
- 3
- 6
- 4

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Quality of products/services

6

Global competitiveness

6

From the March 18, 2013, issue.

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World's Most Admired Companies

BY COMPANY

PVH

Top 50 rank: N.A.
 Rank in Apparel: 7
 (Previous rank: 4)
 Overall score: 5.77
 Ticker: PVH

Headquarters:
 New York, NY
 Website: www.pvh.com

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Nine key attributes of reputation

- Innovation
- People management
- Use of corporate assets
- Social responsibility
- Quality of management
- Financial soundness

2014

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Industry rank

- 10
- 7
- 4
- 6
- 5
- 6

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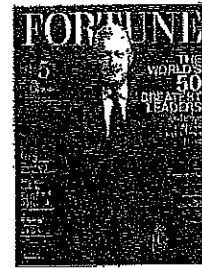
Current Issue

4/2/2014

PVH - Most Admired Companies - FORTUNE

Long-term investment	5
Quality of products/services	9
Global competitiveness	8

From the March 17, 2014, issue.



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
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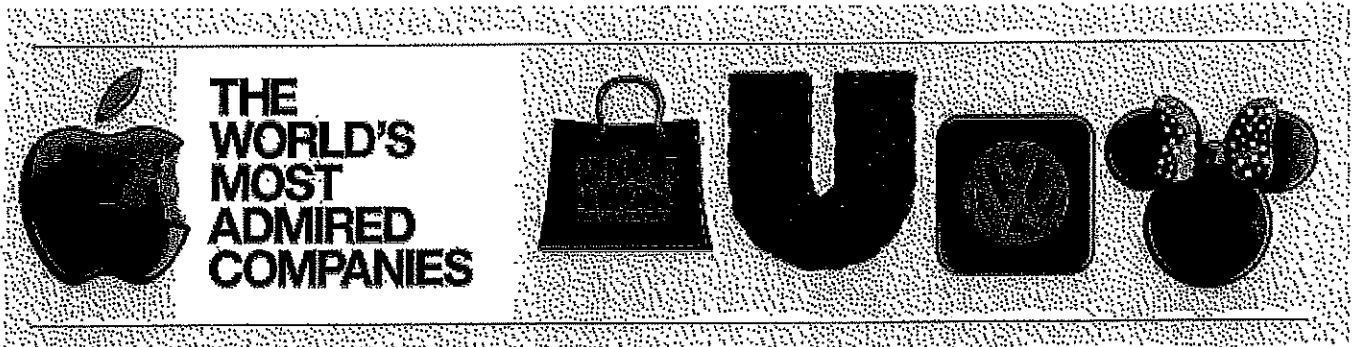
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4/2/2014

PVH - Most Admired Companies - FORTUNE

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World's Most Admired Companies 2015

What becomes a reputation most? Healthy financials and stock performance, for starters. This year four companies have landed on the 50 All-Stars for the first time—Chipotle, CVS Health, Salesforce.com, and the financial services giant USAA, which at No. 28 is this year's strongest debut. But not all companies fared as well. Consumer criticism and a change in leadership caused McDonald's to slip to No. 46, its lowest rank in the seven years it has appeared in the top 50, and a hacking scandal and public stumbles resulted in Target dropping to No. 48. (Read about the retailer's efforts to bounce back in [Back on Target?](#))

VIDEO: How to become the World's Most Admired Company

The companies whose ranking appears as “—” did not place in the top 50, but did rank highly in their respective industries. To view individual industry rankings, use the filter tool in the gray box to the left.

See our Methodology

Top Stories

World's Most Admired companies ranked by key attributes

The most admired companies are more global than ever. Here's why.


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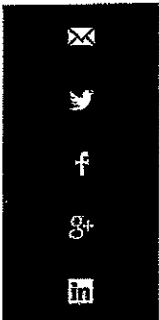
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PVH

Prev Rank

-
-

Industry

Apparel

Industry Rank

4

Prev Industry Rank

7

Overall Score

6.25

HQ Country

USA

Website

<http://www.pvh.com>

PVH

Nine Key Attributes of Reputation

Rank

Innovation	5
People management	4
Use of corporate assets	4
Social responsibility	6
Quality of management	4
Financial soundness	4
Long-term investment value	4
Quality of products / services	8
Global competitiveness	8





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Prev Company
Next Company

Company Info

Industry	Apparel
Industry Rank	4
Previous Industry Rank	4
Overall Score	6.4
Location	New York, N.Y.
Website	http://www.pvh.com
Fortune 500 Rank	351
Fortune 500 Profile	http://fortune.com/fortune500/pvh-351
Global 500 Rank	-
Global 500 Profile	-

Key Attributes of Reputation

Rank

Innovation	6
People Management	4
Use of Corporate Assets	4
Social Responsibility	5
Quality of Management	4
Financial Soundness	4
Long-Term Investment Value	4
Quality of Products/Services	9
Global Competitiveness	6

FORTUNE'S TAKE ON PVH

World's Most Admired Companies

< 2017 2016 2015 2014 >

+ Filters

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COUNTRY

INDUSTRY

Apparel

SECTOR

STATE

GLOBAL 500

FORTUNE 500

REMOVE ✕

RANKING ↻ NAME

INDUSTRY RANK

12 Nike	1
100,00 Adidas	4
100,00 Kering	5
100,00 PVH	3
100,00 VF	2

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COUNTRY

INDUSTRY

Apparel

SECTOR

STATE

GLOBAL 500

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RANKING NAME

INDUSTRY RANK

16	Nike	1
42	Adidas	5
100,00	Kering	3
100,00	PVH	4
100,00	VF	2

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Featured News

FORTUNE Recognizes PVH Corp. on the Magazine's 2019 World's Most Admired Companies List

FORTUNE WORLD'S MOST ADMIRED COMPANIES® 2019

January 23, 2019

FORTUNE magazine recognized its 2019 World's Most Admired Companies today, placing PVH Corp. in the top five organizations in the Apparel Industry category.

PVH ranked No. 1 in the category for Quality of Management. Other key reputation attributes were People Management, Social Responsibility, Financial Soundness, Long-Term Investment Value and Global Competitiveness.

"This is a shared recognition with all our associates around the globe for their continuous efforts and all that they do. It is our goal to be the most admired fashion and lifestyle company in the world, and this recognition signifies we are on that path," said Chairman and CEO Emanuel Chirico. "PVH is a special place that drives fashion forward with our strategic priorities, core values, and commitment to corporate responsibility."

FORTUNE collaborated with partner Korn Ferry to conduct a survey of corporate reputation in which executives, directors and analysts rated enterprises in their industry on nine criteria, from investment value and quality of management to social responsibility and ability to attract talent. Click [here \(http://fortune.com/worlds-most-admired-companies/%22%20%5Ct%20%22_blank\)](http://fortune.com/worlds-most-admired-companies/%22%20%5Ct%20%22_blank) for full methodology.

Companies with a survey score that ranked in the top half of its industry were listed. The complete list of Most Admired Companies can be found in the February 2019 issue of *FORTUNE* magazine and online at <http://fortune.com/worlds-most-admired-companies> (https://www.globenewswire.com/Tracker?data=mnmZ-dHIYlgpeYVrNLKKlxNLT37I7472Z8ZcMg7hjPwau-bqwVCOsRccL.GzJ-ispYyRNi7PE6bateiHEfiMu7ZolOLJIT_hX0km474s5w1bFDisk1DztqhyQ4G9VhugpsX4TSHJKshWfPdwG0khE5ijCXH8eofGyUfexJNFF1s=%22%20%5Ct%20%22_new)

Image Usage: From *FORTUNE* Magazine, February 1, 2019. ©2019 Time Inc. Used under license. *FORTUNE* and Time Inc. are not affiliated with, and do not endorse products or services of, PVH.

Recognitions

PVH has received numerous recognitions, which highlight the strength of our brands, the quality of our products and the positive working environments that we provide.



2020

PVH recognized on *Fortune* magazine's The World's Most Admired Companies List

PVH recognized on *Forbes* magazine's The Best Employers for Diversity List

PVH ranked No. 12 on *Barron's* 100 Most Sustainable Companies List

PVH recognized on *Newsweek* magazine's inaugural America's Most Responsible Companies List

PVH scored 100% on the Human Rights Campaign Foundation's 2020 Corporate Equality Index

2019

PVH certified as a Great Place to Work

PVH recognized on *Fortune* magazine's 100 Best Workplaces for Diversity List

2/20/2020

Recognitions

PVH recognized on *Fortune* magazine's The World's Most Admired Companies List

PVH ranked No. 324 on *Fortune* magazine's America's 500 Largest Companies List

PVH recognized on *Forbes* magazine's The Best Employers for Diversity List

PVH recognized on *Forbes* magazine's America's Best Employers for Women List

PVH scored 100% on the Human Rights Campaign Foundation's 2019 Corporate Equality Index

PVH recognized on Diversity Best Practices 2019 Inclusion Index

PVH ranked No. 12 on *Barron's* 100 Most Sustainable Companies List

PVH CEO Emanuel Chirico ranked No. 2 Best CEO on *Institutional Investor* magazine's All American Executive Team List

PVH Chief Operating and Financial Officer Mike Shaffer was honored with the Commitment to Inclusion Award from The Runway of Dreams Foundation

2018

PVH CEO Emanuel Chirico received the CEO Creative Leadership Award at the *WWD* Honors

PVH named one of the 2018 Best Workplaces in Retail by Great Place to Work and *FORTUNE*

2/20/2020

Recognitions

PVH Chief Human Resources Officer Dave Kozel received the *Human Resource Executive* magazine HR Honor Roll award

PVH CEO Emanuel Chirico received the Committee for Economic Development's (CED) Leadership Award

TOMMY HILFIGER ranked #8 out of 77 brands in the L2 Global Fashion Digital IQ index in 2018

PVH Chief Risk Officer Melanie Steiner received the Leading Lady Award at Fashion 4 Development's Annual First Ladies Luncheon

PVH certified as a Great Place to Work

PVH received the U.S. Secretary of State's Award for Corporate Excellence (ACE)

PVH recognized on *Forbes* magazine's Best Employers for Women List

PVH CEO Emanuel Chirico ranked No. 79 on Glassdoor's Top CEOs List

PVH ranked No. 332 in *Fortune* magazine's 2018 list of America's 500 largest companies

PVH ranked in *Corporate Responsibility (CR)* magazine's Top 100 "Best Corporate Citizens" List

Tommy Hilfiger awarded "Retail Employer of the Year Award" at the World Retail Congress in Madrid

PVH Chief Operating and Financial Officer Mike Shaffer honored as a Retail Innovator at the Retail Innovation Conference in New York

PVH recognized on *Forbes* magazine's The Best Employers for Diversity 2018

PVH recognized by HR.com at the LEAD Awards as Top Five in: Best Corporate University; Best Global Leadership Program; Best Learning Series (Leaders as Teachers); Best Executive Coaching Program

PVH scored 100% on the Human Rights Campaign Foundation's 2018 Corporate Equality Index

PVH ranked No. 37 on *Barron's* "100 Most Sustainable Companies" List

TOMMY HILFIGER was named an honoree in "Style" sector by *Fast Company* on their list of "The World's Most Innovative Companies"

PVH named to *Fortune* magazine's The World's Most Admired Companies List

2017

Raf Simons, Chief Creative Officer of *CALVIN KLEIN*, won the Designer of the Year award at the British Fashion Council's annual Fashion Awards

PVH was named one of America's 100 Most JUST Companies by *Forbes* and JUST Capital (ranking 25th overall and 2nd in Household Goods & Apparel)

PVH ranked #31 on the Thomson Reuters iX Global Diversity & Inclusion Index

Institutional Investor magazine ranked PVH within retailing / department stores & softlines:

- Emanuel Chirico ranked #3 best CEO
- Investor relations ranked #3 within mid-cap

City & State NY's New York's "100 Most Outstanding Corporate Citizens"

<https://www.pvh.com/company/recognitions>

Runway of Dreams – Pioneer of Change Award

Ethiopian Investment Commission – Appreciation Medal

Brooklyn Community Services' (BCS) - 2017 Corporate Leader Award

Apparel Magazine – Top Innovator Award

Business of Fashion – Best Companies to Work for in Fashion

2/20/2020

PVH scored 100% on the Human Rights Campaign Foundation's 2018 Corporate Equality Index

Recognitions

PVH was ranked again in *Corporate Responsibility (CR) Magazine's* top 100 "Best Corporate Citizens" List

PVH was honored with the Sustainability Award at the Accessories Council 21st Annual ACE Awards

Raf Simons, Chief Creative Officer of *CALVIN KLEIN*, was presented with the CFDA awards for both the Womenswear Designer of the Year and the Menswear Designer of the Year

PVH was ranked #335 in *Fortune* magazine's annual ranking of America's 500 largest corporations (2016 ranking: #340)

PVH placed in the top 10 percent for five 2017 [HR.com](http://hr.com) (<http://hr.com>) LEAD (Leadership Excellence And Development) Awards, including 3rd place for Best Corporate University

2/20/2020

Fortune magazine ranked PVH Corp. 3rd in the Apparel Industry on its annual list of The World's Most Admired Companies

Recognitions

2016

Business of Fashion – Best Companies to Work for in Fashion

Save The Children Honoree

Ronald McDonald House Honoree

PVH was recognized as a 2020 Women on Boards Winning 'W' Company for 2016, as 20% or more of its Board seats were held by women

WWD named *Calvin Klein* a “Most Desirable Brand To Work For”

Corporate Responsibility (CR) Magazine named PVH’s Chairman and CEO Emanuel Chirico as “Responsible CEO of the Year” Lifetime Achievement Award Winner

Pvh.com received a Webby Award for “Best Visual Design Aesthetic”

Calvin Klein's Fall 2016 global advertising campaign received the Daily Front Row Fashion Media Award for “Ad Campaign of the Year”

PVH received the Graphic Design USA award for its 2015 Annual Report

Tommy Hilfiger ranked in the top 10 on L2’s Digital IQ Index: Fashion

The Muse ranked PVH as one of the top 10 places to work

PVH was ranked again in *Corporate Responsibility (CR)* Magazine's top 100 "Best Corporate Citizens" List including the #2 ranking in the Human Rights category

PVH was included in *Forbes'* "America's Best Employers" list, ranking #446 overall

Fortune magazine ranked PVH Corp. 4th in the Apparel Industry on its annual list of The World's Most Admired Companies

2015

PVH ranked #3 on *Institutional Investor* magazine's list of Best Investor Relations Teams voted for by the sell-side

Tommy Hilfiger was included in WGSN's Top 5 Luxury Campaigns of Spring/Summer 2015 (WGSN is a leading trend forecasting consulting firm)

PVH was recognized as a *Partner in Preparedness* for 2015 by New York City's Office of Emergency Management (OEM) to highlight our earnest and informed commitment to emergency preparedness

Calvin Klein received the CLIO Grand Image Award for "Integrated Campaign Mass Product/Service"

Tommy Hilfiger was a winner in the CLIO Image "Design" category

PVH was ranked #351 in *Fortune* magazine's annual ranking of America's 500 largest corporations (2014 ranking: #330)

PVH was ranked in *Corporate Responsibility (CR) Magazine's* top 100 "Best Corporate Citizen's List", placing #77. PVH achieved the #2 ranking in the Human Rights category and the #20 ranking in the Employee Relations category

PVH was included in *Forbes'* "America's Best Employers" list, ranking #314 overall

Fortune magazine ranked PVH Corp. 4th in the Apparel Industry on its annual list of The World's Most Admired Companies (up from 7th place last year)

2014

L2 ranked *Tommy Hilfiger* #8 and *Calvin Klein* was tied for the #9 slot (along with Michael Kors) on their Digital IQ Index: Fashion. This marked the second year in a row where PVH had both brands ranked in the top 10

Institutional Investor's "Most Honored Companies", as it received several awards and nominations in the Apparel, Footwear & Textiles sector, including:

- Nomination For Best CEO – Manny Chirico
- Award For Best CFO – Second Place – Mike Shaffer
- Award For Best Investor Relations Professional – Third Place – Dana Perlman
- Nomination For Best Investor Relations

2/20/2020
Companies (Global 2000) list, one of only 17 Apparel &
Accessory companies to appear on the list

Recognitions
Ranking of America's 500 largest corporations, up from
#422 in 2013

Emanuel Chirico won the award for "Best Investor Relations
by a CEO: Mid-Cap" from *IR Magazine*

PVH was ranked #32 in *Corporate Responsibility (CR)*
Magazine's "2014 Best Corporate Citizen's List" (up from
the #49 ranking in 2013). PVH achieved the #12 ranking
in the Human Rights category and the #13 ranking in the
Employee Relations category

PVH named on *Fortune* magazine's *World's Most Admired
Companies List*

2013

In 2013, *Calvin Klein* and *Tommy Hilfiger* received the #9 and #10 rankings, respectively, on L2's Digital IQ Index: Fashion

PVH was ranked #7 for the Consumer Sector in *Corporate Responsibility (CR) Magazine's "America's Most Transparent Large-Cap Companies"* list

PVH is #422 in *Fortune's* annual ranking of America's 500 largest corporations

PVH is one of only 14 Apparel/Accessories companies to make the *Forbes "The World's Biggest Public Companies (Global 2000)"* list

PVH was ranked #20 in *Apparel Magazine's* Top 50 Public Apparel Companies with \$100M+ in Annual Sales (up from #29 last year)

PVH achieved recognition as a *Partner in Preparedness* for 2013 by New York City's Office of Emergency Management (OEM) to highlight our commitment to the safety and well-being of our employees and their families

PVH was ranked #49 on *Corporate Responsibility (CR)* Magazine's top 100 Corporate Citizens (up from #54 last year). PVH was ranked #3 in the Apparel sector

Fortune magazine ranked PVH Corp. 4th in the Apparel Industry on its annual list of The World's Most Admired Companies (up from 5th last year)

2012

PVH Corp. ranked #7 Top Performing Public Consumer Goods Apparel/Footwear/Accessories Company in *Consumer Goods Technology Magazine's* "Top 100 Consumer Goods Registry" of 2012

PVH Corp. ranked in the top 10 on *Corporate Responsibility (CR)* magazine's Best Corporate Citizens list under the Consumer Items sector and was also ranked as one of *CR* magazine's "100 Best Corporate Citizens" for the second year in a row

PVH ranked #419 in *Fortune* magazine's 2011 list of America's 500 largest corporations

- *Fortune* also ranked PVH the third largest company in the apparel industry and #15 on *Fortune's* 50 fastest growing companies in America list for 2011

Fortune magazine ranked PVH Corp. 5th in the Apparel Industry in annual list of *The World's Most Admired Companies*

For the second year in a row (2010-2011), Norges Bank Investment Management recognized PVH for its commitment to improving Children's Rights - among 14 top ranked companies that appear on NBIM's Children's Rights Disclosure Rating

PVH Corp. ranked #239 in the 2011 International Business Times 1000 List of the world's fastest growing companies, and ranked #3 fastest growing company globally in the Specialty Retail sector

PVH granted *Partners in Preparedness* Seal for 2012 by the Office of Emergency Management (OEM) to highlight and support the organization's commitment to the safety and well-being of employees and their families

Emanuel Chirico recognized by *Institutional Investor* magazine as part of the 2012 *All-America Executive Team*, ranked first place as *Best CEO* in the Apparel, Footwear and Textiles Industry (nominated by both Buy-side and Sell-side)

PVH recognized by *Institutional Investor* magazine as part of the 2012 *All-America Executive Team*, ranked second place for *Best Investor Relations* (nominated by both Buy-side and Sell-side)

Calvin Klein, Inc. named one of World's Top 50 Most Successful Brands in the "Stengel Study of Business Growth" from former Procter & Gamble global marketing officer Jim Stengel's new book, *Grow: How Ideals Power Growth and Profit at the World's Greatest Companies*

2011

PVH Corp. ranked in the top 10 on *Corporate Responsibility (CR) Magazine's* Best Corporate Citizens list under the Consumer Items sector and was also ranked 28th in *CR Magazine's* "100 Best Corporate Citizens"

Calvin Klein, Inc.'s President & CEO, Tom Murry, was honored at the third annual "Make a Difference" evening to benefit the *Ronald McDonald® House New York* as one of the organization's lead supporters

PVH was awarded the *CEO Cancer Gold Standard* accreditation, recognizing our company's "commitment to fighting cancer and saving lives through programs that promoting cancer prevention, early detection and access to quality care" for our associates and their covered family members

Norges Bank Investment Management recognized PVH for its commitment to improving Children's Rights - one of only nine of 527 global companies to receive top scores in this important category

PVH ranked #185 in *Industry Week* magazine's list of 500 Largest Manufacturing Companies in the United States

Pamela Hootkin, Senior Vice President (and former Treasurer and Investor Relations), honored with Safe Horizon Champion Award

2/20/2020

- PVH is listed third under Leaders in Key Industries for Apparel

Recognitions

2019 Champion Award

PVH Ranked #15 on *Barron's* 500, an exclusive ranking of the 500 largest publicly traded companies in the U.S. and Canada as measured by sales in the latest fiscal year

PVH is #479 in *Fortune's* annual ranking of America's 500 largest corporations

Francisco Costa, the award winning Women's Creative Director of *Calvin Klein Collection*, was presented with the *Piaget Award of Inspiration* at the Inspiration Gala in Brazil, in recognition of his extraordinary commitments to raising HIV/AIDS awareness and advancing AIDS research

Donna Patrick, Divisional President of Retail, IZOD, received the *Corporate Excellence Award* on behalf of IZOD for all of the charity work done on behalf of Susan G. Komen Breast Cancer Foundation

PVH, Emanuel Chirico and Pamela Hootkin are recognized

PVH was selected as a nominee in *SportsBusiness*

2/20/2020

by Institutional Investor Magazine as part of the 2011 *All-America Executive Team* list for *Best IR Company*, *Best CEO* and *Best IR Professional*, respectively, for the Apparel, Footwear and Textiles Industry

Recognitions

Journal/Daily's 2011 Sports Business Awards in the *Sport Sponsor of the Year* category

PVH was selected as a 2011 finalist for the annual *Plan Sponsor of the Year* awards

M&A Global Network named PVH's acquisition of Tommy Hilfiger as the *Consumer Products and Services Deal of the Year*

PVH named on Fortune magazine's *World's Most Admired Companies List*

2010

The Somerset County United Way honored PVH Bridgewater with the *Circle of Honor Award*

J. C. Penney (JCP) presented PVH with the *Men's Wear Supplier of the Year and Supply Chain Logistics Collaboration* awards at the 2010 J. C. Penney Supplier Summit

Philadelphia University honored Allen Sirkin, PVH's President and Chief Operating Officer, with the Leader of Innovation Medal

PVH and Emanuel Chirico are recognized by Institutional Investor Magazine as part of the *2010 All-America Executive Team* list for *Best IR Company* and *Best CEO* for the Apparel, Footwear and Textiles Industry on the Sell Side