

# United States of America

## United States Patent and Trademark Office



**Reg. No. 7,088,900**

**Registered Jun. 27, 2023**

**Corrected Nov. 14, 2023**

**Int. Cl.: 3, 4, 5, 8, 9, 11, 12,  
14, 15, 16, 18, 20, 21, 24, 25,  
26, 27, 28, 29, 30, 32, 33, 35,  
36, 38, 39, 41, 42, 43, 44**

**Service Mark**

**Trademark**

**Principal Register**

ACF FIORENTINA S.R.L. (ITALY JOINT STOCK COMPANY)

Viale Manfredo Fanti 4

I-50137 Florence

ITALY

CLASS 3: Body cleaning and beauty care preparations, namely, body scrubs, body and beauty care cosmetics; soaps and gels, namely, bath soaps and bath gels, toilet soaps, toilet cleaning gels; perfumes; cosmetic creams and lotions for cosmetic purposes; lotions for beards; deodorants for body care; household fragrances

CLASS 4: Lighting fuel; candles and wicks for candles for lighting

CLASS 5: Dietary supplements and dietetic preparations adapted for medical purposes; plasters in the nature of medical plasters, materials for dressing, namely, medical dressings

CLASS 8: Cutlery, namely, table cutlery, forks being table cutlery and spoons being table cutlery

CLASS 9: Data storage devices and media, namely, blank tapes for storage of computer data; spectacles; spectacle lenses; pince-nez chains; spectacle cases; sports glasses; snow goggles, recorded content, namely, downloadable computer software for wireless content delivery; cases for personal digital assistant (PDA), namely, protective carrying cases specially adapted for personal digital assistants (PDA); carriers adapted for mobile phones, namely, cases adapted for mobile phones; bags adapted for laptops; pouches made in whole or substantial part of leather or silicone, specially adapted for photographic apparatus; cases for digital media players, namely, cases for compact discs; DVD cases; protective covers for mobile phones, namely, cell phone covers; covers for electronic devices, apparatus and instruments, namely, MP3 players, mobile telephones, smart telephones, digital cameras, personal digital assistants, electronic reading devices; headsets; headsets for use with computers; music headphones; telephone headsets; audio/visual and photographic devices, namely, video cameras,

*Katherine Kelly Vidal*

Director of the United States  
Patent and Trademark Office



audio recorders, photographic cameras; decorative magnets; blank USB flash drives; power apparatus for computers and other electronic devices, namely, portable power chargers; computer mice; mouse pads; smartwatches

CLASS 11: Lighting apparatus, namely, book lights, wall lights, ceiling lights, light bulbs, lights for vehicles, lighting installations, pen lights, lanterns for lighting, spot lights, electric lights for Christmas trees, lamps; steam generating apparatus, namely, steam generators

CLASS 12: Vehicles, namely, bicycles, electric bicycles, motorized bicycles, motor cycles, electric motor cycles, mopeds, push scooters, cars; apparatus for locomotion by land, namely, electronically motorized skateboards

CLASS 14: Time instruments, namely, timepieces; bracelets for watches; watch bands; fittings for watches; cases for clocks, namely, clock cases being parts of clocks; jewellery boxes and presentation boxes for watches; precious metals; jewels; paste jewellery; bracelets; key rings; cuff links and tie clips; pins being jewellery; jewellery charms; jewellery fashioned from non-precious metals; prize cups of precious metals; precious and semi-precious stones; ornaments of precious metals in the nature of jewelry; commemorative boxes of precious metal

CLASS 15: Musical instruments

CLASS 16: Printed matter, namely, newsletters, journals, periodicals, brochures, pamphlets, catalogues, manuals, written articles, all in the field of sports, entertainment, culture, fashion, design, lifestyle; scrapbooks; trading cards, namely, printed sports trading cards; adhesives for stationery; decorative stickers for helmets; stationery; writing stationery; pen boxes; office requisites, namely, staplers, correcting stapes, paper cutters, magnetic boards, staple removers, adhesive tape dispensers, electric paper hole perforators; paper and cardboard; drawer liners of paper, perfumed or not; printed diaries; covers for agendas, namely, leather covered diaries, covers for books; stamps, namely, rubber stamps, postage stamps; printed calendars; paper towels; paperweights; printed maps; printed postcards and picture postcards; money clips; packaging materials of cardboard or paper; bags made of plastics for packaging; art pictures in the nature of paintings, art pictures in the nature of drawings; photographic and art mounts; place mats of paper; decoration and art materials and media, namely artists' materials, namely, artists' pencils, artists' brushes, party decorations of paper, decorations of paper for foodstuffs, decorative wrapping paper, decorative paper bows for wrapping, decorative ornaments in the nature of stickers for cellphones, decorative objects ornaments made of paper, namely, party ornaments of paper

CLASS 18: Trunks being luggage and travelling bags; bags, namely, shoulder bags, handbags, boston bags, reusable shopping bags, duffle bags, tote bags, evening handbags, clutch bags, carry-on bags, wheeled bags, beach bags; portable leather-made containers, namely, travelling cases of leather; purses; travel baggage; sport bags; haversacks; straps for handbags; sling bags for carrying babies; travel garment covers, namely, garment bags for travel; wallets; leatherware in the nature of card wallets; music cases; business card cases; key cases; vanity cases, not fitted; umbrellas and parasols; bags for umbrellas; toiletry bags sold empty; leather travelling bags sets; luggage tags; cases of imitation leather; leather goods in the nature of briefcases; briefcases and attache cases; briefbags; waist packs; backpacks; leads for animals; collars for animals; clothing for pets

CLASS 20: Furniture; furniture fittings, not of metal; cushions

CLASS 21: Tableware, namely, tea services, coffee services, dishes, trays for household purposes, cheese boards, bread boards, cutting boards, tea caddies, bowls, cookware, namely, roasting pans, non-electric cooking pots, non-electric cooking pans, non-electric cooking steamers, coffee pots and containers, namely, insulated containers for food or beverages, containers for ice; porcelain, namely, porcelain mugs, porcelain

flower pots, ornaments of porcelain; cruets; jars, namely, glass jars, candle jars, earthenware jars; drinking glasses, drinking vessels and barware, namely, seltzer bottles, ice scoops; tankards; bottles, sold empty; drinking bottles for sports; commemorative plates; cups; table napkin holders; egg cups; salt shakers; cruets sets for oil and vinegar, sold empty; piggy banks; ice buckets; place mats, not of paper or textile; incense burners; serving trays in the nature of cabarets

CLASS 24: Household linen; bed linen and blankets; throws; table linen of textile; bath linen; curtains; curtains for showers; textiles, namely, textile tablecloths, textile handkerchiefs, textile flags, textile towels; non-woven textile fabrics; labels of textile; place mats of textile; flags and pennants of textile; nylon flags; plastic flags; beach towels; flags of textile or plastic

CLASS 25: Clothing, namely, pullovers, cardigans, sweaters, jerseys, jumpers, jackets, sweat shirts, parkas, bathing suits, swimwear, beach cover-ups, pareos, blouses, shirts, polo shirts, trousers, jeans, waistcoats, blazers, skirts, shorts, T-shirts, boleros, dresses, women's suits, coats, blousons, half coats, raincoats, anoraks, down jackets, overcoats, fur coats, fur jackets, tracksuits, overalls, underpants, bathrobes, camisoles, vests, pants, boxer shorts, negligees, brassieres, dressing gowns, hosiery and panty-hoses, tights, stockings, socks, leg warmers, trousers, leggings, capes, ponchos, shawls, scarves, bandanas, bow ties, pocket squares, neckerchiefs, gloves as clothing, belts for clothing, braces as clothing; gym suits; underwear; beachwear; nightwear; uniforms; ski bibs; maillots; headgear, namely, hats, caps, visors, beanies; neck gaiters; ear muffs; headbands; foulards being clothing; kerchiefs; sashes for wear; neckties; suspenders; waist belts, aprons; bibs, not of paper, cloth bibs; robes; footwear; slippers

CLASS 26: Embroidery for garments; ribbons of textile materials; ornamental bows of textile for the decoration of clothing; textile bows for gift wrapping; shoe laces; buttons

CLASS 27: Carpets and rugs; mats, namely, floor mats, gymnastic mats, beach mats; linoleum; carpet tiles for covering floors; non-textile wall coverings

CLASS 28: Games, namely, board games, card games, party games, parlor games; game figurines, namely, attachable, wearable, magnetic toy figurines; toys, namely, children's multiple activity toys, stuffed toys, flying discs being toys, toy figures, toy vehicles; video game apparatus, namely, video game consoles, hand-held video game units, joysticks for video games, game controllers, video game machines, apparatus for electronic games adapted for use with an external display screen or monitor; arcade video game machines; handheld computer games, namely, handheld game consoles; video game machine cases; soccer ball goal nets; nets for ball games; inflatable pools for recreational use; soccer balls; sportballs; gymnastic and sporting articles, namely, men's athletic supporters, soccer ball knee pads, football gloves, boxing gloves, knee guards for athletic use, elbow guards, shin guards; sports equipment, namely, tennis racquets, baseball bats, footballs, snowboards, sailboards, skateboards, spring boards, exercise bands, training bars, roller skates, ice skates, flippers for swimming, rackets and strings for rackets; face masks for sports; skis; decorations for Christmas trees

CLASS 29: Jellies, jams, compotes, fruit and vegetable-based spreads; milk products, namely, cows' milk; dairy products, namely, cream, cheese, yogurts and dairy substitutes, namely, dried milk powder

CLASS 30: Coffee; artificial coffee; coffee capsules, filled; cocoa; cocoa products, namely, cocoa butter for food; cocoa-based beverages; sponge cake; baking preparations, namely, dough, yeast, baking powder

CLASS 32: Beers; mineral water; flavoured waters; syrups for making flavoured mineral waters; non-alcoholic beverages, namely, energy drinks, non-alcoholic cocktails, fruit juices, non-alcoholic carbonated beverages, non-alcoholic distilled spirits

CLASS 33: Alcoholic beverages except beers; distilled spirits

CLASS 35: Advertising, promotional and public relations services; marketing services; business, management and administrative support, namely, providing business support staff services; business administration; promotion and management of a professional video gaming sports team, namely, business management of sports people; creation and distribution of marketing materials via social media channels on the Internet, namely, compilation, production and dissemination of advertising matter; sponsorship search; organization of events, exhibitions, fairs and shows for commercial, promotional and advertising purposes; organisation and management of customer loyalty programs, namely, customer loyalty services and customer club services, for commercial, promotional and/or advertising purposes; commercial information; wholesaling in the nature of retail store services, retailing in the nature of retail store services, online wholesaling in the nature of on-line retail store services and online retailing in the nature of on-line retail store services, and mail order retail services in the nature of retail on-line ordering services, all featuring of foodstuffs, beverages, clothing and accessories for clothing, footwear, bags, suitcases, rucksacks, household or kitchen utensils and containers, cosmetic and toilet utensils, cosmetics and perfumes, watches, jewellery and paste jewellery, spectacles and accessories for spectacles, paper and stationery, games, sporting goods and gymnastic articles, sports equipment, textiles and textile goods, household linen, furnishings [, smokers' articles ]

CLASS 36: Financial services, namely, financial advice, monetary services, namely, financial analyses; banking services

CLASS 38: Telecommunications, namely, providing chat lines utilizing the internet; broadcasting of television and radio programs via cable or wireless networks; electronic transmission of messages and data; streaming of data; providing access to platforms and portals on the Internet, namely, providing access to telecommunication networks; providing on-line electronic bulletin board services and internet chat rooms

CLASS 39: Transport of persons and goods; arranging of transportation for travel tours

CLASS 41: Education services, namely, providing classes, seminars, and workshops in the field of soccer at educational academies, entertainment services, namely, professional soccer competitions, party planning, arranging, organizing, conducting, and hosting social entertainment event, organizing and arranging exhibitions for entertainment purposes, and sports services, namely, professional coaching and training services in the field of soccer, gymnastic instruction; providing of training, namely, sports training services; organization of sports competitions; arranging and conducting of events for sporting clubs, namely, arranging and conducting football events; ticket reservation and booking services for educational, entertainment and sports activities and events; providing will-call ticket services for entertainment, sporting and cultural events, namely, on-line admission ticket agency services for entertainment, educational, sporting and cultural events; recreational camps; sport camp services; audio, video and multimedia production, namely, multimedia entertainment services in the nature of development, production and post-production services in the fields of video and films; photography services; providing sports facilities; rental of sports grounds; rental of sports equipment, except vehicles; publishing of books, magazines, reviews; on-line publishing services, namely, electronic desktop publishing; publication of texts, other than publicity texts; publication of journals; video game services, namely, entertainment services, namely, providing online video games; education services, namely, encouraging amateur sports and physical education by organizing, sanctioning, conducting, regulating and governing amateur athletic programs and activities; providing of information on video games over the internet and via social media, including content provided by social media personalities and professional gamers, namely, provision of information relating to electronic computer games provided via the Internet

CLASS 42: Hosting an electronic sports and video gaming web portal, namely, providing an Internet website portal in the fields of sports activities; video game development services; hosting of weblogs, namely, creating and maintaining weblogs

for others

CLASS 43: Serving food and drinks; café services; canteen services; wine bars; bar services; arranging and providing temporary accommodation; providing temporary lodging at hotel camps; hotel accommodation services

CLASS 44: Medical services

The color(s) white, red and purple is/are claimed as a feature of the mark.

The mark consists of a stylized lily in red placed inside a rhombus shape in purple; the inner bottom part of the rhombus, under the lily, is partially colored in purple. The background of the rhombus is in white.

PRIORITY DATE OF 07-06-2021 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1645534 DATED 08-11-2021,  
EXPIRES 08-11-2031

SER. NO. 79-333,855, FILED 08-11-2021

## **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>.