

ESTTA Tracking number: **ESTTA1371418**

Filing date: **07/16/2024**

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

Proceeding no.	92079337
Party	Defendant Mija, LLC and Mija LLC
Correspondence address	JAMIE R SHELDEN LAW OFFICE OF JAMIE SHELDEN 1760 -F AIRLINE HIGHWAY PMB 220 HOLLISTER, CA 95023 UNITED STATES Primary email: jamie@justtrademarks.com Secondary email(s): sarah@skoszyk.com 831-261-5444
Submission	Defendant's Notice of Reliance
Filer's name	Jamie Shelden
Filer's email	jamie@justtrademarks.com
Signature	/Jamie Shelden/
Date	07/16/2024
Attachments	240710 Notice of Reliance MIJA.pdf(1920805 bytes)

("TSDR") database filed in connection with Registrant's U.S. Trademark Registration No. 6532271 for the mark MIJA, registered October 19, 2021, a true and correct copy of which is attached hereto as Exhibit 2 showing Registrant's correction of the mistakenly filed Amendment to Allege Use through request to delete goods from the registration and Registrant's lack of intent to commit fraud.

Signed,

Date: July 16, 2024

By: /Jamie Shelden/

Jamie Shelden
Law Office of Jamie Shelden
1760-F Airline Highway, PMB 220
Hollister, CA 95023
Telephone: 858-777-5545

Attorney for Registrant, Mija, LLC

CERTIFICATE OF SERVICE

I hereby certify that a true copy of the **REGISTRANT'S NOTICE OF RELIANCE** is being served upon Petitioner by email to Joseph Nabor at Jtnabo@fitcheven.com this 16th day of July 2024.

Jamie Shelden

Jamie R. Shelden

Exhibit 1

Generated on: This page was generated by TSDR on 2024-07-16 15:37:57 EDT

Mark: MIJA

MIJA

US Serial Number: 90263714

Application Filing Date: Oct. 19, 2020

US Registration Number: 6532271

Registration Date: Oct. 19, 2021

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Cancellation/Invalidation Pending

This trademark application has been registered with the Office, but it is currently undergoing a challenge which may result in its removal from the registry.

Status: A cancellation proceeding is pending at the Trademark Trial and Appeal Board. For further information, see TTABVue on the Trademark Trial and Appeal Board web page.

Status Date: Mar. 28, 2022

Publication Date: Apr. 20, 2021 Notice of Allowance Date: Jun. 15, 2021

Mark Information

Mark Literal Elements: MIJA

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: 1594504

International Application(s) / Registration(s) Based on this Property: A0107844/1594504

Claimed Ownership of US Registrations: 5933706

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: Face oils; perfumery; essential oils; hair care products, namely, shampoos, conditioners, hair cleaning preparations, hair styling spray, hair styling gels and sprays, hair coloring and dyeing preparations; beauty care preparations, namely, non-medicated balms for use on skin, lips, hair, body lotions; face toner; non-medicated skin care preparations and serums, namely, face gels, face creams, face mist, skin oils, skin lotions; non-medicated anti-wrinkle skin care preparations and serums; Topical skin care preparation, namely, non-medicated preparation for the treatment of fine lines and wrinkles and skin surface irregularities; skin moisturizers used as cosmetics; beauty care products, namely, make-up, skin moisturizers, lip balms, lip sticks, body washes, body scrubs, skin toners, beauty creams; body creams

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 09, 2019

Use in Commerce: Sep. 09, 2019

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: Mija, LLC

Owner Address: 2979 23rd St.
San Francisco, CALIFORNIA UNITED STATES 94110

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: JAMIE R SHELDEN

Attorney Primary Email Address: jamie@justtrademarks.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: JAMIE R SHELDEN
LAW OFFICE OF JAMIE SHELDEN
1760 -F AIRLINE HIGHWAY PMB 220
HOLLISTER, CALIFORNIA UNITED STATES 95023

Phone: 831-261-5444

Correspondent e-mail: sarah@skoszyk.com jamie@justtrademarks.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Nov. 02, 2022	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Mar. 28, 2022	CANCELLATION INSTITUTED NO. 9999999	
Mar. 23, 2022	TEAS SECTION 7 REQUEST RECEIVED	
Oct. 19, 2021	REGISTERED-PRINCIPAL REGISTER	
Sep. 16, 2021	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Sep. 15, 2021	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Aug. 13, 2021	STATEMENT OF USE PROCESSING COMPLETE	
Jul. 28, 2021	USE AMENDMENT FILED	
Aug. 09, 2021	CASE ASSIGNED TO INTENT TO USE PARALEGAL	
Jul. 28, 2021	TEAS STATEMENT OF USE RECEIVED	
Jul. 26, 2021	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 26, 2021	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jul. 26, 2021	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 15, 2021	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Apr. 20, 2021	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 20, 2021	PUBLISHED FOR OPPOSITION	
Mar. 31, 2021	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	

Mar. 18, 2021 APPROVED FOR PUB - PRINCIPAL REGISTER
Mar. 18, 2021 EXAMINER'S AMENDMENT ENTERED
Mar. 18, 2021 NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED
Mar. 18, 2021 EXAMINERS AMENDMENT E-MAILED
Mar. 18, 2021 EXAMINERS AMENDMENT -WRITTEN
Mar. 18, 2021 ASSIGNED TO EXAMINER
Dec. 07, 2020 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED
Oct. 22, 2020 NEW APPLICATION ENTERED

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Sep. 15, 2021

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Mija, LLC

Assignment 1 of 1

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [7834/0751](#)

Pages: 2

Date Recorded: Aug. 29, 2022

Supporting Documents: [assignment-tm-7834-0751.pdf](#)

Assignor

Name: [MIJA, LLC](#)

Execution Date: Aug. 14, 2022

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Assignee

Name: [MIJA LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: TEXAS

Address: 1539 S. MASON ROAD, SUITE 46
KATY, TEXAS 77450

Correspondent

Correspondent Name: JAMIE R SHELDEN

Correspondent Address: 1760-F AIRLINE HIGHWAY
PMB 220
HOLLISTER, CA 95023

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 1

Type of Proceeding: Cancellation

Proceeding Number: [92079337](#)

Filing Date: Mar 28, 2022

Status: Pending

Status Date: Apr 22, 2024

Interlocutory Attorney: TASHIA A BUNCH

Defendant

Name: Mija, LLC and Mija LLC

Correspondent JAMIE R SHELDEN
Address: LAW OFFICE OF JAMIE SHELDEN
 1760 -F AIRLINE HIGHWAY PMB 220
 HOLLISTER CA UNITED STATES , 95023

Correspondent e-mail: jamie@justtrademarks.com , sarah@skoszyk.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
MIJA		90263714	6532271
Plaintiff(s)			

Name: Mija Clean, LLC

Correspondent JOSEPH T NABOR
Address: FITCH EVEN TABIN & FLANNERY LLP
 120 S. LASALLE STREET, SUITE 2100
 CHICAGO IL UNITED STATES , 60603

Correspondent e-mail: trademark@fitcheven.com , jtnabo@fitcheven.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
MIJA		90452598	

Prosecution History

Entry Number	History Text	Date	Due Date
27	P TESTIMONY	May 17, 2024	
26	PROCEEDINGS RESUMED	Apr 22, 2024	
25	P REPLY IN SUPPORT OF MOTION	Feb 29, 2024	
24	P REPLY IN SUPPORT OF MOTION	Feb 29, 2024	
23	SUSP PEND DISP OF OUTSTNDNG MOT	Feb 15, 2024	
22	D OPP/RESP TO MOTION	Feb 09, 2024	
21	P NOTICE OF RELIANCE	Jan 21, 2024	
20	P MOT FOR EXT W/O CONSENT	Jan 21, 2024	
19	TRIAL DATES RESET	Nov 30, 2023	
18	D OPP/RESP TO MOTION	Oct 04, 2023	
17	P MOT TO COMPEL DISCOVERY	Sep 28, 2023	
16	PROCEEDINGS RESUMED	Aug 07, 2023	
15	P OPP/RESP TO MOTION	May 30, 2023	
14	SUSP PEND DISP OF OUTSTNDNG MOT	May 17, 2023	
13	ANSWER & D MOT TO DISMISS: FRCP 12(B)	May 08, 2023	
12	P AMENDED PLEADING	Apr 07, 2023	
11	P MOT FOR SJ DENIED AS MOOT/RESPONSE DUE	Mar 23, 2023	
10	P REPLY IN SUPPORT OF MOTION	Jan 12, 2023	
9	D OPP/RESP TO MOTION	Dec 23, 2022	
8	SUSP PEND DISP OF OUTSTNDNG MOT	Dec 01, 2022	
7	P MOT FOR SUMMARY JUDGMENT	Nov 23, 2022	
6	D CHANGE OF CORRESP ADDRESS	Apr 11, 2022	
5	RESPONSE DUE	Apr 06, 2022	
4	ANSWER	Apr 05, 2022	
3	INSTITUTED	Mar 28, 2022	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 28, 2022	May 07, 2022
1	FILED AND FEE	Mar 28, 2022	

Exhibit 2

Section 7 Request Form

The table below presents the data as entered.

Input Field	Entered
REGISTRATION NUMBER	6532271
LAW OFFICE ASSIGNED	LAW OFFICE 116
SERIAL NUMBER	90263714
MARK SECTION	
MARK	mark
LITERAL ELEMENT	MIJA
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size or color.
OWNER SECTION (current)	
NAME	Mija, LLC
MAILING ADDRESS	2979 23rd St.
CITY	San Francisco
STATE	California
ZIP/POSTAL CODE	94110
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
EMAIL	XXXX
OWNER SECTION (proposed)	
NAME	Mija, LLC
MAILING ADDRESS	2979 23rd St.
CITY	San Francisco
STATE	California
ZIP/POSTAL CODE	94110
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
EMAIL	XXXX
EXPLANATION OF FILING	
<p>Owner wishes to delete certain items from the description of goods in the registration. Owner, through its previous trademark counsel, filed a Statement of Use incorrectly stating that the mark was in use in connection with all of the listed goods. However, the mark was not, in fact, in use in connection with all of the goods. Through this request, Owner wishes to permanently delete those goods that were not in use at the time of filing of the Statement of Use. The goods to be deleted are: perfumery; hair care products, namely, shampoos, conditioners, hair cleaning preparations, hair styling spray, hair styling gels and sprays, hair coloring and dyeing preparations; beauty care preparations, namely, non-medicated balms for use on skin, lips, hair, body lotions; face toner; face gels, face creams, face mist, skin lotions; make-up, lip balms, lip</p>	

sticks, body washes, body scrubs, skin toners, beauty creams; body creams The following goods will remain in the registration: Face oils; essential oils; non-medicated skin care preparations and serums, namely, skin oils; non-medicated anti-wrinkle skin care preparations and serums; Topical skin care preparation, namely, non-medicated preparation for the treatment of fine lines and wrinkles and skin surface irregularities; skin moisturizers used as cosmetics; beauty care products, namely, skin moisturizers Owner acknowledges that this mistake was made in good faith as Owner's attorney of record, when signing the Statement of Use mistakenly believed the mark was in use with all of the goods when it was in fact not.

GOODS AND/OR SERVICES SECTION (current)

U.S. CLASS 003

IDENTIFICATION

Face oils; perfumery; essential oils; hair care products, namely, shampoos, conditioners, hair cleaning preparations, hair styling spray, hair styling gels and sprays, hair coloring and dyeing preparations; beauty care preparations, namely, non-medicated balms for use on skin, lips, hair, body lotions; face toner; non-medicated skin care preparations and serums, namely, face gels, face creams, face mist, skin oils, skin lotions; non-medicated anti-wrinkle skin care preparations and serums; Topical skin care preparation, namely, non-medicated preparation for the treatment of fine lines and wrinkles and skin surface irregularities; skin moisturizers used as cosmetics; beauty care products, namely, make-up, skin moisturizers, lip balms, lip sticks, body washes, body scrubs, skin toners, beauty creams; body creams

FILING BASIS Section 1(a)

FIRST USE ANYWHERE DATE At least as early as 09/09/2019

FIRST USE IN COMMERCE DATE At least as early as 09/09/2019

GOODS AND/OR SERVICES SECTION (proposed)

U.S. CLASS 003

IDENTIFICATION

Face oils; essential oils; non-medicated skin care preparations and serums, namely, skin oils; non-medicated anti-wrinkle skin care preparations and serums; Topical skin care preparation, namely, non-medicated preparation for the treatment of fine lines and wrinkles and skin surface irregularities; skin moisturizers used as cosmetics; beauty care products, namely, skin moisturizers

FILING BASIS Section 1(a)

FIRST USE ANYWHERE DATE At least as early as 09/09/2019

FIRST USE IN COMMERCE DATE At least as early as 09/09/2019

ATTORNEY INFORMATION (current)

NAME Vivek Vaidya

ATTORNEY BAR MEMBERSHIP NUMBER XXX

YEAR OF ADMISSION XXXX

U.S. STATE/ COMMONWEALTH/ TERRITORY XX

FIRM NAME Bend Law Group, PC

STREET 2181 Greenwich St.

CITY San Francisco

STATE California

POSTAL CODE 94123

COUNTRY/REGION/JURISDICTION/U.S. TERRITORY United States

PHONE (415) 439-0153

EMAIL vivek@blgtrademarks.com

ATTORNEY INFORMATION (proposed)

NAME Jamie Shelden

ATTORNEY BAR MEMBERSHIP NUMBER XXX

YEAR OF ADMISSION	XXXX
U.S. STATE/ COMMONWEALTH/ TERRITORY	XX
FIRM NAME	Law Office of Jamie Shelden
STREET	1760-F Airline Highway, PMB 220
CITY	Hollister
STATE	California
POSTAL CODE	95023
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
PHONE	8312615444
EMAIL	jamie@justtrademarks.com
CORRESPONDENCE INFORMATION (current)	
NAME	Vivek Vaidya
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	vivek@blgtrademarks.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	NOT PROVIDED
CORRESPONDENCE INFORMATION (proposed)	
NAME	Jamie Shelden
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	jamie@justtrademarks.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	natalie@justtrademarks.com
PAYMENT SECTION	
TOTAL FEES DUE	The undersigned believes no fee is required because the only change to the registration is the deletion of goods, services, and/or classes prior to submission of a Section 8 or 71 declaration. The USPTO may, upon later review, require a fee payment.
SIGNATURE SECTION	
DECLARATION SIGNATURE	/Jamie Shelden/
SIGNATORY'S NAME	Jamie Shelden
SIGNATORY'S POSITION	Attorney of record, California Bar member
DATE SIGNED	03/23/2022
SIGNATURE METHOD	Signed directly within the form
REQUEST SIGNATURE	/Jamie Shelden/
SIGNATORY'S NAME	Jamie Shelden
SIGNATORY'S POSITION	Attorney of record, California Bar member
DATE SIGNED	03/23/2022
ROLE OF AUTHORIZED SIGNATORY	Authorized U.S.-Licensed Attorney
SIGNATURE METHOD	Signed directly within the form
CONCURRENT § 8, 8 &15, OR 8 &9 FILED	NO
FILING INFORMATION SECTION	
SUBMIT DATE	Wed Mar 23 23:51:18 ET 2022

TEAS STAMP

USPTO/S7R-XXXX:XXXX:XXXX:
XXXX:XXXX:XXXX:XXXX:XXXX-
20220323235118046724-6532
271-800dfa0e060cfd5cc401f
10bb6ecc88e842a2c19deba70
2f22a2cdd61b07e145-N/A-N/
A-20220323231155928940

PTO- 1597

Approved for use through 01/31/2025. OMB 0651-0055

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number

Section 7 Request Form

To the Commissioner for Trademarks:

The registrant requests the following amendment(s) to registration no. **6532271** MIJA(Standard Characters, see <https://tmng-al.uspto.gov/resting2/api/img/90263714/large>) has been amended as follows:

EXPLANATION OF FILING

Owner wishes to delete certain items from the description of goods in the registration. Owner, through its previous trademark counsel, filed a Statement of Use incorrectly stating that the mark was in use in connection with all of the listed goods. However, the mark was not, in fact, in use in connection with all of the goods. Through this request, Owner wishes to permanently delete those goods that were not in use at the time of filing of the Statement of Use. The goods to be deleted are: perfumery; hair care products, namely, shampoos, conditioners, hair cleaning preparations, hair styling spray, hair styling gels and sprays, hair coloring and dyeing preparations; beauty care preparations, namely, non-medicated balms for use on skin, lips, hair, body lotions; face toner; face gels, face creams, face mist, skin lotions; make-up, lip balms, lip sticks, body washes, body scrubs, skin toners, beauty creams; body creams The following goods will remain in the registration: Face oils; essential oils; non-medicated skin care preparations and serums, namely, skin oils; non-medicated anti-wrinkle skin care preparations and serums; Topical skin care preparation, namely, non-medicated preparation for the treatment of fine lines and wrinkles and skin surface irregularities; skin moisturizers used as cosmetics; beauty care products, namely, skin moisturizers Owner acknowledges that this mistake was made in good faith as Owner's attorney of record, when signing the Statement of Use mistakenly believed the mark was in use with all of the goods when it was in fact not.

CLASSIFICATION AND LISTING OF GOODS/SERVICES

Registrant proposes to amend the following class of goods/services in the application:

Current: Class 003 for Face oils; perfumery; essential oils; hair care products, namely, shampoos, conditioners, hair cleaning preparations, hair styling spray, hair styling gels and sprays, hair coloring and dyeing preparations; beauty care preparations, namely, non-medicated balms for use on skin, lips, hair, body lotions; face toner; non-medicated skin care preparations and serums, namely, face gels, face creams, face mist, skin oils, skin lotions; non-medicated anti-wrinkle skin care preparations and serums; Topical skin care preparation, namely, non-medicated preparation for the treatment of fine lines and wrinkles and skin surface irregularities; skin moisturizers used as cosmetics; beauty care products, namely, make-up, skin moisturizers, lip balms, lip sticks, body washes, body scrubs, skin toners, beauty creams; body creams

Proposed: Class 003 for Face oils; essential oils; non-medicated skin care preparations and serums, namely, skin oils; non-medicated anti-wrinkle skin care preparations and serums; Topical skin care preparation, namely, non-medicated preparation for the treatment of fine lines and wrinkles and skin surface irregularities; skin moisturizers used as cosmetics; beauty care products, namely, skin moisturizers

OWNER AND/OR ENTITY INFORMATION

Registrant proposes to amend the following:

Current: Mija, LLC, a limited liability company legally organized under the laws of Delaware, having an address of
2979 23rd St.
San Francisco, California 94110
United States
XXXX

Proposed: Mija, LLC, a limited liability company legally organized under the laws of Delaware, having an address of

2979 23rd St.
San Francisco, California 94110
United States
XXXX

The owner's/holder's current attorney information: Vivek Vaidya. Vivek Vaidya of Bend Law Group, PC, is a member of the XX bar, admitted to the bar in XXXX, bar membership no. XXX, is located at

2181 Greenwich St.
San Francisco, California 94123
United States

The phone number is (415) 439-0153.

The email address is vivek@blgtrademarks.com

The owner's/holder's proposed attorney information: Jamie Shelden. Jamie Shelden of Law Office of Jamie Shelden, is a member of the XX bar, admitted to the bar in XXXX, bar membership no. XXX, is located at

1760-F Airline Highway, PMB 220
Hollister, California 95023
United States

The phone number is 8312615444.

The email address is jamie@justtrademarks.com

Jamie Shelden submitted the following statement: The attorney of record is an active member in good standing of the bar of the highest court of a U.S. state, the District of Columbia, or any U.S. Commonwealth or territory.

Correspondence Information (current):

Vivek Vaidya
PRIMARY EMAIL FOR CORRESPONDENCE: vivek@blgtrademarks.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): NOT PROVIDED

Correspondence Information (proposed):

Jamie Shelden
PRIMARY EMAIL FOR CORRESPONDENCE: jamie@justtrademarks.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): natalie@justtrademarks.com

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

The undersigned believes no fee is required because the only change to the registration is the deletion of goods, services, and/or classes prior to submission of a Section 8 or 71 declaration. The USPTO may, upon later review, require a fee payment.

SIGNATURE(S)

Declaration Signature

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 this submission, 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.

Signature: /Jamie Shelden/ Date: 03/23/2022
Signatory's Name: Jamie Shelden
Signatory's Position: Attorney of record, California Bar member
Signatory's Phone: 831-261-5444
Signature method: Signed directly within the form

Request Signature

Signature: /Jamie Shelden/ Date: 03/23/2022
Signatory's Name: Jamie Shelden
Signatory's Position: Attorney of record, California Bar member
Signatory's Phone: 831-261-5444

Signature method: Signed directly within the form

The signatory has confirmed that he/she is a U.S.-licensed attorney who is an active member in good standing of the bar of the highest court of a U.S. state (including the District of Columbia and any U.S. Commonwealth or territory); and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if filed in conjunction with a pending post-registration filing, and if prior to his/her appointment another U.S.-licensed attorney not currently associated with his/her company/firm previously represented the owner/holder in this matter: the owner/holder has revoked their power of attorney by a signed revocation or substitute power of attorney with the USPTO; the USPTO has granted that attorney's withdrawal request; the owner/holder has filed a power of attorney appointing him/her in this matter; or the owner's/holder's appointed U.S.-licensed attorney has filed a power of attorney appointing him/her as an associate attorney in this matter.

The registrant is NOT filing a Declaration of Use of Mark under Section 8; a Combined Declaration of Use of Mark under Sections 8 & 15; or a Combined Declaration of Use of Mark/Application for Renewal of Registration of Mark under Sections 8 & 9 in conjunction with this Section 7 Request.

Mailing Address: Vivek Vaidya
Bend Law Group, PC

2181 Greenwich St.
San Francisco, California 94123

Mailing Address: Jamie Shelden
Law Office of Jamie Shelden
1760-F Airline Highway, PMB 220
Hollister, California 95023

Serial Number: 90263714

Internet Transmission Date: Wed Mar 23 23:51:18 ET 2022

TEAS Stamp: USPTO/S7R-XXXX:XXXX:XXXX:XXXX:XXXX:XXXX:

XXXX:XXXX-20220323235118046724-6532271-8

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eba702f22a2cdd61b07e145-N/A-N/A-20220323

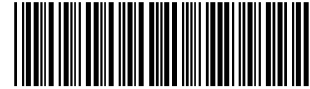
231155928940

ROUTING SHEET TO POST REGISTRATION (PRU)

Registration Number: 6532271



Serial Number: 90263714



RAM Sale# NOT FOUND

Total Fees: \$0

Note: Process in accordance with Post Registration Standard Operating Procedure (SOP)

<u>Transaction</u>	<u>Fee Code</u>	<u>Transaction Date</u>	<u>Fee per Class</u>	<u>Number of Classes</u>	<u>Total Fee</u>	
\$7 request		20220323	\$0	0	0	\$0

Physical Location: MADCD- NO PHYSICAL FILE

Lost Case Flag: False

In TICRS (AM-FLG-IN-TICRS): True

Transaction Date: 20220323



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 <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>.

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

OVERVIEW

SERIAL NUMBER	90263714	FILING DATE	10/19/2020
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	CARROLL, DORITT	L.O. ASSIGNED	116

PUB INFORMATION

RUN DATE	09/16/2021		
PUB DATE	04/20/2021		
STATUS	819-SU - REGISTRATION REVIEW COMPLETE		
STATUS DATE	09/15/2021		
LITERAL MARK ELEMENT	MIJA		
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		

FILING BASIS

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	NO	1 (a)	YES	1 (a)	NO
1 (b)	YES	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 DATA

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	MIJA
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

PARTY TYPE	20-OWNER AT PUBLICATION
------------	-------------------------

NAME	Mija, LLC
ADDRESS	2979 23rd St. San Francisco, CA 94110
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

GOODS AND SERVICES

INTERNATIONAL CLASS	003
DESCRIPTION TEXT	Face oils; perfumery; essential oils; hair care products, namely, shampoos, conditioners, hair cleaning preparations, hair styling spray, hair styling gels and sprays, hair coloring and dyeing preparations; beauty care preparations, namely, non-medicated balms for use on skin, lips, hair, body lotions; face toner; non-medicated skin care preparations and serums, namely, face gels, face creams, face mist, skin oils, skin lotions; non-medicated anti-wrinkle skin care preparations and serums; Topical skin care preparation, namely, non-medicated preparation for the treatment of fine lines and wrinkles and skin surface irregularities; skin moisturizers used as cosmetics; beauty care products, namely, make-up, skin moisturizers, lip balms, lip sticks, body washes, body scrubs, skin toners, beauty creams; body creams

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	003	FIRST USE DATE	09/09/2019	FIRST USE IN COMMERCE DATE	09/09/2019	CLASS STATUS	6-ACTIVE
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MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
OWNER OF US REG NOS	5933706

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
09/16/2021	SUNA	E	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	021
09/15/2021	CNPR	P	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	020
08/13/2021	SUPC	I	STATEMENT OF USE PROCESSING COMPLETE	019
07/28/2021	IUAF	S	USE AMENDMENT FILED	018
08/09/2021	AITU	A	CASE ASSIGNED TO INTENT TO USE PARALEGAL	017
07/28/2021	EISU	I	TEAS STATEMENT OF USE RECEIVED	016
07/26/2021	TCCA	I	TEAS CHANGE OF CORRESPONDENCE RECEIVED	015
07/26/2021	ARAA	I	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	014
07/26/2021	REAP	I	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	013
06/15/2021	NOAM	E	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	012
04/20/2021	NPUB	E	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	011
04/20/2021	PUBO	A	PUBLISHED FOR OPPOSITION	010
03/31/2021	NONP	E	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	009
03/18/2021	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	008
03/18/2021	XAEC	I	EXAMINER'S AMENDMENT ENTERED	007
03/18/2021	GNEA	O	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	006
03/18/2021	GNEA	F	EXAMINERS AMENDMENT E-MAILED	005

03/18/2021	CNEA	R	EXAMINERS AMENDMENT -WRITTEN	004
03/18/2021	DOCK	D	ASSIGNED TO EXAMINER	003
12/07/2020	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
10/22/2020	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Vivek Vaidya
CORRESPONDENCE ADDRESS	Vivek Vaidya Bend Law Group, PC 2181 Greenwich St. San Francisco, CA 94123
DOMESTIC REPRESENTATIVE	NONE

PRIOR OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Mija, LLC
ADDRESS	2979 23rd St. San Francisco, CA 94110
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

MIJA

From: TMOfficialNotices@USPTO.GOV
Sent: Thursday, September 16, 2021 00:17 AM
To: XXXX
Subject: Official USPTO Notice of Acceptance of SOU: U.S. Trademark SN 90263714: MIJA

NOTICE OF ACCEPTANCE OF STATEMENT OF USE

U.S. Serial Number: 90263714
Mark: MIJA
Owner: Mija, LLC
Docket/Reference Number:

The USPTO has accepted the Statement of Use filed for the trademark application identified above. The mark will now register and the registration certificate will issue in due course barring any extraordinary circumstances.

To check the status of the application, go to http://tsdr.uspto.gov/#caseNumber=90263714&caseType=SERIAL_NO&searchType=statusSearch 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 http://tsdr.uspto.gov/#caseNumber=90263714&caseType=SERIAL_NO&searchType=documentSearch. NOTE: This notice will only become available on-line the next business day after receipt of this e-mail.

For further information, including information on filing and maintenance requirements for U.S. trademark applications and registrations and required fees, please consult the USPTO website at <http://www.uspto.gov/trademarks/> or contact the Trademark Assistance Center at 1-800-786-9199.

Trademark Snap Shot ITU Unit Action
(Table presents the data on ITU Unit Action)

OVERVIEW

SERIAL NUMBER	90263714	FILING DATE	10/19/2020
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	CARROLL, DORITT	L.O. ASSIGNED	116

PUB INFORMATION

RUN DATE	08/14/2021		
PUB DATE	04/20/2021		
STATUS	748-STATEMENT OF USE - TO EXAMINER		
STATUS DATE	08/13/2021		
LITERAL MARK ELEMENT	MIJA		
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		

FILING BASIS

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	NO	1 (a)	NO	1 (a)	NO
1 (b)	YES	1 (b)	YES	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 DATA

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	MIJA
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

PARTY TYPE	20-OWNER AT PUBLICATION
------------	-------------------------

NAME	Mija, LLC
ADDRESS	2979 23rd St. San Francisco, CA 94110
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

GOODS AND SERVICES

INTERNATIONAL CLASS	003
DESCRIPTION TEXT	Face oils; perfumery; essential oils; hair care products, namely, shampoos, conditioners, hair cleaning preparations, hair styling spray, hair styling gels and sprays, hair coloring and dyeing preparations; beauty care preparations, namely, non-medicated balms for use on skin, lips, hair, body lotions; face toner; non-medicated skin care preparations and serums, namely, face gels, face creams, face mist, skin oils, skin lotions; non-medicated anti-wrinkle skin care preparations and serums; Topical skin care preparation, namely, non-medicated preparation for the treatment of fine lines and wrinkles and skin surface irregularities; skin moisturizers used as cosmetics; beauty care products, namely, make-up, skin moisturizers, lip balms, lip sticks, body washes, body scrubs, skin toners, beauty creams; body creams

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	003	FIRST USE DATE	09/09/2019	FIRST USE IN COMMERCE DATE	09/09/2019	CLASS STATUS	6-ACTIVE
---------------------	-----	----------------	------------	----------------------------	------------	--------------	----------

MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
OWNER OF US REG NOS	5933706

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
08/13/2021	SUPC	I	STATEMENT OF USE PROCESSING COMPLETE	019
07/28/2021	IUAF	S	USE AMENDMENT FILED	018
08/09/2021	AITU	A	CASE ASSIGNED TO INTENT TO USE PARALEGAL	017
07/28/2021	EISU	I	TEAS STATEMENT OF USE RECEIVED	016
07/26/2021	TCCA	I	TEAS CHANGE OF CORRESPONDENCE RECEIVED	015
07/26/2021	ARAA	I	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	014
07/26/2021	REAP	I	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	013
06/15/2021	NOAM	E	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	012
04/20/2021	NPUB	E	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	011
04/20/2021	PUBO	A	PUBLISHED FOR OPPOSITION	010
03/31/2021	NONP	E	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	009
03/18/2021	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	008
03/18/2021	XAEC	I	EXAMINER'S AMENDMENT ENTERED	007
03/18/2021	GNEN	O	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	006
03/18/2021	GNEA	F	EXAMINERS AMENDMENT E-MAILED	005
03/18/2021	CNEA	R	EXAMINERS AMENDMENT -WRITTEN	004
03/18/2021	DOCK	D	ASSIGNED TO EXAMINER	003

12/07/2020	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
10/22/2020	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Vivek Vaidya
CORRESPONDENCE ADDRESS	Vivek Vaidya Bend Law Group, PC 2181 Greenwich St. San Francisco, CA 94123
DOMESTIC REPRESENTATIVE	NONE

PRIOR OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Mija, LLC
ADDRESS	2979 23rd St. San Francisco, CA 94110
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

MIJA



The Face Oil

\$80.00

- 1 + Add to cart

A special edition face oil with the skin nourishing ingredients found in our Superstar. Silky, greaseless, and easily absorbed, and naturally rich in beneficial vitamins, and Omegas 3, 6, and 9. For skin nourishment, glow and luminosity.

Size 1 oz / 30 ml

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Description Reviews (0)

How to use:

Warm a few drops of oil in the palms of your hands, lightly press into cleansed skin, and blend in an upwards motion up to two times daily (morning and evening, preferably).

Ingredients

Camellia Oleifera (Camellia) Seed Oil*, Squalane, Adansonia Digitata (Baobab) Seed Oil*, Emblica Officinalis (Amla) Fruit Extract and Sesamum Indicum (Sesame) Seed Oil, Sclerocarya Birrea (Marula) Oil**, Vaccinium Macrocarpon (Cranberry) Seed Oil*, Plukenetia Volubilis (Sacha Inchi) Seed Oil*, Tocopherol (Non-GMO Vitamin E from Helianthus Annuus [Sunflower] Seed Oil), Boswellia Carterii (Frankincense) Gum Oil**, Tanacetum Annuum (Blue Tansy) Oil**, Anthemis Nobilis (Chamomile) Flower Oil*, Limonene+.



The Face Oil \$80.00

- 1 + Add to cart

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* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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Trademark/Service Mark Statement of Use (15 U.S.C. Section 1051(d))

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	90263714
LAW OFFICE ASSIGNED	LAW OFFICE 116
EXTENSION OF USE	NO
MARK SECTION	
MARK	mark
LITERAL ELEMENT	MIJA
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size or color.
OWNER SECTION (current)	
NAME	Mija, LLC
MAILING ADDRESS	2979 23rd St.
CITY	San Francisco
STATE	California
ZIP/POSTAL CODE	94110
STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
EMAIL	XXXX
OWNER SECTION (proposed)	
NAME	Mija, LLC
MAILING ADDRESS	2979 23rd St.
CITY	San Francisco
STATE	California
ZIP/POSTAL CODE	94110
STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
EMAIL	XXXX
CORRESPONDENCE INFORMATION (current)	
NAME	Vivek Vaidya
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	vivek@blgtrademarks.com

SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	NOT PROVIDED
CORRESPONDENCE INFORMATION (proposed)	
NAME	Vivek Vaidya
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	vivek@blgtrademarks.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	NOT PROVIDED
GOODS AND/OR SERVICES SECTION	
INTERNATIONAL CLASS	003
CURRENT IDENTIFICATION	Face oils; perfumery; essential oils; hair care products, namely, shampoos, conditioners, hair cleaning preparations, hair styling spray, hair styling gels and sprays, hair coloring and dyeing preparations; beauty care preparations, namely, non-medicated balms for use on skin, lips, hair, body lotions; face toner; non-medicated skin care preparations and serums, namely, face gels, face creams, face mist, skin oils, skin lotions; non-medicated anti-wrinkle skin care preparations and serums; Topical skin care preparation, namely, non-medicated preparation for the treatment of fine lines and wrinkles and skin surface irregularities; skin moisturizers used as cosmetics; beauty care products, namely, make-up, skin moisturizers, lip balms, lip sticks, body washes, body scrubs, skin toners, beauty creams; body creams
GOODS OR SERVICES	KEEP ALL LISTED
FIRST USE ANYWHERE DATE	09/09/2019
FIRST USE IN COMMERCE DATE	09/09/2019
SPECIMEN FILE NAME(S)	
ORIGINAL PDF FILE	SPN0-26016471012d80758050 8e7a82a651-20210728160259057144 . MIJA_SOU_Specime n.pdf
CONVERTED PDF FILE(S) (2 pages)	\\TICRS\EXPORT18\IMAGEOUT 18\902\637\90263714\xml11\SOU0002.JPG
	\\TICRS\EXPORT18\IMAGEOUT 18\902\637\90263714\xml11\SOU0003.JPG
SPECIMEN DESCRIPTION	Photograph of website showing mark in association with class 003 goods
WEBPAGE URL	None Provided
WEBPAGE DATE OF ACCESS	None Provided
REQUEST TO DIVIDE	NO
PAYMENT SECTION	
NUMBER OF CLASSES IN USE	1
SUBTOTAL AMOUNT [ALLEGATION OF USE FEE]	100
TOTAL AMOUNT	100
SIGNATURE SECTION	
DECLARATION SIGNATURE	/Vivek Vaidya/
SIGNATORY'S NAME	Vivek Vaidya
SIGNATORY'S POSITION	Attorney of record
DATE SIGNED	07/28/2021

SIGNATORY'S PHONE NUMBER	(415) 439-0153
SIGNATURE METHOD	Signed directly within the form
FILING INFORMATION	
SUBMIT DATE	Wed Jul 28 16:08:29 ET 2021
TEAS STAMP	USPTO/SOU-XXXX:XXX:XXX:XX XX:XXXX:XXXX:XXXX:XXXX-20 210728160829885502-902637 14-7807fb247b1c15d558bbb4 9a458d83f2cbff360f6308d69 7babec73fb58dfe1021-CC-08 263962-202107281602590571 44

Trademark/Service Mark Statement of Use
(15 U.S.C. Section 1051(d))

To the Commissioner for Trademarks:

MARK: MIJA(Standard Characters, see <https://tmng-al.uspto.gov/resting2/api/img/90263714/large>)

SERIAL NUMBER: 90263714

OWNER AND/OR ENTITY INFORMATION

The owner proposes to amend the following:

Current: Mija, LLC, having an address of

2979 23rd St.

San Francisco, California 94110

United States

Email: XXXX

Proposed: Mija, LLC, having an address of

2979 23rd St.

San Francisco, California 94110

United States

Phone:

Email: XXXX

The owner is submitting the following allegation of use information:

For International Class 003:

Current identification: Face oils; perfumery; essential oils; hair care products, namely, shampoos, conditioners, hair cleaning preparations, hair styling spray, hair styling gels and sprays, hair coloring and dyeing preparations; beauty care preparations, namely, non-medicated balms for use on skin, lips, hair, body lotions; face toner; non-medicated skin care preparations and serums, namely, face gels, face creams, face mist, skin oils, skin lotions; non-medicated anti-wrinkle skin care preparations and serums; Topical skin care preparation, namely, non-medicated preparation for the treatment of fine lines and wrinkles and skin surface irregularities; skin moisturizers used as cosmetics; beauty care products, namely, make-up, skin moisturizers, lip balms, lip sticks, body washes, body scrubs, skin toners, beauty creams; body creams

The mark is in use in commerce on or in connection with all of the goods/services, or to indicate membership in the collective organization listed in the application or Notice of Allowance or as subsequently modified for this specific class.

The mark was first used by the applicant, or the applicant's related company, licensee, or predecessor in interest at least as early as 09/09/2019, and first used in commerce at least as early as 09/09/2019, and is now in use in such commerce. The applicant is submitting one specimen for the class showing the mark as used in commerce on or in connection with any item in the class, consisting of a(n) Photograph of website showing mark in association with class 003 goods.

Original PDF file:

[SPN0-26016471012d80758050 8e7a82a651-20210728160259 057144 . MIJA_SOU_Specime n.pdf](#)

Converted PDF file(s) (2 pages)

[Specimen File1](#)

[Specimen File2](#)

Webpage URL: None Provided

Webpage Date of Access: None Provided

The applicant is not filing a Request to Divide with this Allegation of Use form.

Correspondence Information (current):

Vivek Vaidya

PRIMARY EMAIL FOR CORRESPONDENCE: vivek@blgtrademarks.com

SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): NOT PROVIDED

Correspondence Information (proposed):

Vivek Vaidya

PRIMARY EMAIL FOR CORRESPONDENCE: vivek@blgtrademarks.com

SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): NOT PROVIDED

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 \$100 will be submitted with the form, representing payment for the allegation of use for 1 class.

Declaration

- The signatory believes that the applicant is the owner of the mark sought to be registered.
For a trademark or service mark application, the mark is in use in commerce on or in connection with all the goods/services in the application or notice of allowance, or as subsequently modified.
For a collective trademark, collective service mark, collective membership mark application, the applicant is exercising legitimate control over the use of the mark in commerce by members on or in connection with all the goods/services/collective membership organization in the application or notice of allowance, or as subsequently modified.
For a certification mark application, the applicant is exercising legitimate control over the use of the mark in commerce by authorized users on or in connection with the all goods/services in the application or notice of allowance, or as subsequently modified, and the applicant is not engaged in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant.
- The specimen(s) shows the mark as used on or in connection with the goods/services/collective membership organization in commerce.
- To the best of the signatory's knowledge and belief, no other persons, except, if applicable, authorized users, members, and/or 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/collective membership organization 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.

Signature: /Vivek Vaidya/ Date Signed: 07/28/2021

Signatory's Name: Vivek Vaidya

Signatory's Position: Attorney of record

Signatory's Phone: (415) 439-0153

Signature method: Signed directly within the form

PAYMENT: 90263714

PAYMENT DATE: 07/28/2021

Serial Number: 90263714

Internet Transmission Date: Wed Jul 28 16:08:29 ET 2021

TEAS Stamp: USPTO/SOU-XXXX:XXX:XXX:XXXX:XXXX:XXXX:XX

XX:XXXX-20210728160829885502-90263714-78

07fb247b1c15d558bbb49a458d83f2cbff360f63

08d697babc73fb58dfe1021-CC-08263962-202

10728160259057144



The Face Oil

\$80.00

- 1 + Add to cart

A special edition face oil with the skin nourishing ingredients found in our Superstar. Silky, greaseless, and easily absorbed, and naturally rich in beneficial vitamins, and Omegas 3, 6, and 9. For skin nourishment, glow and luminosity.

Size 1 oz / 30 ml

Share [f](#) [t](#) [p](#)

Description Reviews (0)

How to use:

Warm a few drops of oil in the palms of your hands, lightly press into cleansed skin, and blend in an upwards motion up to two times daily (morning and evening, preferably).

Ingredients

Camellia Oleifera (Camellia) Seed Oil*, Squalane, Adansonia Digitata (Baobab) Seed Oil*, Emblica Officinalis (Amla) Fruit Extract and Sesamum Indicum (Sesame) Seed Oil, Sclerocarya Birrea (Marula) Oil**, Vaccinium Macrocarpon (Cranberry) Seed Oil*, Plukenetia Volubilis (Sacha Inchi) Seed Oil*, Tocopherol (Non-GMO Vitamin E from Helianthus Annuus [Sunflower] Seed Oil), Boswellia Carterii (Frankincense) Gum Oil**, Tanacetum Annuum (Blue Tansy) Oil**, Anthemis Nobilis (Chamomile) Flower Oil*, Limonene+.



The Face Oil \$80.00

- 1 + Add to cart

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* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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FEE RECORD SHEET

Serial Number: 90263714



RAM Sale Number: 90263714

Total Fees: \$100

RAM Accounting Date: 20210728

<u>Transaction</u>	<u>Fee Code</u>	<u>Transaction Date</u>	<u>Fee per Class</u>	<u>Number of Classes</u>	<u>Total Fee</u>
Statement of Use (SOU)	7003	20210728	\$100	1	\$100

Transaction Date: 20210728



Change Address or Representation Form

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	90263714
LAW OFFICE ASSIGNED	LAW OFFICE 116
MARK SECTION	
MARK	MIJA (standard characters, see https://tmng-al.uspto.gov/resting2/api/img/90263714/large)
ATTORNEY SECTION(current)	
NAME	Jamie Shelden
ATTORNEY BAR MEMBERSHIP NUMBER	XXX
YEAR OF ADMISSION	XXXX
U.S. STATE/ COMMONWEALTH/ TERRITORY	XX
FIRM NAME	LAW OFFICE OF JAMIE SHELDEN
STREET	1760-F AIRLINE HIGHWAY, PMB 220
CITY	HOLLISTER
STATE	California
STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
POSTAL/ZIP CODE	95023
PHONE	831-261-5444
FAX	858-777-5545
EMAIL	jamie@justtrademarks.com
ATTORNEY SECTION (proposed)	
STATEMENT TEXT	By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney:
NAME	Vivek Vaidya
ATTORNEY BAR MEMBERSHIP NUMBER	XXX
YEAR OF ADMISSION	XXXX
U.S. STATE/ COMMONWEALTH/ TERRITORY	XX
FIRM NAME	Bend Law Group, PC
STREET	2181 Greenwich St.
CITY	San Francisco
STATE	California

STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
POSTAL/ZIP CODE	94123
PHONE	(415) 439-0153
EMAIL	vivek@blgtrademarks.com
CORRESPONDENCE SECTION(current)	
NAME	JAMIE SHELDEN
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	jamie@justtrademarks.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	natalie@justtrademarks.com
CORRESPONDENCE SECTION (proposed)	
NAME	Vivek Vaidya
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	vivek@blgtrademarks.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	NOT PROVIDED
SIGNATURE SECTION	
SIGNATURE	/Eddie Zhao/
SIGNATORY NAME	Eddie Zhao
SIGNATORY DATE	07/26/2021
SIGNATORY POSITION	Managing Member
ROLE OF AUTHORIZED SIGNATORY	Owner/Holder not represented by an attorney
SIGNATURE METHOD	Signed directly within the form
FILING INFORMATION SECTION	
SUBMIT DATE	Mon Jul 26 16:40:13 ET 2021
TEAS STAMP	USPTO/CAR-XXXX:XXX:XXX:XX XX:XXXX:XXXX:XXXX:XXXX-20 210726164013704587-902637 14-780f1b735f21259bd2912c 1174053d1171efac91ae6efdc 4df1351189aac5a3a69-N/A-N /A-20210726163041024523

Change Address or Representation Form

To the Commissioner for Trademarks:

MARK: MIJA (standard characters, see <https://tmng-al.uspto.gov/resting2/api/img/90263714/large>)

SERIAL NUMBER: 90263714

Attorney Section (Current):

Jamie Shelden of LAW OFFICE OF JAMIE SHELDEN
XX bar, admitted in XXXX, bar membership no. XXX, is located at
1760-F AIRLINE HIGHWAY, PMB 220
HOLLISTER, California 95023
United States
831-261-5444
858-777-5545
Email Address: jamie@justtrademarks.com

By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney:

Attorney Section (proposed):

Vivek Vaidya of Bend Law Group, PC
XX bar, admitted in XXXX, bar membership no. XXX, is located at
2181 Greenwich St.
San Francisco, California 94123
United States
(415) 439-0153
vivek@blgtrademarks.com

Vivek Vaidya submitted the following statement: The attorney of record is an active member in good standing of the bar of the highest court of a U.S. state, the District of Columbia, or any U.S. Commonwealth or territory.

Correspondence Section (Current):

JAMIE SHELDEN
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE: jamie@justtrademarks.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): natalie@justtrademarks.com

Correspondence Section (proposed):

Vivek Vaidya
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE: vivek@blgtrademarks.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): NOT PROVIDED

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

Signature: /Eddie Zhao/ Date: 07/26/2021
Signatory's Name: Eddie Zhao
Signatory's Position: Managing Member
Signature method: Signed directly within the form

The signatory has confirmed that he/she is either: (1) the owner/holder; or (2) a person or persons with legal authority to bind the owner/holder.

Serial Number: 90263714

Internet Transmission Date: Mon Jul 26 16:40:13 ET 2021

TEAS Stamp: USPTO/CAR-XXXX:XXX:XXX:XXXX:XXXX:XXXX:XX

XX:XXXX-20210726164013704587-90263714-78

0f1b735f21259bd2912c1174053d1171efac91ae

6efdc4df1351189aac5a3a69-N/A-N/A-2021072

6163041024523

advertising of the services. See TMEP §§1301.04 et seq. For an instructional video on what is an appropriate trademark or service mark specimen for a good and/or service, [click here](#).

Fraudulent statements may result in registration being cancelled: Applicants must ensure that statements made in filings to the USPTO are accurate, as inaccuracies may result in the cancellation of any issued trademark registration. The lack of a bona fide intention to use the mark with ALL goods and/or services listed in an application or the lack of actual use on all goods and/or services for which use is claimed could jeopardize the validity of the registration, possibly resulting in its cancellation.

Additional information: For information on filing and maintenance requirements for U.S. trademark applications and registrations and required fees, please consult the USPTO website at <https://www.uspto.gov> or call the Trademark Assistance Center at 1-800-786-9199.

Checking status: To check the status of this application, go to https://tsdr.uspto.gov/#caseNumber=90263714&caseSearchType=US_APPLICATION&caseType=SERIAL_NO&searchType=statusSearch or contact the Trademark Assistance Center at 1-800-786-9199. Please check the status of any 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=90263714&caseSearchType=US_APPLICATION&caseType=SERIAL_NO&searchType=documentSearch. NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.

From: TMOOfficialNotices@USPTO.GOV
Sent: Tuesday, April 20, 2021 01:19 AM
To: XXXX
Cc: XXXX
Subject: Official USPTO Notice of Publication Confirmation: U.S. Trademark SN 90263714: MIJA

TRADEMARK OFFICIAL GAZETTE PUBLICATION CONFIRMATION

U.S. Serial Number: 90263714
Mark: MIJA
International Class(es): 003
Owner: Mija, LLC
Docket/Reference Number:

The mark identified above has been published in the Trademark Official Gazette (TMOG) on Apr 20, 2021.

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=2021-04-20&serialNumber=90263714>

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 <https://teas.uspto.gov/office/ppa>. 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 notice of allowance (NOA) should issue. (Note: The applicant must file a complete Statement of Use or Extension Request with the required fees within six (6) months after the NOA issues to avoid abandonment of the application.)

To check the status of the application, go to https://tsdr.uspto.gov/#caseNumber=90263714&caseType=SERIAL_NO&searchType=statusSearch 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=90263714&caseType=SERIAL_NO&searchType=documentSearch. NOTE: This notice will only become available on-line the next business day after receipt of this e-mail.

From: TMOfficialNotices@USPTO.GOV
Sent: Wednesday, March 31, 2021 04:45 AM
To: XXXX
Cc: XXXX
Subject: Official USPTO Notification of Notice of Publication: U.S. Trademark SN 90263714: MIJA

NOTIFICATION OF "NOTICE OF PUBLICATION"

Your trademark application (U.S. Serial No. 90263714) is scheduled to publish in the *Official Gazette* on Apr 20, 2021. To preview the Notice of Publication, go to the Trademark Status & Document Retrieval (TSDR) database, accessible at <https://tsdr.uspto.gov/search.action?sn=90263714>. If you have difficulty accessing the Notice of Publication, contact the Trademark Assistance Center (TAC) by e-mail at TrademarkAssistanceCenter@uspto.gov 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.
2. 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.

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>.



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. 90263714

Mark: MIJA

International Class(es): 003

Owner: Mija, LLC

Docket/Reference No.

Issue Date: March 31, 2021

Your mark is scheduled to publish in the *Trademark Official Gazette (TMOG)* on April 20, 2021.

Your mark appears to be entitled to register on the Principal Register upon the acceptance of a statement of use, 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 Notice of allowance.

View your mark in the TMOG after the publication date at <https://tmog.uspto.gov/> 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 <https://teas.uspto.gov/office/ppa/>. For more information, see <https://www.uspto.gov/trademark/trademark-updates-and-announcements/procedures-submitting-amendmentscorrections-trademark>.

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):

jamie@justtrademarks.com
natalie@justtrademarks.com

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

OVERVIEW

SERIAL NUMBER	90263714	FILING DATE	10/19/2020
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	CARROLL, DORITT	L.O. ASSIGNED	116

PUB INFORMATION

RUN DATE	03/19/2021		
PUB DATE	04/20/2021		
STATUS	681-PUBLICATION/ISSUE REVIEW COMPLETE		
STATUS DATE	03/18/2021		
LITERAL MARK ELEMENT	MIJA		
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		

FILING BASIS

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	NO	1 (a)	NO	1 (a)	NO
1 (b)	YES	1 (b)	YES	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 DATA

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	MIJA
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
------------	-----------------------

NAME	Mija, LLC
ADDRESS	2979 23rd St. San Francisco, CA 94110
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

GOODS AND SERVICES

INTERNATIONAL CLASS	003
DESCRIPTION TEXT	Face oils; perfumery; essential oils; hair care products, namely, shampoos, conditioners, hair cleaning preparations, hair styling spray, hair styling gels and sprays, hair coloring and dyeing preparations; beauty care preparations, namely, non-medicated balms for use on skin, lips, hair, body lotions; face toner; non-medicated skin care preparations and serums, namely, face gels, face creams, face mist, skin oils, skin lotions; non-medicated anti-wrinkle skin care preparations and serums; Topical skin care preparation, namely, non-medicated preparation for the treatment of fine lines and wrinkles and skin surface irregularities; skin moisturizers used as cosmetics; beauty care products, namely, make-up, skin moisturizers, lip balms, lip sticks, body washes, body scrubs, skin toners, beauty creams; body creams

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	003	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
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MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
OWNER OF US REG NOS	5933706

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
03/18/2021	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	008
03/18/2021	XAEC	I	EXAMINER'S AMENDMENT ENTERED	007
03/18/2021	GNEA	O	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	006
03/18/2021	GNEA	F	EXAMINERS AMENDMENT E-MAILED	005
03/18/2021	CNEA	R	EXAMINERS AMENDMENT -WRITTEN	004
03/18/2021	DOCK	D	ASSIGNED TO EXAMINER	003
12/07/2020	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
10/22/2020	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Jamie Shelden
CORRESPONDENCE ADDRESS	JAMIE SHELDEN LAW OFFICE OF JAMIE SHELDEN 1760-F AIRLINE HIGHWAY, PMB 220 HOLLISTER, CA 95023
DOMESTIC REPRESENTATIVE	NONE

MIJA

Trademark Snap Shot Amendment & Mail Processing Stylesheet
(Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

SERIAL NUMBER	90263714	FILING DATE	10/19/2020
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	CARROLL, DORITT	L.O. ASSIGNED	116

PUB INFORMATION

RUN DATE	03/19/2021		
PUB DATE	04/20/2021		
STATUS	681-PUBLICATION/ISSUE REVIEW COMPLETE		
STATUS DATE	03/18/2021		
LITERAL MARK ELEMENT	MIJA		
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		

FILING BASIS

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	NO	1 (a)	NO	1 (a)	NO
1 (b)	YES	1 (b)	YES	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 DATA

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	MIJA
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
------------	-----------------------

NAME	Mija, LLC
ADDRESS	2979 23rd St. San Francisco, CA 94110
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

GOODS AND SERVICES

INTERNATIONAL CLASS	003
DESCRIPTION TEXT	Face oils; perfumery; essential oils; hair care products, namely, shampoos, conditioners, hair cleaning preparations, hair styling spray, hair styling gels and sprays, hair coloring and dyeing preparations; beauty care preparations, namely, non-medicated balms for use on skin, lips, hair, body lotions; face toner; non-medicated skin care preparations and serums, namely, face gels, face creams, face mist, skin oils, skin lotions; non-medicated anti-wrinkle skin care preparations and serums; Topical skin care preparation, namely, non-medicated preparation for the treatment of fine lines and wrinkles and skin surface irregularities; skin moisturizers used as cosmetics; beauty care products, namely, make-up, skin moisturizers, lip balms, lip sticks, body washes, body scrubs, skin toners, beauty creams; body creams

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	003	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
---------------------	-----	----------------	------	----------------------------	------	--------------	----------

MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
OWNER OF US REG NOS	5933706

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
03/18/2021	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	008
03/18/2021	XAEC	I	EXAMINER'S AMENDMENT ENTERED	007
03/18/2021	GNEA	O	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	006
03/18/2021	GNEA	F	EXAMINERS AMENDMENT E-MAILED	005
03/18/2021	CNEA	R	EXAMINERS AMENDMENT -WRITTEN	004
03/18/2021	DOCK	D	ASSIGNED TO EXAMINER	003
12/07/2020	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
10/22/2020	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Jamie Shelden
CORRESPONDENCE ADDRESS	JAMIE SHELDEN LAW OFFICE OF JAMIE SHELDEN 1760-F AIRLINE HIGHWAY, PMB 220 HOLLISTER, CA 95023
DOMESTIC REPRESENTATIVE	NONE

MIJA

To: Mija, LLC (jamie@justtrademarks.com)
Subject: U.S. Trademark Application Serial No. 90263714 - MIJA - N/A
Sent: March 18, 2021 01:53:52 PM
Sent As: ecom116@uspto.gov
Attachments:

United States Patent and Trademark Office (USPTO)
Office Action (Official Letter) About Applicant's Trademark Application

**U.S. Application Serial
No.** 90263714

Mark: MIJA

**Correspondence
Address:**
JAMIE SHELDEN
LAW OFFICE OF
JAMIE SHELDEN
1760-F AIRLINE
HIGHWAY, PMB 220
HOLLISTER, CA
95023

Applicant: Mija, LLC

Reference/Docket No.
N/A

**Correspondence Email
Address:**

jamie@justtrademarks.com

EXAMINER'S AMENDMENT

Issue date: **March 18, 2021**

USPTO database searched; no conflicting marks found. The trademark examining attorney searched the USPTO database of registered and pending marks and found no conflicting marks that would bar registration under Trademark Act Section 2(d). 15 U.S.C. §1052(d); TMEP §704.02.

Application has been amended as shown below. As agreed to by Jamie Shelden on March 18, 2021, the examining attorney has amended the application as shown below. Please notify the examining attorney immediately of any objections. TMEP §707. Otherwise, no response is required. *Id.* In addition, applicant is advised that amendments to the goods and/or services are permitted only if they clarify or limit them; amendments that add to or broaden the scope of the goods and/or services are not permitted. 37 C.F.R. §2.71(a).

Identification of Goods

The identification of goods is amended to change "face misters" to "face mist" and "moisturizers" to "skin moisturizers." 37 C.F.R. §2.32(a)(6); TMEP §1402.01.

/Doritt Carroll/
Trademark Examining Attorney
Law Office 116

571-272-9138
doritt.carroll@uspto.gov

To: Mija, LLC (jamie@justtrademarks.com)
Subject: U.S. Trademark Application Serial No. 90263714 - MIJA - N/A
Sent: March 18, 2021 01:53:57 PM
Sent As: ecom116@uspto.gov
Attachments:

United States Patent and Trademark Office (USPTO)

USPTO OFFICIAL NOTICE_

Office Action (Official Letter) has issued
on **March 18, 2021** for

U.S. Trademark Application Serial No. 90263714

Your trademark application has been reviewed by a trademark examining attorney. As part of that review, the assigned attorney has issued an official letter. Please follow the steps below.

- (1) [Read the official letter](#). No response is necessary.
- (2) **Direct questions** about the contents of the Office action to the assigned attorney below.

/Doritt Carroll/
Trademark Examining Attorney
Law Office 116
571-272-9138
doritt.carroll@uspto.gov

Direct questions about navigating USPTO electronic forms, the USPTO [website](#), the application process, the status of your application, and/or whether there are outstanding deadlines or documents related to your file to the [Trademark Assistance Center \(TAC\)](#).

GENERAL GUIDANCE

- [Check the status](#) of your application periodically in the [Trademark Status & Document Retrieval \(TSDR\)](#) database to avoid missing critical deadlines.
- [Update your correspondence email address](#), if needed, to ensure you receive important USPTO notices about your application.
- [Beware of misleading notices sent by private companies about your application](#). Private companies not associated with the USPTO use public information available in trademark registrations to mail and email trademark-related offers and notices – most of which require fees. All **official USPTO correspondence** will only be **emailed from the domain “@uspto.gov.”**

*** User:dcarroll ***

#	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/ Search Duration	Search
01	39	16	23	23	0:01	mija[bi,ti] or miga[bi,ti] or meha[bi,ti]
02	11325	N/A	0	0	0:02	*m{"eiy"}{"g"}a*[bi,ti]
03	445005	N/A	0	0	0:02	"003"[ic] or "a"[ic] or "b"[ic] or "200"[ic]
04	452	274	51	46	0:01	2 and 3
05	6	3	3	3	0:01	*meeja*[bi,ti] or *meija*[bi,ti] or *mieja*[bi,ti]
06	0	0	0	0	0:01	"me ja"[bi,ti] or "mi ja"[bi,ti]
07	1038	503	146	146	0:01	*ja*[bi,ti]
08	65	32	15	15	0:01	3 and 7
09	303	129	82	79	0:01	*mij*[bi,ti]
10	20	10	8	8	0:02	3 and 9
11	9360	N/A	0	0	0:02	*m{v:2}j*[bi,ti]
12	456	249	33	32	0:01	3 and 11

Session started 3/18/2021 1:38:46 PM

Session finished 3/18/2021 1:47:03 PM

Total search duration 0 minutes 16 seconds

Session duration 8 minutes 17 seconds

Default NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 90263714

Trademark/Service Mark Application, Principal Register

Serial Number: 90263714

Filing Date: 10/19/2020

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	90263714
MARK INFORMATION	
*MARK	MIJA
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	MIJA
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	Mija, LLC
*MAILING ADDRESS	2979 23rd St.
*CITY	San Francisco
*STATE (Required for U.S. applicants)	California
*COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
*ZIP/POSTAL CODE (Required for U.S. and certain international addresses)	94110
*EMAIL ADDRESS	XXXX
LEGAL ENTITY INFORMATION	
TYPE	limited liability company
STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY WHERE LEGALLY ORGANIZED	Delaware
GOODS AND/OR SERVICES AND BASIS INFORMATION	
INTERNATIONAL CLASS	003
*IDENTIFICATION	Face oils; perfumery; essential oils; hair care products, namely, shampoos, conditioners, hair cleaning preparations, hair styling spray, hair styling gels and sprays, hair coloring and dyeing preparations; beauty care preparations, namely, non-medicated balms for use on skin, lips, hair, body lotions; face toner; non-medicated skin care preparations and serums, namely face gels, face creams, face misters, skin oils, skin lotions; non-medicated anti-wrinkle skin care preparations and serums; Topical skin care preparation, namely, non-medicated preparation for the treatment of fine lines and wrinkles and

	skin surface irregularities; skin moisturizers used as cosmetics; beauty care products, namely, make-up, moisturizers, lip balms, lip sticks, body washes, body scrubs, skin toners, beauty creams; body creams
FILING BASIS	SECTION 1(b)
ADDITIONAL STATEMENTS SECTION	
ACTIVE PRIOR REGISTRATION(S)	The applicant claims ownership of active prior U.S. Registration Number(s) 5933706.
ATTORNEY INFORMATION	
NAME	Jamie Shelden
ATTORNEY BAR MEMBERSHIP NUMBER	XXX
YEAR OF ADMISSION	XXXX
U.S. STATE/ COMMONWEALTH/ TERRITORY	XX
FIRM NAME	Law Office of Jamie Shelden
STREET	1760-F Airline Highway, PMB 220
CITY	Hollister
STATE	California
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
ZIP/POSTAL CODE	95023
PHONE	831-261-5444
FAX	858-777-5545
EMAIL ADDRESS	jamie@justtrademarks.com
CORRESPONDENCE INFORMATION	
NAME	Jamie Shelden
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	jamie@justtrademarks.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	natalie@justtrademarks.com
FEE INFORMATION	
APPLICATION FILING OPTION	TEAS Standard
NUMBER OF CLASSES	1
APPLICATION FOR REGISTRATION PER CLASS	275
*TOTAL FEES DUE	275
*TOTAL FEES PAID	275
SIGNATURE INFORMATION	
SIGNATURE	/Sarah Koszyk/
SIGNATORY'S NAME	Sarah Koszyk
SIGNATORY'S POSITION	Principal
SIGNATORY'S PHONE NUMBER	4155315148
DATE SIGNED	10/16/2020

Trademark/Service Mark Application, Principal Register

Serial Number: 90263714

Filing Date: 10/19/2020

To the Commissioner for Trademarks:

MARK: MIJA (Standard Characters, see [mark](#))

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

The applicant, Mija, LLC, a limited liability company legally organized under the laws of Delaware, having an address of
2979 23rd St.
San Francisco, California 94110
United States
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:

International Class 003: Face oils; perfumery; essential oils; hair care products, namely, shampoos, conditioners, hair cleaning preparations, hair styling spray, hair styling gels and sprays, hair coloring and dyeing preparations; beauty care preparations, namely, non-medicated balms for use on skin, lips, hair, body lotions; face toner; non-medicated skin care preparations and serums, namely face gels, face creams, face mists, skin oils, skin lotions; non-medicated anti-wrinkle skin care preparations and serums; Topical skin care preparation, namely, non-medicated preparation for the treatment of fine lines and wrinkles and skin surface irregularities; skin moisturizers used as cosmetics; beauty care products, namely, make-up, moisturizers, lip balms, lip sticks, body washes, body scrubs, skin toners, beauty creams; body creams

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

Claim of Active Prior Registration(s)

The applicant claims ownership of active prior U.S. Registration Number(s) 5933706.

The owner's/holder's proposed attorney information: Jamie Shelden. Jamie Shelden of Law Office of Jamie Shelden, is a member of the XX bar, admitted to the bar in XXXX, bar membership no. XXX, is located at

1760-F Airline Highway, PMB 220
Hollister, California 95023
United States
831-261-5444(phone)
858-777-5545(fax)
jamie@justtrademarks.com

Jamie Shelden submitted the following statement: The attorney of record is an active member in good standing of the bar of the highest court of a U.S. state, the District of Columbia, or any U.S. Commonwealth or territory.

The applicant's current Correspondence Information:

Jamie Shelden
PRIMARY EMAIL FOR CORRESPONDENCE: jamie@justtrademarks.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): natalie@justtrademarks.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 \$275 has been submitted with the application, representing payment for 1 class(es).

Declaration

Basis:

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: /Sarah Koszyk/ Date: 10/16/2020

Signatory's Name: Sarah Koszyk

Signatory's Position: Principal

Payment Sale Number: 90263714

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