

# UNITED STATES PATENT AND TRADEMARK OFFICE

**SERIAL NO:** 79/069484

**MARK:** WANNABESOCIETY.COM

**\*79069484\***

**CORRESPONDENT ADDRESS:**

PATENTNA PISARNA, d.o.o.  
Copova 14, p.p. 1725  
SI-1000 Ljubljana  
SLOVENIA

**RESPOND TO THIS ACTION:**

<http://www.uspto.gov/teas/eTEASpageD.htm>

**GENERAL TRADEMARK INFORMATION:**

<http://www.uspto.gov/main/trademarks.htm>

**APPLICANT:** ARIH oglaševalska  
agencija, d.o.o.

**CORRESPONDENT'S  
REFERENCE/DOCKET NO:**

N/A

**CORRESPONDENT E-MAIL ADDRESS:**

## OFFICE ACTION

TO AVOID ABANDONMENT, THE OFFICE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE.

**ISSUE/MAILING DATE:**

**INTERNATIONAL REGISTRATION NO. 1004208**

This is a **PROVISIONAL FULL REFUSAL** of the trademark and/or service mark in the above-referenced U.S. application. *See* 15 U.S.C. §1141h(c).

**WHO IS PERMITTED TO RESPOND TO THIS PROVISIONAL FULL REFUSAL:**

Applicant may respond directly to this provisional refusal Office action, or applicant's attorney may respond on applicant's behalf. However, **the only attorneys who can practice before the USPTO** in trademark matters are as follows:

- (1) **Attorneys in good standing with a bar of the highest court of any U.S. state**, the District of Columbia, Puerto Rico, and other federal territories and possessions of the United States; and
- (2) **Canadian agents/attorneys** who represent applicants residing in Canada and who have received reciprocal recognition by the USPTO under 37 C.F.R. §11.14(c).

37 C.F.R. §§11.1, 11.14; TMEP §602.

Foreign attorneys are not permitted to practice before the USPTO, other than properly authorized Canadian attorneys. TMEP §602.06(b). Filing written communications, authorizing an amendment to an application, or submitting legal arguments in response to a requirement or refusal constitutes representation of a party in a trademark matter. A response signed by an unauthorized foreign attorney is considered an incomplete response. *See* TMEP §§602.03, 712.03.

## THE APPLICATION HAS BEEN PROVISIONALLY REFUSED AS FOLLOWS:

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.

### A. SECTION 2(d) REFUSAL – LIKELIHOOD OF CONFUSION

Registration of the applied-for mark is refused because of a likelihood of confusion with the mark in U.S. Registration No. 1835185. Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.* See the enclosed registration.

Trademark Act Section 2(d) bars registration of an applied-for mark that so resembles a registered mark that it is likely that a potential consumer would be confused or mistaken or deceived as to the source of the goods and/or services of the applicant and registrant. *See* 15 U.S.C. §1052(d). The court in *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 177 USPQ 563 (C.C.P.A. 1973) listed the principal factors to be considered when determining whether there is a likelihood of confusion under Section 2(d). *See* TMEP §1207.01. However, not all of the factors are necessarily relevant or of equal weight, and any one factor may be dominant in a given case, depending upon the evidence of record. *In re Majestic Distilling Co.*, 315 F.3d 1311, 1315, 65 USPQ2d 1201, 1204 (Fed. Cir. 2003); *see In re E. I. du Pont*, 476 F.2d at 1361-62, 177 USPQ at 567.

In this case, the following factors are the most relevant: similarity of the marks, similarity of the goods and/or services, and similarity of trade channels of the goods and/or services. *See In re Opus One, Inc.*, 60 USPQ2d 1812 (TTAB 2001); *In re Dakin's Miniatures Inc.*, 59 USPQ2d 1593 (TTAB 1999); *In re Azteca Rest. Enters., Inc.*, 50 USPQ2d 1209 (TTAB 1999); TMEP §§1207.01 *et seq.* Registrant's mark is WANNABEE in typed letters (so that the registrant is not limited to a particular style, and could employ the same design features as appear in applicant's mark). The registrant's extensive list of goods and services includes:

Class 009: PHONOGRAPH RECORDS, PRE-RECORDED AUDIO TAPE CASSETTES, PRE-RECORDED VIDEO CASSETTES, AND PRE-RECORDED AUDIO COMPACT DISKS FEATURING MUSIC, ENTERTAINMENT AND EDUCATIONAL MATERIAL

Class 016: GREETING CARDS, PRINTED POSTERS, PRINTED ILLUSTRATIONS, ANIMATED DRAWINGS FOR CARTOONS, PRINTED SYNDICATED CARTOON STRIPS, PRINTED COLORING BOOKS AND PRINTED BOOKS CONTAINING STORIES AND/OR PICTURES FOR CHILDREN, AND STATIONERY; NAMELY, WRITING PAPER, NOTE PAPER AND ENVELOPES

Class 020: FIGURINES, BOWLS AND PLATES MADE OF PORCELAIN, PLASTIC, CHINA, GLASS, CERAMIC, CLAY OR POTTERY, AND MANNEQUINS

Class 021: DISHES, BOWLS, MUGS, CUPS AND DRINKING GLASSES, AND VASES MADE OF PORCELAIN, PLASTIC, CHINA, GLASS, CERAMIC, CLAY OR POTTERY

Class 025: CLOTHING; NAMELY, PANTS, SKIRTS, JEANS, SHORTS, SHIRTS, BLOUSES, SWEATERS, COATS, JACKETS, UNDERWEAR, SWEATSHIRTS, T-SHIRTS, BATHROBES, PYJAMAS, NIGHTGOWNS, HATS, CAPS, BELTS, SCARVES, GLOVES, AND COSTUMES AND UNIFORMS

Class 028: TOYS; NAMELY, DOLLS OF ALL TYPES AND EQUIPMENT AND ACCESSORIES THEREFOR, STUFFED ANIMALS AND EQUIPMENT AND ACCESSORIES THEREFOR, PUZZLES, BUILDING BLOCKS, TOY CARS, BOARD GAMES, SCALE MODELS, DOLL HOUSES, MECHANICAL VEHICLES, SKATE BOARDS, BALLS AND BATS, SKATES AND HOCKEY STICKS, PUPPETS, AND ELECTRONIC COMPUTER GAMES

Applicant's mark is WANNABESOCIETY.COM, for goods including retail sale services of various goods, including: soaps, liquid soaps, perfumery, essential oils, cosmetics, skin creams and body

lotions, hand creams, shampoos, hair gels, hair lotions, dentifrices, air fresheners, air fresheners for homes, air fresheners for cars, apparatus for recording, transmission or reproduction of sound or images, magnetic data carriers, recording discs, computer programs (downloadable software), recorded computer programs, recorded computer software, ring-tones downloadable from the computer network, condoms, precious metals and their alloys and goods in precious metals or coated therewith, jewelry, precious stones, horological and chronometric instruments, badges of precious metal, paper, cardboard and goods made from these materials, printed matter, bookbinding material, photographs, stationery, adhesives for stationery or household purposes, artists' materials, paint brushes, typewriters and office requisites, instructional and teaching material, plastic materials for packaging, printers' type, printing blocks, leather and imitations of leather, and goods made of these materials, animal skins, hides, trunks and traveling bags, umbrellas, parasols and walking sticks, whips, furniture, mirrors, picture frames, goods of wood, cork, reed, cane, wicker, horn, bone, ivory, whalebone, shell, amber, mother-of-pearl, meerschaum and substitutes for all these materials, or of plastics, bedding, pillows, household or kitchen utensils and containers, combs and sponges, brushes, glassware, porcelain and earthenware, textiles and textile goods, bed and table covers, clothing, footwear, headgear, T-shirts, custom-made T-shirts, underwear, trousers, lace and embroidery, ribbons and braid, buttons, pins and needles, artificial flowers, badges, ornamental novelty badges and buttons, carpets, rugs, mats and matting, non-textile wall hangings, games, playthings, gymnastic and sporting articles, decorations for Christmas trees, food, coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee, flour and preparations made from cereals, bread, pastry and confectionery, ices, honey, treacle, salt, vinegar, sauces, condiments, spices, ice, beers, mineral and aerated waters and other non-alcoholic drinks, fruit drinks and fruit juices, syrups and other preparations for making beverages, tobacco, smoker's articles, matches; services of sale via the Internet.

Some of the goods are the same, and the rest are closely related clothing items. The use of the arbitrary terms, WANNABEE and WANNABESOCIETY.COM for the same and related goods would likely cause consumers to believe the goods are from the same source.

The mere addition of a term to a registered mark generally does not obviate the similarity between the marks nor does it overcome a likelihood of confusion under Trademark Act Section 2(d). *See In re Chatam Int'l Inc.*, 380 F.3d 1340, 71 USPQ2d 1944 (Fed. Cir. 2004) (GASPAR'S ALE and JOSE GASPAR GOLD); *Coca-Cola Bottling Co. v. Jos. E. Seagram & Sons, Inc.*, 526 F.2d 556, 188 USPQ 105 (C.C.P.A. 1975) (BENGAL and BENGAL LANCER); *Lilly Pulitzer, Inc. v. Lilli Ann Corp.*, 376 F.2d 324, 153 USPQ 406 (C.C.P.A. 1967) (THE LILLY and LILLI ANN); *In re El Torito Rests., Inc.*, 9 USPQ2d 2002 (TTAB 1988) (MACHO and MACHO COMBOS); *In re Corning Glass Works*, 229 USPQ 65 (TTAB 1985) (CONFIRM and CONFIRMCELLS); *In re U.S. Shoe Corp.*, 229 USPQ 707 (TTAB 1985) (CAREER IMAGE and CREST CAREER IMAGES); *In re Riddle*, 225 USPQ 630 (TTAB 1985) (ACCUTUNE and RICHARD PETTY'S ACCU TUNE); *In re Cosvetic Labs., Inc.*, 202 USPQ 842 (TTAB 1979) (HEAD START and HEAD START COSVETIC); TMEP §1207.01(b)(iii).

In a likelihood of confusion determination, the marks are compared for similarities in their appearance, sound, meaning or connotation and commercial impression. *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361, 177 USPQ 563, 567 (C.C.P.A. 1973); TMEP §1207.01(b). Similarity in any one of these elements may be sufficient to find a likelihood of confusion. *In re White Swan Ltd.*, 8 USPQ2d 1534, 1535 (TTAB 1988); *In re Lamson Oil Co.*, 6 USPQ2d 1041, 1043 (TTAB 1987); *see* TMEP §1207.01(b).

The goods of the parties need not be identical or directly competitive to find a likelihood of confusion. *See Safety-Kleen Corp. v. Dresser Indus., Inc.*, 518 F.2d 1399, 1404, 186 USPQ 476, 480 (C.C.P.A. 1975); TMEP §1207.01(a)(i). Rather, they need only be related in some manner, or the conditions surrounding their marketing are such that they would be encountered by the same purchasers under circumstances that would give rise to the mistaken belief that the goods come from a common source. *In re Total Quality Group, Inc.*, 51 USPQ2d 1474, 1476 (TTAB 1999); TMEP §1207.01(a)(i); *see, e.g., On-line Careline Inc. v. Am. Online Inc.*, 229 F.3d 1080, 1086-87, 56 USPQ2d 1471, 1475-76 (Fed. Cir. 2000); *In re Martin's Famous Pastry Shoppe, Inc.*, 748 F.2d 1565, 1566-68, 223 USPQ 1289, 1290 (Fed. Cir. 1984).

Although applicant's mark has been refused registration, applicant may respond to the refusal by submitting evidence and arguments in support of registration.

Applicant must respond to the requirement(s) set forth below.

**B. Prior Pending Application: Not Entitled to Register**

The filing date of pending Application Serial No. 77474854 precedes applicant's filing date. See attached referenced applications. If one or more of the marks in the referenced applications register, applicant's mark may be refused registration under Trademark Act Section 2(d) because of a likelihood of confusion with the registered mark(s). 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 marks in the referenced applications. 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.

**C. Identification of Goods/Services**

Many of the identifications of goods and recitations of services are indefinite or vague and require clarification. Specific issues will be addressed within each class below. As to each of the identifications of goods and recitations of services, applicant must use the common commercial or generic names for the goods and services, be as complete and specific as possible, and avoid the use of indefinite words and phrases. TMEP §§1402.01 and 1402.03(a).

The identification of goods and/or services contains parentheses. Generally, parentheses and brackets should *not* be used in identifications. Parenthetical information is permitted in identifications only if it serves to explain or translate the matter immediately preceding the parenthetical phrase in such a way that it does not affect the clarity of the identification, e.g., "obi (Japanese sash)." TMEP §1402.12.

Therefore, applicant must remove the parentheses from the identification of goods and/or services and incorporate the parenthetical information into the description.

In the recommendations below, the examining attorney sought to offer comprehensive proposals in instances where the identification of goods or recitation of services was indefinite. Applicant is not required to accept these proposals but any further changes must be within the scope of the identifications and recitations set out in the application. Please see below for a more thorough discussion.

Additionally, where necessary, the examining attorney has indicated where applicant must supply additional information. In such cases, the wording is presented in bold print within brackets, for example, "Computer software for **{specify the function of the programs, e.g., use in database management, use as a spreadsheet, word processing, etc. and, if software is content- or field-specific, the content or field of use}**." In such a case, applicant must supply the required information within the brackets and must remove the brackets from the identification of goods or recitation of services.

- **International Class 035:** Advertising; business management; business administration; office

functions; on-line advertising on a computer network; publicity; direct mail advertising; dissemination of advertising matter; updating of advertising material; writing of publicity texts; publication of publicity texts; layout services for advertising purposes; rental of advertising space; rental of advertising time on communication media; publicity material rental; administrative processing of purchase orders; distribution of samples; sales promotion for others; presentation of goods on communication media, for retail purposes; demonstration of goods. marketing services and wholesale and retail sale services of various goods, including: soaps, liquid soaps, perfumery, essential oils, cosmetics, skin creams and body lotions, hand creams, shampoos, hair gels, hair lotions, dentifrices, air fresheners, air fresheners for homes, air fresheners for cars, apparatus for recording, transmission or reproduction of sound or images, magnetic data carriers, recording discs, computer programs (downloadable software), recorded computer programmes, recorded computer software, ringtones downloadable from the computer network, condoms, precious metals and their alloys and goods in precious metals or coated therewith, jewellery, precious stones, horological and chronometric instruments, badges of precious metal, paper, cardboard and goods made from these materials, printed matter, bookbinding material, photographs, stationery, adhesives for stationery or household purposes, artists' materials, paint brushes, typewriters and office requisites, instructional and teaching material, plastic materials for packaging, printers' type, printing blocks, leather and imitations of leather, and goods made of these materials, animal skins, hides, trunks and travelling bags, umbrellas, parasols and walking sticks, whips, furniture, mirrors, picture frames, goods of wood, cork, reed, cane, wicker, horn, bone, ivory, whalebone, shell, amber, mother-of-pearl, meerschaum and substitutes for all these materials, or of plastics, bedding, pillows, household or kitchen utensils and containers, combs and sponges, brushes, glassware, porcelain and earthenware, textiles and textile goods, bed and table covers, clothing, footwear, headgear, T-shirts, custom-made T-shirts, underwear, trousers, lace and embroidery, ribbons and braid, buttons, pins and needles, artificial flowers, badges, ornamental novelty badges and buttons, carpets, rugs, mats and matting, non-textile wall hangings, games, playthings. gymnastic and sporting articles, decorations for Christmas trees, food, coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee, flour and preparations made from cereals, bread, pastry and confectionery, ices, honey, treacle, salt, vinegar, sauces, condiments, spices, ice, beers, mineral and aerated waters and other non-alcoholic drinks, fruit drinks and fruit juices, syrups and other preparations for making beverages, tobacco, smokers's articles, matches; services of sale via the Internet; services of commercialization of goods via the Internet, on-line sale services (services of electronic commerce); catalogue retail services; retail services by mail; marketing studies, marketing research; business investigations, business research; commercial information and advice for consumers (consumer advice shop); modelling for advertising or sales promotion; organization of exhibitions and trade fairs for commercial or advertising purposes; computerized file management; data search in computer files for others; compilation of information into computer databases; systemization of information into computer databases

The wording in the identification of goods/services must be clarified because it is too broad and could include goods/services in other international classes. *See* TMEP §§1402.01, 1402.03.

In addition, the wording does not provide sufficient specificity.

The identification of goods/services is indefinite and must be clarified. *See* TMEP §1402.01. Applicant must specify the common commercial or generic name for the goods/services. If the goods/services have no common commercial or generic name, applicant must describe the nature of the goods/services as well as their main purpose, channels of trade, and the intended consumer(s).

Applicant may adopt the following identification of goods, if accurate: *See* TMEP §1402.01.

International Class 035: Advertising; business management; business administration; **[providing]** office functions; on-line advertising on a computer network; publicity **[agents]**; direct mail advertising; dissemination of advertising matter; updating of advertising material; writing of

publicity texts; publication of publicity texts; layout services for advertising purposes; rental of advertising space; rental of advertising time on communication media; publicity material rental; administrative processing of purchase orders; distribution of samples; sales promotion for others; presentation of goods on communication media, for retail purposes; demonstration of goods [**please define e.g. by electronic means, also for the benefit of the so-called tele-shopping and home shopping services**]; marketing services and wholesale and retail sale [**store**] services of various goods [**featuring**] soaps, liquid soaps, perfumery, essential oils, cosmetics, skin creams and body lotions, hand creams, shampoos, hair gels, hair lotions, dentifrices, air fresheners, air fresheners for homes, air fresheners for cars, apparatus for recording, transmission or reproduction of sound or images, magnetic data carriers, recording discs, computer programs as downloadable software, recorded computer programs and recorded computer software [**please define what the software features**], ring tones downloadable from the computer network, condoms, precious metals and their alloys and goods in precious metals or coated therewith, jewellery, precious stones, horological and chronometric instruments, badges of precious metal, paper, cardboard and goods made from these materials, printed matter, bookbinding material, photographs, stationery, adhesives for stationery or household purposes, artists' materials, paint brushes, typewriters and office requisites, instructional and teaching material, plastic materials for packaging, printers' type, printing blocks, leather and imitations of leather, and goods made of these materials, animal skins, hides, trunks and traveling bags, umbrellas, parasols and walking sticks, whips, furniture, mirrors, picture frames, goods of wood, cork, reed, cane, wicker, horn, bone, ivory, whalebone, shell, amber, mother-of-pearl, meerschaum and substitutes for all these materials, or of plastics, bedding, pillows, household or kitchen utensils and containers, combs and sponges, brushes, glassware, porcelain and earthenware, textiles and textile goods, bed and table covers, clothing, footwear, headgear, T-shirts, custom-made T-shirts, underwear, trousers, lace and embroidery, ribbons and braid, buttons, pins and needles, artificial flowers, badges, ornamental novelty badges and buttons, carpets, rugs, mats and matting, non-textile wall hangings, games, playthings, gymnastic and sporting articles, decorations for Christmas trees, food, coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee, flour and preparations made from cereals, bread, pastry and confectionery, ices, honey, treacle, salt, vinegar, sauces, condiments, spices, ice, beers, mineral and aerated waters and other non-alcoholic drinks, fruit drinks and fruit juices, syrups and other preparations for making beverages, tobacco, smokers' articles, matches; services of sale via the Internet [**please define these services and the goods that are feature e.g. retail internet store services featuring \_\_\_\_\_**]; services of commercialization of goods via the Internet, on-line sale services of electronic commerce [**please further define these services e.g. online retail store services through electronic commerce featuring \_\_\_\_\_**]; catalogue retail [**store**] services; retail [**store**] services by mail [**featuring (lease indicate the goods)**]; marketing studies, marketing research; business investigations, business research; commercial information and advice for consumers [**please define the field of the advise e.g. commercial business management**]; **modeling** for advertising or sales promotion; organization of exhibitions and trade fairs for commercial or advertising purposes; computerized file management; data search in computer files for others [**please specify these services as listed in this class**]; compilation of information into computer databases; systemization of information into computer databases

Although identifications of goods and/or services may be amended to clarify or limit the goods and/or services, adding to or broadening the scope of the goods and/or services is not permitted. 37 C.F.R. §2.71(a); *see* TMEP §§1402.06 *et seq.*, 1402.07. Therefore, applicant may not amend the identification to include goods and/or services that are not within the scope of the goods and/or services set forth in the present identification.

The international classification of goods and/or services in applications filed under Trademark Act Section 66(a) cannot be changed from the classification given to the goods and/or services by the International Bureau in the corresponding international registration. 37 C.F.R. §2.85(d); TMEP §§1401.03(d), 1904.02(b).

For assistance with identifying and classifying goods and/or services in trademark applications,

please see the online searchable *Manual of Acceptable Identifications of Goods and Services* at <http://tess2.uspto.gov/netahtml/tidm.html>. See TMEP §1402.04.

#### D. Response Guidelines

There is no required format or form for responding to an Office action. The Office recommends applicants use the Trademark Electronic Application System (TEAS) to respond to Office actions online at <http://www.uspto.gov/teas/index.html>. If applicant responds on paper via regular mail, the response should include the title “Response to Office Action” and the following information: (1) the name and law office number of the examining attorney, (2) the serial number and filing date of the application, (3) the date of issuance of this Office action, (4) applicant’s name, address, telephone number and e-mail address (if applicable), and (5) the mark. 37 C.F.R. §2.194(b)(1); TMEP §302.03 (a).

In the response, applicant should explicitly address each refusal and/or requirement raised in the Office action. If a refusal has issued, applicant may wish to argue against the refusal, i.e., submit arguments and/or evidence as to why the refusal should be withdrawn and why the mark should register. To respond to requirements, applicant should set forth in writing the required changes or statements.

The response must be signed by applicant or someone with legal authority to bind applicant (i.e., a corporate officer of a corporate applicant, the equivalent of an officer for unincorporated organizations or limited liability company applicants, a general partner of a partnership applicant, each applicant for applications with multiple individual applicants). TMEP §§605.02, 712. The signer must personally sign and date the response or manually enter their electronic signature in the signature block. TMEP §605.02

If applicant has questions about its application or this Office action, please contact the assigned trademark examining attorney at the telephone number below.

/wrossman/  
William M. Rossman  
Trademark Examining Attorney  
Law Office 109  
William.Rossman@USPTO.GOV  
571-272-9029

**RESPOND TO THIS ACTION:** Applicant should file a response to this Office action online using the form at <http://www.uspto.gov/teas/eTEASpageD.htm>, waiting 48-72 hours if applicant received notification of the Office action via e-mail. For *technical* assistance with the form, please e-mail [TEAS@uspto.gov](mailto:TEAS@uspto.gov). For questions about the Office action itself, please contact the assigned examining attorney. **Do not respond to this Office action by e-mail; the USPTO does not accept e-mailed responses.**

If responding by paper mail, please include the following information: the application serial number, the mark, the filing date and the name, title/position, telephone number and e-mail address of the person signing the response. Please use the following address: Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451.

**STATUS CHECK:** Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at <http://tarr.uspto.gov>. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.



Print: Jul 13, 2009

73595649

**TYPED DRAWING**

**Serial Number**  
73595649

**Status**  
REGISTERED AND RENEWED

**Word Mark**  
WANNABEE

**Standard Character Mark**  
No

**Registration Number**  
1635185

**Date Registered**  
1994/05/10

**Type of Mark**  
TRADEMARK; SERVICE MARK

**Register**  
PRINCIPAL

**Mark Drawing Code**  
(1) TYPED DRAWING

**Owner**  
DEVINE, ROBIN LYNN INDIVIDUAL CANADA 15 DOUGLAS CRESCENT TORONTO,  
ONTARIO M4W 2E6 CANADA

**Goods/Services**  
Class Status -- ACTIVE. IC 025. US 039. G & S: CLOTHING; NAMELY,  
PANTS, SKIRTS, JEANS, SHORTS, SHIRTS, BLOUSES, SWEATERS, COATS,  
JACKETS, UNDERWEAR, SWEATSHIRTS, T-SHIRTS, BATHROBES, PYJAMAS,  
NIGHTGOWNS, HATS, CAPS, BELTS, SCARVES, GLOVES, AND COSTUMES AND  
UNIFORMS.

**Goods/Services**  
Class Status -- ACTIVE. IC 041. US 100 107. G & S: ENTERTAINMENT  
SERVICES; NAMELY, PUPPET SHOWS AND LIVE THEATRE, SINGING AND MUSICAL  
PERFORMANCES FOR OTHERS, PRODUCTION OF TELEVISION PROGRAMS FOR OTHERS,  
AND PRODUCTION OF MOTION PICTURE FILMS FOR OTHERS.

**Goods/Services**  
Class Status -- ACTIVE. IC 021. US 002 030 033. G & S: DISHES,  
BOWLS, MUGS, CUPS AND DRINKING GLASSES, AND VASES MADE OF PORCELAIN,  
PLASTIC, CHINA, GLASS, CERAMIC, CLAY OR POTTERY.

Print: Jul 13, 2009

73595649

**Goods/Services**

Class Status -- ACTIVE. IC 016. US 037 039. G & S: GREETING CARDS, PRINTED POSTERS, PRINTED ILLUSTRATIONS, ANIMATED DRAWINGS FOR CARTOONS, PRINTED STIPPLICATED CARTOON STRIPS, PRINTED COLORING BOOKS AND PRINTED BOOKS CONTAINING STORIES AND/OR PICTURES FOR CHILDREN, AND STATIONERY; NAMELY, WRITING PAPER, NOTE PAPER AND ENVELOPES.

**Goods/Services**

Class Status -- ACTIVE. IC 009. US 021 036. G & S: PHONOGRAPH RECORDS, PRE-RECORDED AUDIO TAPE CASSETTES, PRE-RECORDED VIDEO CASSETTES, AND PRE-RECORDED AUDIO COMPACT DISKS FEATURING MUSIC, ENTERTAINMENT AND EDUCATIONAL MATERIAL.

**Goods/Services**

Class Status -- ACTIVE. IC 020. US 030 033 050. G & S: FIGURINES, BOWLS AND PLATES MADE OF PORCELAIN, PLASTIC, CHINA, GLASS, CERAMIC, CLAY OR POTTERY, AND MANNEQUINE.

**Goods/Services**

Class Status -- ACTIVE. IC 028. US 022 023. G & S: TOYS; NAMELY, DOLLS OF ALL TYPES AND EQUIPMENT AND ACCESSORIES THEREFOR, STUFFED ANIMALS AND EQUIPMENT AND ACCESSORIES THEREFOR, PUZZLES, BUILDING BLOCKS, TOY CARS, BOARD GAMES, SCALE MODELS, DOLL HOUSES, MECHANICAL VEHICLES, SKATE BOARDS, BALLS AND BATS, SKATES AND HOCKEY STICKS, PUPPETS, AND ELECTRONIC COMPUTER GAMES.

**Foreign Country Name**

CANADA

**Foreign Priority**

FOREIGN PRIORITY CLAIMED

**Foreign Application Number**

556947

**Foreign Filing Date**

1986/02/07

**Foreign Registration Number**

TMA369302

**Foreign Registration Date**

1990/05/04

**Foreign Expiration Date**

2005/05/04

**Foreign Country Name**

CANADA

**Foreign Priority**

**Print: Jul 13, 2009**

**73595649**

FOREIGN PRIORITY CLAIMED

**Foreign Application Number**  
552746

**Foreign Filing Date**  
1985/11/28

**Foreign Registration Number**  
TMA362815

**Foreign Registration Date**  
1989/11/10

**Foreign Expiration Date**  
2004/11/10

**Prior Registration(s)**  
1374071

**Filing Date**  
1986/04/28

**Examining Attorney**  
GLYNN, GERALD T.

Print: Jul 13, 2009

77474854

**DESIGN MARK**

**Serial Number**  
77474854

**Status**  
NON-FINAL ACTION - MAILED

**Word Mark**  
IWANNABEE

**Standard Character Mark**  
No

**Type of Mark**  
TRADEMARK

**Register**  
PRINCIPAL

**Mark Drawing Code**  
(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

**Owner**  
BeeActiveWear, LLC LIMITED LIABILITY COMPANY FLORIDA 1024 N.E. 45th  
Street Fort Lauderdale FLORIDA 33334

**Goods/Services**  
Class Status -- ACTIVE. IC 025. US 022 039. G & S: Short-sleeved  
or long-sleeved t-shirts; shirts; sweat shirts; sweat pants; sweat  
suits; sweaters; tank tops; jackets; hooded sweat shirts and  
pullover; neckwear; belts; shorts; jeans; pants; skirts; skorts;  
dresses; leggings; tights; boxer shorts; underwear; swimwear; socks;  
wristbands; bandanas; headwear; hats; visors; beachwear; footwear.

**Goods/Services**  
Class Status -- ACTIVE. IC 016. US 002 005 022 023 029 037 038 050.  
G & S: Stickers.

**Goods/Services**  
Class Status -- ACTIVE. IC 018. US 001 002 003 022 041. G & S:  
Sports bags; beach bags; tote bags; all purpose carrying bags.

**Description of Mark**  
The mark consists of the wording "IWANNABEE" and a stylized face of a  
bee wearing glasses.

**Colors Claimed**  
Color is not claimed as a feature of the mark.

**Filing Date**

Print: Jul 13, 2008

77474854

2008/05/15

**Examining Attorney**  
GOODSAID, IRA G.

**Attorney of Record**  
Jeffrey A. Smith

