

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION SERIAL NO. 79246279

MARK: LEFON

79246279

CORRESPONDENT ADDRESS:

YON PATENT VE DANISMANLIK LTD. STI.
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APPLICANT: EFE TEKSTIL MAGAZACILIK SANAYI IÇ VE
DIS ETC.

CORRESPONDENT'S REFERENCE/DOCKET NO:

N/A

CORRESPONDENT E-MAIL ADDRESS:

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

INTERNATIONAL REGISTRATION NO. 1389649

STRICT DEADLINE TO RESPOND TO THIS NOTIFICATION: TO AVOID ABANDONMENT OF THE REQUEST FOR EXTENSION OF PROTECTION OF THE INTERNATIONAL REGISTRATION, THE USPTO MUST RECEIVE A COMPLETE RESPONSE TO THIS PROVISIONAL FULL REFUSAL NOTIFICATION **WITHIN 6 MONTHS** OF THE "DATE ON WHICH THE NOTIFICATION WAS SENT TO WIPO (MAILING DATE)" LOCATED ON THE WIPO COVER LETTER ACCOMPANYING THIS NOTIFICATION.

In addition to the Mailing Date appearing on the WIPO cover letter, a holder (hereafter "applicant") may confirm this Mailing Date using the USPTO's Trademark Status and Document Retrieval (TSDR) system at <http://tsdr.uspto.gov/>. To do so, enter the U.S. application serial number for this application and then select "Documents." The Mailing Date used to calculate the response deadline for this provisional full refusal is the "Create/Mail Date" of the "IB-1st Refusal Note."

This is a **PROVISIONAL FULL REFUSAL** of the request for extension of protection of the mark in the above-referenced U.S. application. See 15 U.S.C. §1141h(c). See below in this notification (hereafter "Office action") for details regarding the provisional full refusal.

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

SUMMARY OF ISSUES:

- Section 2(d) Likelihood of Confusion Refusal
- Potential Section 2(d) Likelihood of Confusion Refusal – One Pending Application
- Identification of Goods and Services Indefinite – Amendment Required
- Translation Statement Required
- Mark Description Required

SECTION 2(D) LIKELIHOOD OF CONFUSION REFUSAL

Registration of the applied-for mark is refused because of a likelihood of confusion with the mark in U.S. Registration No. 5543634. Trademark Act Section 2(d), 15 U.S.C. §1052(d); see TMEP §§1207.01 *et seq.* See the attached registration.

Standard of Analysis for Section 2(d) Refusal

Trademark Act Section 2(d) bars registration of an applied-for mark that is so similar to a registered mark that it is likely consumers would be confused, mistaken, or deceived as to the commercial source of the goods and/or services of the parties. See 15 U.S.C. §1052(d). Likelihood of confusion is determined on a case-by-case basis by applying the factors set forth in *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361, 177 USPQ 563, 567 (C.C.P.A. 1973) (called the "du Pont factors"). *In re i.am.symbolic, llc*, 866 F.3d 1315, 1322, 123 USPQ2d 1744, 1747 (Fed. Cir. 2017). Only those factors that are "relevant and of record" need be considered. *M2 Software, Inc. v. M2 Commc'ns, Inc.*, 450 F.3d 1378, 1382, 78 USPQ2d 1944, 1947 (Fed. Cir. 2006) (citing *Shen Mfg. Co. v. Ritz Hotel Ltd.*, 393 F.3d 1238, 1241, 73 USPQ2d 1350, 1353 (Fed. Cir. 2004)); see *In re Inn at St. John's, LLC*, 126 USPQ2d 1742, 1744 (TTAB 2018).

Although not all *du Pont* factors may be relevant, there are generally two key considerations in any likelihood of confusion analysis: (1) the similarities between the compared marks and (2) the relatedness of the compared goods and/or services. See *In re i.am.symbolic, llc*, 866 F.3d at 1322, 123 USPQ2d at 1747 (quoting *Herbko Int'l, Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1164-65, 64 USPQ2d 1375, 1380 (Fed. Cir. 2002)); *Federated Foods, Inc. v. Fort Howard Paper Co.*, 544 F.2d 1098, 1103, 192 USPQ 24, 29 (C.C.P.A. 1976) ("The fundamental inquiry mandated

by [Section] 2(d) goes to the cumulative effect of differences in the essential characteristics of the goods [or services] and differences in the marks.”); TMEP §1207.01.

Facts

Applicant has applied to register the mark “LF LEFON” with the “L” in “LF” backwards facing for use on, in relevant part, “Clothing, including underwear and outer clothing, other than special purpose protective clothing; socks, mufflers (clothing), shawls, bandanas, scarves, belts (clothing); footwear, shoes, slippers, sandals; headgear, hats, caps with visors, berets, caps (headwear), skull caps” in International Class 25.

U.S. Registration No. 5543634 for the mark “LF” is used in connection with “Hats; Jackets; T-shirts” in International Class 25.

Similarity of the Marks

Marks are compared in their entireties for similarities in appearance, sound, connotation, and commercial impression. *Stone Lion Capital Partners, LP v. Lion Capital LLP*, 746 F.3d 1317, 1321, 110 USPQ2d 1157, 1160 (Fed. Cir. 2014) (quoting *Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondee En 1772*, 396 F.3d 1369, 1371, 73 USPQ2d 1689, 1691 (Fed. Cir. 2005)); TMEP §1207.01(b)-(b)(v). “Similarity in any one of these elements may be sufficient to find the marks confusingly similar.” *In re Inn at St. John’s, LLC*, 126 USPQ2d 1742, 1746 (TTAB 2018) (citing *In re Davia*, 110 USPQ2d 1810, 1812 (TTAB 2014)); TMEP §1207.01(b).

In this case, applicant’s mark is confusingly similar to registrant’s mark because the marks are highly similar in sound, appearance, connotation, and commercial impression. Specifically, the marks share the terms “LF” and this term would be pronounced and displayed identically, thereby creating similarities in sound and appearance.

Even though applicant’s “LF” is not joined together in the same manner as registrant’s “LF”, this does not obviate the similarities between the marks. Consumers are generally more inclined to focus on the first word, prefix, or syllable in any trademark or service mark. *See Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondee En 1772*, 396 F.3d 1369, 1372, 73 USPQ2d 1689, 1692 (Fed. Cir. 2005) (finding similarity between VEUVE ROYALE and two VEUVE CLICQUOT marks in part because “VEUVE . . . remains a ‘prominent feature’ as the first word in the mark and the first word to appear on the label”); *Century 21 Real Estate Corp. v. Century Life of Am.*, 970 F.2d 874, 876, 23 USPQ2d 1698, 1700 (Fed. Cir. 1992) (finding similarity between CENTURY 21 and CENTURY LIFE OF AMERICA in part because “consumers must first notice th[e] identical lead word”); *see also In re Detroit Athletic Co.*, 903 F.3d 1297, 1303, 128 USPQ2d 1047, 1049 (Fed. Cir. 2018) (finding “the identity of the marks’ two initial words is particularly significant because consumers typically notice those words first”). In this case, “LF” is the first and dominant feature of both marks. Further, consumers will see the combination of a backwards facing “L” and an “F” either side by side or linked and view such a distinctive visual combination of letters as identifying the same source.

Further, even though applicant’s mark contains the word “LEFON”, this does not obviate the similarities between the marks. Because the registered mark is wholly encompassed within applicant’s mark, purchasers are likely to believe that applicant’s mark merely identifies the previously anonymous sources of registrant’s clothing. *In re Chica, Inc.*, 84 USPQ2d 1845 (TTAB 2007) (Purchasers encountering goods offered under CORAZON and CORAZON BY CHICA will view CORAZON BY CHICA as an indication of the previously anonymous source of the goods sold under the CORAZON mark); *see also In re Fiesta Palms, LLC*, 2007 TTAB LEXIS 51 (TTAB 2007); *In re Hill-Behan Lumber Company*, 201 USPQ 246 (TTAB 1978).

Ultimately, applicant’s mark is likely to cause confusion with registrant’s(s) mark(s) because the similarities in sound, appearance, and connotation create the same overall commercial impression in the minds of consumers. Thus the marks are confusingly similar.

Relatedness of Goods

The compared goods and/or services need not be identical or even competitive to find a likelihood of confusion. *See On-line Careline Inc. v. Am. Online Inc.*, 229 F.3d 1080, 1086, 56 USPQ2d 1471, 1475 (Fed. Cir. 2000); *Recot, Inc. v. Becton*, 214 F.3d 1322, 1329, 54 USPQ2d 1894, 1898 (Fed. Cir. 2000); TMEP §1207.01(a)(i). They need only be “related in some manner and/or if the circumstances surrounding their marketing are such that they could give rise to the mistaken belief that [the goods and/or services] emanate from the same source.” *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1369, 101 USPQ2d 1713, 1722 (Fed. Cir. 2012) (quoting *7-Eleven Inc. v. Wechsler*, 83 USPQ2d 1715, 1724 (TTAB 2007)); TMEP §1207.01(a)(i).

Applicant identifies, in relevant part, “Clothing, including underwear and outer clothing, other than special purpose protective clothing; socks, mufflers (clothing), shawls, bandanas, scarves, belts (clothing); footwear, shoes, slippers, sandals; headgear, hats, caps with visors, berets, caps (headwear), skull caps” in International Class 25.

U.S. Registration No. 5543634 identifies “Hats; Jackets; T-shirts” in International Class 25.

In the present case, applicant’s goods are related to registrant’s goods because both applicant and registrant have identical identification of “hats”. Further, applicant broadly identifies outerwear, which includes registrant’s jackets.

Finally, decisions regarding likelihood of confusion in the clothing field have found many different types of apparel to be related goods. *Cambridge Rubber Co. v. Chuett, Peabody & Co.*, 286 F.2d 623, 624, 128 USPQ 549, 550 (C.C.P.A. 1961) (women’s boots related to men’s and boys’ underwear); *Jockey Int’l, Inc. v. Mallory & Church Corp.*, 25 USPQ2d 1233, 1236 (TTAB 1992) (underwear related to neckties); *In re Melville Corp.*, 18 USPQ2d 1386, 1388 (TTAB 1991) (women’s pants, blouses, shorts and jackets related to women’s shoes); *In re Pix of Am., Inc.*, 225 USPQ 691, 691-92 (TTAB 1985) (women’s shoes related to outer shirts); *In re Mercedes Slacks, Ltd.*, 213 USPQ 397, 398-99 (TTAB 1982) (hosiery related to trousers); *In re Cook United, Inc.*, 185 USPQ 444, 445 (TTAB 1975) (men’s suits, coats, and trousers related to ladies’ pantyhose).

and hosiery); *Esquire Sportswear Mfg. Co. v. Genesco Inc.*, 141 USPQ 400, 404 (TTAB 1964) (brassieres and girdles related to slacks for men and young men).

Therefore, because the marks are confusingly similar and the goods are closely related, purchasers encountering these goods are likely to believe, mistakenly, that they emanate from a common source. Accordingly, there is a likelihood of confusion and registration is refused pursuant to Section 2(d) of the Trademark Act.

Response to Section 2(d) Likelihood of Confusion Refusal

Applicant may respond to the stated refusal by submitting evidence and arguments against the refusal. In addition, applicant may respond by doing one of the following:

- (1) Deleting the goods and/or services to which the refusal pertains;
- (2) Filing a request to divide out the goods and/or services that have not been refused registration, so that the mark may proceed toward publication for opposition/registration for those goods or services to which the refusal does not pertain. *See* 37 C.F.R. §2.87. *See generally* TMEP §§1110 *et seq.* (regarding the requirements for filing a request to divide). If applicant files a request to divide, then to avoid abandonment, applicant must also file a timely response to all outstanding issues in this Office action, including the refusal. 37 C.F.R. §2.87(e); or
- (3) Amending the basis for the goods and/or services identified in the refusal, if appropriate. TMEP §806.03(h). (The basis cannot be changed for applications filed under Trademark Act Section 66(a). TMEP §1904.01(a).).

Although applicant's mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration. However, if applicant responds to the refusal(s), applicant must also respond to the requirement(s) set forth below and the additional ground for refusal.

POTENTIAL SECTION 2(D) LIKELIHOOD OF CONFUSION REFUSAL – ONE PENDING APPLICATION

The filing date of pending U.S. Application Serial No. 87085750 precedes applicant's filing date. See attached referenced application. If the mark in the referenced application registers, applicant's mark may be refused registration under Trademark Act Section 2(d) because of a likelihood of confusion between the two marks. *See* 15 U.S.C. §1052(d); 37 C.F.R. §2.83; TMEP §§1208 *et seq.* Therefore, upon receipt of applicant's response to this Office action, action on this application may be suspended pending final disposition of the earlier-filed referenced application.

In response to this Office action, applicant may present arguments in support of registration by addressing the issue of the potential conflict between applicant's mark and the mark in the referenced application. Applicant's election not to submit arguments at this time in no way limits applicant's right to address this issue later if a refusal under Section 2(d) issues.

IDENTIFICATION OF GOODS AND SERVICES INDEFINITE – AMENDMENT REQUIRED

The identification of goods/services is indefinite and must be clarified. *See* 37 C.F.R. §2.32(a)(6); TMEP §1402.01.

As a general advisory, applicant must incorporate the parenthetical information into the wording of the identification. Parenthetical matter usually identifies deleted material, therefore, applicant must amend.

Class 25

The wording "Clothing, including underwear and outerclathing, other than special purpose protective clothing" is indefinite and must be amended. Specifically, applicant must specify the type of outerwear. Further, "including" does not identify clothing with any definiteness. Therefore, applicant must use definitive language such as "namely".

The wording "mufflers" is indefinite and must be amended. Applicant must clarify the nature of these goods.

The wording "headgear" is indefinite and must be amended. Applicant must clarify the nature of these goods.

Class 35

"Advertising, marketing" is indefinite. Applicant must clarify the type of services.

"Office functions" is indefinite. Applicant must clarify the type of services.

The wording "rental of office machines" is indefinite and must be amended. Applicant must specify the type of Class 35 machines beings rented. These are office machines such as photocopiers. Rental of computers is a Class 42 service. Applicant must specify the Class 35 service.

The wording "business management, business administration and business consultancy" is indefinite and must be amended. Specifically, "business administration" is indefinite and applicant must specify the type of business administration services.

The wording "accounting" is indefinite. Applicant must specify the type of accounting services.

The wording “such services may be provided by retail stores, wholesale outlets, by means of electronic media or through mail order catalogues” is indefinite and must be amended. Specifically, these are retail services that are discreet from the service of bringing goods together. The Attorney has suggested proper wording below.

Applicant may adopt the following identification, if accurate:

Class 25 - Clothing, **namely**, underwear and outerclathing in the nature of (applicant to specify, e.g., coats, hats, gloves, etc.), other than special purpose protective clothing; socks, mufflers **as neck scarves in the nature of clothing**, shawls, bandanas, scarves, belts **as clothing**; footwear, shoes, slippers, sandals; headgear **in the nature of hats**, caps with visors, berets, caps **in the nature of headwear**, skull caps

Class 35 – Advertising **and** marketing; public relations; organization of exhibitions and trade fairs for commercial or advertising purposes; **providing** office functions; secretarial services; arranging newspaper subscriptions for others; compilation of statistics; rental of office machines **in the nature of (applicant to specify, e.g., photocopiers, etc.)**; systemization of information into computer database; telephone answering for unavailable subscribers; business management, business administration **services** and business consultancy; accounting **services**; commercial consultancy services; personnel recruitment, personnel placement, employment agencies, import-export agencies; temporary personnel placement services; auctioneering; the bringing together, for the benefit of others, of a variety of goods, **namely**, clothing, **namely** underwear and outerclathing, other than special purpose protective clothing, socks, mufflers **as clothing**, shawls, bandanas, scarves, belts **as clothing**, footwear, shoes, slippers, sandals, headgear, hats, caps with visors, berets, caps **as headwear**, skull caps, enabling customers to conveniently view and purchase those goods; **retail store, wholesale store, online retail store services and catalog ordering services featuring clothing, namely** underwear and outerclathing, other than special purpose protective clothing, socks, mufflers **as clothing**, shawls, bandanas, scarves, belts **as clothing**, footwear, shoes, slippers, sandals, headgear, hats, caps with visors, berets, caps **as headwear**, skull caps

Applicant may amend the identification to clarify or limit the goods and/or services, but not to broaden or expand the goods and/or services beyond those in the original application or as acceptably amended. See 37 C.F.R. §2.71(a); TMEP §1402.06. Generally, any deleted goods and/or services may not later be reinserted. See TMEP §1402.07(e). Additionally, for applications filed under Trademark Act Section 66(a), the scope of the identification for purposes of permissible amendments is limited by the international class assigned by the International Bureau of the World Intellectual Property Organization (International Bureau); and the classification of goods and/or services may not be changed from that assigned by the International Bureau. 37 C.F.R. §2.85(d); TMEP §§1401.03(d), 1904.02(b). Further, in a multiple-class Section 66(a) application, classes may not be added or goods and/or services transferred from one existing class to another. 37 C.F.R. §2.85(d); TMEP §1401.03(d).

TRANSLATION STATEMENT REQUIRED

To permit proper examination of the application, applicant must submit an English translation of the foreign wording in the mark “LEFON”. 37 C.F.R. §§2.32(a)(9), 2.61(b); see TMEP §809. The following English translation is suggested: **The English translation of “LEFON” in the mark is “CALL”**. TMEP §809.03. See attached translation evidence.

MARK DESCRIPTION REQUIRED

Applicant must submit a description of the mark, because one was not included in the application. 37 C.F.R. §2.37; see TMEP §§808.01, 808.02. Applications for marks not in standard characters must include an accurate and concise description of the entire mark that identifies all the literal and design elements. See 37 C.F.R. §2.37; TMEP §§808.01, 808.02, 808.03(b). In this case, the drawing of the mark is not in standard characters.

The following description is suggested, if accurate: **The mark consists of the letters “LF” with the “L” facing backwards. Underneath these letters is the word “LEFON”**.

RESPONDING TO THIS OFFICE ACTION

Please call or email the assigned trademark examining attorney with questions about this Office action. Although the trademark examining attorney cannot provide legal advice or statements about applicant’s rights, the trademark examining attorney can provide applicant with additional explanation about the refusal(s) and/or requirement(s) in this Office action. See TMEP §§705.02, 709.06. Although the USPTO does not accept emails as responses to Office actions, emails can be used for informal communications and will be included in the application record. See 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05.

WHO IS PERMITTED TO RESPOND TO THIS PROVISIONAL FULL REFUSAL: Any response to this provisional refusal must be personally signed by an individual applicant, all joint applicants, or someone with legal authority to bind a juristic applicant (e.g., a corporate officer or general partner). 37 C.F.R. §§2.62(b), 2.193(e)(2)(ii); TMEP §712.01. If applicant hires a qualified U.S. attorney to respond on his or her behalf, then the attorney must sign the response. 37 C.F.R. §§2.193(e)(2)(i), 11.18(a); TMEP §§611.03(b), 712.01. Qualified U.S. attorneys include those in good standing with a bar of the highest court of any U.S. state, the District of Columbia, Puerto Rico, and other U.S. commonwealths or U.S. territories. See 37 C.F.R. §§2.17(a), 2.62(b), 11.1, 11.14(a); TMEP §§602, 712.01. Additionally, for all responses, the proper signatory must personally sign the document or personally enter his or her electronic signature on the electronic filing. See 37 C.F.R. §2.193(a); TMEP §§611.01(b), 611.02. The name of the signatory must also be printed or typed immediately below or adjacent to the signature, or identified elsewhere in the filing. 37 C.F.R. §2.193(d); TMEP §611.01(b).

In general, foreign attorneys are not permitted to represent applicants before the USPTO (e.g., file written communications, authorize an amendment to an application, or submit legal arguments in response to a requirement or refusal). See 37 C.F.R. §11.14(c), (e); TMEP §§602.03-.03(b), 608.01.

DESIGNATION OF DOMESTIC REPRESENTATIVE: The USPTO encourages applicants who do not reside in the United States to designate a domestic representative upon whom any notice or process may be served. TMEP §610; see 15 U.S.C. §§1051(e), 1141h(d); 37 C.F.R. §2.24(a)

(1)-(2). Such designations may be filed online at <http://www.uspto.gov/trademarks/teas/correspondence.jsp>.

/John Schmidt/
Examining Attorney, Law Office 113
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TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response_forms.jsp. Please wait 48-72 hours from the issue/ mailing date before using the Trademark Electronic Application System (TEAS), to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. **E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.**

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at <http://tsdr.uspto.gov/>. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at <http://www.uspto.gov/trademarks/teas/correspondence.jsp>.

Text

Documents

DETECT LANGUAGE

KURDISH (KURMANJI)

ITALIAN

ENGLISH



ENGLISH

SPANISH

ARABIC



lefon



call



575,000



Send feedback



History



Saved



Community

DESIGN MARK

Serial Number

87085750

Status

SUSPENSION LETTER - MAILED

Word Mark

CALL

Standard Character Mark

Yes

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

CALL INTERNATIONAL LIMITED private limited company UNITED KINGDOM 3rd floor 207 Regent Street London UNITED KINGDOM W1B3HH

Goods/Services

Class Status -- ACTIVE. IC 003. US 001 004 006 050 051 052. G & S: Perfumery; essential oils; cosmetics; make-up; eye make-up; eyeliners; blushers; lipsticks; hair lotions; personal soaps.

Goods/Services

Class Status -- ACTIVE. IC 016. US 002 005 022 023 029 037 038 050. G & S: Paper; Cardboard; Printed publications, namely, brochures, booklets, and teaching materials in the field of fashion; Inking ribbons for computer printers; Bookbinding materials; Books in the field of fashion; Adhesives for stationery or household purposes; Artists' paint brushes; Music sheets; Music scores; Periodical magazines featuring fashion and entertainment news; Photographs; Stationery and educational supplies, namely, writing instruments, pens, pencils, mechanical pencils, erasers, markers, crayons, highlighter pens, folders, notebooks, paper, protractors as drawing instruments, paper clips, pencil sharpeners, writing grips, glue and book marks; Typewriters; Printing blocks.

Goods/Services

Class Status -- ACTIVE. IC 025. US 022 039. G & S: Clothing, namely, lingerie, bras, pants, thong underwear, stockings, tights, suspender belts, camisoles, dressing gowns, negligees, sleep shirts, sarongs, shoulder wraps, shorts, leggings, belts, trousers, jeans,

wristbands, headbands, hats, caps, gloves, jackets, coats, jumpers, shirts, t-shirts, sweaters, vests, skirts, waistcoats, waterproof clothing, namely, jackets and pants, bathing suits, pajamas, undergarments, scarves, socks, suits, dresses, blouses, blazers, denims, jerseys, sweatshirts, tops, bottoms, windcheaters, and swimwear; Footwear; Headwear, namely, hats, caps, and visors.

Goods/Services

Class Status -- ACTIVE. IC 026. US 037 039 040 042 050. G & S: Lace; Embroidery; Ribbons; Braid; Buttons; Hooks and eyes; Pins, namely, sewing pins, safety pins, and bobby pins; Needles; Artificial flowers.

Foreign Country Name

BENELUX

Foreign Priority

FOREIGN PRIORITY CLAIMED

Foreign Application Number

1332150

Foreign Filing Date

2016/05/11

Filing Date

2016/06/28

Examining Attorney

GEARHART, DAVID J

Attorney of Record

Jonathan Grant Morton

CALL

DESIGN MARK

Serial Number

87405436

Status

REGISTERED

Word Mark

LF

Standard Character Mark

No

Registration Number

5543634

Date Registered

2018/08/21

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Owner

Stetson Frost Enterprises LLC LIMITED LIABILITY COMPANY OKLAHOMA 2764
W. HWY 7 Atoka OKLAHOMA 74525

Goods/Services

Class Status -- ACTIVE. IC 025. US 022 039. G & S: Hats; Jackets;
T-shirts. First Use: 2015/08/15. First Use In Commerce: 2015/08/15.

Description of Mark

The mark consists of the stylized letters "L" and "F" attached. The
"L" is backwards.

Colors Claimed

Color is not claimed as a feature of the mark.

Filing Date

2017/04/10

Examining Attorney

NASSERGHODSI, SAHAR

Attorney of Record

Print: Jan 24, 2019

87405436

Joshua A. Schaul

