

ESTTA Tracking number: **ESTTA1371910**
Filing date: **07/18/2024**

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	LuLu's Fashion Lounge, LLC		
Entity	Limited Liability Company	Incorporated or registered in	Delaware
Address	195 HUMBOLDT AVENUE CHICO, CA 95928 UNITED STATES		
Attorney information	JOYCE LIOU MORRISON & FOERSTER LLP 425 MARKET STREET SAN FRANCISCO, CA 94105 UNITED STATES Primary email: tmdocket@mofo.com Secondary email(s): jliou@mofo.com, mmitruka@mofo.com, khoover@mofo.com, tmdocket@mofo.com 4152687546		
Docket no.	648616001508		

Applicant information

Application no.	98183025	Publication date	06/18/2024
Opposition filing date	07/18/2024	Opposition period ends	07/18/2024
Applicant	Xiamen Ruiyingtong E-commerce Co., Ltd. III, SOFTWARE PARK, TORCH HIGH TECH ZONE UNIT 1404-2,#1126 JIMEI NORTH AVE,PHASE XIAMEN, FUJIAN, 361000 CHINA		

Goods/services affected by opposition


Class 025. First Use: None First Use In Commerce: None
All goods and services in the class are opposed, namely: Shoes; Swimwear; Cycling shorts; Jogging outfits; Jogging pants; Jogging suits; Jump suits; Leisure suits; Sports overuniforms; Under garments; Yoga pants; Yoga tops


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	Class 035. First use: First Use: Oct 15, 2007 First Use In Commerce: Oct 15, 2007 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		

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	Class 025. First use: First Use: Aug 31, 1996 First Use In Commerce: Aug 31, 1996 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		

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
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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	<p>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</p> <p>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</p>		

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	<p>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</p>		

Attachments	77391945#TMSN.png(bytes) 86245622#TMSN.png(bytes)
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	86957983#TMSN.png(bytes) 88042747#TMSN.png(bytes) 77392110#TMSN.png(bytes) NOO LULU SHARK.pdf(151879 bytes) LULU SHARK EX A.pdf(672511 bytes) LULU SHARK EX B.pdf(273960 bytes) LULU SHARK EX C.pdf(268790 bytes) LULU SHARK EX D.pdf(216265 bytes) LULU SHARK EX E.pdf(680571 bytes)
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Signature	/Joyce Liou/
Name	Joyce Liou
Date	07/18/2024

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

LULU’S FASHION LOUNGE, LLC,

Opposer,

vs.

XIAMEN RUIYINGTONG E-COMMERCE
CO., LTD.,

Applicant.

Opposition No.:

Application Serial No.: 98/183,025

Mark: LULU SHARK

Published: September 16, 2023

NOTICE OF OPPOSITION

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

Lulu’s Fashion Lounge, LLC (“Opposer”), a California 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 LULU SHARK mark in Application Serial No. 98/183,025, filed by Xiamen Ruiyingtong E-commerce Co., Ltd. (“Applicant”), for “Shoes; Swimwear; Cycling shorts; Jogging outfits; Jogging pants; Jogging suits; Jump suits; Leisure suits; Sports overuniforms; Under garments; Yoga pants; Yoga tops” in Class 25.

1. 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),

Application Serial No. 98/183,025
Docket No. 64861-6001.508

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.

2. 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. 98/183,025. On February 20, 2015, Opposer filed a Section 8 and 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.

3. 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. 98/183,025. On January 11, 2021, Opposer filed a Section 8 and 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.

4. 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. 98/183,025. 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.

5. 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. 98/183,025. Attached hereto as Exhibit D is a current print-out of the TSDR page for Registration No. 5,690,666.

6. 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. 98/183,025. On February 20, 2015, Opposer filed a Section 8 and 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.

7. 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.

8. Applicant filed Application Serial No. 98/183,025 for the LULU SHARK mark on September 16, 2023. The application was published in the *Trademark Official Gazette* on June 18, 2024.

9. By the application herein opposed, Applicant seeks to register the LULU SHARK mark for "Shoes; Swimwear; Cycling shorts; Jogging outfits; Jogging pants; Jogging suits; Jump suits; Leisure suits; Sports overuniforms; Under garments; Yoga pants; Yoga tops" in Class 25.

LIKELIHOOD OF CONFUSION

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

11. On information and belief, Applicant's use and use-in-commerce of the LULU SHARK 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.

12. Applicant's LULU SHARK mark is highly similar to Opposer's LULUS Mark. "LULU" is the most distinctive element of each mark, and each mark begins with that element. LULU is also the dominant element because it is the first element of the mark, and it is well

settled that the first element of a mark is generally the dominant element. The fact that the “LULU” element of Applicant’s mark does not include the letter “S” is immaterial because the dominant term is “LULU,” and the use of the letter “S” does not serve to differentiate the marks. Further, the use of “SHARK” in Applicant’s mark may lead consumers to believe that it is simply a division of LULUS, thereby increasing 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.

13. 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.

14. 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.

15. In view of the fact that Applicant’s LULU SHARK 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 LULU SHARK 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 LULU SHARK mark in Application Serial No. 98/183,025.

16. Filing Fee: The USPTO is authorized to charge \$600.00 for the Notice of Opposition to Application Serial No. 98/183,025 to Morrison & Foerster LLP's Deposit Account 03-1952 (Reference No. 64861-6001.508).

17. WHEREFORE, Opposer prays that Application Serial No. 98/183,025 be rejected, and that this opposition be sustained in favor of Opposer.

Respectfully submitted,

Dated: July 18, 2024

By: /Joyce Liou/

Joyce Liou

Attorney for Opposer

Lulu's Fashion Lounge, LLC

Morrison & Foerster LLP

425 Market Street

San Francisco, California 94105-2482

Telephone: (415) 268-7000

Facsimile: (415) 268-7522

EXHIBIT A

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STATUS DOCUMENTS MAINTENANCE

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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

LIVE/REGISTRATION/Issued and Active

Descriptor:



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

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 44D: No
Filed 44E: No	Currently 44E: No
Filed 66A: No	Currently 66A: No
Filed No Basis: No	Currently 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: Joyce Liou **Docket Number:** 648616001000

Attorney Primary Email Address: TMDocket@mofo.com **Attorney Email Authorized:** Yes

Correspondent

Correspondent Name/Address: Joyce Liou
MORRISON & FOERSTER
425 MARKET STREET
SAN FRANCISCO, CALIFORNIA United States 94105

Phone: 415-268-7546 **Fax:** 415-268-7522

Correspondent e-mail: TMDocket@mofo.com JLiou@mofo.com MMitruka@mofo.com KHoover@mofo.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 22, 2024	TEAS WITHDRAWAL OF ATTORNEY RECEIVED-FIRM RETAINS	
Jan. 22, 2024	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 22, 2024	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 22, 2024	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jan. 22, 2024	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	
Jan. 22, 2024	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
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)	
Sep. 28, 2019	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Sep. 27, 2019	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	
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 - PROCESSED	
May 29, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	

Mar. 06, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED
Mar. 05, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.
Mar. 05, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL
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
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
Oct. 14, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER
Sep. 17, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED
Sep. 17, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE
Sep. 17, 2009	ASSIGNED TO LIE
Sep. 15, 2009	TEAS RESPONSE TO SUSPENSION INQUIRY RECEIVED
Jul. 29, 2009	LETTER OF SUSPENSION MAILED
Jul. 29, 2009	SUSPENSION LETTER WRITTEN
Jul. 06, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED
Jul. 06, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE
Jul. 06, 2009	TEAS REQUEST FOR RECONSIDERATION RECEIVED
Jan. 06, 2009	FINAL REFUSAL MAILED
Jan. 06, 2009	FINAL REFUSAL WRITTEN
Nov. 27, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED
Nov. 26, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE
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
May 28, 2008	NON-FINAL ACTION E-MAILED
May 28, 2008	NON-FINAL ACTION WRITTEN
May 20, 2008	ASSIGNED TO EXAMINER
Feb. 13, 2008	NOTICE OF PSEUDO MARK MAILED
Feb. 12, 2008	NEW APPLICATION ENTERED

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 - Click to Load](#)

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United States of America

United States Patent and Trademark Office

LULUS.COM

Reg. No. 3,743,618 LULU'S FASHION LOUNGE, INC. (CALIFORNIA CORPORATION)
Registered Feb. 2, 2010 212 MAIN STREET
CHICO, CA 95928

Int. Cl.: 35 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
SERVICE MARK ON-LINE RETAIL STORE SERVICES IN THE FIELD OF CLOTHING, SHOES, JEWELRY
PRINCIPAL REGISTER 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.

GRETTA YAO, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office

EXHIBIT B

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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

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 44D: No
Filed 44E: No	Currently 44E: No
Filed 66A: No	Currently 66A: No
Filed No Basis: No	Currently 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: Joyce Liou **Docket Number:** 648616003000

Attorney Primary Email Address: TMDocket@mofo.com **Attorney Email Authorized:** Yes

Correspondent

Correspondent Name/Address: Joyce Liou
MORRISON & FOERSTER LLP
425 Market Street
SAN FRANCISCO, CALIFORNIA United States 94105

Phone: 415-268-7546 **Fax:** 415-268-7522

Correspondent e-mail: TMDocket@mofo.com JLiou@mofo.com MMitruka@mofo.com KHoover@mofo.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 14, 2024	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Jan. 09, 2024	TEAS WITHDRAWAL OF ATTORNEY RECEIVED-FIRM RETAINS	
Jan. 09, 2024	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 09, 2024	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 09, 2024	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
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.	
Apr. 30, 2021	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	
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 - PROCESSED	
May 08, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	
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
Apr. 11, 2014	NEW APPLICATION ENTERED

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 - Click to Load](#)

[Proceedings - Click to Load](#)

United States of America
United States Patent and Trademark Office

LULU'S

Reg. No. 4,719,183

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

Registered Apr. 14, 2015

Int. Cl.: 25

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 (U.S. CLS. 22 AND 39).

TRADEMARK

PRINCIPAL REGISTER

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. 3,743,619.

SER. NO. 86-245,622, FILED 4-8-2014.

LOKSYE G LEE RISO, EXAMINING ATTORNEY



Michelle K. Lee

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:

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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 <http://www.uspto.gov>.

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 C

For assistance with TSDR, email teas@uspto.gov and include your serial number, the document you are looking for, and a screenshot of any error messages you have received.

STATUS DOCUMENTS MAINTENANCE

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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

LIVE/REGISTRATION/Issued and Active

Descriptor:



The trademark application has been registered with the Office.

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

Status Date: Sep. 22, 2022

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) IN STYLIZED 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 [1330811](#)
Number:

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

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

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

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 44D: No

Filed 44E: No

Currently 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently 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: Joyce Liou

Docket Number: 648616006000

Attorney Primary Email Address: TMDocket@mofo.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Joyce Liou

MORRISON & FOERSTER LLP
425 Market Street
SAN FRANCISCO, CALIFORNIA United States 94105

Phone: 415-268-7546

Fax: 415-268-7522

Correspondent e-mail: TMDocket@mofo.com JLiou@mofo.com
MMitruka@mofo.com KHoover@mofo.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 09, 2024	TEAS WITHDRAWAL OF ATTORNEY RECEIVED-FIRM RETAINS	
Jan. 09, 2024	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 09, 2024	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 09, 2024	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Sep. 22, 2022	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Sep. 22, 2022	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Sep. 22, 2022	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	
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 - PROCESSED
Jun. 26, 2017	ASSIGNED TO PARALEGAL
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
Jan. 30, 2017	USE AMENDMENT FILED
Feb. 15, 2017	CASE ASSIGNED TO INTENT TO USE PARALEGAL
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
Sep. 29, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE
Sep. 29, 2016	TEAS RESPONSE TO OFFICE ACTION RECEIVED
Jul. 21, 2016	NOTIFICATION OF NON-FINAL ACTION E-MAILED
Jul. 21, 2016	NON-FINAL ACTION E-MAILED
Jul. 21, 2016	NON-FINAL ACTION WRITTEN
Jul. 13, 2016	ASSIGNED TO EXAMINER
Apr. 04, 2016	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED
Apr. 02, 2016	NEW APPLICATION ENTERED

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 108

Date in Location: Sep. 22, 2022

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

United States of America

United States Patent and Trademark Office

The image shows the word "lulus" written in a thick, black, cursive script. The letters are connected and have a fluid, handwritten appearance. The word is positioned in the upper right quadrant of the page, enclosed within a thin vertical line on its right side.

Reg. No. 5,168,140

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

Registered Mar. 21, 2017

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 6-1-2016; IN COMMERCE 6-1-2016

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

MEGHAN M REINHART, EXAMINING ATTORNEY



Michelle K. Lee

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:

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- **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.

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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 D

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STATUS DOCUMENTS MAINTENANCE

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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

LIVE/REGISTRATION/Issued and Active

Descriptor:



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

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

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 44D: No

Filed 44E: No

Currently 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently 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: JTaylor@mofo.com TMDocket@mofo.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 05, 2024	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Dec. 08, 2021	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
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Apr. 02, 2020	NOTICE OF SUIT	
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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
Jul. 23, 2018	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED
Jul. 21, 2018	NEW APPLICATION ENTERED

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 - Click to Load

Proceedings - Click to Load

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

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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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EXHIBIT E

For assistance with TSDR, email teas@uspto.gov and include your serial number, the document you are looking for, and a screenshot of any error messages you have received.

STATUS DOCUMENTS MAINTENANCE

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Mark: LULU'S

The logo for Lulu's, featuring the word "Lulu's" in a stylized, cursive font. The letter "l" is lowercase and the "u" is lowercase. The "L" is uppercase. There is a small star above the apostrophe in "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 [1233770](#)
Number:

International Application(s) [A0045530/1233770](#)
**/Registration(s) Based on
this Property:**

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

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 44D: No

Filed 44E: No

Currently 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently 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: Joyce Liou

Docket Number: 648616002000

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Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 22, 2024	TEAS WITHDRAWAL OF ATTORNEY RECEIVED-FIRM RETAINS	
Jan. 22, 2024	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 22, 2024	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 22, 2024	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jan. 22, 2024	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	
Jan. 22, 2024	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
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)	
Mar. 28, 2020	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Mar. 28, 2020	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	
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.
Mar. 05, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL
Feb. 20, 2015	TEAS SECTION 8 & 15 RECEIVED
Sep. 24, 2014	AMENDMENT UNDER SECTION 7 - PROCESSED
Sep. 20, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL
Sep. 10, 2014	TEAS SECTION 7 REQUEST RECEIVED
May 15, 2014	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED
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
Oct. 14, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER
Sep. 17, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED
Sep. 17, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE
Sep. 17, 2009	ASSIGNED TO LIE
Sep. 15, 2009	TEAS RESPONSE TO SUSPENSION INQUIRY RECEIVED
Jul. 29, 2009	LETTER OF SUSPENSION MAILED
Jul. 29, 2009	SUSPENSION LETTER WRITTEN
Jul. 06, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED
Jul. 06, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE
Jul. 06, 2009	TEAS REQUEST FOR RECONSIDERATION RECEIVED
Jan. 06, 2009	FINAL REFUSAL MAILED
Jan. 06, 2009	FINAL REFUSAL WRITTEN
Nov. 27, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED
Nov. 26, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE
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
May 28, 2008	NON-FINAL ACTION E-MAILED
May 28, 2008	NON-FINAL ACTION WRITTEN
May 20, 2008	ASSIGNED TO EXAMINER
Feb. 13, 2008	NOTICE OF DESIGN SEARCH CODE MAILED
Feb. 12, 2008	NEW APPLICATION ENTERED

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 - Click to Load](#)

[Proceedings - Click to Load](#)

United States of America

United States Patent and Trademark Office



Reg. No. 3,743,619 LULU'S FASHION LOUNGE, INC. (CALIFORNIA CORPORATION)
Registered Feb. 2, 2010 212 MAIN STREET
CHICO, CA 95928

Int. Cl.: 35 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).

SERVICE MARK
PRINCIPAL REGISTER

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

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

GRETTA YAO, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office