ESTTA Tracking number:	ESTTA1369656
Filing date:	07/08/2024

### 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	Cozy Comfort Company LLC
Granted to date of previous ex- tension	07/07/2024
Address	27316 N 64TH DR PHOENIX, AZ 85083 UNITED STATES

Attorney informa- tion	THOMAS W. GALVANI THOMAS W. GALVANI, P.C. 3519 E. SHEA BLVD., SUITE 129 PHOENIX, AZ 85028 UNITED STATES Primary email: trademark@galvanilegal.com Secondary email(s): joe@galvanilegal.com 6022816481
Docket no.	6417-TL175

### Applicant information

Application no.	97811411	Publication date	01/09/2024
Opposition filing date	07/08/2024	Opposition period ends	07/07/2024
Applicant	Komfy Kulture 10106 SOUTH PRAIRIE CHICAGO, IL 60628 UNITED STATES		

### Goods/services affected by opposition

Class 025. First Use: Oct 22, 2022 First Use In Commerce: Jan 11, 2023 All goods and services in the class are opposed, namely: Gloves; Scarfs; Shirts; Shorts; Socks; Sweaters; Sweatshirts; Trousers; Baseball caps and hats; Bomber jackets; Clothing jackets; Down jackets; Hooded sweatshirts; Pea coats; Trench coats; Winter coats

### Grounds for opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
No use of mark in commerce before application, amendment to allege use, or statement of use was due	Trademark Act Section 1(a) and (c)
Failure to function as a mark	Trademark Act Sections 1, 2 and 45

### Marks cited by opposer as basis for opposition

U.S. registration no.	5608347	Application date	10/12/2017
Register	Principal		
Registration date	11/13/2018	Foreign priority date	NONE
Word mark	THE COMFY		
Design mark	THE COMFY		
Description of mark	NONE		
Goods/services	Class 024. First use: First Use: Jan 2018 First Use In Commerce: Jan 2018 Blanket throws, namely, whole body blankets		

U.S. registration no.	5712456	Application date	03/29/2018
Register	Principal		
Registration date	04/02/2019	Foreign priority date	NONE
Word mark	THE COMFY		
Design mark	THE COMFY		
Description of mark	NONE		
Goods/services	Class 035. First use: First Use: Dec 3, 2017 First Use In Commerce: Dec 3, 2017 On-line retail store services featuring blanket throws, namely, whole body		
	blankets		

U.S. registration no.	6018450	Application date	08/28/2019
Register	Principal		
Registration date	03/24/2020	Foreign priority date	NONE
Word mark	THE COMFY		
Design mark	Compy		
Description of mark	The mark consists of an image of a standing panda bear wearing a hooded sweatshirt to the left of the words "THE COMFY".		
Goods/services	Class 024. First use: First Use: Jun 1, 2019 First Use In Commerce: Jun 1, 2019 Blanket throws, namely, whole body blankets Class 035. First use: First Use: May 1, 2019 First Use In Commerce: May 1, 2019 On-line retail store services featuring blanket throws, namely, whole body		

	blankets			
U.S. registration no.	6540041	Application date	06/19/2020	
Register	Principal		•	
Registration date	10/26/2021 Foreign priority NONE date NONE			
Word mark	THE COMFY ORIGINAL JR.			
Design mark	THE COMFY ORIGINAL JR.			
Description of mark	NONE			
Goods/services	Class 025. First use: First Use: Jun 19, 2020 First Use In Commerce: Jun 19, 2020 Wearable blankets in the nature of blankets with sleeves			

U.S. registration no.	6540042	Application date	06/19/2020
Register	Principal		
Registration date	10/26/2021	Foreign priority date	NONE
Word mark	THE COMFY ORIGINAL		
Design mark	THE COMFY ORIGINAL		
Description of mark	NONE		
Goods/services	Class 025. First use: First Use: 2018 First Use In Commerce: 2018 Wearable blankets in the nature of blankets with sleeves		

U.S. registration no.	6578974	Application date	06/19/2020
Register	Principal		
Registration date	12/07/2021	Foreign priority date	NONE
Word mark	THE COMFY DREAM		
Design mark	THE COMFY DREAM		
Description of mark	NONE		
Goods/services	Class 025. First use: First Use: Jun 19, 2020 First Use In Commerce: Jun 19, 2020 Wearable blankets in the nature of blankets with sleeves		

U.S. registration no.	6693853	Application date	06/17/2021
Register	Principal		

Registration date	04/05/2022	Foreign priority date	NONE
Word mark	THE COMFY		
Design mark	THE COMFY		
Description of mark	NONE		
Goods/services	Class 025. First use: First Use: Jan 2018 First Use In Commerce: Jan 2018 Wearable blankets in the nature of blankets with sleeves		

U.S. registration no.	6747551	Application date	06/19/2020
Register	Principal		
Registration date	05/31/2022	Foreign priority date	NONE
Word mark	THE COMFY TEDDY BEAR		
Design mark	THE COMFY TEDDY BEAR		
Description of mark	NONE		
Goods/services	Class 025. First use: First Use: Nov 2020 First Use In Commerce: Nov 2020 Wearable blankets in the nature of blankets with sleeves		

U.S. registration no.	6896826	Application date	06/17/2021
Register	Principal		
Registration date	11/08/2022	Foreign priority date	NONE
Word mark	THE COMFY		
Design mark	Confy		
Description of mark	The mark consists of an image of a standing panda bear wearing a hooded blanket with a front pocket to the left of the words "THE COMFY".		
Goods/services	Class 025. First use: First Use: Aug 19, 2022 First Use In Commerce: Aug 19, 2022		
	Wearable blankets in the nature of blankets with sleeves		

U.S. registration no.	7033899	Application date	09/07/2021
Register	Principal		
Registration date	04/25/2023	Foreign priority date	NONE
Word mark	THECOMFY.COM		

Design mark	THECOMFY.COM
Description of mark	NONE
Goods/services	Class 024. First use: First Use: 2019 First Use In Commerce: 2019 Blanket throws, namely, whole body blankets

U.S. registration no.	7034082	Application date	10/05/2021
Register	Principal	-	-
Registration date	04/25/2023	Foreign priority date	NONE
Word mark	THECOMFY.COM		
Design mark	THECOMFY.COM		
Description of mark	NONE		
Goods/services	Class 025. First use: First Use: 2019 First Use In Commerce: 2019 Wearable blankets in the nature of blankets with sleeves		

U.S. application/ registration no.	NONE	Application date	NONE
Register	NONE		
Registration date	NONE		
Mark		the	3y

	Blanket throws, namely, whole body blankets; Wearable blankets in he nature of blankets with sleeves
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U.S. application/ registration no.	NONE	Application date	NONE
Register	NONE		
Registration date	NONE		
Mark	THE COMFY		
Goods/services	Blanket throws, namely, whole body blankets; Wearable blankets in the nature of blankets with sleeves		

U.S. application/ registration no.	NONE	Application date	NONE
Register	NONE		
Registration date	NONE		
Mark	THE COMFY DREAM		
Goods/services	Blanket throws, namely, whole body blankets; Wearable blankets in the nature of blankets with sleeves		

U.S. application/ registration no.	NONE	Application date	NONE
Register	NONE		
Registration date	NONE		
Mark	THE COMFY ORIGINAL		
Goods/services	Blanket throws, namely, whole body blankets; Wearable blankets in the nature of blankets with sleeves		

U.S. application/ registration no.	NONE	Application date	NONE
Register	NONE	-	
Registration date	NONE		
Mark	THE COMFY ORIGINAL JR.		
Goods/services	Blanket throws, namely, whole body blankets; Wearable blankets in the nature of blankets with sleeves		

U.S. application/ registration no.	NONE	Application date	NONE
Register	NONE		
Registration date	NONE		
Mark	THECOMFY.COM		
Goods/services	On-line retail store services featuring blanket throws, namely, whole body blankets and wearable blankets in the nature of blankets with sleeves		

Attachments	87642804#TMSN.png( bytes ) 87856178#TMSN.png( bytes ) 88596102#TMSN.png( bytes ) 90975339#TMSN.png( bytes )
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Signature	/Thomas W. Galvani/

eignatare	
Name	THOMAS W. GALVANI
Date	07/08/2024

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

### COZY COMFORT COMPANY LLC

Opposer

v.

Serial No. 97/811,411

Mark: KOMFY KULTURE

Opposition No.

KIANA JOHNSON DBA KOMFY KULTURE

Applicant

### NOTICE OF OPPOSITION

Cozy Comfort Company LLC ("Opposer") believes it will be damaged by the registration of U.S.

Trademark Application Serial No. 97/811,411 (the "Application") for the mark KOMFY KULTURE

("Applicant's Mark") and hereby opposes the same. Opposer hereby alleges:

### **The Parties**

- Opposer is an Arizona limited liability company doing business at 27316 N 64th Dr, Phoenix, Arizona 85083.
- 2. Upon information and belief, Kiana Johnson dba Komfy Kulture ("Applicant") is an individual doing business as a sole proprietorship at 10106 South Prairie, Chicago, Illinois 60628.

### **Factual Overview**

3. Opposer herein incorporates by reference each of the foregoing paragraphs.

4. Opposer is the owner of the following valid and subsisting U.S. federal trademark registrations

for its THE COMFY-formative marks:

Trademark	Reg. No., Reg. Date, Filing Date	Goods / Services (Class)
THE COMFY	Reg. No.: 5,608,347 Reg. Date: November 13, 2018 Filing Date: October 12, 2017	Blanket throws, namely, whole body blankets (Class 024)
THE COMFY	Reg. No.: 5,712,456 Reg. Date: April 2, 2019 Filing Date: March 29, 2018	On-line retail store services featuring blanket throws, namely, whole body blankets (Class 035)
Couldy	Reg. No.: 6,018,450 Reg. Date: March 24, 2020 Filing Date: August 28, 2019	Blanket throws, namely, whole body blankets (Class 024); On-line retail store services featuring blanket throws, namely, whole body blankets (Class 035)
THE COMFY ORIGINAL JR.	Reg. No.: 6,540,041 Reg. Date: October 26, 2021 Filing Date: June 19, 2020	Wearable blankets in the nature of blankets with sleeves (Class 025)
THE COMFY ORIGINAL	Reg. No.: 6,540,042 Reg. Date: October 26, 2021 Filing Date: June 19, 2020	Wearable blankets in the nature of blankets with sleeves (Class 025)
THE COMFY DREAM	Reg. No.: 6,578,974 Reg. Date: December 7, 2021 Filing Date: June 19, 2020	Wearable blankets in the nature of blankets with sleeves (Class 025)
THE COMFY	Reg. No.: 6,693,853 Reg. Date: April 5, 2022 Filing Date: June 17, 2021	Wearable blankets in the nature of blankets with sleeves (Class 025)
THE COMFY TEDDY BEAR	Reg. No.: 6,747,551 Reg. Date: May 31, 2022 Filing Date: June 19, 2020	Wearable blankets in the nature of blankets with sleeves (Class 025)
Course the fry	Reg. No.: 6,896,826 Reg. Date: November 8, 2022 Filing Date: June 17, 2021	Wearable blankets in the nature of blankets with sleeves (Class 025)
THECOMFY.COM	Reg. No. 7,033,899 Reg. Date: April 25, 2023 Filing Date: October 5, 2021	Blanket throws, namely, whole body blankets (Class 024)

THECOMFY.COM	Reg. No. 7,034,082 Reg. Date: April 25, 2023 Filing Date: October 5, 2021	Wearable blankets in the nature of blankets with sleeves (Class 025)
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True and correct copies of the above registrations are attached as Exhibit A. The above registrations are collectively referred to as "Opposer's Registrations," the above trademarks are collectively referred to as "Opposer's Registered Trademarks," the above goods are collectively referred to as "Opposer's Registered Goods," the above services are collectively referred to as "Opposer's Registered Goods," the above services are collectively referred to as "Opposer's Registered Goods and Opposer's Registered Services are collectively referred to as "Opposer's Registered Goods and Opposer's Registered Services are collectively referred to as "Opposer's Registered Goods and Opposer's Registered Services are collectively referred to as "Opposer's Registered Goods and Services."

5. Opposer also owns valid, subsisting, and continuing common law rights in the trademarks in the following:

Common Law Mark	Common Law Goods and Services	First Used At Least As Early As
Couldy	Blanket throws, namely, whole body blankets; Wearable blankets in the nature of blankets with sleeves; On-line retail store services featuring blanket throws, namely, whole body blankets and wearable blankets in the nature of blankets with sleeves	December 3, 2017
THE COMFY	Blanket throws, namely, whole body blankets; Wearable blankets in the nature of blankets with sleeves; On-line retail store services featuring blanket throws, namely, whole body blankets and wearable blankets in the nature of blankets with sleeves	2018
THE COMFY DREAM	Blanket throws, namely, whole body blankets; Wearable blankets in the nature of blankets with sleeves	June 19, 2020
THE COMFY ORIGINAL	Blanket throws, namely, whole body blankets; Wearable blankets in the nature of blankets with sleeves	2018
THE COMFY ORIGINAL JR.	Blanket throws, namely, whole body blankets; Wearable blankets in the nature of blankets with sleeves	June 19, 2020
THECOMFY.COM	Blanket throws, namely, whole body blankets; Wearable blankets in the nature of blankets with sleeves	2019

The above trademarks are collectively referred to as "Opposer's Common Law Trademarks," the above goods are collectively referred to as "Opposer's Common Law Goods," the above services are collectively referred to as "Opposer's Common Law Services," and Opposer's Common Law Goods and Opposer's Common Law Services are collectively referred to as "Opposer's Common Law Goods and Services." Exhibit B shows examples of use of Opposer's Common Law Trademarks. Opposer's Registered Trademarks and Opposer's Common Law Trademarks are collectively referred to as "Opposer's Trademarks." Opposer's Registered Goods and Opposer's Common Law Goods are collectively referred to as "Opposer's Registered Services are collectively referred to as "Opposer's Registered Services and Opposer's Common Law Services are collectively referred to as "Opposer's Registered Services."

- 6. THECOMFY.COM receives customers, and potential customers use THECOMFY.COM as a first choice for identifying Opposer and Opposer's products and services and their source on the Internet. Since at least as early as December 3, 2017, Opposer has continuously used the trademark THECOMFY.COM in interstate commerce in connection with Opposer's Goods and Opposer's Services. Examples of such use are attached as Exhibit B.
- Since at least as early as January 2018, Opposer has continuously used the trademark THE COMFY in interstate commerce in connection with Opposer's Goods and Opposer's Services. Examples of such use are attached as Exhibit B.
- 8. Opposer sells Opposer's Goods directly to consumers as well as to wholesale entities for sales through brick-and-mortar and on-line retail establishments.
- 9. Opposer's Goods are original, unique, and of high quality. Opposer spends great time, care, and cost in designing products, selecting materials, and controlling production, so as to ensure that each of Opposer's Goods is of a consistent quality level and is representative of the known quality standard with which customers associate goods sold in connection with Opposer's Trademarks.

- 10. On December 3, 2017, the holiday episode of ABC's *Shark Tank* reality investment competition television show featured Opposer and Opposer's Goods. Opposer received backing from one of the "sharks." Since that time, Opposer has advertised Opposer's Goods in connection with *Shark Tank*. See Exhibit C. Opposer, Opposer's Goods, Opposer's Services, and Opposer's Trademarks have since received wide media attention.
- 11. As a result of its widespread, continuous, and exclusive use of Opposer's Common Law Trademarks to identify Opposer's Common Law Goods and Services and to identify Opposer as the source thereof, Opposer also owns valid, subsisting, and continuing common law rights in Opposer's Common Law Trademarks.
- 12. Opposer's Registered Trademarks and Opposer's Common Law Trademarks are distinctive to the consuming marketplace with respect to each mark's respective goods and services.
- 13. On February 24, 2023, Applicant filed the Application to register Applicant's Mark in connection with "Gloves; Scarfs; Shirts; Shorts; Socks; Sweaters; Sweatshirts; Trousers; Baseball caps and hats; Bomber jackets; Clothing jackets; Down jackets; Hooded sweatshirts; Pea coats; Trench coats; Winter coats" ("Applicant's Goods") in international classification 025. A true and correct copy of the Application is attached hereto as Exhibit D.
- 14. Applicant filed the Application under 15 U.S.C. § 1051(a) alleging use of Applicant's Mark in commerce since October 22, 2022.
- 15. Opposer timely filed and was granted two extensions to oppose the Application.
- 16. The Application continues to be based on 15 U.S.C. § 1051(a) as of the filing date of this Notice of Opposition, according to TSDR records for the Application.
- 17. Opposer has not given Applicant any permission or other manner of authorization to use Applicant's Mark or any variation thereof.

### **COUNT I**

### No Use in Commerce, Failure to Function - 15 U.S.C. § 1051

- 18. Opposer herein incorporates by reference each of the foregoing paragraphs.
- 19. Upon information and belief, the specimens Applicant submitted in the Application show only ornamental use of Applicant's Mark, and such use is not use in commerce.
- 20. The specimens in the Application the mark applied to the front of a t-shirt, in large decorative lettering, around the entirety of the front of the neck of the t-shirt. Such use is merely decorative and ornamental and thus cannot function as a trademark to indicate the source of Applicant's Goods. Consumers may not perceive larger designs as trademarks when such matter is prominently displayed across the front of a t-shirt. *See In re Pro-Line Corp.*, 28 USPQ2d at 1142; *In re Dimitri's Inc.*, 9 USPQ2d 1666, 1667-68 (TTAB 1988); TMEP §1202.03(a), (b), (f)(i)-(ii).
- 21. Upon information and belief, Applicant was not using Applicant's Mark in interstate commerce in connection with all of the recited goods in the Application.
- 22. Upon information and belief, Applicant was not using Applicant's Mark in interstate commerce, pursuant to 15 U.S.C. § 1051, when Applicant filed the Application.
- 23. As a result of such non-use, the Application lacks a valid filing basis for all of Applicant's Goods.
- 24. Refusing registration of Applicant's Mark serves the public interest in not registering marks which are not in use.
- 25. Refusing registration of Applicant's Mark serves the public interest in limiting the scope of registered rights to be commensurate with the actual use of Applicant's Mark.
- 26. Applicant requests the Application be refused registration because it fails to meet the use requirements under 15 U.S.C. § 1051.
- 27. In the alternative, the Application is void *ab initio*, pursuant to 15 U.S.C. § 1051, and the Application should be refused accordingly.

#### **COUNT II**

### Likelihood of Confusion - 15 U.S.C. § 1052(d)

- 28. Opposer herein incorporates by reference each of the foregoing paragraphs.
- 29. Opposer has priority with respect to the Application based on the valid and subsisting Opposer's Registrations, which registered before the filing date of the Application.
- 30. Opposer has priority based on its prior use of Opposer's Registered Trademarks and Opposer's Common Law Trademarks in commerce before the filing date of the Application and any date of first use that Applicant may prove.
- 31. Applicant's Mark is confusingly similar to each of Opposer's Registered Trademarks in sound, spelling, appearance, connotation, and commercial impression. Applicant's Mark appropriates the term COMFY from each of Opposer's Registered Trademarks.
- 32. Applicant's Mark is confusingly similar to each of Opposer's Common Law Trademarks in sound, spelling, appearance, connotation, and commercial impression. Applicant's Mark appropriates the term COMFY from each of Opposer's Common Law Trademarks.
- 33. Applicant's Goods are related to Opposer's Goods and Opposer's Services advertised, promoted, and/or sold by Opposer under both Opposer's Registered Trademarks and Opposer's Common Law Trademarks.
- 34. Applicant's Mark so resembles Opposer's Registered Trademarks and Opposer's Common Law Trademarks as to be likely, when used in connection with Applicant's Goods, to cause confusion, to cause mistake, or to deceive under 15 U.S.C. § 1052(d). Consumers in the marketplace are likely to mistakenly believe that Applicant's Goods are offered, sponsored, affiliated, approved, or otherwise related to Opposer, Opposer's Goods, or Opposer's Services. Applicant's use or registration of Applicant's Mark will cause Opposer injury because such use or registration is likely to cause confusion, to cause mistake, or to deceive, by incorrectly causing consumers to

believe that the goods offered by Applicant are offered, sponsored, affiliated, approved, or otherwise related to Opposer, Opposer's Goods, or Opposer's Services. Moreover, any defect in goods provided by Applicant under Applicant's Mark may be improperly connected to and injure the reputation and goodwill of Opposer, which Opposer has worked to develop.

35. Opposer asserts that Applicant's Mark is barred from registration because it consists of or comprises a mark which so resembles Opposer's Registered Trademarks and Opposer's Common Law Trademarks as to be likely, when used in connection with Applicant's Goods, to cause confusion, to cause mistake, or to deceive under 15 U.S.C. § 1052(d).

WHEREFORE, Opposer believes it will be damaged by registration of Applicant's Mark, and so Opposer prays that this Opposition be sustained, that Application Serial No. 97/811,411 be refused registration, and that no registration be issued thereon to Applicant.

Respectfully submitted,

/Thomas W. Galvani/

Thomas W. Galvani Attorney for Opposer

July 8, 2024 Thomas W. Galvani, P.C. 3519 E. Shea Blvd. Suite 129 Phoenix, Arizona 85028 (602) 281-6481

# EXHIBIT A



# THE COMFY

Reg. No. 5,608,347	Cozy Comfort Company LLC (ARIZONA LIMITED LIABILITY COMPANY) 4634 E. Peak View Rd
Registered Nov. 13, 2018	Cave Creek, ARIZONA 85331
Int. Cl.: 24	CLASS 24: Blanket throws, namely, whole body blankets
Trademark	FIRST USE 1-00-2018; IN COMMERCE 1-00-2018
Principal Register	THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 87-642,804, FILED 10-12-2017



ndrei /ar

Director of the United States Patent and Trademark Office

### REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

#### **Requirements in the First Ten Years\*** What and When to File:

- *First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- *Second Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

### **Requirements in Successive Ten-Year Periods\*** What and When to File:

• You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

### **Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

\*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see http://www.wipo.int/madrid/en/.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at h ttp://www.uspto.gov.



# THE COMFY

Reg. No. 5,712,456	Cozy Comfort Company LLC (ARIZONA LIMITED LIABILITY COMPANY) 4634 E. Peak View Rd
Registered Apr. 02, 2019	Cave Creek, ARIZONA 85331
Int. Cl.: 35	CLASS 35: On-line retail store services featuring blanket throws, namely, whole body blankets
Service Mark	FIRST USE 12-3-2017; IN COMMERCE 12-3-2017
Principal Register	THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 87-856,178, FILED 03-29-2018



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Director of the United States Patent and Trademark Office

### REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

#### **Requirements in the First Ten Years\*** What and When to File:

- *First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- *Second Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

### **Requirements in Successive Ten-Year Periods\*** What and When to File:

• You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

### **Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

\*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see http://www.wipo.int/madrid/en/.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at h ttp://www.uspto.gov.





Reg. No. 6,018,450	Cozy Comfort Company LLC (ARIZONA LIMITED LIABILITY COMPANY) 4634 E. Peak View Rd	
Registered Mar. 24, 2020	Cave Creek, ARIZONA 85331	
Int. Cl.: 24, 35	CLASS 24: Blanket throws, namely, whole body blankets	
Service Mark	FIRST USE 6-1-2019, The mark was first used anywhere in a different form other than th sought to be registered at least as early as 12/03/2017; IN COMMERCE 6-1-2019, The mark	
Trademark	was first used in commerce in a different form other than that sought to be registered at least as early as 12/03/2017	
Principal Register CLASS 35: On-line retail store services for blankets	CLASS 35: On-line retail store services featuring blanket throws, namely, whole body blankets	
	FIRST USE 5-1-2019, The mark was first used anywhere in a different form other than that sought to be registered at least as early as 12/03/2017; IN COMMERCE 5-1-2019, The mark was first used in commerce in a different form other than that sought to be registered at least as early as 12/03/2017	

The mark consists of an image of a standing panda bear wearing a hooded sweatshirt to the left of the words "THE COMFY".

OWNER OF U.S. REG. NO. 5608347, 5678126

SER. NO. 88-596,102, FILED 08-28-2019



Andrei Jane

Director of the United States Patent and Trademark Office



### REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

#### **Requirements in the First Ten Years\*** What and When to File:

- *First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- *Second Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

### **Requirements in Successive Ten-Year Periods\*** What and When to File:

• You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

### **Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

\*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see http://www.wipo.int/madrid/en/.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at h ttp://www.uspto.gov.



### THE COMFY DREAM

Reg. No. 6,578,974 Registered Dec. 07, 2021	Cozy Comfort Company LLC (ARIZONA LIMITED LIABILITY COMPANY) 5000 Pleasanton Ave, Suite 220 Pleasanton, CALIFORNIA 94566
Int. Cl.: 25	CLASS 25: Wearable blankets in the nature of blankets with sleeves
Trademark	FIRST USE 6-19-2020; IN COMMERCE 6-19-2020
Principal Register	THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR
	SER. NO. 90-011,775, FILED 06-19-2020



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



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### Requirements in the First Ten Years\* What and When to File:

- *First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- *Second Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

### Requirements in Successive Ten-Year Periods\* What and When to File:

• You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

#### **Grace Period Filings\***

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\*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration.

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# THE COMFY

Reg. No. 6,693,853	Cozy Comfort Company LLC (ARIZONA LIMITED LIABILITY COMPANY)	
Registered Apr. 05, 2022	17470 N. Pacesetter Way Scottsdale, ARIZONA 85255	
Int. Cl.: 25	CLASS 25: Wearable blankets in the nature of blankets with sleeves	
Trademark	FIRST USE 1-00-2018; IN COMMERCE 1-00-2018	
Principal Register	THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR	
	OWNER OF U.S. REG. NO. 5608347, 6018450, 5712456	
	SER. NO. 90-780,531, FILED 06-17-2021	



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



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### Requirements in the First Ten Years\* What and When to File:

- *First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- *Second Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

### Requirements in Successive Ten-Year Periods\* What and When to File:

• You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

#### **Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

\*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration.

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### THE COMFY ORIGINAL JR.

Reg. No. 6,540,041 Registered Oct. 26, 2021	Cozy Comfort Company LLC (ARIZONA LIMITED LIABILITY COMPANY) 17470 N. Pacesetter Way Scottsdale, ARIZONA 85255
Int. Cl.: 25	CLASS 25: Wearable blankets in the nature of blankets with sleeves
Trademark	FIRST USE 6-19-2020; IN COMMERCE 6-19-2020
Principal Register	THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR
	No claim is made to the exclusive right to use the following apart from the mark as shown: "ORIGINAL JR."
	SER. NO. 90-975,339, FILED 06-19-2020



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



### WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

### Requirements in the First Ten Years\* What and When to File:

- *First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- *Second Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

### Requirements in Successive Ten-Year Periods\* What and When to File:

• You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

#### **Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

\*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration.

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### THE COMFY ORIGINAL

Reg. No. 6,540,042 Registered Oct. 26, 2021	Cozy Comfort Company LLC (ARIZONA LIMITED LIABILITY COMPANY) 17470 N. Pacesetter Way Scottsdale, ARIZONA 85255
Int. Cl.: 25	CLASS 25: Wearable blankets in the nature of blankets with sleeves
Trademark	FIRST USE 00-00-2018; IN COMMERCE 00-00-2018
Principal Register	THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR
	No claim is made to the exclusive right to use the following apart from the mark as shown: "ORIGINAL"
	SER. NO. 90-975,340, FILED 06-19-2020



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



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### Requirements in the First Ten Years\* What and When to File:

- *First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
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### Requirements in Successive Ten-Year Periods\* What and When to File:

• You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

#### **Grace Period Filings\***

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### THE COMFY TEDDY BEAR

Reg. No. 6,747,551	Cozy Comfort Company LLC (ARIZONA LIMITED LIABILITY COMPANY)
Registered May 31, 2022	1700 Broadway, 8th Floor Oakland, CALIFORNIA 94612
Int. Cl.: 25	CLASS 25: Wearable blankets in the nature of blankets with sleeves
Trademark	FIRST USE 11-00-2020; IN COMMERCE 11-00-2020
Principal Register	THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 90-011,777, FILED 06-19-2020



Kathevine Kelly Vidal

Director of the United States Patent and Trademark Office



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#### Requirements in the First Ten Years\* What and When to File:

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### Requirements in Successive Ten-Year Periods\* What and When to File:

• You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

#### **Grace Period Filings\***

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Reg. No. 6,896,826	Cozy Comfort Company LLC (ARIZONA LIMITED LIABILITY COMPANY)
Registered Nov. 08, 2022	27316 N 64th Dr Phoenix, ARIZONA 85083
Int. Cl.: 25	CLASS 25: Wearable blankets in the nature of blankets with sleeves
Trademark	FIRST USE 8-19-2022; IN COMMERCE 8-19-2022
Principal Register	The mark consists of an image of a standing panda bear wearing a hooded blanket with a front pocket to the left of the words "THE COMFY".
	OWNER OF U.S. REG. NO. 5608347, 6018450, 5712456
	SER. NO. 90-780,499, FILED 06-17-2021



Kathevine Kelly Vidal

Director of the United States Patent and Trademark Office



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### Requirements in Successive Ten-Year Periods\* What and When to File:

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# THECOMFY.COM

Reg. No. 7,033,899	Cozy Comfort Company LLC (ARIZONA LIMITED LIABILITY COMPANY)
Registered Apr. 25, 2023	27316 N 64th Dr Phoenix, ARIZONA 85083
Int. Cl.: 24	CLASS 24: Blanket throws, namely, whole body blankets
Trademark	FIRST USE 00-00-2019; IN COMMERCE 00-00-2019
Principal Register	THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR
	OWNER OF U.S. REG. NO. 5608347, 6018450, 5712456

SER. NO. 97-015,578, FILED 09-07-2021

Kathevine Kelly Vidal

Director of the United States Patent and Trademark Office



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### Requirements in Successive Ten-Year Periods\* What and When to File:

• You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

#### **Grace Period Filings\***

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### THECOMFY.COM

Reg. No. 7,034,082	Cozy Comfort Company LLC (ARIZONA LIMITED LIABILITY COMPANY)
Registered Apr. 25, 2023	27316 N 64th Dr Phoenix, ARIZONA 85083
Int. Cl.: 25	CLASS 25: Wearable blankets in the nature of blankets with sleeves
Trademark	FIRST USE 00-00-2019; IN COMMERCE 00-00-2019
Principal Register	THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR
	OWNER OF U.S. REG. NO. 5608347, 6018450, 5712456

SER. NO. 97-060,847, FILED 10-05-2021

Kathevine Kelly Vidal

Director of the United States Patent and Trademark Office



#### **REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

### WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

#### Requirements in the First Ten Years\* What and When to File:

- *First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- *Second Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

#### Requirements in Successive Ten-Year Periods\* What and When to File:

• You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

#### **Grace Period Filings\***

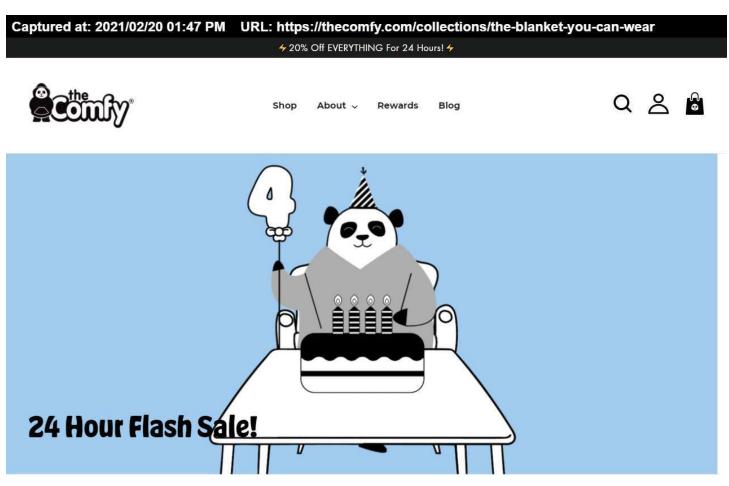
The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

\*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §\$1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration.

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NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at http://www.uspto.gov.

## EXHIBIT B





Sirthday Bundle \$79.99



Signal



The Comfy Teddy Bear Quarter-Zip \$49.99



Stream \$39.99









2/20/2021





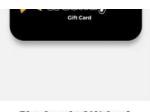
The Comfy Original Jr. \$29.99

The Comfy Original Quarter Zip \$49.99

Annotate Image



The Comfy CoverUp \$9.99



from \$10.00



Ginormously



One size fits all. Just pick a color, and start living #TheComfyLife!

Baby Blanket **Soft** 

Slip it on, and Feel The Happy!"

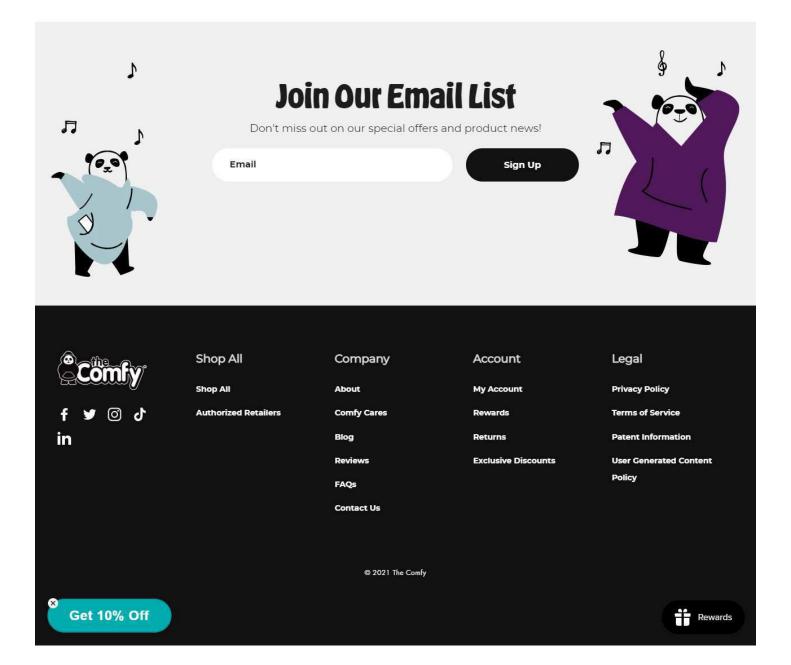






chrome-extension://nlipoenfbbikpbjkfpfillcgkoblgpmj/edit-react.html

We created the world's first wearable blanket, and it's made to last.







## EXHIBIT C

#### URL: https://thecomfy.com/pages/about-us Captured at: 2021/02/20 01:48 PM

+ 20% Off EVERYTHING For 24 Hours! +



Shop About 🗸 Rewards











Ok, we'll be honest: we're still not 100% sure being on The Tank actually happened. But you saw it, right? That was us, wasn't it?

What a ride it was. And the same thing could happen to you, too. How do we know? Because our mother said so, that's why! We'll explain later. First, the journey.



Original prototype - April 2017

It started back in May of '17 - just a month after forming our company - when we decided to fly up to an open call in Denver. All we had was a dream, a prototype, and - as you're now (painfully) aware - our magnificent singing voices!





The Comfy Bros. at the Shark Tank audition in Denver - May 2017

Fast-forward to mid-September, and we'd survived the mounds of paperwork, the stress of advancing through each stage of the process, and the months of uncertainty not knowing if we'd even be chosen to film. As we sat in the on-deck room hearing the commotion of the pitch before us off in the distance, it hit us: 'We're gonna be on Shark Tank!!'



Behind the scenes as we get ready for the biggest moment of our lives.

Walking down that famous hallway, having that last set of doors open, and finally stepping into the world of Mark, Lori, Kevin, Barbara, and Robert was the most surreal moment of our lives. This was our chance to stand on the most sacred ground in all of entrepreneurship and pitch five of the most famous names and brilliant minds in business on *our* product. It's like you're suddenly inside your favorite TV show - because we were.





We filmed for about half an hour. (It's then edited down to about an eight-minute segment.) We sang - we laughed - and we stared in amazement as the Sharks tried on their Comfys (even Mark!) and joked around with each other. It's like time was standing still. Amazing.



Were there things we'd do differently? Of course; we think anyone who's ever been lucky enough to stand in The Tank would say the same thing. But our goal was to be entertaining, to be compelling, and to sell the Sharks on what we think could be one of the most successful products in the history of the show. Our business was so young that we still didn't have a product to sell, so we knew we'd have to convince the Sharks to invest in us as much as they would be investing in our idea.



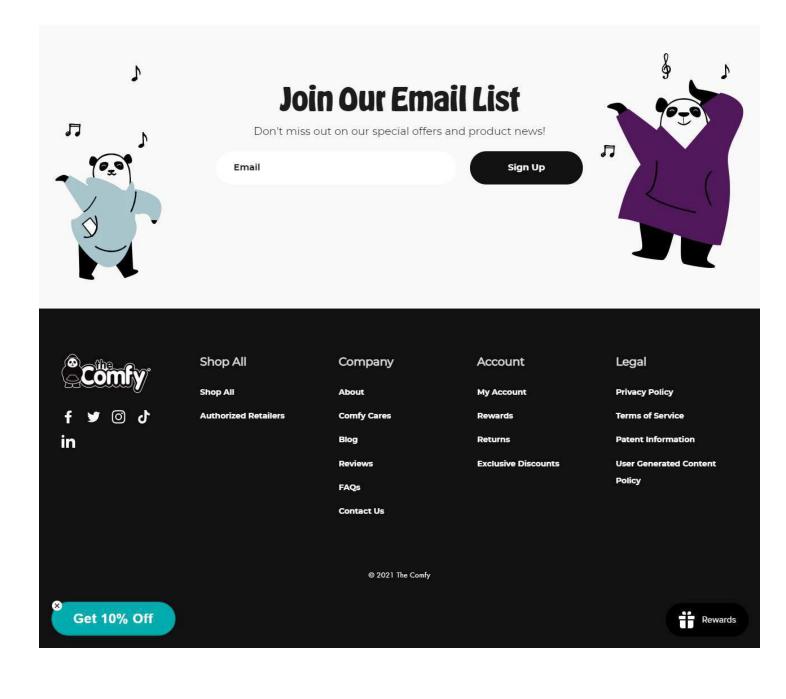


That night, driving back to the hotel, was an out-of-body experience. You're numb. You can't really process what just happened. But we looked at each other knowing that we'd not only survived The Tank, but that we'd realized our own version of the fabled American Dream. We're just a couple of brothers from the desert who had a crazy idea. The only difference between us and so many others who have great ideas is that we *did something* about it. We took action. We didn't take no for an answer. And getting back to where this story started - to why *you* should consider doing the same things we've done - we remembered those three simple words our mother always told us: "Why not you?" Yes, mom: *Why not us*, indeed. We hear you. We've heard you for all these years. And after hearing our story we hope it's *you* who will now be asking yourself...'Why not *me*?'



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The Comfy Bros & family. Without the support of each of these people, this journey would not have been possible.



## EXHIBIT D

From:	TMOfficialNotices@USPTO.GOV
Sent:	Tuesday, January 9, 2024 00:56 AM
То:	XXXX
Cc:	XXXX
Subject:	Official USPTO Notice of Publication Confirmation: U.S. Trademark SN 97811411: KOMFY KULTURE

#### TRADEMARK OFFICIAL GAZETTE PUBLICATION CONFIRMATION

U.S. Serial Number: 97811411 Mark: KOMFY KULTURE International Class(es): 025 Owner: Komfy Kulture Docket/Reference Number:

The mark identified above has been published in the Trademark Official Gazette (TMOG) on Jan 09, 2024.

#### To Review the Mark in the TMOG:

Click on the following link or paste the URL into an internet browser: https://tmog.uspto.gov/#issueDate=2024-01-09&serialNumber=97811411

On the publication date or shortly thereafter, the applicant should carefully review the information that appears in the TMOG for accuracy. For corrections or amendments after publication, please use the Post-Approval/Publication/Post-Notice of Allowance (NOA) Amendment Form, accessible at <a href="https://teas.uspto.gov/office/ppa">https://teas.uspto.gov/office/ppa</a>. For general information about this notice, please contact the Trademark Assistance Center at 1-800-786-9199.

#### Significance of Publication for Opposition:

\* Any party who believes it will be damaged by the registration of the mark may file a notice of opposition (or extension of time therefor) with the Trademark Trial and Appeal Board. If no party files an opposition or extension request within thirty (30) days after the publication date, then eleven (11) weeks after the publication date a certificate of registration should issue.

To check the status of the application, go to <u>https://tsdr.uspto.gov/#caseNumber=97811411&caseType=SERIAL\_NO&searchType=statusSearch</u> or contact the Trademark Assistance Center at 1-800-786-9199. Please check the status of the application at least every three (3) months after the application filing date.

To view this notice and other documents for this application on-line, go to

https://tsdr.uspto.gov/#caseNumber=97811411&caseType=SERIAL\_NO&searchType=documentSearch. NOTE: This notice will only become available on-line the next business day after receipt of this e-mail.



#### UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

Commissioner for Trademarks www.uspto.gov

#### **OFFICIAL USPTO NOTICE OF PUBLICATION UNDER 12(a)**

U.S. Application Serial No. 97811411 Mark: KOMFY KULTURE International Class(es): 025 Owner: Komfy Kulture Docket/Reference No.

Issue Date: December 20, 2023

Your mark is scheduled to publish in the Trademark Official Gazette (TMOG) on January 9, 2024.

Your mark appears to be entitled to register on the Principal Register, subject to any claims of concurrent use.

What happens when your mark publishes. Within 30 days of the publication date, any party who believes it will be damaged by the registration of the mark may file a notice of opposition (or extension of time) with the Trademark Trial and Appeal Board. If no objection is filed, we will issue a registration.

View your mark in the TMOG after the publication date at <u>https://tmog.uspto.gov/</u> by selecting your publication date in the "issues" field, entering your serial number in the "search by" field, and clicking on the magnifying glass.

Ensure that the information in the TMOG is correct. If any information is incorrect, promptly request correction using the "Post-Approval/Publication/Post-Notice of Allowance (NOA) Amendment" form at <a href="https://www.uspto.gov/trademark/trademark-updates-and-announcements/procedures-submitting-amendmentscorrections-trademark">https://www.uspto.gov/office/ppa/</a>. For more information, see <a href="https://www.uspto.gov/trademark/trademark-updates-and-announcements/procedures-submitting-amendmentscorrections-trademark">https://www.uspto.gov/trademark/trademark-updates-and-announcements/procedures-submitting-amendmentscorrections-trademark</a>.

Direct questions about this notice to the Trademark Assistance Center (TAC)at 1-800-786-9199 (select option 1) or TrademarkAssistanceCenter@uspto.gov.

#### Email Address(es):

komfykulture22@gmail.com uspto@trademark-genius.com

From:	TMOfficialNotices@USPTO.GOV
Sent:	Wednesday, December 20, 2023 03:46 AM
To:	XXXX
Cc:	XXXX
Subject:	Official USPTO Notification of Notice of Publication: U.S. Trademark SN 97811411: KOMFY KULTURE

#### NOTIFICATION OF "NOTICE OF PUBLICATION"

Your trademark application (U.S. Serial No. 97811411) is scheduled to publish in the Official Gazette on Jan 9, 2024. To preview the Notice of Publication, go to the Trademark Status & Document Retrieval (TSDR) database, accessible at <u>https://tsdr.uspto.gov/search.action?sn=97811411</u>. If you have difficulty accessing the Notice of Publication, contact the Trademark Assistance Center (TAC) by e-mail at <u>TrademarkAssistanceCenter@uspto.gov</u> or by telephone at 800-786-9199.

#### PLEASE NOTE:

- 1.
- The Notice of Publication may not be immediately available but will be viewable within 24 hours of this e-mail notification. You will receive a second e-mail on the actual "Publication Date," which will include a link to the issue of the Official Gazette in which the mark has published. 2.

Please confirm that the correspondence information shown in TSDR is correct. If the correspondence information is not correct, please update this information using the online Change of Correspondence Address Form, accessible at https://teas.uspto.gov/ccr/cca.

Do NOT hit "Reply" to this e-mail notification. If you find an error in the Notice of Publication, update the information using the Post-Approval/Publication/Post-Notice of Allowance (NOA) Amendment Form, accessible at https://teas.uspto.gov/office/ppa.

FILED BASIS		CURREN	CURRENT BASIS		AMENDED BASIS	
1 (a) YES 1 (a)			YES	1 (a)	NO	
1 (b)	NO	1 (b)	NO	1 (b)	NO	
44D	NO	44D	NO	44D	NO	
44E	NO	44E	NO	44E	NO	
66A	NO	66A	NO			
NO BASIS	NO	NO BASIS	NO			
		MARK	A DATA			
	RMARK	MARK				
		MARK	YES			
LITERAL MARK ELEMEN		MARK	YES KOMFY KULTURE			
LITERAL MARK ELEMEN		MARK	YES	CTER MARK		
STANDARD CHARACTE LITERAL MARK ELEMEN MARK DRAWING CODE COLOR DRAWING FLAG	IT	MARK	YES KOMFY KULTURE	CTER MARK		
LITERAL MARK ELEMEN	IT	MARK CURRENT OWNE	YES KOMFY KULTURE 4-STANDARD CHARA NO	-		

STATUS DATE	11/30/2023						
LITERAL MARK ELEMENT	KOMFY KULTURE	OMFY KULTURE					
DATE ABANDONED	N/A	DATE CANCELLED	N/A				
SECTION 2F	NO	SECTION 2F IN PART	NO				
SECTION 8	NO	SECTION 8 IN PART	NO				
SECTION 15	NO	REPUB 12C	N/A				
RENEWAL FILED	NO	RENEWAL DATE	N/A				
DATE AMEND REG	N/A						

PUB INFORMATION				
RUN DATE	12/01/2023			
PUB DATE N/A				
STATUS	680-APPROVED FOR PUBLICATION			
STATUS DATE	11/30/2023			

OVERVIEW						
SERIAL NUMBER	97811411	FILING DATE	02/24/2023			
REG NUMBER	0000000	REG DATE	N/A			
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK			
INTL REG #	N/A	INTL REG DATE	N/A			
TM ATTORNEY	JOHNSON, JAYLEN SYLVIA	L.O. ASSIGNED	T80-NOT FOUND			

### Trademark Snap Shot Publication Stylesheet (Table presents the data on Publication Approval)

#### OVERVIEW

NAME	Komfy Kulture
ADDRESS	10106 South Prairie Chicago, IL 60628
ENTITY	19-SOLE PROPRIETORSHIP
CITIZENSHIP	Illinois
COMPOSED OF	Kiana Johnson, a citizen of United States

#### **GOODS AND SERVICES**

INTERNATIONAL CLASS	025
	Gloves; Scarfs; Shirts; Shorts; Socks; Sweaters; Sweatshirts; Trousers; Baseball caps and hats; Bomber jackets; Clothing jackets; Down jackets; Hooded sweatshirts; Pea coats; Trench coats; Winter coats

GOODS AND SERVICES CLASSIFICATION										
INTERNATIONAL CLASS	025 FIRST USE DATE 10,			10/22/2022	FIRST USE IN COMMERCE DATE	01/11/2023	CLASS STATUS	6-A	6-ACTIVE	
	MISCELLANEOUS INFORMATION/STATEMENTS									
CHANGE IN REGIS	TRATION				NO					
PSEUDO MARK					COMFY CULTURE					
DATE	EN	r CD	ENT TYP		ON HISTORY				ENT NUM	
11/30/2023	CN	ISA	0	APPROVED FC	OR PUB - PRINCIPAL	REGISTER			004	
11/24/2023	DC	OCK	D	ASSIGNED TO	EXAMINER				003	
03/16/2023	NV	vos	I	NEW APPLICA	TION OFFICE SUPPL	IED DATA ENTERED	)		002	
02/28/2023	NV	VAP	I	NEW APPLICA	TION ENTERED				001	
CURRENT CORRESPONDENCE INFORMATION										
ATTORNEY					NONE					
CORRESPONDENC	CORRESPONDENCE ADDRESS KOMFY KULTURE 10106 SOUTH PRAIRIE CHICAGO, IL 60628									
DOMESTIC REPRE	DOMESTIC REPRESENTATIVE NONE									

# Komfy Kulture

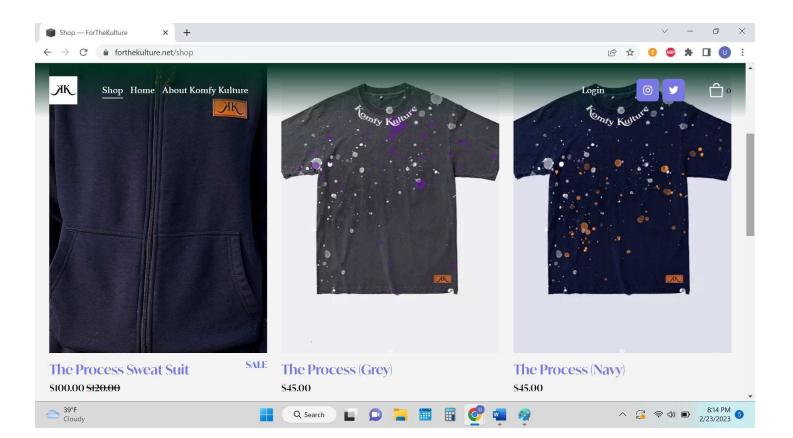
	Statistics for Case 97811411						
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1	SN:97811411	1	0	1	1		
2	CM:/.*[ckq][aeiouy]{1,2}m(f\ph).*/ AND LD:t rue	0	0	0	0	0:00	
3	CM:/.*[ckq][aeiouy]{1,2)m(f\ph).*/ AND LD:t rue	0	0	0	0	0:00	
4	CM:/.*[ckq][aeiouy]{1,2}m(f ph).*/ AND LD:t rue	4671	0	0	0	0:00	
5	CM:/.*[ckq][aeiouy]{1,2}lt[aeiouy]{1,2}r.*/ A ND LD:true	4735	0	0	0	0:00	
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7	CM:/.*[ckq][aou]m(f ph).*/ AND LD:true	4622	0	0	0	0:00	
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9	CM:/.*[ck][ou]m(f ph)[eiy].*/ AND LD:true	625	0	0	0	0:00	
10	9 AND CC: 025	264	0	263	83		
11	CM:/.*[ck][ou]m(f ph)[aeou]rt.*/ AND LD:true	3732	0	0	0	0:00	
12	CM:/.*[ck][ou]m(f ph)[ou]rt.*/ AND LD:true	3732	0	0	0	0:00	
13	CM:/.*[ck][o]m(f]ph)[ou]rt.*/ AND LD:true	3731	0	0	0	0:00	
14	CM:/.*[ck][o]m(flph)[o]rt.*/ AND LD:true	3731	0	0	0	0:00	
15	CM:/.*[ck]omfort.*/ AND LD:true	3731	0	0	0	0:00	
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17	15 AND IC:(025 018 035 042 a b 200)	1043	0	0	0	0:00	
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21	18 AND IC:(025 018 035 a b 200)	810	0	0	0	0:00	
22	18 AND IC:(025 018 a b 200)	614	0	0	0	0:00	
23	18 AND IC:(025 a b 200)	575	0	0	0	0:00	
24	CM:/.*comfort/ AND LD:true	3211	0	0	0	0:00	
25	CM:/comfort/ AND LD:true	3170	0	0	0	0:00	
26	25 AND CC:025	1045	0	0	0	0:00	
27	25 AND IC:(025 018 035 042 a b 200)	865	0	0	0	0:00	
28	25 AND IC:(025 018 035 a b 200)	798	0	0	0	0:00	
29	25 AND IC:(025 018 a b 200)	603	0	0	0	0:00	
30	25 AND IC:(025 a b 200)	564	0	0	0	0:00	
31	CM:/.*komfort.*/ AND LD:true	29	0	29	11		
32	CM:/.*[ck]omfort.bl.*/ AND LD:true	295	0	295	12		

Statistics for Case 97811411							
#	Search	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/Search Duration	
33	CM:/.*[ckq][ou]lt[ou]{1,2}r.*/ AND LD:true	4558	0	0	0	0:00	
34	CM:/.*[ckq][ou]lt[ou]r.*/ AND LD:true	4555	0	0	0	0:00	
35	CM:/.*[ck][ou]lt[ou]r.*/ AND LD:true	4552	0	0	0	0:00	
36	CM:/.*[ck]ult[ou]r.*/ AND LD:true	4532	0	0	0	0:00	
37	CM:/.*[ck]ultur.*/ AND LD:true	4520	0	0	0	0:00	
38	CM:/.*[ck]ulture.*/ AND LD:true	3585	0	0	0	0:00	
39	CM:/.*culture.*/ AND LD:true	3564	0	0	0	0:00	
40	CM:/culture.*/ AND LD:true	2905	0	0	0	0:00	
41	CM:/culture/ AND LD:true	2605	0	0	0	0:00	
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45	41 AND IC:(025 018 a b 200)	580	0	0	0	0:00	
46	41 AND IC:(025 a b 200)	558	0	0	0	0:00	
47	CM:/.*kulture.*/ AND LD:true	133	0	133	24		

Session started 11/24/2023 12:37 pm Session ended 11/24/2023 1:01 pm Total search duration 0.00 Session duration 24 minutes 8 seconds Adjacency Level 1 Near Level 1

# Komfy Kulture





#### **Trademark/Service Mark Application, Principal Register**

#### **TEAS Plus Application**

Serial Number: 97811411 Filing Date: 02/24/2023

NOTE: Data fields with the \* are mandatory under TEAS Plus. The wording "(if applicable)" appears where the field is only mandatory under the facts of the particular application.

#### The table below presents the data as entered.

Input Field	Entered				
TEAS Plus	YES				
MARK INFORMATION					
*MARK	Komfy Kulture				
*STANDARD CHARACTERS	YES				
USPTO-GENERATED IMAGE	YES				
LITERAL ELEMENT	Komfy Kulture				
*MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size, or color.				
REGISTER	Principal				
APPLICANT INFORMATION					
*OWNER OF MARK	Komfy Kulture				
*MAILING ADDRESS	10106 South Prairie				
*CITY	Chicago				
*STATE (Required for U.S. applicants)	Illinois				
*COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States				
*ZIP/POSTAL CODE (Required for U.S. and certain international addresses)	60628				
PHONE	773-503-6445				
*EMAIL ADDRESS	XXXX				
LEGAL ENTITY INFORMATION					
*TYPE	SOLE PROPRIETORSHIP				
* STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY WHERE LEGALLY ORGANIZED	Illinois				
* NAME OF INDIVIDUAL & CITIZENSHIP	Kiana Johnson, a citizen of United States				
GOODS AND/OR SERVICES AND BASIS INFORMATION					
*INTERNATIONAL CLASS	025				

*IDENTIFICATION	Gloves; Scarfs; Shirts; Shorts; Socks; Sweaters; Sweatshirts; Trousers; Baseball caps and hats; Bomber jackets; Clothing jackets; Down jackets; Hooded sweatshirts; Pea coats; Trench coats; Winter coats			
*FILING BASIS	SECTION 1(a)			
FIRST USE ANYWHERE DATE	At least as early as 10/22/2022			
FIRST USE IN COMMERCE DATE	At least as early as 01/11/2023			
SPECIMEN FILE NAME(S)	\ <u>\TICRS\EXPORT18\IMAGEOUT</u> <u>18\978\114\97811411\xml1 \ FTK0003.JPG</u>			
	\\ <u>TICRS\EXPORT18\IMAGEOUT</u> <u>18\978\114\97811411\xml1 \ FTK0004.JPG</u>			
SPECIMEN DESCRIPTION	a copy of a web page point-of-sale display from which the goods may be directly purchased showing current use of the mark in commerce in connection with the goods			
WEBPAGE URL	forthekulture.net			
WEBPAGE DATE OF ACCESS	02/23/2023			
ADDITIONAL STATEMENTS INFORMATION				
*TRANSLATION (if applicable)				
*TRANSLITERATION (if applicable)				
*CLAIMED PRIOR REGISTRATION (if applicable)				
*CONSENT (NAME/LIKENESS) (if applicable)				
*CONCURRENT USE CLAIM (if applicable)				
CORRESPONDENCE INFORMATION				
NAME	Komfy Kulture			
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	komfykulture22@gmail.com			
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	uspto@trademark-genius.com			
FEE INFORMATION				
APPLICATION FILING OPTION	TEAS Plus			
NUMBER OF CLASSES	1			
APPLICATION FOR REGISTRATION PER CLASS	250			
*TOTAL FEES DUE	250			
*TOTAL FEES PAID	250			
SIGNATURE INFORMATION				
* SIGNATURE	/Kiana Johnson/			
* SIGNATORY'S NAME	Kiana Johnson			
* SIGNATORY'S POSITION	Owner			
SIGNATORY'S PHONE NUMBER	773-503-6445			
* DATE SIGNED	02/24/2023			

#### Trademark/Service Mark Application, Principal Register

#### **TEAS Plus Application**

Serial Number: 97811411 Filing Date: 02/24/2023

#### To the Commissioner for Trademarks:

MARK: Komfy Kulture (Standard Characters, see mark)

The literal element of the mark consists of Komfy Kulture. The mark consists of standard characters, without claim to any particular font style, size, or color.

The applicant, Komfy Kulture, a sole proprietorship legally organized under the laws of Illinois, comprised of Kiana Johnson, a citizen of United States, having an address of

10106 South Prairie Chicago, Illinois 60628 United States 773-503-6445(phone) XXXX

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

#### For specific filing basis information for each item, you must view the display within the Input Table.

International Class 025: Gloves; Scarfs; Shirts; Shorts; Socks; Sweaters; Sweatshirts; Trousers; Baseball caps and hats; Bomber jackets; Clothing jackets; Down jackets; Hooded sweatshirts; Pea coats; Trench coats; Winter coats

Use in Commerce: The applicant is using the mark in commerce on or in connection with the identified goods/services. The applicant attaches, or will later submit, one specimen as a JPG/PDF image file showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, regardless of whether the mark itself is in the standard character format or is a stylized or design mark. The specimen image file may be in color, and the image must be in color if color is being claimed as a feature of the mark.

In International Class 025, the mark was first used by the applicant or the applicant's related company or licensee predecessor in interest at least as early as 10/22/2022, and first used in commerce at least as early as 01/11/2023, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) a copy of a web page point-of-sale display from which the goods may be directly purchased showing current use of the mark in commerce in connection with the goods.

Specimen File1 Specimen File2

Webpage URL: forthekulture.net Webpage Date of Access: 02/23/2023

The applicant's current Correspondence Information:

Komfy Kulture PRIMARY EMAIL FOR CORRESPONDENCE: komfykulture22@gmail.com SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): uspto@trademark-genius.com

**Requirement for Email and Electronic Filing:** I understand that a valid email address must be maintained by the applicant owner/holder and the applicant owner's/holder's attorney, if appointed, and that all official trademark correspondence must be submitted via the Trademark Electronic Application System (TEAS).

A fee payment in the amount of \$250 has been submitted with the application, representing payment for 1 class(es).

#### Declaration

#### If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a):

- The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;
- The mark is in use in commerce and was in use in commerce as of the filing date of the application on or in connection with the goods/services in the application;
- The specimen(s) shows the mark as used on or in connection with the goods/services in the application and was used on or in connection with the goods/services in the application as of the application filing date; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

#### And/Or

If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e):

- The signatory believes that the applicant is entitled to use the mark in commerce;
- The applicant has a bona fide intention to use the mark in commerce and had a bona fide intention to use the mark in commerce as of the application filing date on or in connection with the goods/services in the application; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.
- To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive.
- To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.
- The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

#### **Declaration Signature**

Signature: /Kiana Johnson/ Date: 02/24/2023 Signatory's Name: Kiana Johnson Signatory's Position: Owner Signatory's Phone Number: 773-503-6445 Signature method: Sent to third party for signature Payment Sale Number: 97811411 Payment Accounting Date: 02/24/2023

Serial Number: 97811411 Internet Transmission Date: Fri Feb 24 22:01:17 ET 2023 TEAS Stamp: USPTO/FTK-XXXX:XXXX:XXXX:XXXX:XXXX: XXXX:20230224220118382011-97811411-860c7209ee319d5f4b448dafe4d96771f94e8fee db1f9bd7317a2bd54a4318a5ace-CC-01179021-20230223201527370594

# Komfy Kulture



