

ESTTA Tracking number: **ESTTA1201184**

Filing date: **04/06/2022**

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	Lulu's Fashion Lounge, LLC		
Entity	Corporation	Citizenship	Delaware
Address	195 HUMBOLDT AVE. CHICO, CA 95928 UNITED STATES		
Attorney information	JENNIFER LEE TAYLOR MORRISON & FOERSTER, LLP 425 MARKET ST. SAN FRANCISCO, CA 94105 UNITED STATES Primary email: TMDocket@mofo.com Secondary email(s): JTaylor@mofo.com, SLarson@mofo.com, CVu@mofo.com, HCheng@mofo.com, CBurns@mofo.com 415-268-6538		
Docket no.	648616001505		

Applicant information

Application no.	90725460	Publication date	03/08/2022
Opposition filing date	04/06/2022	Opposition period ends	04/07/2022
Applicant	Hu, Binguo NO. 1702,17F,UNIT 1,BLDG4,NO. 333 XINGMAO RD.,BANZHUYUAN TOWN,XINDU DIST. CHENGDU, 610057 CHINA		

Goods/services affected by opposition

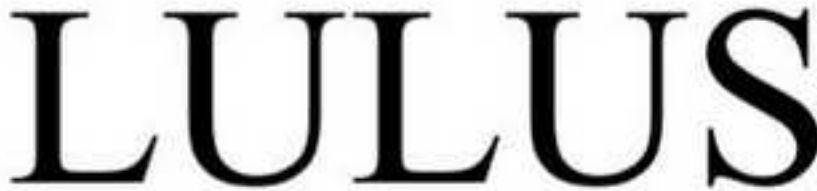
Class 025. First Use: Feb 24, 2021 First Use In Commerce: Feb 24, 2021 All goods and services in the class are opposed, namely: Dresses; Shorts; Socks; Cheongsams (Chinese gowns); Footwear; Halloween costumes; Masquerade costumes; Sweaters; T-shirts; Underwear


Grounds for opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
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Marks cited by opposer as basis for opposition


U.S. registration no.	3743618	Application date	02/08/2008
Register	Principal		

Registration date	02/02/2010	Foreign priority date	NONE
Word mark	LULUS		
Design mark			
Description of mark	NONE		
Goods/services	<p>Class 035. First use: First Use: Oct 15, 2007 First Use In Commerce: Oct 15, 2007</p> <p>Computerized on-line ordering featuring general merchandise and general consumer goods; Computerized on-line ordering services in the field of clothing, shoes, jewelry and accessories; Computerized on-line retail store services in the field of clothing, shoes, jewelry and accessories</p>		


U.S. registration no.	4719183	Application date	04/08/2014
Register	Principal		
Registration date	04/14/2015	Foreign priority date	NONE
Word mark	LULUS		
Design mark			
Description of mark	NONE		
Goods/services	<p>Class 025. First use: First Use: Aug 31, 1996 First Use In Commerce: Aug 31, 1996</p> <p>Clothing, namely dresses, tops, sweaters, vests, jackets, skirts, pants, jeans, shorts, leggings, tights, socks, overalls, swimwear, rompers, jumpsuits, lingerie, and bodysuits; headwear, namely, hats; footwear, namely, shoes, boots, flip flops, and sandals</p>		

U.S. registration no.	5168140	Application date	03/30/2016
Register	Principal		
Registration date	03/21/2017	Foreign priority date	NONE
Word mark	LULUS		

Design mark	
Description of mark	The mark consists of The text "lulus" appearing in lowercase, cursive font.
Goods/services	Class 025. First use: First Use: Jun 1, 2016 First Use In Commerce: Jun 1, 2016 Clothing, namely, dresses, tops, sweaters, vests, jackets, skirts, pants, jeans, shorts, leggings, tights, socks, overalls, swimwear, rompers, jumpsuits, lingerie, and bodysuits; headwear, namely, hats; footwear, namely, shoes, boots, flip-flops, and sandals Class 035. First use: First Use: Jun 1, 2016 First Use In Commerce: Jun 1, 2016 Computerized on-line ordering featuring general merchandise and general consumer goods; Computerized on-line ordering services in the field of clothing, shoes, jewelry and hair, clothing, handbag, and eyewear accessories; Computerized on-line retail store services in the field of clothing, shoes, jewelry and hair, clothing, handbag, and eyewear accessories

U.S. registration no.	5690666	Application date	07/18/2018
Register	Principal		
Registration date	03/05/2019	Foreign priority date	NONE
Word mark	LOVELULUS		
Design mark			
Description of mark	NONE		
Goods/services	Class 025. First use: First Use: Nov 1, 2013 First Use In Commerce: Nov 1, 2013 Clothing, namely, dresses, tops, sweaters, vests, jackets, skirts, pants, jeans, shorts, leggings, tights, socks, overalls, swimwear, rompers, jumpsuits, lingerie, and bodysuits; headwear, namely, hats; footwear, namely, shoes, boots, flip-flops, and sandals Class 035. First use: First Use: Sep 17, 2013 First Use In Commerce: Sep 17,		

	2013 Computerized on-line ordering featuring general merchandise and general consumer goods; Computerized on-line ordering services in the field of clothing, shoes, jewelry and hair, clothing, handbag, and eyewear accessories; Computerized on-line retail store services in the field of clothing, shoes, jewelry and hair, clothing, handbag, and eyewear accessories
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U.S. registration no.	3743619	Application date	02/08/2008
Register	Principal		
Registration date	02/02/2010	Foreign priority date	NONE
Word mark	LULU'S		
Design mark			
Description of mark	The mark consists of the word LULUS in stylized letters, comprised of a capital letter "L", followed by lower case letter "u", Capital letter "L", lower case letter "U", with a star image displayed for the apostrophe followed by a lower case letter "S".		
Goods/services	Class 035. First use: First Use: Aug 31, 1996 First Use In Commerce: Nov 1, 2005 Computerized on-line ordering featuring general merchandise and general consumer goods; Computerized on-line ordering services in the field of clothing, shoes, jewelry and accessories; Computerized on-line retail store services in the field of clothing, shoes, jewelry and accessories		

Attachments	77391945#TMSN.png(bytes) 86245622#TMSN.png(bytes) 86957983#TMSN.png(bytes) 88042747#TMSN.png(bytes) 77392110#TMSN.png(bytes) 4.6.22 - Notice of Opposition - LULUSHELY.pdf(1453618 bytes)
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Signature	/s/ Jennifer Lee Taylor
Name	Jennifer Lee Taylor
Date	04/06/2022

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

LULU’S FASHION LOUNGE, LLC,

Opposer,

vs.

BINGUO HU,

Applicant.

Opposition No.:

Application Serial No.: 90/725,460

Mark: LULUSHELY

Published: March 8, 2022

NOTICE OF OPPOSITION

Box TTAB FEE
Commissioner for Trademarks
P.O. Box 1451
Arlington, VA 22313-1451

Lulu’s Fashion Lounge, LLC (“Opposer”), a Delaware limited liability company having its principal place of business at 195 Humboldt Avenue, Chico, California 95928, believes that it will be damaged by the use and registration of the LULUSHELY mark in Application Serial No. 90/725,460, filed by Binguo Hu (“Applicant”), for “Dresses; Shorts; Socks; Cheongsams (Chinese gowns); Footwear; Halloween costumes; Masquerade costumes; Sweaters; T-shirts; Underwear” in Class 25.

As grounds for the opposition, it is alleged as follows:

1. Opposer operates an e-commerce site that offers apparel, shoes, jewelry, and other accessories at the highest quality and value.
2. Since at least as early as August 31, 1996, and well prior to Applicant’s filing date, Opposer has continuously promoted its LULU’S, LULUS, LULUS (stylized), LOVELULUS, and LULU’S (stylized) trademarks in commerce in the United States, in

connection with clothing, fashion accessories, and related retail services. Through such continuous and widespread use and promotion of the LULU'S, LULUS, LULUS (stylized), LOVELULUS, and LULU'S (stylized) mark, Opposer has acquired common law rights in the LULU'S, LULUS, LULUS (stylized), LOVELULUS, and LULU'S (stylized) marks.

3. Opposer owns U.S. Registration No. 3,743,618 for the LULUS word mark for “Computerized on-line ordering featuring general merchandise and general consumer goods; computerized on-line ordering services in the field of clothing, shoes, jewelry and accessories; Computerized on-line retail store services in the field of clothing, shoes, jewelry and accessories” in Class 35. The application that matured to Registration No. 3,743,618 was filed on February 8, 2008, with a claimed first use and first use-in-commerce date of October 15, 2007, well prior to Applicant’s filing date for Application Serial No. 90/725,460. On February 20, 2015, Opposer filed a Section 15 Affidavit for Registration No. 3,743,618, which was acknowledged by the United States Patent and Trademark Office on March 6, 2015. As a result, this registration is considered incontestable, and is conclusive evidence of the validity, the ownership, and of Opposer’s exclusive right to use the LULUS mark in connection with the services specified in the registration. Attached hereto as Exhibit A is a true and correct copy of the registration certificate and a current print-out of the TSDR page for Registration No. 3,743,618.

4. Opposer owns U.S. Registration No. 4,719,183 for the LULUS word mark for “Clothing, namely dresses, tops, sweaters, vests, jackets, skirts, pants, jeans, shorts, leggings, tights, socks, overalls, swimwear, rompers, jumpsuits, lingerie, and bodysuits; headwear, namely, hats; footwear, namely, shoes, boots, flip flops, and sandals” in Class 25. The application that matured to Registration No. 4,719,183 was filed on April 8, 2014, with a claimed

first use and first use-in-commerce date of August 31, 1996, well prior to Applicant's filing date for Application Serial No. 90/725,460. On January 11, 2021, Opposer filed a Section 15 Affidavit for Registration No. 4,719,183. As a result, this registration is considered incontestable, and is conclusive evidence of the validity, the ownership, and of Opposer's exclusive right to use the LULUS mark in connection with the goods specified in the registration. Attached hereto as Exhibit B is a true and correct copy of the registration certificate and a current print-out of the TSDR page for Registration No. 4,719,183.

5. Opposer owns U.S. Registration No. 5,168,140 for the LULUS (stylized) mark for "Clothing, namely, dresses, tops, sweaters, vests, jackets, skirts, pants, jeans, shorts, leggings, tights, socks, overalls, swimwear, rompers, jumpsuits, lingerie, and bodysuits; headwear, namely, hats; footwear, namely, shoes, boots, flip flops, and sandals" in Class 25, and "Computerized on-line ordering featuring general merchandise and general consumer goods; Computerized on-line ordering services in the field of clothing, shoes, jewelry and hair, clothing, handbag, and eyewear accessories; Computerized on-line retail store services in the field of clothing, shoes, jewelry and hair, clothing, handbag, and eyewear accessories" in Class 35. The application that matured to Registration No. 5,168,140 was filed on March 30, 2016, with a claimed first use and first use-in-commerce date of June 1, 2016, well prior to Applicant's filing date for Application Serial No. 90/725,460. Attached hereto as Exhibit C is a true and correct copy of the registration certificate and a current print-out of the TSDR page for Registration No. 5,168,140.

6. Opposer owns U.S. Registration No. 5,690,666 for the LOVELULUS mark for "Clothing, namely, dresses, tops, sweaters, vests, jackets, skirts, pants, jeans, shorts, leggings, tights, socks, overalls, swimwear, rompers, jumpsuits, lingerie, and bodysuits; headwear,

namely, hats; footwear, namely, shoes, boots, flip flops, and sandals” in Class 25, and “Computerized on-line ordering featuring general merchandise and general consumer goods; Computerized on-line ordering services in the field of clothing, shoes, jewelry and hair, clothing, handbag, and eyewear accessories; Computerized on-line retail store services in the field of clothing, shoes, jewelry and hair, clothing, handbag, and eyewear accessories” in Class 35. The application that matured to Registration No. 5,690,666 was filed on July 18, 2018, with a claimed first use and first use-in-commerce date of November 1, 2013 for Class 25, and September 17, 2013 for Class 35, both well prior to Applicant’s filing date for Application Serial No. 90/725,460. Attached hereto as Exhibit D is a current print-out of the TSDR page for Registration No. 5,690,666.

7. Opposer owns U.S. Registration No. 3,743,619 for the LULU’S (stylized) mark for “Computerized on-line ordering featuring general merchandise and general consumer goods; Computerized on-line ordering services in the field of clothing, shoes, jewelry and accessories; Computerized on-line retail store services in the field of clothing, shoes, jewelry and accessories” in Class 35. The application that matured to Registration No. 3,743,619 was filed on February 8, 2008, with a claimed first use date of August 31, 1996 and a first use-in-commerce date of November 1, 2005, both well prior to Applicant’s filing date for Application Serial No. 90/725,460. On February 20, 2015, Opposer filed a Section 15 Affidavit for Registration No. 3,743,619, which was acknowledged by the United States Patent and Trademark Office on March 6, 2015. As a result, this registration is considered incontestable, and is conclusive evidence of the validity, the ownership, and of Opposer’s exclusive right to use the LULU’S (stylized) mark in connection with the services specified in the registration.

Attached hereto as Exhibit E is a current print-out of the TSDR page for Registration No. 3,743,619.

8. Opposer owns the goodwill and reputation of the goods and services connected with and symbolized by the above-referenced LULU'S, LULUS, LULUS (stylized), LOVELULUS, and LULU'S (stylized) marks (together, "the LULUS Mark"). As a result of extensive marketing, promotion, and sales of Opposer's clothing, accessories, and retail services offered under the LULUS Mark since at least as early as August 31, 1996, Opposer has built up highly valuable goodwill in the LULUS Mark, and said goodwill has become closely and uniquely identified and associated with Opposer and Opposer's goods and services.

9. Applicant filed Application Serial No. 90/725,460 for the LULUSHELY mark on May 20, 2021, claiming a first use and first use-in-commerce date of February 24, 2021. The application was published in the *Trademark Official Gazette* on March 8, 2022.

10. By the application herein opposed, Applicant seeks to register the LULUSHELY mark for "Dresses; Shorts; Socks; Cheongsams (Chinese gowns); Footwear; Halloween costumes; Masquerade costumes; Sweaters; T-shirts; Underwear" in Class 25.

LIKELIHOOD OF CONFUSION

11. Since at least as early as August 31, 1996, substantially prior to Applicant's filing date for the opposed LULUSHELY application, Opposer has continuously offered and promoted in commerce its goods and services under the LULUS Mark.

12. On information and belief, Applicant's use and use-in-commerce of the LULUSHELY mark does not predate Opposer's common law rights in the LULUS Mark or the priority dates for the registrations for the LULUS Mark owned by Opposer.

13. Applicant's LULUSHELY mark is highly similar to Opposer's LULUS Mark. Applicant's LULUSHELY mark incorporates the entirety of Opposer's LULUS Mark, and "LULUS" is the most distinctive and dominant element of Applicant's mark. LULUS is the first element of Applicant's mark, and it is well settled that the first element of a mark is generally the dominant element. The addition of "HELY" is not sufficient to differentiate the marks because when the dominant portion of the marks is the same, peripheral differences may not alleviate the likelihood of confusion. Applicant's Class 25 goods are also identical, complementary, or otherwise closely related to the clothing, accessories, and retail services offered by Opposer under its LULUS Mark.

14. Opposer is informed, believes, and on that basis alleges that Applicant's consumers for the goods identified in the opposed application likely consist of many of the same consumers of Opposer's goods and services, who are already familiar with Opposer's LULUS Mark and the goods and services offered under that mark.

15. Opposer is informed, believes, and on that basis alleges that Applicant offers and distributes its goods through channels of trade that overlap with those used by Opposer to offer and distribute Opposer's LULUS goods and services, and that Applicant targets consumers of Opposer's LULUS goods and services for its own goods.

16. In view of the fact that Applicant's LULUSHELY mark is confusingly similar to Opposer's LULUS Mark, that Applicant's and Opposer's respective goods and services are identical, complementary and/or closely related, that the consumers for Applicant's and Opposer's respective goods and services are the same or overlapping, and that Applicant and Opposer offer their respective goods and services through the same channels of trade, Applicant's LULUSHELY mark is likely to cause confusion with Opposer's LULUS Mark, or to

cause mistake or to deceive as to the origin, sponsorship, or approval of Applicant's goods. Opposer would thereby be injured by Applicant's registration of the LULUSHELY mark in Application Serial No. 90/725,460.

17. WHEREFORE, Opposer prays that Application Serial No. 90/725,460 be rejected, and that this opposition be sustained in favor of Opposer.

18. Filing Fee: The USPTO is authorized to charge \$600.00 for the Notice of Opposition to Application Serial No. 90/725,460 to Morrison & Foerster LLP's Deposit Account 03-1952 (Reference No. 64861-6001.505).

Respectfully submitted,

Dated: April 6, 2022

By: /s/ Jennifer Lee Taylor
Jennifer Lee Taylor
Sabrina A. Larson
Attorneys for Opposer
Lulu's Fashion Lounge, LLC

Morrison & Foerster LLP
425 Market Street
San Francisco, California 94105-2482
Telephone: (415) 268-6538
Facsimile: (415) 268-7522

EXHIBIT A

United States of America
United States Patent and Trademark Office

LULUS

Reg. No. 3,743,618

Registered Feb. 2, 2010

Amended July 28, 2015

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

LULU'S FASHION LOUNGE, INC. (CALIFORNIA CORPORATION)
195 HUMBOLDT AVE.
CHICO, CA 95928

FOR: COMPUTERIZED ON-LINE ORDERING FEATURING GENERAL MERCHANDISE AND GENERAL CONSUMER GOODS; COMPUTERIZED ON-LINE ORDERING SERVICES IN THE FIELD OF CLOTHING, SHOES, JEWELRY AND ACCESSORIES; COMPUTERIZED ON-LINE RETAIL STORE SERVICES IN THE FIELD OF CLOTHING, SHOES, JEWELRY AND ACCESSORIES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 10-15-2007; IN COMMERCE 10-15-2007.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-391,945, FILED 2-8-2008.



Michelle K. Lee

Director of the United States
Patent and Trademark Office

Generated on: This page was generated by TSDR on 2022-04-06 13:09:59 EDT

Mark: LULUS

LULUS

US Serial Number: 77391945

Application Filing Date: Feb. 08, 2008

US Registration Number: 3743618

Registration Date: Feb. 02, 2010

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: The registration has been renewed.

Status Date: Sep. 28, 2019

Publication Date: Nov. 17, 2009

Mark Information

Mark Literal Elements: LULUS

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

International Registration Number: 1466856

International Application(s) /Registration(s) Based on this Property: A0084819/1466856

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: Computerized on-line ordering featuring general merchandise and general consumer goods; Computerized on-line ordering services in the field of clothing, shoes, jewelry and accessories; Computerized on-line retail store services in the field of clothing, shoes, jewelry and accessories

International Class(es): 035 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 15, 2007

Use in Commerce: Oct. 15, 2007

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: LULU'S FASHION LOUNGE, LLC

Owner Address: 195 HUMBOLDT AVENUE
CHICO, CALIFORNIA UNITED STATES 95928

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jennifer Lee Taylor

Docket Number: 648616001000

Attorney Primary Email Address: TMDocket@mofo.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Jennifer Lee Taylor
Morrison & Foerster LLP
425 Market Street
San Francisco, CALIFORNIA UNITED STATES 94105

Phone: 415 268 6538

Fax: 415 268 7522

Correspondent e-mail: TMDocket@mofo.com JTaylor@mofo.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 08, 2021	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Oct. 18, 2021	NOTICE OF SUIT	
Apr. 02, 2020	NOTICE OF SUIT	
Sep. 28, 2019	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Sep. 28, 2019	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	59136
Sep. 28, 2019	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	59136
Sep. 27, 2019	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	59136
Aug. 20, 2019	TEAS SECTION 8 & 9 RECEIVED	
Feb. 02, 2019	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Aug. 08, 2018	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jun. 23, 2015	AMENDMENT UNDER SECTION 7 A- PROCESSED	70131
May 29, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70131
Mar. 06, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Mar. 05, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	70131
Mar. 05, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70131
Feb. 20, 2015	TEAS SECTION 8 & 15 RECEIVED	
Feb. 20, 2015	TEAS SECTION 7 REQUEST RECEIVED	
May 15, 2014	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
May 15, 2014	TEAS CHANGE OF OWNER ADDRESS RECEIVED	

Feb. 02, 2010	REGISTERED-PRINCIPAL REGISTER	
Nov. 17, 2009	PUBLISHED FOR OPPOSITION	
Oct. 28, 2009	NOTICE OF PUBLICATION	
Oct. 15, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	76243
Oct. 14, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 17, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	76243
Sep. 17, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	76243
Sep. 17, 2009	ASSIGNED TO LIE	76243
Sep. 15, 2009	TEAS RESPONSE TO SUSPENSION INQUIRY RECEIVED	
Jul. 29, 2009	LETTER OF SUSPENSION MAILED	
Jul. 29, 2009	SUSPENSION LETTER WRITTEN	78326
Jul. 06, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jul. 06, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jul. 06, 2009	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Jan. 06, 2009	FINAL REFUSAL MAILED	
Jan. 06, 2009	FINAL REFUSAL WRITTEN	78326
Nov. 27, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Nov. 26, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Nov. 26, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jul. 18, 2008	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jul. 18, 2008	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
May 28, 2008	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
May 28, 2008	NON-FINAL ACTION E-MAILED	6325
May 28, 2008	NON-FINAL ACTION WRITTEN	78326
May 20, 2008	ASSIGNED TO EXAMINER	78326
Feb. 13, 2008	NOTICE OF PSEUDO MARK MAILED	
Feb. 12, 2008	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Sep. 28, 2019

Assignment Abstract Of Title Information

Summary

Total Assignments: 8

Registrant: LULU'S FASHION LOUNGE, INC.

Assignment 1 of 8

Conveyance: SECURITY INTEREST

Reel/Frame: [5340/0702](#)

Pages: 7

Date Recorded: Aug. 11, 2014

Supporting Documents: [assignment-tm-5340-0702.pdf](#)

Assignor

Name: [LULU'S FASHION LOUNGE, INC.](#)

Execution Date: Jul. 25, 2014

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [ABACUS FINANCE GROUP, LLC, AS AGENT](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Address: 6 EAST 43RD STREET
NEW YORK, NEW YORK 10017

Correspondent

Correspondent Name: STACEY MORDAS
Correspondent Address: 400 ATLANTIC AVENUE
BOSTON, MA 02110-3333

Domestic Representative - Not Found

Assignment 2 of 8

Conveyance: RELEASE BY SECURED PARTY
Reel/Frame: [6173/0288](#) **Pages:** 5
Date Recorded: Oct. 04, 2017
Supporting Documents: [assignment-tm-6173-0288.pdf](#)

Assignor

Name: [ABACUS FINANCE GROUP, LLC](#) **Execution Date:** Aug. 07, 2017
Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** DELAWARE

Assignee

Name: [LULU'S FASHION LOUNGE, INC.](#) **State or Country Where Organized:** CALIFORNIA
Legal Entity Type: CORPORATION
Address: 195 HUMBOLDT AVENUE
CHICO, CALIFORNIA 95928

Correspondent

Correspondent Name: RONALD M. DUVERNAY
Correspondent Address: PRUDENTIAL TOWER, 800 BOYLSTON STREET
ROPES & GRAY LLP
BOSTON, MA 02199-3600

Domestic Representative - Not Found

Assignment 3 of 8

Conveyance: RELEASE BY SECURED PARTY
Reel/Frame: [6183/0249](#) **Pages:** 5
Date Recorded: Oct. 13, 2017
Supporting Documents: [assignment-tm-6183-0249.pdf](#)

Assignor

Name: [ABACUS FINANCE GROUP LLC, AS ADMINISTRATIVE AGENT](#) **Execution Date:** Aug. 07, 2017
Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Assignee

Name: [LULU'S FASHION LOUNGE, INC.](#) **State or Country Where Organized:** CALIFORNIA
Legal Entity Type: CORPORATION
Address: 195 HUMBOLDT AVENUE
CHICO, CALIFORNIA 95928

Correspondent

Correspondent Name: STACEY MORDAS
Correspondent Address: 400 ATLANTIC AVENUE
BOSTON, MA 02110

Domestic Representative - Not Found

Assignment 4 of 8

Conveyance: ENTITY CONVERSION
Reel/Frame: [6399/0604](#) **Pages:** 3

Date Recorded: Jun. 12, 2018

Supporting Documents: [assignment-tm-6399-0604.pdf](#)

Assignor

Name: [LULU'S FASHION LOUNGE, INC.](#) Execution Date: Aug. 25, 2017
Legal Entity Type: CORPORATION State or Country CALIFORNIA
Where Organized:

Assignee

Name: [LULU'S FASHION LOUNGE, LLC](#)
Legal Entity Type: LIMITED LIABILITY COMPANY State or Country CALIFORNIA
Where Organized:
Address: 195 HUMBOLDT AVENUE
CHICO, CALIFORNIA 95928

Correspondent

Correspondent Name: JENNIFER LEE TAYLOR, MORRISON & FOERSTER
Correspondent Address: 425 MARKET STREET
SAN FRANCISCO, CA 94105

Domestic Representative - Not Found

Assignment 5 of 8

Conveyance: SECURITY INTEREST
Reel/Frame: [6140/0586](#) Pages: 8
Date Recorded: Aug. 29, 2017
Supporting Documents: [assignment-tm-6140-0586.pdf](#)

Assignor

Name: [LULU'S FASHION LOUNGE, LLC, AS GRANTOR](#) Execution Date: Aug. 28, 2017
Legal Entity Type: LIMITED LIABILITY COMPANY State or Country DELAWARE
Where Organized:

Assignee

Name: [CREDIT SUISSE AG, CAYMAN ISLANDS BRANCH, AS COLLATERAL AGENT](#)
Legal Entity Type: NATIONAL BANKING ASSOCIATION State or Country SWITZERLAND
Where Organized:
Address: 11 MADISON AVENUE
NEW YORK, NEW YORK 10010

Correspondent

Correspondent Name: MELONY SOT
Correspondent Address: 1025 VERMONT AVE NW, SUITE 1130
COGENCY GLOBAL INC.
WASHINGTON, DC 20005

Domestic Representative - Not Found

Assignment 6 of 8

Conveyance: ENTITY CONVERSION
Reel/Frame: [6404/0680](#) Pages: 4
Date Recorded: Aug. 03, 2018
Supporting Documents: [assignment-tm-6404-0680.pdf](#)

Assignor

Name: [LULU'S FASHION LOUNGE, LLC](#) Execution Date: Aug. 28, 2017
Legal Entity Type: LIMITED LIABILITY COMPANY State or Country CALIFORNIA
Where Organized:

Assignee

Name: [LULU'S FASHION LOUNGE, LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country DELAWARE
Where Organized:

Address: 195 HUMBOLDT AVENUE
CHICO, CALIFORNIA 95928

Correspondent

Correspondent Name: JENNIFER LEE TAYLOR

Correspondent Address: 425 MARKET STREET
MORRISON & FOERSTER LLP
SAN FRANCISCO, CA 94105

Domestic Representative - Not Found

Assignment 7 of 8

Conveyance: NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS

Reel/Frame: [7496/0149](#)

Pages: 6

Date Recorded: Nov. 16, 2021

Supporting Documents: [assignment-tm-7496-0149.pdf](#)

Assignor

Name: [LULU'S FASHION LOUNGE, LLC](#)

Execution Date: Nov. 15, 2021

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country DELAWARE
Where Organized:

Assignee

Name: [BANK OF AMERICA, N.A., AS ADMINISTRATIVE AGENT](#)

Legal Entity Type: NATIONAL BANKING ASSOCIATION

State or Country UNITED STATES
Where Organized:

Address: 200 WEST CAPITOL AVENUE
AR1-101-05-01
LITTLE ROCK, ARKANSAS 72201

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC

Correspondent Address: 100 NORTH TRYON STREET
SUITE 4700, ATTN: IP DEPARTMENT
CHARLOTTE, NC 28202

Domestic Representative - Not Found

Assignment 8 of 8

Conveyance: RELEASE OF SECURITY INTEREST IN TRADEMARKS

Reel/Frame: [7496/0155](#)

Pages: 6

Date Recorded: Nov. 16, 2021

Supporting Documents: [assignment-tm-7496-0155.pdf](#)

Assignor

Name: [CREDIT SUISSE AG, CAYMAN ISLANDS BRANCH, AS AGENT](#)

Execution Date: Nov. 15, 2021

Legal Entity Type: NATIONAL BANKING ASSOCIATION

State or Country SWITZERLAND
Where Organized:

Assignee

Name: [LULU'S FASHION LOUNGE, LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country DELAWARE
Where Organized:

Address: 195 HUMBOLDT AVE.
CHICO, CALIFORNIA 95928

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC

Correspondent Address: 100 NORTH TRYON STREET

Address: SUITE 4700, ATTN: IP DEPARTMENT
CHARLOTTE, NC 28202

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 9

Type of Proceeding: Opposition

Proceeding Number: [91275196](#)

Filing Date: Mar 23, 2022

Status: Pending

Status Date: Mar 23, 2022

Interlocutory Attorney: JENNIFER ELGIN

Defendant

Name: Colon, Milagrito

Correspondent Address: MICHAEL PESOCHINSKY
PESOCHINSKY LLC // WWW.MYBRANDMARK.COM
9 WARNER WAY
WAYNE NJ UNITED STATES , 07470

Correspondent e-mail: support@mybrandmark.com , mpesoch@gmail.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SHAPED BY LULU	Opposition Pending	90660442	

Plaintiff(s)

Name: LULU'S FASHION LOUNGE, LLC

Correspondent Address: JENNIFER LEE TAYLOR
MORRISON & FOERSTER LLP
425 MARKET STREET
SAN FRANCISCO CA UNITED STATES , 94105

Correspondent e-mail: TMDocket@mofo.com , JTaylor@mofo.com , SLarson@mofo.com , CVu@mofo.com , HCheng@mofo.com , CBurn@mofo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666
LULU'S	REGISTERED AND RENEWED	77392110	3743619

Prosecution History

Entry Number	History Text	Date	Due Date
3	INSTITUTED	Mar 23, 2022	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 23, 2022	May 02, 2022
1	FILED AND FEE	Mar 23, 2022	

Type of Proceeding: Opposition

Proceeding Number: [91273229](#)

Filing Date: Dec 01, 2021

Status: Terminated

Status Date: Mar 02, 2022

Interlocutory Attorney: GEOFFREY MCNUTT

Defendant

Name: Shenzhen haixun management consulting co., ltd

Correspondent QIN TAO
Address: 10223 BROADWAY STREET SUITE P424
PEARLAND TX UNITED STATES , 77584

Correspondent e-mail: qtesq1001@gmail.com

Mark	Application Status	Serial Number	Registration Number
LULEW	Abandoned - After Inter-Partes Decision	90561471	

Plaintiff(s)

Name: Lulu's Fashion Lounge, LLC

Correspondent JENNIFER LEE TAYLOR
Address: MORRISON & FOERSTER LLP
425 MARKET STREET
SAN FRANCISCO CA UNITED STATES , 94105

Correspondent e-mail: jtaylor@mofo.com , cvu@mofo.com , hcheng@mofo.com , cburns@mofo.com , TMdocket@mofo.com , slarson@mofo.com

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666
LULU'S	REGISTERED AND RENEWED	77392110	3743619

Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	Mar 02, 2022	
5	BD DECISION: OPP SUSTAINED	Mar 02, 2022	
4	NOTICE OF DEFAULT	Jan 21, 2022	
3	INSTITUTED	Dec 01, 2021	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 01, 2021	Jan 10, 2022
1	FILED AND FEE	Dec 01, 2021	

Type of Proceeding: Opposition

Proceeding Number: [91272587](#)

Filing Date: Oct 28, 2021

Status: Terminated

Status Date: Jan 27, 2022

Interlocutory Attorney: MARY B MYLES

Defendant

Name: Changzhou Haruo Kids Network Technology Co., Ltd.

Correspondent NYALL ENGFIELD
Address: NO.337 JIAHE ROAD, SIMING DISTRICT, ROOM 2012, ZHONGGUANWEI BLDG
XIAMEN, FUJIAN CHINA , 361000

Correspondent e-mail: orders2@trademarkraft.com , orders@trademarkraft.com , globalip@qq.com

Mark	Application Status	Serial Number	Registration Number
LULU MONKEY	Abandoned - After Inter-Partes Decision	90511672	

Plaintiff(s)

Name: Lulu's Fashion Lounge, LLC

Correspondent JENNIFER LEE TAYLOR
Address: MORRISON & FOERSTER LLP
425 MARKET STREET
SAN FRANCISCO CA UNITED STATES , 94105

Correspondent e-mail: jtaylor@mofo.com , melissaperez@mofo.com , hcheng@mofo.com , tmdocket@mofo.com , ggabriel@mofo.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666
LULU'S	REGISTERED AND RENEWED	77392110	3743619

Prosecution History			
Entry Number	History Text	Date	Due Date
6	TERMINATED	Jan 27, 2022	
5	BD DECISION: OPP SUSTAINED	Jan 27, 2022	
4	NOTICE OF DEFAULT	Dec 18, 2021	
3	INSTITUTED	Oct 28, 2021	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 28, 2021	Dec 07, 2021
1	FILED AND FEE	Oct 28, 2021	

Type of Proceeding: Opposition

Proceeding Number:	91267849	Filing Date:	Feb 24, 2021
Status:	Terminated	Status Date:	May 28, 2021
Interlocutory Attorney:	GEOFFREY MCNUTT		
Defendant			

Name:	Huang Guihong		
Correspondent Address:	JEFFREY S. FIRESTONE 275 SEVENTH AVENUE, 7TH FLOOR, NY NY UNITED STATES , 10001		
Correspondent e-mail:	xutingservice@yeah.net , 1252763389@qq.com		

Associated marks			
Mark	Application Status	Serial Number	Registration Number
LULUTOWAY	Abandoned - After Inter-Partes Decision	90126663	

Plaintiff(s)			
Name:	Lulu's Fashion Lounge, LLC		
Correspondent Address:	JENNIFER LEE TAYLOR MORRISON & FOERSTER LLP 425 MARKET STREET, 32ND FLOOR SAN FRANCISCO CA UNITED STATES , 94105		
Correspondent e-mail:	jtaylor@mofo.com , melissaperez@mofo.com , hcheng@mofo.com , tmdocket@mofo.com		

Associated marks			
Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULU'S	Cancelled - Section 8	86391389	4723509
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666

Prosecution History			
Entry Number	History Text	Date	Due Date
6	TERMINATED	May 28, 2021	
5	BD DECISION: OPP SUSTAINED	May 28, 2021	
4	NOTICE OF DEFAULT	Apr 17, 2021	
3	INSTITUTED	Feb 25, 2021	

Type of Proceeding: Opposition

Proceeding Number: [91252476](#) **Filing Date:** Nov 21, 2019
Status: Terminated **Status Date:** Feb 20, 2020
Interlocutory Attorney: SHANNA K SANDERS

Defendant

Name: Lu Liu
Correspondent Address: JUNGJIN LEE
 TRADEMARK LAWYER LAW FIRM PLLC
 PO BOX 512
 ANN ARBOR MI UNITED STATES , 48106
Correspondent e-mail: docket@trademarklawyerfirm.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULUCREAM	Abandoned - After Inter-Partes Decision	88315886	

Plaintiff(s)

Name: Lulu's Fashion Lounge, LLC
Correspondent Address: JENNIFER LEE TAYLOR
 MORRISON & FOERSTER LLP
 425 MARKET STREET
 SAN FRANCISCO CA UNITED STATES , 94105
Correspondent e-mail: jtaylor@Mofo.com , aphillips@Mofo.com , tmocket@Mofo.com , hcheng@mofo.com , ggabriel@mofo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULU'S	Cancelled - Section 8	86391389	4723509
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666

Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	Feb 20, 2020	
5	BD DECISION: OPP SUSTAINED	Feb 20, 2020	
4	NOTICE OF DEFAULT	Jan 11, 2020	
3	INSTITUTED	Nov 22, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 22, 2019	Jan 01, 2020
1	FILED AND FEE	Nov 21, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91252142](#) **Filing Date:** Nov 06, 2019
Status: Terminated **Status Date:** Feb 06, 2020
Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Fuzhou Yi'en Electronic Commerce Co., Ltd.
Correspondent Address: XUE CHAOXING
 ANLING SECOND ROAD 709# QIAODAN CENTER
 XIAMEN CHINA , 361015
Correspondent e-mail: 75213932@qq.com , 957500001@qq.com

mail:

Mark	Application Status	Serial Number	Registration Number
LULUMALLC	Abandoned - After Inter-Partes Decision	88347453	

Plaintiff(s)

Name: LuLu's Fashion Lounge, LLC

Correspondent Address: JENNIFER LEE TAYLOR
MORRISON & FOERSTER LLP
425 MARKET STREET
SAN FRANCISCO CA UNITED STATES , 94105-2482

Correspondent e-mail: TMDOcket@mofo.com , JTaylor@mofo.com , APhillips@mofo.com , HCheng@mofo.com , GGabriel@mofo.com , melissaperez@mofo.com

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULU'S	Cancelled - Section 8	86391389	4723509
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666

Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	Feb 06, 2020	
5	BD DECISION: OPP SUSTAINED	Feb 06, 2020	
4	NOTICE OF DEFAULT	Dec 28, 2019	
3	INSTITUTED	Nov 08, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 08, 2019	Dec 18, 2019
1	FILED AND FEE	Nov 06, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91251964](#)

Filing Date: Oct 30, 2019

Status: Suspended

Status Date: Nov 22, 2021

Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Crème de la Crème Imports LLC

Correspondent Address: STEVEN A ABREU
SUNSTEIN LLP
100 HIGH STREET 20TH FLOOR
BOSTON MA UNITED STATES , 02110-2321

Correspondent e-mail: sabreu@sunsteinlaw.com , jleeman@sunsteinlaw.com , omartins@sunsteinlaw.com

Mark	Application Status	Serial Number	Registration Number
LOU LOU	Opposition Pending	86369004	

Plaintiff(s)

Name: LuLu's Fashion Lounge, LLC

Correspondent Address: JENNIFER LEE TAYLOR
MORRISON & FOERSTER LLP
425 MARKET STREET
SAN FRANCISCO CA UNITED STATES , 94105

Correspondent e-mail: Tmdocket@mofo.com , JTaylor@mofo.com , APhillips@mofo.com , HCheng@mofo.com , GGabriel@mofo.com , MelissaPerez@mofo.com

Mark	Application Status	Serial	Registration
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		Number	Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULU'S	Cancelled - Section 8	86391389	4723509
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666

Prosecution History

Entry Number	History Text	Date	Due Date
18	SUSPENDED	Mar 22, 2022	
17	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Mar 21, 2022	
16	SUSPENDED	Nov 22, 2021	
15	D CHANGE OF CORRESP ADDRESS	Nov 18, 2021	
14	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Nov 18, 2021	
13	TRIAL DATES RESET	Oct 26, 2021	
12	D RESP TO BD ORDER/INQUIRY	Oct 19, 2021	
11	D RESP TO BD ORDER/INQUIRY	Sep 28, 2021	
10	SUSP PEND DISP OF CIVIL ACTION	Mar 04, 2021	
9	D NOTICE OF BANKRUPTCY	Oct 20, 2020	
8	D CHANGE OF CORRESP ADDRESS	Feb 10, 2020	
7	SUSP PEND DISP OF CIVIL ACTION	Jan 31, 2020	
6	D MOT TO SUSP PEND DISP CIV ACT W/ CONSENT	Jan 13, 2020	
5	D MOT TO SUSP PEND DISP CIV ACTION	Dec 17, 2019	
4	ANSWER	Dec 09, 2019	
3	INSTITUTED	Oct 30, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 30, 2019	Dec 09, 2019
1	FILED AND FEE	Oct 30, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91246431](#)

Filing Date: Feb 14, 2019

Status: Terminated

Status Date: Jun 08, 2020

Interlocutory Attorney: REBECCA J STEMPIEN_COYLE

Defendant

Name: Hongkong Yinghui International Trading Co., Ltd.

Correspondent Address: HONGKONG YINGHUI INTERNATIONAL TRADING COTD.
FLATRM 01 21/F PROSPER COMMERCIAL, BLDG 9 YIN CHONG ST KL
HONG KONG HONG KONG , 33173

Correspondent e-mail: laura@jetstile.com , karry@jetstile.com , jetstile168@outlook.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULUGAL	Abandoned - After Inter-Partes Decision	88053110	

Plaintiff(s)

Name: Lulu's Fashion Lounge, LLC

Correspondent Address: JENNIFER LEE TAYLOR
MORRISON & FOERSTER LLP
425 MARKET ST
SAN FRANCISCO CA UNITED STATES , 94105

Correspondent e-mail: jtaylor@mofo.com , aphillips@mofo.com , tmocket@mofo.com , ggabriel@mofo.com , hcheng@mofo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183

LULU'S Cancelled - Section 8 [86391389](#) [4723509](#)
LULUS Registered [86957983](#) [5168140](#)
LOVELULUS Registered [88042747](#) [5690666](#)

Prosecution History

Entry Number	History Text	Date	Due Date
18	TERMINATED	Jun 08, 2020	
17	BD DECISION: OPP SUSTAINED	Jun 08, 2020	
16	RESPONSE DUE 30 DAYS (DUE DATE)	Apr 29, 2020	May 29, 2020
15	RESPONSE DUE 30 DAYS (DUE DATE)	Mar 20, 2020	Apr 19, 2020
14	D REQ TO W/DRAW AS ATTORNEY	Mar 10, 2020	
13	TRIAL DATES RESET	Dec 20, 2019	
12	D OPP/RESP TO MOTION	Aug 12, 2019	
11	SUSP PEND DISP OF OUTSTNDNG MOT	Aug 01, 2019	
10	P MOT FOR DISCOVERY SANCTIONS	Jul 23, 2019	
9	ANSWER TO AMENDED NOO	Jun 20, 2019	
8	P AMENDED NOO	May 31, 2019	
7	TRIAL DATES RESET	May 09, 2019	
6	RESPONSE DUE	Apr 24, 2019	
5	P REQ FOR DISCOVERY CONFERENCE-ESTTA	Apr 03, 2019	
4	ANSWER	Mar 27, 2019	
3	PENDING, INSTITUTED	Feb 15, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 15, 2019	Mar 27, 2019
1	FILED AND FEE	Feb 14, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91229027](#)

Filing Date: Jul 18, 2016

Status: Terminated

Status Date: Aug 22, 2016

Interlocutory Attorney: ANDREW P BAXLEY

Defendant

Name: Lulu DK Lifestyle, LLC

Correspondent Address: SHELDON PALMER
GALVIN & PALMER
23RD FL 630 3RD AVE
NEW YORK NY UNITED STATES , 10017

Correspondent e-mail: sheldon@galvinpalmer.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULU DK	Registered	86636396	5047807

Plaintiff(s)

Name: Lulu's Fashion Lounge, Inc.

Correspondent Address: JENNIFER LEE TAYLOR
MORRISON & FOERSTER LLP
425 MARKET ST.
SAN FRANCISCO CA UNITED STATES , 94105

Correspondent e-mail: jtaylor@mofo.com , aphillips@mofo.com , ggabriel@mofo.com , tmdocket@mofo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULU'S	REGISTERED AND RENEWED	77392110	3743619
LULU'S	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULU'S	Cancelled - Section 8	86245630	4719184

LULU'S

Cancelled - Section 8

[86391389](#)

[4723509](#)

Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	Aug 22, 2016	
5	BD DECISION: DISMISSED W/O PREJ	Aug 22, 2016	
4	W/DRAW OF OPPOSITION	Aug 15, 2016	
3	PENDING, INSTITUTED	Jul 18, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 18, 2016	Aug 27, 2016
1	FILED AND FEE	Jul 18, 2016	

EXHIBIT B

United States of America

United States Patent and Trademark Office

LULUS

Reg. No. 4,719,183

Registered Apr. 14, 2015

Amended Jun. 20, 2017

Int. Cl.: 25

Trademark

Principal Register

Lulu's Fashion Lounge, Inc. (CALIFORNIA CORPORATION)
195 Humboldt Ave.
Chico, CA 95928

CLASS 25: Clothing, namely dresses, tops, sweaters, vests, jackets, skirts, pants, jeans, shorts, leggings, tights, socks, overalls, swimwear, rompers, jumpsuits, lingerie, and bodysuits; headwear, namely, hats; footwear, namely, shoes, boots, flip flops, and sandals

FIRST USE 8-31-1996; IN COMMERCE 8-31-1996

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

OWNER OF U.S. REG. NO. 3743619

SER. NO. 86-245,622, FILED 04-08-2014



Joseph Matol

Performing the Functions and Duties of the
Under Secretary of Commerce for
Intellectual Property and Director of the
United States Patent and Trademark Office

Generated on: This page was generated by TSDR on 2022-04-06 13:19:16 EDT

Mark: LULUS

LULUS

US Serial Number: 86245622

Application Filing Date: Apr. 08, 2014

US Registration Number: 4719183

Registration Date: Apr. 14, 2015

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

Status Date: May 03, 2021

Publication Date: Aug. 26, 2014

Mark Information

Mark Literal Elements: LULUS

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

International Registration Number: 1230611, 1466856

International Application(s) /Registration(s) Based on this Property: A0045097/1230611, A0084819/1466856

Claimed Ownership of US Registrations: 3743619

Goods and Services

Note:

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

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

For: Clothing, namely dresses, tops, sweaters, vests, jackets, skirts, pants, jeans, shorts, leggings, tights, socks, overalls, swimwear, rompers, jumpsuits, lingerie, and bodysuits; headwear, namely, hats; footwear, namely, shoes, boots, flip flops, and sandals

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 31, 1996

Use in Commerce: Aug. 31, 1996

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: LULU'S FASHION LOUNGE, LLC

Owner Address: 195 HUMBOLDT AVENUE
CHICO, CALIFORNIA UNITED STATES 95928

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jennifer Lee Taylor

Docket Number: 648616003000

Attorney Primary Email Address: TMDocket@mofo.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Jennifer Lee Taylor
MORRISON & FOERSTER LLP
425 Market Street
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Phone: 415-268-6538

Fax: 415-268-7522

Correspondent e-mail: TMDocket@mofo.com MelissaPerez@mofo.com
HCheng@mofo.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 08, 2021	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Oct. 18, 2021	NOTICE OF SUIT	
May 03, 2021	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
May 03, 2021	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	95151
Apr. 30, 2021	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	95151
Jan. 11, 2021	TEAS SECTION 8 & 15 RECEIVED	
Apr. 14, 2020	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Apr. 02, 2020	NOTICE OF SUIT	
Aug. 08, 2018	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
May 12, 2017	AMENDMENT UNDER SECTION 7 A- PROCESSED	59136
May 08, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	59136
Jan. 09, 2017	TEAS SECTION 7 REQUEST RECEIVED	
Apr. 14, 2015	REGISTERED-PRINCIPAL REGISTER	
Mar. 10, 2015	EXTENSION OF TIME TO OPPOSE PROCESS - TERMINATED	
Sep. 25, 2014	EXTENSION OF TIME TO OPPOSE RECEIVED	
Aug. 26, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Aug. 26, 2014	PUBLISHED FOR OPPOSITION	
Aug. 06, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jul. 23, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	

Jul. 16, 2014 ASSIGNED TO EXAMINER
Apr. 21, 2014 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM
Apr. 11, 2014 NEW APPLICATION ENTERED IN TRAM

91168

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 101

Date in Location: May 03, 2021

Assignment Abstract Of Title Information

Summary

Total Assignments: 8

Registrant: Lulu's Fashion Lounge, Inc.

Assignment 1 of 8

Conveyance: SECURITY INTEREST

Reel/Frame: [5340/0702](#)

Pages: 7

Date Recorded: Aug. 11, 2014

Supporting Documents: [assignment-tm-5340-0702.pdf](#)

Assignor

Name: [LULU'S FASHION LOUNGE, INC.](#)

Execution Date: Jul. 25, 2014

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [ABACUS FINANCE GROUP, LLC, AS AGENT](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Address: 6 EAST 43RD STREET
NEW YORK, NEW YORK 10017

Correspondent

Correspondent Name: STACEY MORDAS

Correspondent Address: 400 ATLANTIC AVENUE
BOSTON, MA 02110-3333

Domestic Representative - Not Found

Assignment 2 of 8

Conveyance: RELEASE BY SECURED PARTY

Reel/Frame: [6173/0288](#)

Pages: 5

Date Recorded: Oct. 04, 2017

Supporting Documents: [assignment-tm-6173-0288.pdf](#)

Assignor

Name: [ABACUS FINANCE GROUP, LLC](#)

Execution Date: Aug. 07, 2017

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Assignee

Name: [LULU'S FASHION LOUNGE, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Address: 195 HUMBOLDT AVENUE
CHICO, CALIFORNIA 95928

Correspondent

Correspondent Name: RONALD M. DUVERNAY

Correspondent Address: PRUDENTIAL TOWER, 800 BOYLSTON STREET
ROPE & GRAY LLP
BOSTON, MA 02199-3600

Domestic Representative - Not Found

Assignment 3 of 8

Conveyance: RELEASE BY SECURED PARTY

Reel/Frame: [6183/0249](#)

Pages: 5

Date Recorded: Oct. 13, 2017

Supporting Documents: [assignment-tm-6183-0249.pdf](#)

Assignor

Name: [ABACUS FINANCE GROUP LLC, AS ADMINISTRATIVE AGENT](#)

Execution Date: Aug. 07, 2017

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Assignee

Name: [LULU'S FASHION LOUNGE, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Address: 195 HUMBOLDT AVENUE
CHICO, CALIFORNIA 95928

Correspondent

Correspondent Name: STACEY MORDAS

Correspondent Address: 400 ATLANTIC AVENUE
BOSTON, MA 02110

Domestic Representative - Not Found

Assignment 4 of 8

Conveyance: ENTITY CONVERSION

Reel/Frame: [6399/0604](#)

Pages: 3

Date Recorded: Jun. 12, 2018

Supporting Documents: [assignment-tm-6399-0604.pdf](#)

Assignor

Name: [LULU'S FASHION LOUNGE, INC.](#)

Execution Date: Aug. 25, 2017

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [LULU'S FASHION LOUNGE, LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: CALIFORNIA

Address: 195 HUMBOLDT AVENUE
CHICO, CALIFORNIA 95928

Correspondent

Correspondent Name: JENNIFER LEE TAYLOR, MORRISON & FOERSTER

Correspondent Address: 425 MARKET STREET
SAN FRANCISCO, CA 94105

Domestic Representative - Not Found

Assignment 5 of 8

Conveyance: SECURITY INTEREST

Reel/Frame: [6140/0586](#)

Pages: 8

Date Recorded: Aug. 29, 2017

Supporting Documents: [assignment-tm-6140-0586.pdf](#)

Documents: _____

Assignor

Name: [LULU'S FASHION LOUNGE, LLC, AS GRANTOR](#) **Execution Date:** Aug. 28, 2017
Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** DELAWARE

Assignee

Name: [CREDIT SUISSE AG, CAYMAN ISLANDS BRANCH, AS COLLATERAL AGENT](#)
Legal Entity Type: NATIONAL BANKING ASSOCIATION **State or Country Where Organized:** SWITZERLAND
Address: 11 MADISON AVENUE
NEW YORK, NEW YORK 10010

Correspondent

Correspondent Name: MELONY SOT
Correspondent Address: 1025 VERMONT AVE NW, SUITE 1130
COGENCY GLOBAL INC.
WASHINGTON, DC 20005

Domestic Representative - Not Found

Assignment 6 of 8

Conveyance: ENTITY CONVERSION
Reel/Frame: [6404/0680](#) **Pages:** 4
Date Recorded: Aug. 03, 2018
Supporting Documents: [assignment-tm-6404-0680.pdf](#)

Assignor

Name: [LULU'S FASHION LOUNGE, LLC](#) **Execution Date:** Aug. 28, 2017
Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA

Assignee

Name: [LULU'S FASHION LOUNGE, LLC](#)
Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** DELAWARE
Address: 195 HUMBOLDT AVENUE
CHICO, CALIFORNIA 95928

Correspondent

Correspondent Name: JENNIFER LEE TAYLOR
Correspondent Address: 425 MARKET STREET
MORRISON & FOERSTER LLP
SAN FRANCISCO, CA 94105

Domestic Representative - Not Found

Assignment 7 of 8

Conveyance: NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS
Reel/Frame: [7496/0149](#) **Pages:** 6
Date Recorded: Nov. 16, 2021
Supporting Documents: [assignment-tm-7496-0149.pdf](#)

Assignor

Name: [LULU'S FASHION LOUNGE, LLC](#) **Execution Date:** Nov. 15, 2021
Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** DELAWARE

Assignee

Name: [BANK OF AMERICA, N.A., AS ADMINISTRATIVE AGENT](#)
Legal Entity Type: NATIONAL BANKING ASSOCIATION **State or Country Where Organized:** UNITED STATES

Address: 200 WEST CAPITOL AVENUE
AR1-101-05-01
LITTLE ROCK, ARKANSAS 72201

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC

Correspondent Address: 100 NORTH TRYON STREET
SUITE 4700, ATTN: IP DEPARTMENT
CHARLOTTE, NC 28202

Domestic Representative - Not Found

Assignment 8 of 8

Conveyance: RELEASE OF SECURITY INTEREST IN TRADEMARKS

Reel/Frame: [7496/0155](#)

Pages: 6

Date Recorded: Nov. 16, 2021

Supporting Documents: [assignment-tm-7496-0155.pdf](#)

Assignor

Name: [CREDIT SUISSE AG, CAYMAN ISLANDS BRANCH, AS AGENT](#)

Execution Date: Nov. 15, 2021

Legal Entity Type: NATIONAL BANKING ASSOCIATION

State or Country Where Organized: SWITZERLAND

Assignee

Name: [LULU'S FASHION LOUNGE, LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Address: 195 HUMBOLDT AVE.
CHICO, CALIFORNIA 95928

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC

Correspondent Address: 100 NORTH TRYON STREET
SUITE 4700, ATTN: IP DEPARTMENT
CHARLOTTE, NC 28202

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 10

Type of Proceeding: Opposition

Proceeding Number: [91275196](#)

Filing Date: Mar 23, 2022

Status: Pending

Status Date: Mar 23, 2022

Interlocutory Attorney: JENNIFER ELGIN

Defendant

Name: Colon, Milagrito

Correspondent Address: MICHAEL PESOCHINSKY
PESOCHINSKY LLC // WWW.MYBRANDMARK.COM
9 WARNER WAY
WAYNE NJ UNITED STATES , 07470

Correspondent e-mail: support@mybrandmark.com , mpesoch@gmail.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SHAPED BY LULU	Opposition Pending	90660442	

Plaintiff(s)**Name:** LULU'S FASHION LOUNGE, LLC**Correspondent** JENNIFER LEE TAYLOR**Address:** MORRISON & FOERSTER LLP
425 MARKET STREET
SAN FRANCISCO CA UNITED STATES , 94105**Correspondent e-mail:** TMdocket@mofo.com , JTaylor@mofo.com , SLarson@mofo.com , CVu@mofo.com , HCheng@mofo.com , CBurn@mofo.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666
LULU'S	REGISTERED AND RENEWED	77392110	3743619

Prosecution History

Entry Number	History Text	Date	Due Date
3	INSTITUTED	Mar 23, 2022	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 23, 2022	May 02, 2022
1	FILED AND FEE	Mar 23, 2022	

Type of Proceeding: Opposition**Proceeding Number:** [91273229](#)**Filing Date:** Dec 01, 2021**Status:** Terminated**Status Date:** Mar 02, 2022**Interlocutory Attorney:** GEOFFREY MCNUTT**Defendant****Name:** Shenzhen haixun management consulting co., ltd**Correspondent** QIN TAO**Address:** 10223 BROADWAY STREET SUITE P424
PEARLAND TX UNITED STATES , 77584**Correspondent e-mail:** qtesq1001@gmail.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
LULEW	Abandoned - After Inter-Partes Decision	90561471	

Plaintiff(s)**Name:** Lulu's Fashion Lounge, LLC**Correspondent** JENNIFER LEE TAYLOR**Address:** MORRISON & FOERSTER LLP
425 MARKET STREET
SAN FRANCISCO CA UNITED STATES , 94105**Correspondent e-mail:** jtaylor@mofo.com , cvu@mofo.com , hcheng@mofo.com , cburns@mofo.com , TMdocket@mofo.com , slarson@mofo.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666
LULU'S	REGISTERED AND RENEWED	77392110	3743619

Prosecution History

Entry Number	History Text	Date	Due Date
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6	TERMINATED	Mar 02, 2022	
5	BD DECISION: OPP SUSTAINED	Mar 02, 2022	
4	NOTICE OF DEFAULT	Jan 21, 2022	
3	INSTITUTED	Dec 01, 2021	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 01, 2021	Jan 10, 2022
1	FILED AND FEE	Dec 01, 2021	

Type of Proceeding: Opposition

Proceeding Number: [91272587](#) **Filing Date:** Oct 28, 2021
Status: Terminated **Status Date:** Jan 27, 2022
Interlocutory Attorney: MARY B MYLES

Defendant

Name: Changzhou Haruo Kids Network Technology Co., Ltd.
Correspondent Address: NYALL ENFIELD
NO.337 JIAHE ROAD, SIMING DISTRICT, ROOM 2012, ZHONGGUANWEI BLDG
XIAMEN, FUJIAN CHINA , 361000
Correspondent e-mail: orders2@trademarkkraft.com , orders@trademarkkraft.com , globalip@qq.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULU MONKEY	Abandoned - After Inter-Partes Decision	90511672	

Plaintiff(s)

Name: Lulu's Fashion Lounge, LLC
Correspondent Address: JENNIFER LEE TAYLOR
MORRISON & FOERSTER LLP
425 MARKET STREET
SAN FRANCISCO CA UNITED STATES , 94105
Correspondent e-mail: jtaylor@mofo.com , melissaperez@mofo.com , hcheng@mofo.com , tmocket@mofo.com , ggabriel@mofo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666
LULU'S	REGISTERED AND RENEWED	77392110	3743619

Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	Jan 27, 2022	
5	BD DECISION: OPP SUSTAINED	Jan 27, 2022	
4	NOTICE OF DEFAULT	Dec 18, 2021	
3	INSTITUTED	Oct 28, 2021	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 28, 2021	Dec 07, 2021
1	FILED AND FEE	Oct 28, 2021	

Type of Proceeding: Opposition

Proceeding Number: [91267849](#) **Filing Date:** Feb 24, 2021
Status: Terminated **Status Date:** May 28, 2021
Interlocutory Attorney: GEOFFREY MCNUTT

Defendant

Name: Huang Guihong

Correspondent JEFFREY S.FIRESTONE
Address: 275 SEVENTH AVENUE, 7TH FLOOR,
NY NY UNITED STATES , 10001

Correspondent e-mail: xutingservice@yeah.net , 1252763389@qq.com

Mark	Application Status	Serial Number	Registration Number
LULUTOWAY	Abandoned - After Inter-Partes Decision	90126663	

Plaintiff(s)

Name: Lulu's Fashion Lounge, LLC

Correspondent JENNIFER LEE TAYLOR
Address: MORRISON & FOERSTER LLP
425 MARKET STREET, 32ND FLOOR
SAN FRANCISCO CA UNITED STATES , 94105

Correspondent e-mail: jtaylor@mofo.com , melissaperez@mofo.com , hcheng@mofo.com , tmdocket@mofo.com

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULU'S	Cancelled - Section 8	86391389	4723509
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666

Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	May 28, 2021	
5	BD DECISION: OPP SUSTAINED	May 28, 2021	
4	NOTICE OF DEFAULT	Apr 17, 2021	
3	INSTITUTED	Feb 25, 2021	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 25, 2021	Apr 06, 2021
1	FILED AND FEE	Feb 24, 2021	

Type of Proceeding: Opposition

Proceeding Number: [91252476](#)

Filing Date: Nov 21, 2019

Status: Terminated

Status Date: Feb 20, 2020

Interlocutory Attorney: SHANNA K SANDERS

Defendant

Name: Lu Liu

Correspondent JUNGJIN LEE
Address: TRADEMARK LAWYER LAW FIRM PLLC
PO BOX 512
ANN ARBOR MI UNITED STATES , 48106

Correspondent e-mail: docket@trademarklawyerfirm.com

Mark	Application Status	Serial Number	Registration Number
LULUCREAM	Abandoned - After Inter-Partes Decision	88315886	

Plaintiff(s)

Name: Lulu's Fashion Lounge, LLC

Correspondent JENNIFER LEE TAYLOR
Address: MORRISON & FOERSTER LLP
425 MARKET STREET
SAN FRANCISCO CA UNITED STATES , 94105

Correspondent e-mail: jtaylor@mofo.com , aphillips@mofo.com , tmdocket@mofo.com , hcheng@mofo.com , ggabriel@mofo.com

mail:

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULU'S	Cancelled - Section 8	86391389	4723509
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666

Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	Feb 20, 2020	
5	BD DECISION: OPP SUSTAINED	Feb 20, 2020	
4	NOTICE OF DEFAULT	Jan 11, 2020	
3	INSTITUTED	Nov 22, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 22, 2019	Jan 01, 2020
1	FILED AND FEE	Nov 21, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91252142](#)

Filing Date: Nov 06, 2019

Status: Terminated

Status Date: Feb 06, 2020

Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Fuzhou Yi'en Electronic Commerce Co., Ltd.

Correspondent Address: XUE CHAOXING
ANLING SECOND ROAD 709# QIAODAN CENTER
XIAMEN CHINA , 361015

Correspondent e-mail: 75213932@qq.com , 957500001@qq.com

Mark	Application Status	Serial Number	Registration Number
LULUMALLC	Abandoned - After Inter-Partes Decision	88347453	

Plaintiff(s)

Name: LuLu's Fashion Lounge, LLC

Correspondent Address: JENNIFER LEE TAYLOR
MORRISON & FOERSTER LLP
425 MARKET STREET
SAN FRANCISCO CA UNITED STATES , 94105-2482

Correspondent e-mail: TMDocket@mofo.com , JTaylor@mofo.com , APhillips@mofo.com , HCheng@mofo.com , GGabriel@mofo.com , melissaperez@mofo.com

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULU'S	Cancelled - Section 8	86391389	4723509
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666

Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	Feb 06, 2020	
5	BD DECISION: OPP SUSTAINED	Feb 06, 2020	
4	NOTICE OF DEFAULT	Dec 28, 2019	
3	INSTITUTED	Nov 08, 2019	

2 NOTICE AND TRIAL DATES SENT; ANSWER DUE: Nov 08, 2019 Dec 18, 2019
 1 FILED AND FEE Nov 06, 2019

Type of Proceeding: Opposition

Proceeding Number: [91251964](#) **Filing Date:** Oct 30, 2019
Status: Suspended **Status Date:** Nov 22, 2021
Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Crème de la Crème Imports LLC
Correspondent Address: STEVEN A ABREU
 SUNSTEIN LLP
 100 HIGH STREET 20TH FLOOR
 BOSTON MA UNITED STATES , 02110-2321
Correspondent e-mail: sabreu@sunsteinlaw.com , jleeman@sunsteinlaw.com , omartins@sunsteinlaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LOU LOU	Opposition Pending	86369004	

Plaintiff(s)

Name: LuLu's Fashion Lounge, LLC
Correspondent Address: JENNIFER LEE TAYLOR
 MORRISON & FOERSTER LLP
 425 MARKET STREET
 SAN FRANCISCO CA UNITED STATES , 94105
Correspondent e-mail: Tmdocket@mofo.com , JTaylor@mofo.com , APhillips@mofo.com , HCheng@mofo.com , GGabriel@mofo.com , MelissaPerez@mofo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULU'S	Cancelled - Section 8	86391389	4723509
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666

Prosecution History

Entry Number	History Text	Date	Due Date
18	SUSPENDED	Mar 22, 2022	
17	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Mar 21, 2022	
16	SUSPENDED	Nov 22, 2021	
15	D CHANGE OF CORRESP ADDRESS	Nov 18, 2021	
14	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Nov 18, 2021	
13	TRIAL DATES RESET	Oct 26, 2021	
12	D RESP TO BD ORDER/INQUIRY	Oct 19, 2021	
11	D RESP TO BD ORDER/INQUIRY	Sep 28, 2021	
10	SUSP PEND DISP OF CIVIL ACTION	Mar 04, 2021	
9	D NOTICE OF BANKRUPTCY	Oct 20, 2020	
8	D CHANGE OF CORRESP ADDRESS	Feb 10, 2020	
7	SUSP PEND DISP OF CIVIL ACTION	Jan 31, 2020	
6	D MOT TO SUSP PEND DISP CIV ACT W/ CONSENT	Jan 13, 2020	
5	D MOT TO SUSP PEND DISP CIV ACTION	Dec 17, 2019	
4	ANSWER	Dec 09, 2019	
3	INSTITUTED	Oct 30, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 30, 2019	Dec 09, 2019
1	FILED AND FEE	Oct 30, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91246431](#)

Filing Date: Feb 14, 2019

Status: Terminated

Status Date: Jun 08, 2020

Interlocutory Attorney: REBECCA J STEMPIEN_COYLE

Defendant

Name: Hongkong Yinghui International Trading Co., Ltd.

Correspondent Address: HONGKONG YINGHUI INTERNATIONAL TRADING COTD.
FLATRM 01 21/F PROSPER COMMERCIAL, BLDG 9 YIN CHONG ST KL
HONG KONG HONG KONG , 33173

Correspondent e-mail: laura@jetstile.com , karry@jetstile.com , jetstile168@outlook.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULUGAL	Abandoned - After Inter-Partes Decision	88053110	

Plaintiff(s)

Name: Lulu's Fashion Lounge, LLC

Correspondent Address: JENNIFER LEE TAYLOR
MORRISON & FOERSTER LLP
425 MARKET ST
SAN FRANCISCO CA UNITED STATES , 94105

Correspondent e-mail: jtaylor@mofo.com , aphillips@mofo.com , tmdocket@mofo.com , ggabriel@mofo.com , hcheng@mofo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULU'S	Cancelled - Section 8	86391389	4723509
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666

Prosecution History

Entry Number	History Text	Date	Due Date
18	TERMINATED	Jun 08, 2020	
17	BD DECISION: OPP SUSTAINED	Jun 08, 2020	
16	RESPONSE DUE 30 DAYS (DUE DATE)	Apr 29, 2020	May 29, 2020
15	RESPONSE DUE 30 DAYS (DUE DATE)	Mar 20, 2020	Apr 19, 2020
14	D REQ TO W/DRAW AS ATTORNEY	Mar 10, 2020	
13	TRIAL DATES RESET	Dec 20, 2019	
12	D OPP/RESP TO MOTION	Aug 12, 2019	
11	SUSP PEND DISP OF OUTSTNDNG MOT	Aug 01, 2019	
10	P MOT FOR DISCOVERY SANCTIONS	Jul 23, 2019	
9	ANSWER TO AMENDED NOO	Jun 20, 2019	
8	P AMENDED NOO	May 31, 2019	
7	TRIAL DATES RESET	May 09, 2019	
6	RESPONSE DUE	Apr 24, 2019	
5	P REQ FOR DISCOVERY CONFERENCE-ESTTA	Apr 03, 2019	
4	ANSWER	Mar 27, 2019	
3	PENDING, INSTITUTED	Feb 15, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 15, 2019	Mar 27, 2019
1	FILED AND FEE	Feb 14, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91229027](#)

Filing Date: Jul 18, 2016

Status: Terminated

Status Date: Aug 22, 2016

Interlocutory Attorney: ANDREW P BAXLEY

Defendant

Name: Lulu DK Lifestyle, LLC

Correspondent Address: SHELDON PALMER
GALVIN & PALMER
23RD FL 630 3RD AVE
NEW YORK NY UNITED STATES , 10017

Correspondent e-mail: sheldon@galvinpalmer.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULU DK	Registered	86636396	5047807

Plaintiff(s)

Name: Lulu's Fashion Lounge, Inc.

Correspondent Address: JENNIFER LEE TAYLOR
MORRISON & FOERSTER LLP
425 MARKET ST.
SAN FRANCISCO CA UNITED STATES , 94105

Correspondent e-mail: jtaylor@mofo.com , aphillips@mofo.com , ggabriel@mofo.com , tmdocket@mofo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULU'S	REGISTERED AND RENEWED	77392110	3743619
LULU'S	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULU'S	Cancelled - Section 8	86245630	4719184
LULU'S	Cancelled - Section 8	86391389	4723509

Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	Aug 22, 2016	
5	BD DECISION: DISMISSED W/O PREJ	Aug 22, 2016	
4	W/DRAW OF OPPOSITION	Aug 15, 2016	
3	PENDING, INSTITUTED	Jul 18, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 18, 2016	Aug 27, 2016
1	FILED AND FEE	Jul 18, 2016	

Type of Proceeding: Extension of Time

Proceeding Number: [86245622](#)

Filing Date: Sep 25, 2014

Status: Terminated

Status Date: Mar 10, 2015

Interlocutory Attorney:

Defendant

Name: Lulu's Fashion Lounge, Inc.

Correspondent Address: JENNIFER LEE TAYLOR
MORRISON & FOERSTER LLP
425 MARKET ST FL 30
SAN FRANCISCO CA UNITED STATES , 94105-2482

Correspondent e-mail: TMDocket@mofo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULU'S	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183

Potential Opposer(s)

Name: Lululemon Athletica Canada Inc.

Correspondent Ann K. Ford

Address: DLA Piper LLP (US)
500 8th Street NW
Washington DC UNITED STATES , 20004

Correspondent e-mail: Ann.Ford@dlapiper.com , David.Kramer@dlapiper.com , dctrademarks@dlapiper.com

Prosecution History

Entry Number	History Text	Date	Due Date
7	TERMINATED	Mar 10, 2015	
6	EXTENSION OF TIME GRANTED	Dec 24, 2014	
5	INCOMING - EXT TIME TO OPPOSE FILED	Dec 24, 2014	
4	EXTENSION OF TIME GRANTED	Oct 24, 2014	
3	INCOMING - EXT TIME TO OPPOSE FILED	Oct 24, 2014	
2	EXTENSION OF TIME GRANTED	Sep 25, 2014	
1	INCOMING - EXT TIME TO OPPOSE FILED	Sep 25, 2014	

EXHIBIT C

United States of America

United States Patent and Trademark Office

Lulus

Reg. No. 5,168,140

Lulu's Fashion Lounge, Inc. (CALIFORNIA CORPORATION)
195 Humboldt Avenue
Chico, CA 95928

Registered Mar. 21, 2017

Corrected Aug. 15, 2017

CLASS 25: Clothing, namely, dresses, tops, sweaters, vests, jackets, skirts, pants, jeans, shorts, leggings, tights, socks, overalls, swimwear, rompers, jumpsuits, lingerie, and bodysuits; headwear, namely, hats; footwear, namely, shoes, boots, flip flops, and sandals

Int. Cl.: 25, 35

FIRST USE 6-1-2016; IN COMMERCE 6-1-2016

Service Mark

Trademark

CLASS 35: Computerized on-line ordering featuring general merchandise and general consumer goods; Computerized on-line ordering services in the field of clothing, shoes, jewelry and hair, clothing, handbag, and eyewear accessories; Computerized on-line retail store services in the field of clothing, shoes, jewelry and hair, clothing, handbag, and eyewear accessories

Principal Register

FIRST USE 6-1-2016; IN COMMERCE 6-1-2016

The mark consists of The text "lulus" appearing in lowercase, cursive font.

SER. NO. 86-957,983, FILED 03-30-2016

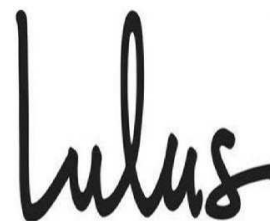


Joseph Matol

Performing the Functions and Duties of the
Under Secretary of Commerce for
Intellectual Property and Director of the
United States Patent and Trademark Office

Generated on: This page was generated by TSDR on 2022-04-06 13:56:26 EDT

Mark: LULUS



US Serial Number: 86957983

Application Filing Date: Mar. 30, 2016

US Registration Number: 5168140

Registration Date: Mar. 21, 2017

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Trademark, Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

Status Date: Mar. 21, 2017

Publication Date: Nov. 15, 2016 Notice of Allowance Date: Jan. 10, 2017

Mark Information

Mark Literal Elements: LULUS

Standard Character Claim: No

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

Description of Mark: The mark consists of The text "lulus" appearing in lowercase, cursive font.

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

Related Properties Information

International Registration Number: 1330811

International Application(s) /Registration(s) Based on this Property: A0061920/1330811

Goods and Services

Note:

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

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

For: Clothing, namely, dresses, tops, sweaters, vests, jackets, skirts, pants, jeans, shorts, leggings, tights, socks, overalls, swimwear, rompers, jumpsuits, lingerie, and bodysuits; headwear, namely, hats; footwear, namely, shoes, boots, flip flops, and sandals

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 01, 2016

Use in Commerce: Jun. 01, 2016

For: Computerized on-line ordering featuring general merchandise and general consumer goods; Computerized on-line ordering services in the field of clothing, shoes, jewelry and hair, clothing, handbag, and eyewear accessories; Computerized on-line retail store services in the field of clothing, shoes, jewelry and hair, clothing, handbag, and eyewear accessories

International Class(es): 035 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 01, 2016

Use in Commerce: Jun. 01, 2016

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: LULU'S FASHION LOUNGE, LLC

Owner Address: 195 HUMBOLDT AVENUE
CHICO, CALIFORNIA UNITED STATES 95928

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jennifer Lee Taylor

Docket Number: 648616006000

Attorney Primary Email Address: TMDocket@mofo.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Jennifer Lee Taylor
MORRISON & FOERSTER LLP
425 MARKET STREET
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Phone: (415) 268-6538

Fax: (415) 268-7522

Correspondent e-mail: TMDocket@mofo.com SLarson@mofo.com HCheng@mofo.com kgalt@mofo.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2022	TEAS SECTION 8 & 15 RECEIVED	
Mar. 21, 2022	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Dec. 08, 2021	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Oct. 18, 2021	NOTICE OF SUIT	
Apr. 02, 2020	NOTICE OF SUIT	
Aug. 08, 2018	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 08, 2017	CORRECTION UNDER SECTION 7 Â- PROCESSED	70131
Jun. 26, 2017	ASSIGNED TO PARALEGAL	70131
Apr. 26, 2017	TEAS SECTION 7 REQUEST RECEIVED	

Mar. 21, 2017	REGISTERED-PRINCIPAL REGISTER	
Feb. 16, 2017	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Feb. 15, 2017	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Feb. 15, 2017	STATEMENT OF USE PROCESSING COMPLETE	70565
Jan. 30, 2017	USE AMENDMENT FILED	70565
Feb. 15, 2017	CASE ASSIGNED TO INTENT TO USE PARALEGAL	70565
Jan. 30, 2017	TEAS STATEMENT OF USE RECEIVED	
Jan. 10, 2017	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Nov. 15, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Nov. 15, 2016	PUBLISHED FOR OPPOSITION	
Oct. 26, 2016	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Oct. 02, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 30, 2016	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Sep. 29, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Sep. 29, 2016	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jul. 21, 2016	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jul. 21, 2016	NON-FINAL ACTION E-MAILED	6325
Jul. 21, 2016	NON-FINAL ACTION WRITTEN	85323
Jul. 13, 2016	ASSIGNED TO EXAMINER	85323
Apr. 04, 2016	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Apr. 02, 2016	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 108

Date in Location: Jul. 08, 2017

Assignment Abstract Of Title Information

Summary

Total Assignments: 5

Registrant: Lulu's Fashion Lounge, Inc.

Assignment 1 of 5

Conveyance: ENTITY CONVERSION

Reel/Frame: [6399/0604](#)

Pages: 3

Date Recorded: Jun. 12, 2018

Supporting Documents: [assignment-tm-6399-0604.pdf](#)

Assignor

Name: [LULU'S FASHION LOUNGE, INC.](#)

Execution Date: Aug. 25, 2017

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [LULU'S FASHION LOUNGE, LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: CALIFORNIA

Address: 195 HUMBOLDT AVENUE
CHICO, CALIFORNIA 95928

Correspondent

Correspondent Name: JENNIFER LEE TAYLOR, MORRISON & FOERSTER

Correspondent Address: 425 MARKET STREET
SAN FRANCISCO, CA 94105

Domestic Representative - Not Found

Assignment 2 of 5

Conveyance: SECURITY INTEREST

Reel/Frame: [6140/0586](#)

Pages: 8

Date Recorded: Aug. 29, 2017

Supporting Documents: [assignment-tm-6140-0586.pdf](#)

Assignor

Name: [LULU'S FASHION LOUNGE, LLC, AS GRANTOR](#)

Execution Date: Aug. 28, 2017

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Assignee

Name: [CREDIT SUISSE AG, CAYMAN ISLANDS BRANCH, AS COLLATERAL AGENT](#)

Legal Entity Type: NATIONAL BANKING ASSOCIATION

State or Country Where Organized: SWITZERLAND

Address: 11 MADISON AVENUE
NEW YORK, NEW YORK 10010

Correspondent

Correspondent Name: MELONY SOT

Correspondent Address: 1025 VERMONT AVE NW, SUITE 1130
COGENCY GLOBAL INC.
WASHINGTON, DC 20005

Domestic Representative - Not Found

Assignment 3 of 5

Conveyance: ENTITY CONVERSION

Reel/Frame: [6404/0680](#)

Pages: 4

Date Recorded: Aug. 03, 2018

Supporting Documents: [assignment-tm-6404-0680.pdf](#)

Assignor

Name: [LULU'S FASHION LOUNGE, LLC](#)

Execution Date: Aug. 28, 2017

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: CALIFORNIA

Assignee

Name: [LULU'S FASHION LOUNGE, LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Address: 195 HUMBOLDT AVENUE
CHICO, CALIFORNIA 95928

Correspondent

Correspondent Name: JENNIFER LEE TAYLOR

Correspondent Address: 425 MARKET STREET
MORRISON & FOERSTER LLP
SAN FRANCISCO, CA 94105

Domestic Representative - Not Found

Assignment 4 of 5

Conveyance: NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS

Reel/Frame: [7496/0149](#)

Pages: 6

Date Recorded: Nov. 16, 2021

Supporting Documents: [assignment-tm-7496-0149.pdf](#)

Assignor

Name: [LULU'S FASHION LOUNGE, LLC](#)

Execution Date: Nov. 15, 2021

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Assignee

Name: [BANK OF AMERICA, N.A., AS ADMINISTRATIVE AGENT](#)

Legal Entity Type: NATIONAL BANKING ASSOCIATION

State or Country Where Organized: UNITED STATES

Address: 200 WEST CAPITOL AVENUE
AR1-101-05-01
LITTLE ROCK, ARKANSAS 72201

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC

Correspondent Address: 100 NORTH TRYON STREET
SUITE 4700, ATTN: IP DEPARTMENT
CHARLOTTE, NC 28202

Domestic Representative - Not Found

Assignment 5 of 5

Conveyance: RELEASE OF SECURITY INTEREST IN TRADEMARKS

Reel/Frame: [7496/0155](#)

Pages: 6

Date Recorded: Nov. 16, 2021

Supporting Documents: [assignment-tm-7496-0155.pdf](#)

Assignor

Name: [CREDIT SUISSE AG, CAYMAN ISLANDS BRANCH, AS AGENT](#)

Execution Date: Nov. 15, 2021

Legal Entity Type: NATIONAL BANKING ASSOCIATION

State or Country Where Organized: SWITZERLAND

Assignee

Name: [LULU'S FASHION LOUNGE, LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Address: 195 HUMBOLDT AVE.
CHICO, CALIFORNIA 95928

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC

Correspondent Address: 100 NORTH TRYON STREET
SUITE 4700, ATTN: IP DEPARTMENT
CHARLOTTE, NC 28202

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 8

Type of Proceeding: Opposition

Proceeding Number: [91275196](#)

Filing Date: Mar 23, 2022

Status: Pending

Status Date: Mar 23, 2022

Interlocutory Attorney: JENNIFER ELGIN

Defendant

Name: Colon, Milagrito

Correspondent Address: MICHAEL PESOCHINSKY
PESPOCHINSKY LLC // WWW.MYBRANDMARK.COM
9 WARNER WAY
WAYNE NJ UNITED STATES , 07470

Correspondent e- support@mybrandmark.com , mpesoch@gmail.com

mail:

Mark	Application Status	Serial Number	Registration Number
SHAPED BY LULU	Opposition Pending	90660442	

Plaintiff(s)

Name: LULU'S FASHION LOUNGE, LLC

Correspondent Address: JENNIFER LEE TAYLOR
MORRISON & FOERSTER LLP
425 MARKET STREET
SAN FRANCISCO CA UNITED STATES , 94105

Correspondent e-mail: TMdocket@mofo.com , JTaylor@mofo.com , SLarson@mofo.com , CVu@mofo.com , HCheng@mofo.com , CBurn@mofo.com

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666
LULU'S	REGISTERED AND RENEWED	77392110	3743619

Prosecution History

Entry Number	History Text	Date	Due Date
3	INSTITUTED	Mar 23, 2022	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 23, 2022	May 02, 2022
1	FILED AND FEE	Mar 23, 2022	

Type of Proceeding: Opposition

Proceeding Number: [91273229](#)

Filing Date: Dec 01, 2021

Status: Terminated

Status Date: Mar 02, 2022

Interlocutory Attorney: GEOFFREY MCNUTT

Defendant

Name: Shenzhen haixun management consulting co., ltd

Correspondent Address: QIN TAO
10223 BROADWAY STREET SUITE P424
PEARLAND TX UNITED STATES , 77584

Correspondent e-mail: qtesq1001@gmail.com

Mark	Application Status	Serial Number	Registration Number
LULEW	Abandoned - After Inter-Partes Decision	90561471	

Plaintiff(s)

Name: Lulu's Fashion Lounge, LLC

Correspondent Address: JENNIFER LEE TAYLOR
MORRISON & FOERSTER LLP
425 MARKET STREET
SAN FRANCISCO CA UNITED STATES , 94105

Correspondent e-mail: jtaylor@mofo.com , cvu@mofo.com , hcheng@mofo.com , cburns@mofo.com , TMdocket@mofo.com , slarson@mofo.com

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULUS	Registered	86957983	5168140

LOVELULUS

Registered

[88042747](#)

[5690666](#)

LULU'S

REGISTERED AND RENEWED

[77392110](#)

[3743619](#)

Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	Mar 02, 2022	
5	BD DECISION: OPP SUSTAINED	Mar 02, 2022	
4	NOTICE OF DEFAULT	Jan 21, 2022	
3	INSTITUTED	Dec 01, 2021	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 01, 2021	Jan 10, 2022
1	FILED AND FEE	Dec 01, 2021	

Type of Proceeding: Opposition

Proceeding Number: [91272587](#)

Filing Date: Oct 28, 2021

Status: Terminated

Status Date: Jan 27, 2022

Interlocutory Attorney: MARY B MYLES

Defendant

Name: Changzhou Haruo Kids Network Technology Co., Ltd.

Correspondent Address: NYALL ENGFIELD

NO.337 JIAHE ROAD, SIMING DISTRICT, ROOM 2012, ZHONGGUANWEI BLDG
XIAMEN, FUJIAN CHINA , 361000

Correspondent e-mail: orders2@trademarkkraft.com , orders@trademarkkraft.com , globalip@qq.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULU MONKEY	Abandoned - After Inter-Partes Decision	90511672	

Plaintiff(s)

Name: Lulu's Fashion Lounge, LLC

Correspondent Address: JENNIFER LEE TAYLOR

MORRISON & FOERSTER LLP
425 MARKET STREET
SAN FRANCISCO CA UNITED STATES , 94105

Correspondent e-mail: jtaylor@mofo.com , melissaperez@mofo.com , hcheng@mofo.com , tmocket@mofo.com , ggabriel@mofo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666
LULU'S	REGISTERED AND RENEWED	77392110	3743619

Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	Jan 27, 2022	
5	BD DECISION: OPP SUSTAINED	Jan 27, 2022	
4	NOTICE OF DEFAULT	Dec 18, 2021	
3	INSTITUTED	Oct 28, 2021	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 28, 2021	Dec 07, 2021
1	FILED AND FEE	Oct 28, 2021	

Type of Proceeding: Opposition

Proceeding Number: [91267849](#)

Filing Date: Feb 24, 2021

Status: Terminated

Status Date: May 28, 2021

Interlocutory Attorney: GEOFFREY MCNUTT

Defendant

Name: Huang Guihong

Correspondent Address: JEFFREY S.FIRESTONE
275 SEVENTH AVENUE, 7TH FLOOR,
NY NY UNITED STATES , 10001

Correspondent e-mail: xutingservice@yeah.net , 1252763389@qq.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULUTOWAY	Abandoned - After Inter-Partes Decision	90126663	

Plaintiff(s)

Name: Lulu's Fashion Lounge, LLC

Correspondent Address: JENNIFER LEE TAYLOR
MORRISON & FOERSTER LLP
425 MARKET STREET, 32ND FLOOR
SAN FRANCISCO CA UNITED STATES , 94105

Correspondent e-mail: jtaylor@mofo.com , melissaperez@mofo.com , hcheng@mofo.com , tmocket@mofo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULU'S	Cancelled - Section 8	86391389	4723509
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666

Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	May 28, 2021	
5	BD DECISION: OPP SUSTAINED	May 28, 2021	
4	NOTICE OF DEFAULT	Apr 17, 2021	
3	INSTITUTED	Feb 25, 2021	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 25, 2021	Apr 06, 2021
1	FILED AND FEE	Feb 24, 2021	

Type of Proceeding: Opposition

Proceeding Number: [91252476](#)

Filing Date: Nov 21, 2019

Status: Terminated

Status Date: Feb 20, 2020

Interlocutory Attorney: SHANNA K SANDERS

Defendant

Name: Lu Liu

Correspondent Address: JUNGJIN LEE
TRADEMARK LAWYER LAW FIRM PLLC
PO BOX 512
ANN ARBOR MI UNITED STATES , 48106

Correspondent e-mail: docket@trademarklawyerfirm.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULUCREAM	Abandoned - After Inter-Partes Decision	88315886	

Plaintiff(s)

Name: Lulu's Fashion Lounge, LLC

Correspondent JENNIFER LEE TAYLOR
Address: MORRISON & FOERSTER LLP
425 MARKET STREET
SAN FRANCISCO CA UNITED STATES , 94105

Correspondent e-mail: jtaylor@mofo.com , aphillips@mofo.com , tmdocket@mofo.com , hcheng@mofo.com , ggabriel@mofo.com

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULU'S	Cancelled - Section 8	86391389	4723509
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666

Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	Feb 20, 2020	
5	BD DECISION: OPP SUSTAINED	Feb 20, 2020	
4	NOTICE OF DEFAULT	Jan 11, 2020	
3	INSTITUTED	Nov 22, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 22, 2019	Jan 01, 2020
1	FILED AND FEE	Nov 21, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91252142](#)

Filing Date: Nov 06, 2019

Status: Terminated

Status Date: Feb 06, 2020

Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Fuzhou Yi'en Electronic Commerce Co., Ltd.

Correspondent Address: XUE CHAOXING
ANLING SECOND ROAD 709# QIAODAN CENTER
XIAMEN CHINA , 361015

Correspondent e-mail: 75213932@qq.com , 957500001@qq.com

Mark	Application Status	Serial Number	Registration Number
LULUMALLC	Abandoned - After Inter-Partes Decision	88347453	

Plaintiff(s)

Name: LuLu's Fashion Lounge, LLC

Correspondent Address: JENNIFER LEE TAYLOR
MORRISON & FOERSTER LLP
425 MARKET STREET
SAN FRANCISCO CA UNITED STATES , 94105-2482

Correspondent e-mail: TMDocket@mofo.com , JTaylor@mofo.com , APhillips@mofo.com , HCheng@mofo.com , GGabriel@mofo.com , melissaperez@mofo.com

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULU'S	Cancelled - Section 8	86391389	4723509
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666

Prosecution History

Entry Number	History Text	Date	Due Date
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6	TERMINATED	Feb 06, 2020	
5	BD DECISION: OPP SUSTAINED	Feb 06, 2020	
4	NOTICE OF DEFAULT	Dec 28, 2019	
3	INSTITUTED	Nov 08, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 08, 2019	Dec 18, 2019
1	FILED AND FEE	Nov 06, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91251964](#)

Filing Date: Oct 30, 2019

Status: Suspended

Status Date: Nov 22, 2021

Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Crème de la Crème Imports LLC

Correspondent Address: STEVEN A ABREU
SUNSTEIN LLP
100 HIGH STREET 20TH FLOOR
BOSTON MA UNITED STATES , 02110-2321

Correspondent e-mail: sabreu@sunsteinlaw.com , jleeman@sunsteinlaw.com , omartins@sunsteinlaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LOU LOU	Opposition Pending	86369004	

Plaintiff(s)

Name: LuLu's Fashion Lounge, LLC

Correspondent Address: JENNIFER LEE TAYLOR
MORRISON & FOERSTER LLP
425 MARKET STREET
SAN FRANCISCO CA UNITED STATES , 94105

Correspondent e-mail: Tmdocket@mofo.com , JTaylor@mofo.com , APhillips@mofo.com , HCheng@mofo.com , GGabriel@mofo.com , MelissaPerez@mofo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULU'S	Cancelled - Section 8	86391389	4723509
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666

Prosecution History

Entry Number	History Text	Date	Due Date
18	SUSPENDED	Mar 22, 2022	
17	P MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Mar 21, 2022	
16	SUSPENDED	Nov 22, 2021	
15	D CHANGE OF CORRESP ADDRESS	Nov 18, 2021	
14	D MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Nov 18, 2021	
13	TRIAL DATES RESET	Oct 26, 2021	
12	D RESP TO BD ORDER/INQUIRY	Oct 19, 2021	
11	D RESP TO BD ORDER/INQUIRY	Sep 28, 2021	
10	SUSP PEND DISP OF CIVIL ACTION	Mar 04, 2021	
9	D NOTICE OF BANKRUPTCY	Oct 20, 2020	
8	D CHANGE OF CORRESP ADDRESS	Feb 10, 2020	
7	SUSP PEND DISP OF CIVIL ACTION	Jan 31, 2020	
6	D MOT TO SUSP PEND DISP CIV ACT W/ CONSENT	Jan 13, 2020	
5	D MOT TO SUSP PEND DISP CIV ACTION	Dec 17, 2019	

4	ANSWER	Dec 09, 2019	
3	INSTITUTED	Oct 30, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 30, 2019	Dec 09, 2019
1	FILED AND FEE	Oct 30, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91246431](#) **Filing Date:** Feb 14, 2019

Status: Terminated **Status Date:** Jun 08, 2020

Interlocutory Attorney: REBECCA J STEMPIEN_COYLE

Defendant

Name: Hongkong Yinghui International Trading Co., Ltd.

Correspondent Address: HONGKONG YINGHUI INTERNATIONAL TRADING COTD.
FLATRM 01 21/F PROSPER COMMERCIAL, BLDG 9 YIN CHONG ST KL
HONG KONG HONG KONG , 33173

Correspondent e-mail: laura@jetstile.com , karry@jetstile.com , jetstile168@outlook.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULUGAL	Abandoned - After Inter-Partes Decision	88053110	

Plaintiff(s)

Name: Lulu's Fashion Lounge, LLC

Correspondent Address: JENNIFER LEE TAYLOR
MORRISON & FOERSTER LLP
425 MARKET ST
SAN FRANCISCO CA UNITED STATES , 94105

Correspondent e-mail: jtaylor@mofo.com , aphillips@mofo.com , tmdocket@mofo.com , ggabriel@mofo.com , hcheng@mofo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULU'S	Cancelled - Section 8	86391389	4723509
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666

Prosecution History

Entry Number	History Text	Date	Due Date
18	TERMINATED	Jun 08, 2020	
17	BD DECISION: OPP SUSTAINED	Jun 08, 2020	
16	RESPONSE DUE 30 DAYS (DUE DATE)	Apr 29, 2020	May 29, 2020
15	RESPONSE DUE 30 DAYS (DUE DATE)	Mar 20, 2020	Apr 19, 2020
14	D REQ TO W/DRAW AS ATTORNEY	Mar 10, 2020	
13	TRIAL DATES RESET	Dec 20, 2019	
12	D OPP/RESP TO MOTION	Aug 12, 2019	
11	SUSP PEND DISP OF OUTSTNDNG MOT	Aug 01, 2019	
10	P MOT FOR DISCOVERY SANCTIONS	Jul 23, 2019	
9	ANSWER TO AMENDED NOO	Jun 20, 2019	
8	P AMENDED NOO	May 31, 2019	
7	TRIAL DATES RESET	May 09, 2019	
6	RESPONSE DUE	Apr 24, 2019	
5	P REQ FOR DISCOVERY CONFERENCE-ESTTA	Apr 03, 2019	
4	ANSWER	Mar 27, 2019	
3	PENDING, INSTITUTED	Feb 15, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 15, 2019	Mar 27, 2019

EXHIBIT D

United States of America

United States Patent and Trademark Office

LOVELULUS

Reg. No. 5,690,666

Lulu's Fashion Lounge, LLC (DELAWARE LIMITED LIABILITY COMPANY)
195 Humboldt Avenue
Chico, CALIFORNIA 95928

Registered Mar. 05, 2019

Int. Cl.: 25, 35

CLASS 25: Clothing, namely, dresses, tops, sweaters, vests, jackets, skirts, pants, jeans, shorts, leggings, tights, socks, overalls, swimwear, rompers, jumpsuits, lingerie, and bodysuits; headwear, namely, hats; footwear, namely, shoes, boots, flip flops, and sandals

Service Mark

FIRST USE 11-1-2013; IN COMMERCE 11-1-2013

Trademark

Principal Register

CLASS 35: Computerized on-line ordering featuring general merchandise and general consumer goods; Computerized on-line ordering services in the field of clothing, shoes, jewelry and hair, clothing, handbag, and eyewear accessories; Computerized on-line retail store services in the field of clothing, shoes, jewelry and hair, clothing, handbag, and eyewear accessories

FIRST USE 9-17-2013; IN COMMERCE 9-17-2013

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

OWNER OF U.S. REG. NO. 5168140, 4723509, 4719183

SER. NO. 88-042,747, FILED 07-18-2018



Andrei Iancu

Director of the United States
Patent and Trademark Office

Generated on: This page was generated by TSDR on 2022-04-06 13:58:10 EDT

Mark: LOVELULUS

LOVELULUS

US Serial Number: 88042747

Application Filing Date: Jul. 18, 2018

US Registration Number: 5690666

Registration Date: Mar. 05, 2019

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Trademark, Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

Status Date: Mar. 05, 2019

Publication Date: Dec. 18, 2018

Mark Information

Mark Literal Elements: LOVELULUS

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

International Registration Number: 1452974

International Application(s) /Registration(s) Based on this Property: A0082532/1452974

Claimed Ownership of US Registrations: 4719183, 4723509, 5168140 and others

Goods and Services

Note:

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

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

For: Clothing, namely, dresses, tops, sweaters, vests, jackets, skirts, pants, jeans, shorts, leggings, tights, socks, overalls, swimwear, rompers, jumpsuits, lingerie, and bodysuits; headwear, namely, hats; footwear, namely, shoes, boots, flip flops, and sandals

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 01, 2013

Use in Commerce: Nov. 01, 2013

For: Computerized on-line ordering featuring general merchandise and general consumer goods; Computerized on-line ordering services in the field of clothing, shoes, jewelry and hair, clothing, handbag, and eyewear accessories; Computerized on-line retail store services in the field of clothing, shoes, jewelry and hair, clothing, handbag, and eyewear accessories

International Class(es): 035 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 17, 2013

Use in Commerce: Sep. 17, 2013

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: Lulu's Fashion Lounge, LLC

Owner Address: 195 Humboldt Avenue
Chico, CALIFORNIA UNITED STATES 95928

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jennifer Lee Taylor

Docket Number: 648616007000

Attorney Primary Email Address: TMDOcket@mofo.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: JENNIFER LEE TAYLOR
MORRISON & FOERSTER LLP
425 MARKET STREET
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Phone: 415-268-6538

Fax: 415-268-7522

Correspondent e-mail: TMDOcket@mofo.com JTaylor@mofo.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 08, 2021	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Oct. 18, 2021	NOTICE OF SUIT	
Apr. 02, 2020	NOTICE OF SUIT	
Mar. 05, 2019	REGISTERED-PRINCIPAL REGISTER	
Dec. 18, 2018	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Dec. 18, 2018	PUBLISHED FOR OPPOSITION	
Nov. 28, 2018	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Nov. 08, 2018	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 06, 2018	ASSIGNED TO EXAMINER	93656
Jul. 23, 2018	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Mar. 05, 2019

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Lulu's Fashion Lounge, LLC

Assignment 1 of 1

Conveyance: NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS

Reel/Frame: [7496/0149](#)

Pages: 6

Date Recorded: Nov. 16, 2021

Supporting Documents: [assignment-tm-7496-0149.pdf](#)

Assignor

Name: [LULU'S FASHION LOUNGE, LLC](#)

Execution Date: Nov. 15, 2021

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Assignee

Name: [BANK OF AMERICA, N.A., AS ADMINISTRATIVE AGENT](#)

Legal Entity Type: NATIONAL BANKING ASSOCIATION

State or Country Where Organized: UNITED STATES

Address: 200 WEST CAPITOL AVENUE
AR1-101-05-01
LITTLE ROCK, ARKANSAS 72201

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC

Correspondent Address: 100 NORTH TRYON STREET
SUITE 4700, ATTN: IP DEPARTMENT
CHARLOTTE, NC 28202

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 8

Type of Proceeding: Opposition

Proceeding Number: [91275196](#)

Filing Date: Mar 23, 2022

Status: Pending

Status Date: Mar 23, 2022

Interlocutory Attorney: JENNIFER ELGIN

Defendant

Name: Colon, Milagrito

Correspondent Address: MICHAEL PESOCHINSKY
PESOCHINSKY LLC // WWW.MYBRANDMARK.COM
9 WARNER WAY
WAYNE NJ UNITED STATES , 07470

Correspondent e-mail: support@mybrandmark.com , mpesoch@gmail.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SHAPED BY LULU	Opposition Pending	90660442	

Plaintiff(s)

Name: LULU'S FASHION LOUNGE, LLC

Correspondent Address: JENNIFER LEE TAYLOR
MORRISON & FOERSTER LLP
425 MARKET STREET
SAN FRANCISCO CA UNITED STATES , 94105

Correspondent e-mail: TMDocket@mofo.com , JTaylor@mofo.com , SLarson@mofo.com , CVu@mofo.com , HCheng@mofo.com , CBurn@mofo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666
LULU'S	REGISTERED AND RENEWED	77392110	3743619

Prosecution History

Entry Number	History Text	Date	Due Date
3	INSTITUTED	Mar 23, 2022	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 23, 2022	May 02, 2022
1	FILED AND FEE	Mar 23, 2022	

Type of Proceeding: Opposition

Proceeding Number: [91273229](#)

Filing Date: Dec 01, 2021

Status: Terminated

Status Date: Mar 02, 2022

Interlocutory Attorney: GEOFFREY MCNUTT

Defendant

Name: Shenzhen haixun management consulting co., ltd

Correspondent Address: QIN TAO
10223 BROADWAY STREET SUITE P424
PEARLAND TX UNITED STATES , 77584

Correspondent e-mail: qtesq1001@gmail.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULEW	Abandoned - After Inter-Partes Decision	90561471	

Plaintiff(s)

Name: Lulu's Fashion Lounge, LLC

Correspondent Address: JENNIFER LEE TAYLOR
MORRISON & FOERSTER LLP
425 MARKET STREET
SAN FRANCISCO CA UNITED STATES , 94105

Correspondent e-mail: jtaylor@mofo.com , cvu@mofo.com , hcheng@mofo.com , cburns@mofo.com , TMDocket@mofo.com , slarson@mofo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666
LULU'S	REGISTERED AND RENEWED	77392110	3743619

Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	Mar 02, 2022	
5	BD DECISION: OPP SUSTAINED	Mar 02, 2022	
4	NOTICE OF DEFAULT	Jan 21, 2022	
3	INSTITUTED	Dec 01, 2021	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 01, 2021	Jan 10, 2022
1	FILED AND FEE	Dec 01, 2021	

Type of Proceeding: Opposition

Proceeding Number: [91272587](#)

Filing Date: Oct 28, 2021

Status: Terminated

Status Date: Jan 27, 2022

Interlocutory Attorney: MARY B MYLES

Defendant

Name: Changzhou Haruo Kids Network Technology Co., Ltd.

Correspondent Address: NYALL ENGFIELD

NO.337 JIAHE ROAD, SIMING DISTRICT, ROOM 2012, ZHONGGUANWEI BLDG
XIAMEN, FUJIAN CHINA , 361000

Correspondent e-mail: orders2@trademarkkraft.com , orders@trademarkkraft.com , globalip@qq.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULU MONKEY	Abandoned - After Inter-Partes Decision	90511672	

Plaintiff(s)

Name: Lulu's Fashion Lounge, LLC

Correspondent Address: JENNIFER LEE TAYLOR

MORRISON & FOERSTER LLP
425 MARKET STREET
SAN FRANCISCO CA UNITED STATES , 94105

Correspondent e-mail: jtaylor@mofo.com , melissaperez@mofo.com , hcheng@mofo.com , tmdocket@mofo.com , ggabriel@mofo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666
LULU'S	REGISTERED AND RENEWED	77392110	3743619

Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	Jan 27, 2022	
5	BD DECISION: OPP SUSTAINED	Jan 27, 2022	
4	NOTICE OF DEFAULT	Dec 18, 2021	
3	INSTITUTED	Oct 28, 2021	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 28, 2021	Dec 07, 2021
1	FILED AND FEE	Oct 28, 2021	

Type of Proceeding: Opposition

Proceeding Number: [91267849](#)

Filing Date: Feb 24, 2021

Status: Terminated

Status Date: May 28, 2021

Interlocutory Attorney: GEOFFREY MCNUTT

Defendant**Name:** Huang Guihong**Correspondent Address:** JEFFREY S. FIRESTONE
275 SEVENTH AVENUE, 7TH FLOOR,
NY NY UNITED STATES , 10001**Correspondent e-mail:** xutingservice@yeah.net , 1252763389@qq.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
LULUTOWAY	Abandoned - After Inter-Partes Decision	90126663	

Plaintiff(s)**Name:** Lulu's Fashion Lounge, LLC**Correspondent Address:** JENNIFER LEE TAYLOR
MORRISON & FOERSTER LLP
425 MARKET STREET, 32ND FLOOR
SAN FRANCISCO CA UNITED STATES , 94105**Correspondent e-mail:** jtaylor@mofo.com , melissaperez@mofo.com , hcheng@mofo.com , tmdocket@mofo.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULU'S	Cancelled - Section 8	86391389	4723509
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666

Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	May 28, 2021	
5	BD DECISION: OPP SUSTAINED	May 28, 2021	
4	NOTICE OF DEFAULT	Apr 17, 2021	
3	INSTITUTED	Feb 25, 2021	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 25, 2021	Apr 06, 2021
1	FILED AND FEE	Feb 24, 2021	

Type of Proceeding: Opposition**Proceeding Number:** [91252476](#)**Filing Date:** Nov 21, 2019**Status:** Terminated**Status Date:** Feb 20, 2020**Interlocutory Attorney:** SHANNA K SANDERS**Defendant****Name:** Lu Liu**Correspondent Address:** JUNGJIN LEE
TRADEMARK LAWYER LAW FIRM PLLC
PO BOX 512
ANN ARBOR MI UNITED STATES , 48106**Correspondent e-mail:** docket@trademarklawyerfirm.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
LULUCREAM	Abandoned - After Inter-Partes Decision	88315886	

Plaintiff(s)**Name:** Lulu's Fashion Lounge, LLC**Correspondent Address:** JENNIFER LEE TAYLOR
MORRISON & FOERSTER LLP

425 MARKET STREET
SAN FRANCISCO CA UNITED STATES , 94105

Correspondent e-mail: jtaylor@Mofo.com , aphillips@Mofo.com , tmdocket@Mofo.com , hcheng@mofo.com , ggabriel@mofo.com

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULU'S	Cancelled - Section 8	86391389	4723509
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666

Prosecution History			
Entry Number	History Text	Date	Due Date
6	TERMINATED	Feb 20, 2020	
5	BD DECISION: OPP SUSTAINED	Feb 20, 2020	
4	NOTICE OF DEFAULT	Jan 11, 2020	
3	INSTITUTED	Nov 22, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 22, 2019	Jan 01, 2020
1	FILED AND FEE	Nov 21, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91252142](#)

Filing Date: Nov 06, 2019

Status: Terminated

Status Date: Feb 06, 2020

Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Fuzhou Yi'en Electronic Commerce Co., Ltd.

Correspondent Address: XUE CHAOXING
ANLING SECOND ROAD 709# QIAODAN CENTER
XIAMEN CHINA , 361015

Correspondent e-mail: 75213932@qq.com , 957500001@qq.com

Mark	Application Status	Serial Number	Registration Number
LULUMALLC	Abandoned - After Inter-Partes Decision	88347453	

Plaintiff(s)

Name: LuLu's Fashion Lounge, LLC

Correspondent Address: JENNIFER LEE TAYLOR
MORRISON & FOERSTER LLP
425 MARKET STREET
SAN FRANCISCO CA UNITED STATES , 94105-2482

Correspondent e-mail: TMDocket@mofo.com , JTaylor@mofo.com , APhillips@mofo.com , HCheng@mofo.com , GGabriel@mofo.com , melissaperez@mofo.com

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULU'S	Cancelled - Section 8	86391389	4723509
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666

Prosecution History			
Entry Number	History Text	Date	Due Date
6	TERMINATED	Feb 06, 2020	

5	BD DECISION: OPP SUSTAINED	Feb 06, 2020	
4	NOTICE OF DEFAULT	Dec 28, 2019	
3	INSTITUTED	Nov 08, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 08, 2019	Dec 18, 2019
1	FILED AND FEE	Nov 06, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91251964](#) **Filing Date:** Oct 30, 2019
Status: Suspended **Status Date:** Nov 22, 2021
Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Crème de la Crème Imports LLC
Correspondent Address: STEVEN A ABREU
SUNSTEIN LLP
100 HIGH STREET 20TH FLOOR
BOSTON MA UNITED STATES , 02110-2321
Correspondent e-mail: sabreu@sunsteinlaw.com , jleeman@sunsteinlaw.com , omartins@sunsteinlaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LOU LOU	Opposition Pending	86369004	

Plaintiff(s)

Name: LuLu's Fashion Lounge, LLC
Correspondent Address: JENNIFER LEE TAYLOR
MORRISON & FOERSTER LLP
425 MARKET STREET
SAN FRANCISCO CA UNITED STATES , 94105
Correspondent e-mail: Tmdocket@mofo.com , JTaylor@mofo.com , APhillips@mofo.com , HCheng@mofo.com , GGabriel@mofo.com , MelissaPerez@mofo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULU'S	Cancelled - Section 8	86391389	4723509
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666

Prosecution History

Entry Number	History Text	Date	Due Date
18	SUSPENDED	Mar 22, 2022	
17	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Mar 21, 2022	
16	SUSPENDED	Nov 22, 2021	
15	D CHANGE OF CORRESP ADDRESS	Nov 18, 2021	
14	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Nov 18, 2021	
13	TRIAL DATES RESET	Oct 26, 2021	
12	D RESP TO BD ORDER/INQUIRY	Oct 19, 2021	
11	D RESP TO BD ORDER/INQUIRY	Sep 28, 2021	
10	SUSP PEND DISP OF CIVIL ACTION	Mar 04, 2021	
9	D NOTICE OF BANKRUPTCY	Oct 20, 2020	
8	D CHANGE OF CORRESP ADDRESS	Feb 10, 2020	
7	SUSP PEND DISP OF CIVIL ACTION	Jan 31, 2020	
6	D MOT TO SUSP PEND DISP CIV ACT W/ CONSENT	Jan 13, 2020	
5	D MOT TO SUSP PEND DISP CIV ACTION	Dec 17, 2019	
4	ANSWER	Dec 09, 2019	

3	INSTITUTED	Oct 30, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 30, 2019	Dec 09, 2019
1	FILED AND FEE	Oct 30, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91246431](#) **Filing Date:** Feb 14, 2019
Status: Terminated **Status Date:** Jun 08, 2020
Interlocutory Attorney: REBECCA J STEMPIEN_COYLE

Defendant

Name: Hongkong Yinghui International Trading Co., Ltd.
Correspondent Address: HONGKONG YINGHUI INTERNATIONAL TRADING COTD.
 FLATRM 01 21/F PROSPER COMMERCIAL, BLDG 9 YIN CHONG ST KL
 HONG KONG HONG KONG , 33173
Correspondent e-mail: laura@jetstile.com , karry@jetstile.com , jetstile168@outlook.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULUGAL	Abandoned - After Inter-Partes Decision	88053110	

Plaintiff(s)

Name: Lulu's Fashion Lounge, LLC
Correspondent Address: JENNIFER LEE TAYLOR
 MORRISON & FOERSTER LLP
 425 MARKET ST
 SAN FRANCISCO CA UNITED STATES , 94105
Correspondent e-mail: jtaylor@mofo.com , aphillips@mofo.com , tmdocket@mofo.com , ggabriel@mofo.com , hcheng@mofo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULU'S	Cancelled - Section 8	86391389	4723509
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666

Prosecution History

Entry Number	History Text	Date	Due Date
18	TERMINATED	Jun 08, 2020	
17	BD DECISION: OPP SUSTAINED	Jun 08, 2020	
16	RESPONSE DUE 30 DAYS (DUE DATE)	Apr 29, 2020	May 29, 2020
15	RESPONSE DUE 30 DAYS (DUE DATE)	Mar 20, 2020	Apr 19, 2020
14	D REQ TO W/DRAW AS ATTORNEY	Mar 10, 2020	
13	TRIAL DATES RESET	Dec 20, 2019	
12	D OPP/RESP TO MOTION	Aug 12, 2019	
11	SUSP PEND DISP OF OUTSTNDNG MOT	Aug 01, 2019	
10	P MOT FOR DISCOVERY SANCTIONS	Jul 23, 2019	
9	ANSWER TO AMENDED NOO	Jun 20, 2019	
8	P AMENDED NOO	May 31, 2019	
7	TRIAL DATES RESET	May 09, 2019	
6	RESPONSE DUE	Apr 24, 2019	
5	P REQ FOR DISCOVERY CONFERENCE-ESTTA	Apr 03, 2019	
4	ANSWER	Mar 27, 2019	
3	PENDING, INSTITUTED	Feb 15, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 15, 2019	Mar 27, 2019
1	FILED AND FEE	Feb 14, 2019	

EXHIBIT E

United States of America
United States Patent and Trademark Office

Lululuis

Reg. No. 3,743,619

Registered Feb. 2, 2010

Amended Oct. 28, 2014

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

LULU'S FASHION LOUNGE, INC. (CALIFORNIA CORPORATION)
195 HUMBOLDT AVE.
CHICO, CA 95928

FOR: COMPUTERIZED ON-LINE ORDERING FEATURING GENERAL MERCHANDISE AND GENERAL CONSUMER GOODS; COMPUTERIZED ON-LINE ORDERING SERVICES IN THE FIELD OF CLOTHING, SHOES, JEWELRY AND ACCESSORIES; COMPUTERIZED ON-LINE RETAIL STORE SERVICES IN THE FIELD OF CLOTHING, SHOES, JEWELRY AND ACCESSORIES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 8-31-1996; IN COMMERCE 11-1-2005.

SER. NO. 77-392,110, FILED 2-8-2008.



Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

Generated on: This page was generated by TSDR on 2022-04-06 13:59:22 EDT

Mark: LULU'S



US Serial Number: 77392110

Application Filing Date: Feb. 08, 2008

US Registration Number: 3743619

Registration Date: Feb. 02, 2010

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: The registration has been renewed.

Status Date: Mar. 28, 2020

Publication Date: Nov. 17, 2009

Mark Information

Mark Literal Elements: LULU'S

Standard Character Claim: No

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

Description of Mark: The mark consists of the word LULUS in stylized letters, comprised of a capital letter "L", followed by lower case letter "u", Capital letter "L", lower case letter "U", with a star image displayed for the apostrophe followed by a lower case letter "S".

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

Design Search Code(s): 01.01.03 - Star - a single star with five points
27.03.05 - Objects forming letters or numerals

Related Properties Information

International Registration Number: 1233770

International Application(s) /Registration(s) Based on this Property: A0045530/1233770

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: Computerized on-line ordering featuring general merchandise and general consumer goods; Computerized on-line ordering services in the field of clothing, shoes, jewelry and accessories; Computerized on-line retail store services in the field of clothing, shoes, jewelry

and accessories

International Class(es): 035 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 31, 1996

Use in Commerce: Nov. 01, 2005

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: LULU'S FASHION LOUNGE, LLC

Owner Address: 195 HUMBOLDT AVENUE
CHICO, CALIFORNIA UNITED STATES 95928

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jennifer Lee Taylor

Docket Number: 648616002000

Attorney Primary Email Address: TMDocket@mofo.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Jennifer Lee Taylor

Morrison & Foerster LLP
425 Market Street
San Francisco, CALIFORNIA UNITED STATES 94105-2482

Phone: 415 268 6538

Fax: 415 268 7522

Correspondent e-mail: TMDocket@mofo.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 08, 2021	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Mar. 28, 2020	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Mar. 28, 2020	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	77315
Mar. 28, 2020	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	77315
Mar. 28, 2020	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Jan. 31, 2020	TEAS SECTION 8 & 9 RECEIVED	
Feb. 02, 2019	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Aug. 08, 2018	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 06, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Mar. 05, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	70131
Mar. 05, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70131
Feb. 20, 2015	TEAS SECTION 8 & 15 RECEIVED	
Sep. 24, 2014	AMENDMENT UNDER SECTION 7 Â- PROCESSED	67603
Sep. 20, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67603

Sep. 10, 2014	TEAS SECTION 7 REQUEST RECEIVED	
May 15, 2014	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
May 15, 2014	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Feb. 02, 2010	REGISTERED-PRINCIPAL REGISTER	
Nov. 17, 2009	PUBLISHED FOR OPPOSITION	
Oct. 28, 2009	NOTICE OF PUBLICATION	
Oct. 15, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	76243
Oct. 14, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 17, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	76243
Sep. 17, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	76243
Sep. 17, 2009	ASSIGNED TO LIE	76243
Sep. 15, 2009	TEAS RESPONSE TO SUSPENSION INQUIRY RECEIVED	
Jul. 29, 2009	LETTER OF SUSPENSION MAILED	
Jul. 29, 2009	SUSPENSION LETTER WRITTEN	78326
Jul. 06, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jul. 06, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jul. 06, 2009	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Jan. 06, 2009	FINAL REFUSAL MAILED	
Jan. 06, 2009	FINAL REFUSAL WRITTEN	78326
Nov. 27, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Nov. 26, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Nov. 26, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jul. 18, 2008	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jul. 18, 2008	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
May 28, 2008	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
May 28, 2008	NON-FINAL ACTION E-MAILED	6325
May 28, 2008	NON-FINAL ACTION WRITTEN	78326
May 20, 2008	ASSIGNED TO EXAMINER	78326
Feb. 13, 2008	NOTICE OF DESIGN SEARCH CODE MAILED	
Feb. 12, 2008	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Mar. 28, 2020

Assignment Abstract Of Title Information

Summary

Total Assignments: 8

Registrant: LULU'S FASHION LOUNGE, INC.

Assignment 1 of 8

Conveyance: SECURITY INTEREST

Reel/Frame: [5340/0702](#)

Pages: 7

Date Recorded: Aug. 11, 2014

Supporting Documents: [assignment-tm-5340-0702.pdf](#)

Assignor

Name: [LULU'S FASHION LOUNGE, INC.](#)

Execution Date: Jul. 25, 2014

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [ABACUS FINANCE GROUP, LLC, AS AGENT](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Address: 6 EAST 43RD STREET
NEW YORK, NEW YORK 10017

Correspondent

Correspondent Name: STACEY MORDAS

Correspondent Address: 400 ATLANTIC AVENUE
BOSTON, MA 02110-3333

Domestic Representative - Not Found

Assignment 2 of 8

Conveyance: RELEASE BY SECURED PARTY

Reel/Frame: [6173/0288](#)

Pages: 5

Date Recorded: Oct. 04, 2017

Supporting Documents: [assignment-tm-6173-0288.pdf](#)

Assignor

Name: [ABACUS FINANCE GROUP, LLC](#)

Execution Date: Aug. 07, 2017

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Assignee

Name: [LULU'S FASHION LOUNGE, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Address: 195 HUMBOLDT AVENUE
CHICO, CALIFORNIA 95928

Correspondent

Correspondent Name: RONALD M. DUVERNAY

Correspondent Address: PRUDENTIAL TOWER, 800 BOYLSTON STREET
ROPES & GRAY LLP
BOSTON, MA 02199-3600

Domestic Representative - Not Found

Assignment 3 of 8

Conveyance: RELEASE BY SECURED PARTY

Reel/Frame: [6183/0249](#)

Pages: 5

Date Recorded: Oct. 13, 2017

Supporting Documents: [assignment-tm-6183-0249.pdf](#)

Assignor

Name: [ABACUS FINANCE GROUP LLC, AS ADMINISTRATIVE AGENT](#)

Execution Date: Aug. 07, 2017

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Assignee

Name: [LULU'S FASHION LOUNGE, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Address: 195 HUMBOLDT AVENUE
CHICO, CALIFORNIA 95928

Correspondent

Correspondent Name: STACEY MORDAS

Correspondent Address: 400 ATLANTIC AVENUE
BOSTON, MA 02110

Domestic Representative - Not Found

Assignment 4 of 8

Conveyance: ENTITY CONVERSION

Reel/Frame: [6399/0604](#)

Pages: 3

Date Recorded: Jun. 12, 2018

Supporting Documents: [assignment-tm-6399-0604.pdf](#)

Assignor

Name: [LULU'S FASHION LOUNGE, INC.](#)

Execution Date: Aug. 25, 2017

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [LULU'S FASHION LOUNGE, LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: CALIFORNIA

Address: 195 HUMBOLDT AVENUE
CHICO, CALIFORNIA 95928

Correspondent

Correspondent Name: JENNIFER LEE TAYLOR, MORRISON & FOERSTER

Correspondent Address: 425 MARKET STREET
SAN FRANCISCO, CA 94105

Domestic Representative - Not Found

Assignment 5 of 8

Conveyance: SECURITY INTEREST

Reel/Frame: [6140/0586](#)

Pages: 8

Date Recorded: Aug. 29, 2017

Supporting Documents: [assignment-tm-6140-0586.pdf](#)

Assignor

Name: [LULU'S FASHION LOUNGE, LLC, AS GRANTOR](#)

Execution Date: Aug. 28, 2017

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Assignee

Name: [CREDIT SUISSE AG, CAYMAN ISLANDS BRANCH, AS COLLATERAL AGENT](#)

Legal Entity Type: NATIONAL BANKING ASSOCIATION

State or Country Where Organized: SWITZERLAND

Address: 11 MADISON AVENUE
NEW YORK, NEW YORK 10010

Correspondent

Correspondent Name: MELONY SOT

Correspondent Address: 1025 VERMONT AVE NW, SUITE 1130
COGENCY GLOBAL INC.
WASHINGTON, DC 20005

Domestic Representative - Not Found

Assignment 6 of 8

Conveyance: ENTITY CONVERSION

Reel/Frame: [6404/0680](#)

Pages: 4

Date Recorded: Aug. 03, 2018

Supporting Documents: [assignment-tm-6404-0680.pdf](#)

Assignor

Name: [LULU'S FASHION LOUNGE, LLC](#)

Execution Date: Aug. 28, 2017

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: CALIFORNIA

Assignee**Name:** [LULU'S FASHION LOUNGE, LLC](#)**Legal Entity Type:** LIMITED LIABILITY COMPANY**State or Country Where Organized:** DELAWARE**Address:** 195 HUMBOLDT AVENUE
CHICO, CALIFORNIA 95928**Correspondent****Correspondent Name:** JENNIFER LEE TAYLOR**Correspondent Address:** 425 MARKET STREET
MORRISON & FOERSTER LLP
SAN FRANCISCO, CA 94105**Domestic Representative - Not Found****Assignment 7 of 8****Conveyance:** NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS**Reel/Frame:** [7496/0149](#)**Pages:** 6**Date Recorded:** Nov. 16, 2021**Supporting Documents:** [assignment-tm-7496-0149.pdf](#)**Assignor****Name:** [LULU'S FASHION LOUNGE, LLC](#)**Execution Date:** Nov. 15, 2021**Legal Entity Type:** LIMITED LIABILITY COMPANY**State or Country Where Organized:** DELAWARE**Assignee****Name:** [BANK OF AMERICA, N.A., AS ADMINISTRATIVE AGENT](#)**Legal Entity Type:** NATIONAL BANKING ASSOCIATION**State or Country Where Organized:** UNITED STATES**Address:** 200 WEST CAPITOL AVENUE
AR1-101-05-01
LITTLE ROCK, ARKANSAS 72201**Correspondent****Correspondent Name:** MOORE & VAN ALLEN PLLC**Correspondent Address:** 100 NORTH TRYON STREET
SUITE 4700, ATTN: IP DEPARTMENT
CHARLOTTE, NC 28202**Domestic Representative - Not Found****Assignment 8 of 8****Conveyance:** RELEASE OF SECURITY INTEREST IN TRADEMARKS**Reel/Frame:** [7496/0155](#)**Pages:** 6**Date Recorded:** Nov. 16, 2021**Supporting Documents:** [assignment-tm-7496-0155.pdf](#)**Assignor****Name:** [CREDIT SUISSE AG, CAYMAN ISLANDS BRANCH, AS AGENT](#)**Execution Date:** Nov. 15, 2021**Legal Entity Type:** NATIONAL BANKING ASSOCIATION**State or Country Where Organized:** SWITZERLAND**Assignee****Name:** [LULU'S FASHION LOUNGE, LLC](#)**Legal Entity Type:** LIMITED LIABILITY COMPANY**State or Country Where Organized:** DELAWARE**Address:** 195 HUMBOLDT AVE.
CHICO, CALIFORNIA 95928**Correspondent****Correspondent Name:** MOORE & VAN ALLEN PLLC

Name:

Correspondent 100 NORTH TRYON STREET
Address: SUITE 4700, ATTN: IP DEPARTMENT
CHARLOTTE, NC 28202

Domestic Representative - Not Found

Proceedings

Summary

Number of 4
Proceedings:

Type of Proceeding: Opposition

Proceeding [91275196](#)
Number:

Filing Date: Mar 23, 2022

Status: Pending

Status Date: Mar 23, 2022

Interlocutory JENNIFER ELGIN
Attorney:

Defendant

Name: Colon, Milagrito

Correspondent MICHAEL PESOCHINSKY
Address: PESOCHINSKY LLC // WWW.MYBRANDMARK.COM
9 WARNER WAY
WAYNE NJ UNITED STATES , 07470

Correspondent e-mail: support@mybrandmark.com , mpesoch@gmail.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SHAPED BY LULU	Opposition Pending	90660442	

Plaintiff(s)

Name: LULU'S FASHION LOUNGE, LLC

Correspondent JENNIFER LEE TAYLOR
Address: MORRISON & FOERSTER LLP
425 MARKET STREET
SAN FRANCISCO CA UNITED STATES , 94105

Correspondent e-mail: TMDocket@mofo.com , JTaylor@mofo.com , SLarson@mofo.com , CVu@mofo.com , HCheng@mofo.com , CBurn@mofo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666
LULU'S	REGISTERED AND RENEWED	77392110	3743619

Prosecution History

Entry Number	History Text	Date	Due Date
3	INSTITUTED	Mar 23, 2022	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 23, 2022	May 02, 2022
1	FILED AND FEE	Mar 23, 2022	

Type of Proceeding: Opposition

Proceeding [91273229](#)
Number:

Filing Date: Dec 01, 2021

Status: Terminated

Status Date: Mar 02, 2022

Interlocutory GEOFFREY MCNUTT
Attorney:

Defendant

Name: Shenzhen haixun management consulting co., ltd

Correspondent Address: QIN TAO
10223 BROADWAY STREET SUITE P424
PEARLAND TX UNITED STATES , 77584

Correspondent e-mail: qtesg1001@gmail.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULEW	Abandoned - After Inter-Partes Decision	90561471	

Plaintiff(s)

Name: Lulu's Fashion Lounge, LLC

Correspondent Address: JENNIFER LEE TAYLOR
MORRISON & FOERSTER LLP
425 MARKET STREET
SAN FRANCISCO CA UNITED STATES , 94105

Correspondent e-mail: jtaylor@mofo.com , cvu@mofo.com , hcheng@mofo.com , cburns@mofo.com , TMdocket@mofo.com , slarson@mofo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666
LULU'S	REGISTERED AND RENEWED	77392110	3743619

Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	Mar 02, 2022	
5	BD DECISION: OPP SUSTAINED	Mar 02, 2022	
4	NOTICE OF DEFAULT	Jan 21, 2022	
3	INSTITUTED	Dec 01, 2021	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 01, 2021	Jan 10, 2022
1	FILED AND FEE	Dec 01, 2021	

Type of Proceeding: Opposition

Proceeding Number: [91272587](#)

Filing Date: Oct 28, 2021

Status: Terminated

Status Date: Jan 27, 2022

Interlocutory Attorney: MARY B MYLES

Defendant

Name: Changzhou Haruo Kids Network Technology Co., Ltd.

Correspondent Address: NYALL ENGFIELD
NO.337 JIAHE ROAD, SIMING DISTRICT, ROOM 2012, ZHONGGUANWEI BLDG
XIAMEN, FUJIAN CHINA , 361000

Correspondent e-mail: orders2@trademarkraft.com , orders@trademarkraft.com , globalip@qq.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULU MONKEY	Abandoned - After Inter-Partes Decision	90511672	

Plaintiff(s)

Name: Lulu's Fashion Lounge, LLC

Correspondent Address: JENNIFER LEE TAYLOR
MORRISON & FOERSTER LLP
425 MARKET STREET
SAN FRANCISCO CA UNITED STATES , 94105

Correspondent e-mail: jtaylor@mofo.com , melissaperez@mofo.com , hcheng@mofo.com , tmdocket@mofo.com , ggabriel@mofo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULUS	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULUS	Registered	86957983	5168140
LOVELULUS	Registered	88042747	5690666
LULU'S	REGISTERED AND RENEWED	77392110	3743619

Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	Jan 27, 2022	
5	BD DECISION: OPP SUSTAINED	Jan 27, 2022	
4	NOTICE OF DEFAULT	Dec 18, 2021	
3	INSTITUTED	Oct 28, 2021	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 28, 2021	Dec 07, 2021
1	FILED AND FEE	Oct 28, 2021	

Type of Proceeding: Opposition

Proceeding Number: [91229027](#)

Filing Date: Jul 18, 2016

Status: Terminated

Status Date: Aug 22, 2016

Interlocutory Attorney: ANDREW P BAXLEY

Defendant

Name: Lulu DK Lifestyle, LLC

Correspondent Address: SHELDON PALMER
GALVIN & PALMER
23RD FL 630 3RD AVE
NEW YORK NY UNITED STATES , 10017

Correspondent e-mail: sheldon@galvinpalmer.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULU DK	Registered	86636396	5047807

Plaintiff(s)

Name: Lulu's Fashion Lounge, Inc.

Correspondent Address: JENNIFER LEE TAYLOR
MORRISON & FOERSTER LLP
425 MARKET ST.
SAN FRANCISCO CA UNITED STATES , 94105

Correspondent e-mail: jtaylor@mofo.com , aphillips@mofo.com , ggabriel@mofo.com , tmdocket@mofo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LULUS	REGISTERED AND RENEWED	77391945	3743618
LULU'S	REGISTERED AND RENEWED	77392110	3743619
LULU'S	Section 8 and 15 - Accepted and Acknowledged	86245622	4719183
LULU'S	Cancelled - Section 8	86245630	4719184
LULU'S	Cancelled - Section 8	86391389	4723509

Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	Aug 22, 2016	
5	BD DECISION: DISMISSED W/O PREJ	Aug 22, 2016	

4	W/DRAW OF OPPOSITION	Aug 15, 2016	
3	PENDING, INSTITUTED	Jul 18, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 18, 2016	Aug 27, 2016
1	FILED AND FEE	Jul 18, 2016	