

# United States of America

## United States Patent and Trademark Office

### VICTORIA BECKHAM

**Reg. No. 4,464,519**

**Registered Jan. 14, 2014**

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**Int. Cl.: 9, 18, 25, 35**

**Service Mark**

**Trademark**

**Principal Register**

Victoria Beckham Limited (UNITED KINGDOM Limited Liability Company )  
c/o Lee & Thompson LLP,  
80 Charlotte Street London, W1T 4DF  
UNITED KINGDOM

CLASS 9: Laser-read discs for recording and playing sound and/or images, namely, CDs, DVDs, [ high definition video discs, mini audio discs ] and audio discs featuring or relating to musical recordings, musical performances, [ celebrity interviews, spoken word, ] artistic performances \* other than artistic performances that feature or relate to music, \* musical recordings and musical performances, [ game shows, drama, comedy, action, adventure, animation, ] documentaries, fashion, health, beauty, lifestyle, clothing, self-improvement and design; optical-read discs for recording and playing sound and/or images, namely, CDs, DVDs, [ high definition video discs, mini audio discs ] and audio discs featuring or relating to musical recordings, musical performances, [ celebrity interviews, spoken word, ] artistic performances \* other than artistic performances that feature or relate to music, \* [ game shows, drama, comedy, action, adventure, animation, ] documentaries, fashion, health, beauty, lifestyle, clothing, self-improvement and design; machine readable images and data, namely, CDs, DVDs, [digital audio tapes, digital audio cassettes, high definition video discs, mini audio discs, ] audio records, audio tapes, audio cassettes, audio discs, [ USB flash drives, portable flash drives ] and downloadable digital files featuring or relating to musical recordings, musical performances, [celebrity interviews, spoken word, ] artistic performances \* other than artistic performances that feature or relate to music, \* [ game shows, drama, comedy, action, adventure, animation, ] documentaries, fashion, health, beauty, lifestyle, clothing, self-improvement and design; data storage media, namely, CDs, DVDs, [digital audio tapes, digital audio cassettes, high definition video discs, mini audio discs, ] audio records, audio tapes, audio cassettes, audio discs, [USB flash drives, portable flash drives ] and downloadable digital files featuring or relating to musical recordings, musical performances, [celebrity interviews, spoken word, ] artistic performances \* other than artistic performances that feature or relate to music, \* [ game shows, drama, comedy, action, adventure, animation, ] documentaries, fashion, health, beauty, lifestyle, clothing, self-improvement and design; [photographic film; ] magnetic tape, magnetic cassettes [ and magnetic discs ]featuring or relating to musical recordings, musical performances, [ celebrity interviews, spoken word,] artistic performances \* other than artistic performances that feature or relate to music, \* [ game shows, drama, comedy, action, adventure, animation, ] documentaries, fashion, health, beauty, lifestyle, clothing, self-improvement and design; pre-recorded audio tapes featuring or relating to musical recordings, musical performances, [ celebrity interviews, spoken word, ] artistic performances \* other than artistic performances that feature or relate to music, \* [ game shows, drama, comedy, action, adventure, animation, ] documentaries, fashion, health, beauty, lifestyle, clothing, self-improvement and design; compact discs featuring or relating to musical recordings, musical performances, [ celebrity interviews, spoken word, ] artistic performances \* other than artistic performances that feature or relate to music, [game shows, drama, comedy, action, adventure, animation, ] documentaries, fashion, health, beauty, lifestyle, clothing, self-improvement and design; [digital audio tapes and digital audio cassettes featuring or

*Katherine Kelly Vidal*

Director of the United States  
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relating to musical recordings, musical performances, celebrity interviews, spoken word, artistic performances \* other than artistic performances that feature or relate to music, \* game shows, drama, comedy, action, adventure, animation, documentaries, fashion, health, beauty, lifestyle, clothing, self-improvement and design; mini-discs featuring or relating to musical recordings, musical performances, celebrity interviews, spoken word, artistic performances \* other than artistic performances that feature or relate to music, \* game shows, drama, comedy, action, adventure, animation, documentaries, fashion, health, beauty, lifestyle, clothing, self-improvement and design; ] audio files featuring or relating to musical recordings, musical performances, [ celebrity interviews, spoken word, ] artistic performances \* other than artistic performances that feature or relate to music, \* [ game shows, drama, comedy, action, adventure, animation, ] documentaries, fashion, health, beauty, lifestyle, clothing, self-improvement and design; audio files in MP3 format featuring or relating to musical recordings, musical performances, [ celebrity interviews, spoken word, ] artistic performances \* other than artistic performances that feature or relate to music, \* [ game shows, drama, comedy, action, adventure, animation,] documentaries, fashion, health, beauty, lifestyle, clothing, self-improvement and design; MP3 tracks featuring or relating to musical recordings, musical performances, celebrity interviews, spoken word, artistic performances \* other than artistic performances that feature or relate to music, \* game shows, drama, comedy, action, adventure, animation, documentaries, fashion, health, beauty, lifestyle, clothing, self-improvement and design; audio and/or video files in other electronic formats featuring or relating to musical recordings, musical performances, [ celebrity interviews, spoken word, ] artistic performances \* other than artistic performances that feature or relate to music, \* [ game shows, drama, comedy, action, adventure, animation, ] documentaries, fashion, health, beauty, lifestyle, clothing, self-improvement and design; pre-recorded video tapes featuring or relating to musical recordings, musical performances, [ celebrity interviews, spoken word, ] artistic performances \* other than artistic performances that feature or relate to music, \* [ game shows, drama, comedy, action, adventure, ] animation, documentaries, fashion, health, beauty, lifestyle, clothing, self improvement and design; DVDs featuring or relating to musical recordings, musical performances, celebrity interviews, spoken word, artistic performances \* other than artistic performances that feature or relate to music, \* game shows, drama, comedy, action, adventure, animation, documentaries, fashion, health, beauty, lifestyle, clothing, self-improvement and design; records featuring or relating to musical recordings, musical performances, celebrity interviews, spoken word, artistic performances \* other than artistic performances that feature or relate to music, \* game shows, drama, comedy, action, adventure, animation, documentaries, fashion, health, beauty, lifestyle, clothing, self-improvement and design; recordings of sound, data, films or images featuring or relating to musical recordings, musical performances, celebrity interviews, spoken word, artistic performances \* other than artistic performances that feature or relate to music, \* game shows, drama, comedy, action, adventure, animation, documentaries, fashion, health, beauty, lifestyle, clothing, self-improvement and design; film strip apparatus for recording, transmission or reproduction of sound, data, films or images \*, none featuring music, musical recordings and musical performances; \* motion picture films featuring or relating to musical recordings, musical performances, celebrity interviews, spoken word, artistic performances \* other than artistic performances that feature or relate to music, \* game shows, drama, comedy, action, adventure, animation, documentaries, fashion, health, beauty, lifestyle, clothing, self-improvement and design; coin-operated video and audio apparatus \* other than artistic performances that feature or relate to music; \* computer software \* other than artistic performances that feature or relate to music; \* video games \* other than artistic performances that feature or relate to music; \* apparatus for games adapted for use with television receivers \* other than artistic performances that feature or relate to music; \* coin-operated games \* other than artistic performances that feature or relate to music; \* multimedia and interactive games \* other than artistic performances that feature or relate to music, \* computers, computer peripherals, data carriers \*, other than artistic performances that feature or relate to music \* and computer programmes/software \*, other than artistic performances that feature or relate to music; \* computer tapes and discs \*, other than artistic performances that feature or relate to

music; \* CD ROMs featuring or relating to musical recordings, musical performances, celebrity interviews, spoken word, artistic performances \* other than artistic performances that feature or relate to music, \* game shows, drama, comedy, action, adventure, animation, documentaries, fashion, health, beauty, lifestyle, clothing, self-improvement and design; sunglasses; eyewear; electrical communication apparatus and instruments, namely, telephones, cellular telephones, mobile telephones, radio telephones, personal digital assistants (PDAs), hand-held computers, tablet computers and smartphones; structural parts and fittings for all the aforesaid goods

CLASS 18: Articles made of leather or of imitation leather, namely, [trunks and travelling bags, all-purpose sports bags, all purpose athletic bags, ]all-purpose carrying bags,[ animal leashes, athletic bags, attach cases, baby backpacks, baby carriers worn on the body, bags and hold alls for sports clothing, ]beach bags, belt bags, hip bags, book bags,[ briefcases, bum bags, business card cases, card wallets,]carryalls,[ cases for keys, clothing for animals, clothing for domestic pets, ]clutch bags, clutch purses, coin holders and purses,[ collars for animals, collars for pets,] cosmetic bags sold empty, cosmetic cases sold empty, courier bags, [credit card cases and holders, dog apparel, dog clothing, dog collars, dog coats, dog leashes,] drawstring bags and pouches, duffel bags, evening bags, fashion handbags, flight bags, garment bags for travel,[ garments for pets, gym bags,] handbags,[ hold alls, key bags, key cases, key wallets, kit bags, knapsacks, leads for animals, leads for pets, luggage, luggage tags, luggage labels, ]make-up bags sold empty, [overnight bags, cases and suitcases, pet clothing, pet tags specially adapted for attaching to pet leashes, leads and collars, ]purses, [school bags, school book bags, school satchels, shoe bags for travel, shaving bags sold empty, ]shoulder bags, souvenir bags, [sport and sports bags, suitcases, ticket pouches,] toiletry bags and toiletry cases sold empty, tote bags, [travel baggage, bags and cases,] vanity cases sold empty,[ wallets, wash bags for carrying toiletries, wheeled bags; rucksacks; backpacks;] bags;[ cases; wallets; ]purses[; luggage; umbrellas and parasols]

CLASS 25: Articles of clothing, footwear, headgear, namely, t-shirts, shirts, jackets, sweatshirts[, hooded tops, hooded sweatshirts, ] pullovers, jumpers, shorts,[ boxer shorts, boxer briefs, underwear, underclothes, under garments, socks, scarves, dressing gowns, pyjamas, dungarees, braces, ties, lingerie, hosiery, bathing costumes, bathing suits, bathing trunks, bathrobes, gloves, ] jeans, [ kilts, nightwear, pajamas,] trouser suits, slacks, [ sleeping garments, sleepwear, ] suits, [ swim wear, swimsuits ], trousers, [ tuxedos and waistcoats, legging, jeggings, namely, pants that are partially jeans and partially leggings, cloth baby bibs, baby bodysuits; baby bottoms, baby tops, baby rompers,] belts,[ Bermuda shorts, bikinis, ] blazers, blouses, [ body shapers, ] bomber jackets, [bras, briefs, cagoules, camisoles, ] cargo pants, coats, [ costumes for use in role-playing games, costumes for use in children's dress up play, ] crop pants, crop tops, [ dance costumes, ]dresses, dressing gowns, wedding dresses, wedding gowns, [ housecoats, dungarees, ear bands, ear muffs, ear warmers, ] evening dresses, evening gowns, [ foundation garments worn around the midsection or thighs to keep the stomach in and create a slimming effect, G-strings, Halloween costumes, infant and toddler one piece clothing, infant sleepers, infant wear, knee highs, knickers, ladies' underwear, ] skirts, skirt suits, miniskirts, [ negligees, night gowns, nightshirts, nightgowns, nighties, nightwear, panties, ] pants, [ stockings, suspenders, play suits, polo shirts, rain wear, school uniforms, tankinis, thongs and tights, hats, caps, beanies, skull caps, skullies, bandanas, berets, children's headwear, hats for infants, babies, toddlers and children, footwear for men, ] footwear for women, footwear not for sports, shoes, [ canvas shoes, sneakers, ] boots [, slippers, flip-flops, beach footwear, beach shoes, booties [, ] \* ; \* dance shoes, dance slippers, moccasins, ] pumps

CLASS 35: The bringing together, for the benefit of others, of a variety of clothing, footwear, headgear, jewellery, bags, wallets, purses, vanity cases,[ umbrellas] and fashion accessories, enabling customers to conveniently view and purchase those goods; the bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from a clothing and clothing accessories catalogue by mail order or by means of telecommunications; retail shops featuring

clothing, footwear, headgear, jewellery, bags, wallets, purses, vanity cases,[ umbrellas] and fashion accessories; mail order retail store services featuring clothing, footwear, headgear, jewellery, bags, wallets, purses, vanity cases, [umbrellas] and fashion accessories; electronic shopping retail store services featuring clothing, footwear, headgear, jewellery, bags, wallets, purses, vanity cases, [umbrellas] and fashion accessories;retail store services for others featuring clothing; retail clothing store services; retail store services for others featuring footwear;[ retail store services for others featuring headgear; ]retail store services for others featuring bags, wallets and purses; retail store services for others featuring [umbrellas and ]vanity cases;[ retail store services for others featuring walking sticks;] information, advisory and consultancy services in relation to the aforesaid retail store services

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

PRIORITY DATE OF 06-04-2012 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1163611I DATED 06-14-2012, EXPIRES 06-14-2032

The name(s), portrait(s), and/or signature(s) shown in the mark identifies "Victoria Beckham", whose consent(s) to register is made of record.

SER. NO. 79-131,425, FILED 06-14-2012

## **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>.