

ESTTA Tracking number: **ESTTA1375939**
Filing date: **08/07/2024**

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 | MV Madre, LLC | | |
| Entity | Limited Liability Company | Incorporated or registered in | California |
| Address | 5150 FAIR OAKS BLVD. STE. 101-274 CARMICHAEL, CA 95608 UNITED STATES | | |

| | | | |
|----------------------|---|--|--|
| Attorney information | ZAYDE J. KHALIL IPLA, LLP 4445 EASTGATE MALL SUITE 200 SAN DIEGO, CA 92121 UNITED STATES Primary email: trademarks@ipla.com 858-272-0220 | | |
| Docket no. | | | |

Applicant information

| | | | |
|------------------------|--|------------------------|------------|
| Application no. | 98204472 | Publication date | 07/09/2024 |
| Opposition filing date | 08/07/2024 | Opposition period ends | 08/08/2024 |
| Applicant | Juan Carlos Guerrero 623 WEST RODERICK AVE OXNARD, CA 93030 UNITED STATES | | |

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: Clothing, namely, shirts, dresses, pants, skirts |
| Class 035. First Use: None First Use In Commerce: None All goods and services in the class are opposed, namely: On-line retail store services featuring clothing |


Grounds for opposition

| | |
|--------------------------------------|----------------------------|
| Priority and likelihood of confusion | Trademark Act Section 2(d) |
|--------------------------------------|----------------------------|

Marks cited by opposer as basis for opposition

| | | | |
|-----------------------|---------|------------------|------------|
| U.S. registration no. | 6121589 | Application date | 11/10/2017 |
|-----------------------|---------|------------------|------------|

| | | | |
|---------------------|--|-----------------------|------|
| Register | Principal | | |
| Registration date | 08/11/2020 | Foreign priority date | NONE |
| Word mark | ME VALE MADRE | | |
| Design mark |  | | |
| Description of mark | NONE | | |
| Goods/services | Class 025. First use: First Use: Mar 5, 2009 First Use In Commerce: Mar 5, 2009 Beanies; Hats; Jackets; Shirts; Sweatshirts | | |

| | | | |
|-----------------------|---|-----------------------|------------|
| U.S. registration no. | 7394523 | Application date | 04/29/2020 |
| Register | Principal | | |
| Registration date | 05/28/2024 | Foreign priority date | NONE |
| Word mark | ME VALE MADRE | | |
| Design mark |  | | |
| Description of mark | NONE | | |
| Goods/services | Class 018. First use: First Use: Aug 22, 2019 First Use In Commerce: Aug 22, 2019 Backpacks; Sports bags; Gym bags; Athletic bags; Drawstring bags; Tote bags Class 035. First use: First Use: Aug 31, 2009 First Use In Commerce: Aug 31, 2009 Online retail store services featuring apparel, clothing, beanies, hats, jackets, shirts, tank tops, sweatshirts, and bags | | |

| | |
|-------------|---|
| Attachments | 87679564#TMSN.png(bytes) 88893702#TMSN.png(bytes) 2024-08-07 - Notice of Opposition - ME VALE VERGA.pdf(1105904 bytes) |
|-------------|---|

| | |
|-----------|-------------------|
| Signature | /Zayde J. Khalil/ |
| Name | Zayde J. Khalil |
| Date | 08/07/2024 |

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

MV Madre, LLC

Opposer,

v.

Juan Carlos Guerrero

Applicant.

Opposition No. _____

Mark: ME VALE VERGA

Serial No.: 98204472

Filing Date: September 29, 2023

Publication Date: July 9, 2024

NOTICE OF OPPOSITION

MV Madre, LLC (“MV Madre”), a California limited liability company with an address of 5150 Fair Oaks Blvd., Ste. 101-274, Carmichael, California 95608 believes that it would be damaged by registration of the application identified in the caption (the “Application”) owned by Juan Carlos Guerrero, a United States individual with an address of 623 West Roderick Ave., Oxnard, California 93030 (the “Applicant”).

MV MADRE’S BUSINESS AND TRADEMARK RIGHTS

1. MV Madre designs, manufactures, distributes, provides, and otherwise offers high-end and premium performance apparel and clothing under its well-known ME VALE MADRE trademark (the “ME VALE MADRE Trademark”) in the United States and throughout the world.

2. MV Madre offers an array of clothing and apparel goods including beanies, hats, jackets, shirts, and sweatshirts as well as related online retail store services on MV Madre’s website www.mevalmadre.com (the “MV Madre Goods and Services”) under its ME VALE MADRE Trademark.

3. MV Madre has spent significant time and resources developing the associated goodwill in its ME VALE MADRE Trademark, and the MV Madre Goods and Services associated with the ME VALE MADRE Trademark have been advertised, promoted to, and purchased by numerous consumers.

4. MV Madre’s ME VALE MADRE Trademark is also well-known in the professional boxing and mixed martial arts clothing industries. Indeed, numerous professional boxers and mixed martial arts fighters wear MV Madre’s ME VALE MADRE Trademark branded clothing products. MV Madre also sponsors numerous professional boxers, mixed martial arts fighters, and boxing and mixed martial arts events, in the United States and around the world, where MV Madre prominently promotes and advertises the MV Madre Goods and Services bearing the ME VALE MADRE Trademark.

5. Since at least as early as 2009, MV Madre has made continuous and substantially exclusive use of its ME VALE MADRE Trademark in interstate commerce in connection with the MV Madre Goods and Services and therefore, owns common law rights in its ME VALE MADRE Trademark in connection with the MV Madre Goods and Services.

6. MV Madre also owns the following valid and subsisting registrations on the USPTO Principal Register (collectively, the “ME VALE MADRE Registrations”):

| Mark Information | Goods |
|--|--|
| <p>ME VALE MADRE Reg. No.: 6121589 Filing Date: November 10, 2017 Registration Date: August 11, 2020</p> | <p>Cl. 25: Beanies; Hats; Jackets; Shirts; Sweatshirts</p> |
| <p>ME VALE MADRE Reg. No.: 7394523 Filing Date: April 29, 2020 Registration Date: May 24, 2024</p> | <p>Cl. 18: Backpacks; Sports bags; Gym bags; Athletic bags; Drawstring bags; Tote bags</p> <p>Cl. 35: Online retail store services featuring apparel, clothing, beanies, hats, jackets, shirts, tank tops, sweatshirts, and bags</p> |

True and correct copies of the ME VALE MADRE Registrations and printouts from the USPTO website showing the current status and title are appended hereto as Exhibit A.

7. MV Madre has extensively used its ME VALE MADRE Trademark for well over a decade and has advertised, promoted, and offered the MV Madre Goods and Services under the ME VALE MADRE Trademark in interstate commerce through various channels of trade. As a result, MV Madre’s customers, potential customers, and the public in general have come to know and recognize the ME VALE MADRE Trademark as identifying the MV Madre Goods and Services and associate such goods and services with the high quality offered by MV Madre.

8. MV Madre has expended significant financial resources and effort in promoting and publicizing the ME VALE MADRE Trademark in the United States, and as a result of such efforts and its exclusive use and promotion, the ME VALE MADRE Trademark has acquired valuable goodwill in connection with the MV Madre Goods and Services in the United States.

APPLICANT AND THE APPLICATION

9. On September 29, 2023, Applicant filed the Application seeking to register the mark ME VALE VERGA (the “Applicant’s Mark”) in International Class 25 for “*Clothing, namely, shirts, dresses, pants, skirts*” and in International Class 35 for “*On-line retail store services featuring clothing*” (the “Applied-For Goods and Services”).

10. Applicant filed the Application based on an intent to use Applicant’s Mark in connection with the Applied-For Goods and Services.

11. On July 9, 2024, the Application was published for opposition.

12. Accordingly, this Notice of Opposition is timely filed against the Application.

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COUNT I: PRIORITY AND LIKELIHOOD OF CONFUSION
15 U.S.C. § 1052(d)

13. MV Madre hereby realleges and incorporates by reference the preceding allegations of this Notice of Opposition.

14. MV Madre's trademark rights are senior to any rights Applicant may allege to have in its Application or Applicant's Mark because MV Madre owns common law trademark rights to the ME VALE MADRE Trademark in connection with the MV Madre Goods and Services which predate the filing date of the Application and any use of Applicant's Mark by Applicant in United States commerce.

15. MV Madre's trademark rights are senior to any rights Applicant may allege to have in its Application or Applicant's Mark because MV Madre filed and registered the ME VALE MADRE registration (Reg. No. 6121589) on the Principal Register well before the filing date of the Application and any use of Applicant's Mark by Applicant in United States commerce.

16. Applicant's Mark is confusingly similar to the ME VALE MADRE Trademark in sight, sound, meaning, and commercial impression. Among other things, the parties' marks convey a nearly identical meaning and share the identical dominant ME VALE terms.

17. Applicant's Applied-For Goods and Services are identical or highly related to the MV Madre Goods and Services and the goods and services claimed in the ME VALE MADRE Registrations.

18. The Applicant's Applied-For Goods and Services are targeted to the same class of consumers as MV Madre's Goods and Services, are intended to move through the same channels of trade as MV Madre's Goods and Services, and are likely to be associated by the consumers of MV Madre.

19. On information and belief, Applicant had constructive knowledge and, on information and belief, actual knowledge of MV Madre's trademark rights in and to its ME VALE MADRE Trademark before it filed the Application and first used Applicant's Mark.

20. Applicant is not affiliated or connected with MV Madre and has not been endorsed, sponsored by, nor has MV Madre approved any of Applicant's Applied-For Goods and Services offered or sold by Applicant under Applicant's Mark.

21. Applicant's use and registration of Applicant's Mark is likely to cause confusion, mistake, and deception as to the source of Applicant's Applied-For Goods and Services within the meaning of 15 U.S.C. §§ 1114 and 1125(a).

22. Applicant's use and registration of Applicant's Mark will injure and damage MV Madre and the goodwill and reputation symbolized by the ME VALE MADRE Trademark within the meaning of 15 U.S.C. § 1063(a).

23. Based on the identical/nearly identical nature of Applicant's Mark and the ME VALE MADRE Trademark and the similarity of Applicant's Applied-For Goods and Services to the MV Madre's Goods and Services, the public is likely to incorrectly believe that Applicant's Applied-For Good and Services are connected to MV Madre. This confusion will cause irreparable damage to MV Madre.

24. The Application should not be allowed to register under 15 U.S.C. § 1052(d), because Applicant's Mark resembles a mark previously used and registered in the United States by MV Madre and is likely to cause consequent damage to MV Madre and the public.

25. **WHEREFORE**, MV Madre respectfully requests that this opposition be sustained, and the Application be refused registration.

///

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Dated: August 7, 2024

Respectfully submitted,

/Zayde J. Khalil/

IPLA, LLP
4445 Eastgate Mall, Suite 200
San Diego, CA 92121
Phone: 858-272-0220
Email: trademarks@ipla.com
Attorney for Opposer
MV Madre, LLC

Exhibit A

United States of America

United States Patent and Trademark Office

ME VALE MADRE

Reg. No. 6,121,589

MV MADRE, LLC (CALIFORNIA LIMITED LIABILITY COMPANY)
1619 La Playa Way
Sacramento, CALIFORNIA 958642920

Registered Aug. 11, 2020

Int. Cl.: 25

CLASS 25: Beanies; Hats; Jackets; Shirts; Sweatshirts

Trademark

FIRST USE 3-5-2009; IN COMMERCE 3-5-2009

Principal Register

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

The English translation of "ME VALE MADRE" in the mark is "I don't care".

SER. NO. 87-679,564, FILED 11-10-2017



Andrei Iancu

Director of the United States
Patent and Trademark Office



United States of America

United States Patent and Trademark Office

ME VALE MADRE

Reg. No. 7,394,523

Registered May 28, 2024

Int. Cl.: 18, 35

Service Mark

Trademark

Principal Register

MV MADRE, LLC (CALIFORNIA LIMITED LIABILITY COMPANY)
Ste. 101-274
5150 Fair Oaks Blvd.
Carmichael, CALIFORNIA 95608

CLASS 18: Backpacks; Sports bags; Gym bags; Athletic bags; Drawstring bags; Tote bags

FIRST USE 8-22-2019; IN COMMERCE 8-22-2019

CLASS 35: Online retail store services featuring apparel, clothing, beanies, hats, jackets, shirts, tank tops, sweatshirts, and bags

FIRST USE 8-31-2009; IN COMMERCE 8-31-2009

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

The English translation of ME VALE MADRE in the mark is "I DON'T CARE".

SER. NO. 88-893,702, FILED 04-29-2020



Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



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Mark: ME VALE MADRE

ME VALE MADRE

US Serial Number: 87679564

Application Filing Date: Nov. 10, 2017

US Registration Number: 6121589

Registration Date: Aug. 11, 2020

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

Status Date: Aug. 11, 2020

Publication Date: May 26, 2020

Mark Information

Mark Literal Elements: ME VALE MADRE

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

Translation: The English translation of "ME VALE MADRE" in the mark is "I don't care".

Related Properties Information

International Registration Number: 1585140

International Application(s) /Registration(s) Based on this Property: A0106117/1585140

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: Beanies; Hats; Jackets; Shirts; Sweatshirts

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 05, 2009

Use in Commerce: Mar. 05, 2009

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: MV MADRE, LLC

Owner Address: Ste. 101-274
5150 Fair Oaks Blvd.
Carmichael, CALIFORNIA UNITED STATES 95608

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Zayde J. Khalil

Attorney Primary trademarks@ipla.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent Zayde J. Khalil
Name/Address: IPLA, LLP
4445 Eastgate Mall
Suite 200
San Diego, CALIFORNIA UNITED STATES 92121

Phone: 8582720220

Fax: 8582720221

Correspondent e- trademarks@ipla.com
mail:

Correspondent e- Yes
mail Authorized:

Domestic Representative - Not Found

Prosecution History

| Date | Description | Proceeding Number |
|---------------|---|-------------------|
| Oct. 28, 2020 | APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED | |
| Oct. 28, 2020 | TEAS CHANGE OF CORRESPONDENCE RECEIVED | |
| Oct. 28, 2020 | ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED | |
| Oct. 28, 2020 | TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED | |
| Oct. 28, 2020 | TEAS CHANGE OF OWNER ADDRESS RECEIVED | |
| Aug. 11, 2020 | REGISTERED-PRINCIPAL REGISTER | |
| May 26, 2020 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED | |
| May 26, 2020 | PUBLISHED FOR OPPOSITION | |
| May 06, 2020 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED | |
| Apr. 20, 2020 | APPROVED FOR PUB - PRINCIPAL REGISTER | |
| Mar. 27, 2020 | TEAS/EMAIL CORRESPONDENCE ENTERED | |
| Mar. 26, 2020 | CORRESPONDENCE RECEIVED IN LAW OFFICE | |
| Mar. 26, 2020 | TEAS RESPONSE TO OFFICE ACTION RECEIVED | |
| Sep. 26, 2019 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | |
| Sep. 26, 2019 | NON-FINAL ACTION E-MAILED | |
| Sep. 26, 2019 | NON-FINAL ACTION WRITTEN | |
| Sep. 25, 2019 | ASSIGNED TO EXAMINER | |
| Aug. 01, 2019 | TEAS/EMAIL CORRESPONDENCE ENTERED | |
| Aug. 01, 2019 | CORRESPONDENCE RECEIVED IN LAW OFFICE | |
| Jul. 31, 2019 | ASSIGNED TO LIE | |
| Jul. 26, 2019 | NOTICE OF REVIVAL - E-MAILED | |

Jul. 26, 2019 TEAS RESPONSE TO OFFICE ACTION RECEIVED
 Jul. 26, 2019 PETITION TO REVIVE-GRANTED
 Jul. 26, 2019 TEAS PETITION TO REVIVE RECEIVED
 Jul. 24, 2019 ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED
 Jul. 24, 2019 TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED
 Jul. 03, 2019 AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP
 Jul. 01, 2019 ABANDONMENT NOTICE E-MAILED - FAILURE TO RESPOND
 Jun. 28, 2019 ABANDONMENT - FAILURE TO RESPOND OR LATE RESPONSE
 Oct. 29, 2018 NOTIFICATION OF NON-FINAL ACTION E-MAILED
 Oct. 29, 2018 NON-FINAL ACTION E-MAILED
 Oct. 29, 2018 NON-FINAL ACTION WRITTEN
 Aug. 15, 2018 ASSIGNED TO EXAMINER
 Aug. 15, 2018 ASSIGNED TO EXAMINER
 Mar. 08, 2018 ASSIGNED TO EXAMINER
 Feb. 23, 2018 ASSIGNED TO EXAMINER
 Nov. 21, 2017 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED
 Nov. 14, 2017 NEW APPLICATION ENTERED

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Aug. 11, 2020

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: MV MADRE, LLC

Assignment 1 of 1

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [6678/0063](#)

Pages: 3

Date Recorded: Jun. 25, 2019

Supporting Documents: [assignment-tm-6678-0063.pdf](#)

Assignor

Name: [NECOCHEA, MAX](#)

Execution Date: Jun. 05, 2019

Legal Entity Type: INDIVIDUAL

Citizenship: No Citizenship Found

Assignee

Name: [MV MADRE, LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: CALIFORNIA

Address: 1619 LA PLAYA WAY
SACRAMENTO, CALIFORNIA 95864-2920

Correspondent

Correspondent Name: ZAYDE KHALIL

Correspondent Address: 4445 EASTGATE MALL
SUITE 200
SAN DIEGO, CA 92121

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 1

Type of Proceeding: Cancellation

Proceeding Number: [92081007](#)

Filing Date: Nov 16, 2022

Status: Terminated

Status Date: Dec 12, 2023

Interlocutory Attorney: JILL M MCCORMACK

Defendant

Name: Saul Carter

Correspondent Address: TODD WENGROVSKY
LAW OFFICES OF TODD WENGROVSKY, PLLC
285 SOUTHFIELD ROAD, BOX 585
CALVERTON NY UNITED STATES , 11933

Correspondent e-mail: contact@twlegal.com

Associated marks

| Mark | Application Status | Serial Number | Registration Number |
|------------|--------------------|--------------------------|-------------------------|
| MV ME VALE | | 88406899 | 6901537 |

Plaintiff(s)

Name: MV Madre, LLC

Correspondent Address: ZAYDE J. KHALIL
IPLA, LLP
4445 EASTGATE MALL, SUITE 200
SAN DIEGO CA UNITED STATES , 92121

Correspondent e-mail: litigation@ipla.com

Associated marks

| Mark | Application Status | Serial Number | Registration Number |
|---------------|--------------------|--------------------------|-------------------------|
| ME VALE MADRE | | 87679564 | 6121589 |
| MVM | | 88903088 | 6200392 |

Prosecution History

| Entry Number | History Text | Date | Due Date |
|--------------|--|--------------|--------------|
| 16 | TERMINATED | Dec 12, 2023 | |
| 15 | BD DECISION: CAN DENIED W/O PREJ | Dec 12, 2023 | |
| 14 | W/DRAW OF PET FOR CANCELLATION | Dec 05, 2023 | |
| 13 | NOTICE OF DEFAULT | Nov 07, 2023 | |
| 12 | P MOT TO COMPEL DISCOVERY | Oct 13, 2023 | |
| 11 | SUSPENDED | Jul 21, 2023 | |
| 10 | P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS | Jul 21, 2023 | |
| 9 | P MOT TO AMEND PLEADING/AMENDED PLEADING | Feb 15, 2023 | |
| 8 | TRIAL DATES RESET | Feb 01, 2023 | |
| 7 | DISCOVERY CONFERENCE ORDERED BY BOARD | Dec 29, 2022 | |
| 6 | P REQ FOR DISCOVERY CONFERENCE-ESTTA | Dec 19, 2022 | |
| 5 | ANSWER | Dec 01, 2022 | |
| 4 | D APPEARANCE / POWER OF ATTORNEY | Dec 01, 2022 | |
| 3 | INSTITUTED | Nov 16, 2022 | |
| 2 | NOTICE AND TRIAL DATES SENT; ANSWER DUE: | Nov 16, 2022 | Dec 26, 2022 |
| 1 | FILED AND FEE | Nov 16, 2022 | |

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Mark: ME VALE MADRE

ME VALE MADRE

US Serial Number: 88893702

Application Filing Date: Apr. 29, 2020

US Registration Number: 7394523

Registration Date: May 28, 2024

Register: Principal

Mark Type: Trademark, Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

Status Date: May 28, 2024

Publication Date: Mar. 12, 2024

Mark Information

Mark Literal Elements: ME VALE MADRE

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

Translation: The English translation of ME VALE MADRE in the mark is "I DON'T CARE".

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: Backpacks; Sports bags; Gym bags; Athletic bags; Drawstring bags; Tote bags

International Class(es): 018 - Primary Class

U.S Class(es): 001, 002, 003, 022, 041

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 22, 2019

Use in Commerce: Aug. 22, 2019

For: Online retail store services featuring apparel, clothing, beanies, hats, jackets, shirts, tank tops, sweatshirts, and bags

International Class(es): 035 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 31, 2009

Use in Commerce: Aug. 31, 2009

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: MV MADRE, LLC

Owner Address: Ste. 101-274
5150 Fair Oaks Blvd.
Carmichael, CALIFORNIA UNITED STATES 95608

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Zayde J. Khalil

Attorney Primary trademarks@ipla.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent Zayde J. Khalil
Name/Address: IPLA, LLP
4445 Eastgate Mall
Suite 200
San Diego, CALIFORNIA UNITED STATES 92121

Phone: 858-272-0220

Fax: 858-272-0221

Correspondent e- trademarks@ipla.com
mail:

Correspondent e- Yes
mail Authorized:

Domestic Representative - Not Found

Prosecution History

| Date | Description | Proceeding Number |
|---------------|---|-------------------|
| May 28, 2024 | NOTICE OF REGISTRATION CONFIRMATION EMAILED | |
| May 28, 2024 | REGISTERED-PRINCIPAL REGISTER | |
| Mar. 12, 2024 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED | |
| Mar. 12, 2024 | PUBLISHED FOR OPPOSITION | |
| Feb. 21, 2024 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED | |
| Feb. 21, 2024 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED | |
| Feb. 05, 2024 | APPROVED FOR PUB - PRINCIPAL REGISTER | |
| Feb. 01, 2024 | SUSPENSION CHECKED - TO ATTORNEY FOR ACTION | |
| Dec. 13, 2023 | TEAS RESPONSE TO SUSPENSION INQUIRY RECEIVED | |
| Jul. 06, 2023 | REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED | |
| Dec. 19, 2022 | NOTIFICATION OF LETTER OF SUSPENSION E-MAILED | |
| Dec. 19, 2022 | LETTER OF SUSPENSION E-MAILED | |
| Dec. 19, 2022 | SUSPENSION LETTER WRITTEN | |
| Dec. 19, 2022 | ASSIGNED TO EXAMINER | |
| Dec. 08, 2022 | SUSPENSION CHECKED - TO ATTORNEY FOR ACTION | |
| May 04, 2022 | REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED | |
| Sep. 10, 2021 | REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED | |
| Sep. 01, 2021 | REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED | |
| Feb. 03, 2021 | NOTIFICATION OF LETTER OF SUSPENSION E-MAILED | |
| Feb. 03, 2021 | LETTER OF SUSPENSION E-MAILED | |
| Feb. 03, 2021 | SUSPENSION LETTER WRITTEN | |
| Jan. 21, 2021 | TEAS/EMAIL CORRESPONDENCE ENTERED | |
| Jan. 20, 2021 | CORRESPONDENCE RECEIVED IN LAW OFFICE | |
| Jan. 20, 2021 | TEAS RESPONSE TO OFFICE ACTION RECEIVED | |
| Oct. 28, 2020 | APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED | |

Oct. 28, 2020 TEAS CHANGE OF CORRESPONDENCE RECEIVED
Oct. 28, 2020 ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED
Oct. 28, 2020 TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED
Oct. 28, 2020 TEAS CHANGE OF OWNER ADDRESS RECEIVED
Jul. 30, 2020 NOTIFICATION OF NON-FINAL ACTION E-MAILED
Jul. 30, 2020 NON-FINAL ACTION E-MAILED
Jul. 30, 2020 NON-FINAL ACTION WRITTEN
Jul. 23, 2020 ASSIGNED TO EXAMINER
May 12, 2020 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED
May 02, 2020 NEW APPLICATION ENTERED

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: FILE REPOSITORY (FRANCONIA)

Date in Location: May 28, 2024