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COS

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26, 35**

Service Mark

Trademark

Principal Register

H & M Hennes & Mauritz AB (SWEDEN AKTIEBOLAG)
SE-106 38 Stockholm
SWEDEN

CLASS 3: Non-medicated cosmetics and toiletry preparations; non-medicated dentifrices; perfumery, essential oils; bleaching preparations and other substances for laundry use, namely, laundry bleaching preparations, laundry soap; scouring substances; polishing preparations; abrasives, namely, abrasive cleaning preparations; cleaning preparations; cosmetics; hair preparations and treatments, namely, hair care preparations; tooth powder; toothpaste; dentifrices; nail varnish; lacquer-removing preparations; non-medicated toiletries; after-shave preparations; facial beauty masks; face creams for cosmetic use; facial washes; anti-aging creams; baby oils; bath gel; non-medicated bath salts; bath preparations; non-medicated body soaks; cosmetic bath salts; bath oil; non-medicated hair balm; hair bleaching preparations; cotton wool for cosmetic purposes; cotton swabs for cosmetic purposes; eyebrow pencils; eyeliner; hair dyes; adhesives for affixing artificial fingernails; adhesives for affixing false eyelashes; false nails; pre-moistened cosmetic wipes; styling gels; hair styling waxes; hand creams; hair removal and shaving preparations; styling lotions; hair creams; hair waving preparations; non-medicated skin care preparations; mouthwashes, not for medical purposes; non-medicated mouth sprays; make-up; creams for cellulite reduction; body cream; body scrub; body butter; bronzing powder being cosmetics; lip balms; lip glosses; lip liners; lipsticks; adhesives for affixing false hair; false eyelashes; mascara; mousses for use in styling the hair; eyelid shadow; scented body spray; tooth cleaning gel; tooth whitening gel; body washes; body cleaning preparations, namely, skin soap, hand soap, beauty soap, cream soaps, perfumed soaps, shaving soaps, and waterless soap; body gels, namely, shower gels, body firming gels, skin moisturizing gels; body glitters; body lotions; Non-medicated skin care preparation, namely, body mist; body moisturizers being lotions; non-medicated body cleansing foams; leather and shoe cleaning and polishing preparations; talcum powder, for toilet use; rouges; tailors' wax; tailors' and cobblers' wax; sun blocking lipsticks; sunscreen preparations; make-up foundations; non-medicated soap; cakes of toilet soap; bath soap; deodorant soap; non-medicated hand soaps; shaving soap; skin soap; moisturising creams, lotions and gels; incense; deodorants for human beings or for animals; air fragrancing preparations; shampoos; hair conditioners; stain removers; creams for leather; skin smoothing stones; foot smoothing stones; ethereal oils

CLASS 4: Candles; perfumed candles; christmas tree decorations for illumination being candles; industrial oil; petrol; illuminating grease, namely, wax for lighting and wicks for lighting; fuel; industrial wax; illuminating wax, namely, wax for candles; dust

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Acting Director of the United States Patent and Trademark Office



removing preparations, namely, dust absorbing compositions; electrical energy

CLASS 9: [Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking and supervising life-saving and teaching apparatus and instruments, namely, laser measuring systems; weighing, measuring, signalling, checking and supervising life-saving and teaching apparatus and instruments, namely, telephones, punch clocks, time recording devices, namely, time clocks, scales and balances, weighing machines, scaled rulers, namely, graduated rulers, graduated rulers, electronic pocket translators, neon signs, electronic notice boards, transparency projection apparatus, kilometer recorders in the nature of odometers for vehicles, telescopes, mechanisms for counter operated apparatus, namely, point-of-sale terminals, fire extinguishers, acoustic alarms, namely, smoke and fire alarms, burglar alarms, access control and alarm monitoring systems,] eyeglasses; [batteries, exposed files, namely, exposed camera film, instruments for measuring length, signal processors, telecommunications transmitters, peripheral apparatus and instruments for use with computer, namely computer peripherals, cameras, measuring tapes, pressure gauges, apparatus for recording, transmission, processing and reproduction of sound, images or data; surveying instruments, cinematographic machines and apparatus, optical inspection apparatus, computer network interfaces, network routers, computer network switches, wireless cards, wireless network routers, wireless computer network switches; apparatus and instrument for conducting, switching, transforming, accumulating, regulating or controlling electricity, namely, adapters, switches, conduits, electrical distribution boxes, wires, limiters, and routers; apparatus for recording, transmission or reproduction of sound or images; blank magnetic data carriers, blank recording discs; blank compact discs; cash registers; electronic calculators; data processing equipment;] downloadable computer software for operating a virtual retail store featuring virtual goods, namely, pants, shorts, coats, jackets, shirts, cardigans, sweaters, blouses, jumpers, vests, overalls, hoods, blazers, suits, dresses, tops, pantsuits, jeans, gloves, mittens, ties, pajamas, underwear, socks, footwear, slippers, visors, headbands, jewelry, sunglasses and bags; [fire extinguishing apparatus;] electronic publications, downloadable in the nature of magazines in the field of fashion; downloadable mobile applications for operating a virtual retail store in relation to retail services in the field of fashion; selfie sticks used as smartphone accessories; cases adapted for mobile phones; cell phone covers; chargers for mobile phones; auxiliary speakers for mobile phones; headphones; loudspeakers; spectacle frames; spectacle chains; spectacle cords; snow goggles; swim goggles; cases for sunglasses; sunglasses; spectacles; sleeves for laptops; bags adapted for portable media players; bags for cameras and photographic equipment; spectacle cases

CLASS 14: Precious metals and their alloys; jewelry, cabochons and semi-precious stones; horological and chronometric instruments; gemstones, pearls and precious metals, and imitations thereof; jewellery charms of common metals; paste jewellery; ornamental jewellery pins; diadems; rings; ankle bracelets; necklaces; pendants; jewellery chains; tie pins; clocks; cuff links; key rings; earrings; jewellery boxes and watch presentation boxes; jewellery brooches, key chains, jewelry boxes not of metal; precious metals, unwrought or semi-wrought; jewel cases of precious metal; ornaments of precious metal in the nature of jewellery, presentation cases for watches, leather key chains

CLASS 18: Leather and imitations of leather; animal skins; suitcases; luggage and all-purpose carrying bags; umbrellas and parasols; walking sticks; whips; harnesses; saddlery; collars for pets, leashes for domestic pets, clothing for pets; travelling bags; pocket wallets; handbags; evening handbags; work bags, namely, attaché bags and briefcases; shoulder bags; canvas bags, namely, canvas travel bags and canvas shopping bags; shopping bags, namely, canvas shopping bags and reusable shopping bags; toilet bags, namely, toiletry bags sold empty; animal carriers; card wallets; courier bags; leather cord; bumbags; briefcases; rucksacks; bags for sports; key cases; vanity cases, not fitted; credit-card holders; purses; luggage trunks; credit card cases; trimmings of leather for furniture; umbrellas; parasols

CLASS 24: Textiles and substitutes for textiles, namely, non-woven textile fabrics; household textile articles, namely, bed skirts, linens, bath towels, tea towels, curtains, dish towels, kitchen towels, coasters; curtains of textile or plastic; bed linen; textile tablecloths; felts for making layers; bed sheets; pillowcases; duvet covers; bed covers; throws; bed valances; bed blankets; fabric bed valances; place mats of textile; tablecloths, not of paper; table linen, not of paper; oilcloth for use as tablecloths; fabric table runners; table napkins of textile; bed linens; towels of textile; hand towels; tea cloths; curtains for showers; unfitted furniture coverings of plastic; unfitted furniture coverings of textile; pillow shams; felt cloth; quilts filled with stuffing materials; fabrics, namely, non-woven textile fabrics; labels of textile; wall hangings of textile; felt; bath linen, except clothing; handkerchiefs of textile; mattress covers; unfitted coverings for furniture; fitted toilet lid covers of fabric

CLASS 25: Clothing, namely, trousers, coats, jackets, cardigans, blouses, jumpers, vests, overalls, fur coats and jackets, pants, hoods, blazers, men's suits, women's suits, evening gowns, tops, gloves, mittens, shoulder wraps, ties, dressing gowns, night gowns, pajamas, socks; footwear; headgear, namely, berets, shawls, veils; suits; bathing trunks; bathing suits; bath robes; bikinis; belts being clothing; leather belts being clothing; children's wear, namely, pants for children, bodysuits for children, bottoms for children, tops for children, infant wear, and one piece garments for infants and toddlers, baby tops, baby bottoms; babies' pants; ballet suits; coveralls; pantsuits; pants; denim jeans; neckerchiefs; garters; gloves being clothing; jackets being clothing; shorts; skirts; sportswear, namely, athletic tights, skiwear, sports shirts, sports pants, and sports bras; underwear; dresses; shrugs; short-sleeve shirts; hooded jumpers; pregnancy clothing, namely, maternity bras, maternity pants and maternity shirts; nightwear; pocket squares; turtleneck shirts; sweaters; rainwear; scarves; shawls; shirts; neckties; beach clothes, namely, sarongs and bathing suit coverups; tank tops; hosiery; tights; chasubles; sashes for wear; footless tights; stockings; tee-shirts; masquerade costumes; wedding dresses; waistcoats; tunics; mittens; outerclothing, namely, jackets; coats; shoes; boots; ankle boots; sandals; slippers; running shoes; ballet slippers; hats; caps being headwear; bobble hats; visors being headwear; headbands; shower caps; sleep masks; ready-made clothing, namely, ready-made linings being parts of clothing; waterproof clothing, namely, waterproof jackets; face mask being headwear

CLASS 26: Lace; embroidery; decorative textile ribbons and braid; buttons; hooks and eyes; hat pins; sewing pins; sewing needles; crochet hooks; knitting needles; artificial flowers; buttons, trimmings, borders and edgings for clothing; sewing kits; heat adhesive patches for decoration of textile articles; badges for wear, not of precious metal, namely, ornamental novelty badges for wear; ornamental novelty buttons; fashion pins in the nature of ornamental pins for clothing and ornamental pins for hats, other than jewellery; tassels

CLASS 35: Advertising services; public relations and marketing services; business analysis services; business research; business information services; commercial trading and consumer information services in the field of soaps, perfumes, essential oils, cosmetics, dentifrices, precious metals and their alloys and goods in precious metals or coated therewith, jewelry, leather and imitations of leather and goods made of these materials, travelling bags, umbrellas, parasols, walking sticks, clothing, footwear and headgear; business management; retail store services, online retail store services, and virtual retail store services, in relation the following goods: lamps, bulbs, candles, flowers, candles, non-medicated cosmetics and toiletry preparations, non-medicated dentifrices, perfumery, essential oils, bleaches and preparations for washing, cleaning, polishing, scouring and grinding, soaps, cosmetics, hair lotions, teeth cleaning preparations, nail polish, lacquer-removing preparations, toiletries, after-shave, facial masks, facial creams, facial cleansers, anti-aging creams, baby oils, bath gel, salts for bath use, bath preparations other than for medical purposes, bath accessories, bath oil, anti-bacterial soap, hair conditioners, hair bleaching preparations, cosmetic cotton balls, swabs, eyebrow sticks, eyeliner, hair color, adhesives for affixing artificial fingernails, adhesives for affixing false eyelashes, false nails, pre-moistened cosmetics towelettes,

hair styling gels, hair styling wax, hand cream, hair removal and shaving preparations, hair styling lotions, creams for the hair, hair permanent wave preparations, skin care preparations, mouthwashes, non-medicated breath freshening sprays, make-up, creams for cellulite reduction, body cream, body scrubs, body butter, bronzing powder, lip balms, lip gloss, lip liner, lipstick, adhesives for affixing false hair, false eyelashes, lip pens, mousses for use in styling the hair, eyeshadow, perfume body sprays, oral hygiene preparations, toothbrushes, teething gel, dental floss, preparations for cleaning the body and for beauty care, body care soap, body cleaning preparations, body gels, body glitter, body lotions, body sprays, body moisturisers, body scrub, body cleaning, preparations for leather cleaning and polishing, talcum powder for toilet use, blush, tailors' and cobblers' wax, sun blocking lipsticks, sun-tanning preparations, make-up foundations, bar soap, cakes of toilet soap, bath soap, deodorising soaps, hand soap cleaners, shaving soap, skin soap, bath gel, moisturising creams, lotions and gels, incenses, deodorants for human beings or for animals, air fragrancing preparations, shampoos, hair conditioner, stain removers, waxes for leather, pumice, scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking and supervising, life-saving and teaching apparatus and instruments, apparatus and instruments for the conduction, distribution, conversion, storage, regulation and control of electric current, apparatus for recording, transmission or reproduction of sound or images, magnetic data carriers, recording discs, compact discs, DVDs and other digital recording media, coin-operated mechanisms, cash registers, calculating machines, data processing equipment, computers, software for computers, fire extinguishing apparatus, downloadable electronic publications, downloadable software for mobile telephones, selfie sticks for use as smartphone accessories, covers adapted for mobile telephones, cell phone cases, battery chargers for mobile telephones, auxiliary speakers for mobile phones, on-ear headphones, loudspeakers, eyeglass frames, eyeglass chains, cords for eyeglasses, snow goggles, swim goggles, boxes being cases for sunglasses, sunglasses, eyewear, laptop sleeves, bags adapted for portable media players, cases adapted for cameras and photographic apparatus, cases for glasses, in precious metals and their alloys, jewellery, precious and semi-precious stones, horological and other chronometric instruments, jewels, pearls and precious metals and imitations thereof, charms of common metal, jewellery, including paste jewellery, badges for wear, diadems, rings, ankle bracelets, necklaces, ornamental pendants, chains, tie pins, bells, cufflinks, key fobs, earrings, jewellery cases and watch boxes, brooches, key chains, jewellery boxes not of metal, unwrought or semi-wrought precious metals, jewellery cases, ornaments, cases for watches, office items, posters, printed publications, of books, magazines, leather and imitations of leather, animal skins, valises and travel vanity cases, umbrellas and parasols, walking sticks, whips, harness and saddlery, collars, waist belts and clothing for pets, suit and dress bags, pocket wallets, handbags, evening bags, work bags, shoulder bags, canvas bags, shopping bags, toiletry pouches, transport boxes for animals, card holders, make-up cases, courier bags, leather straps, belt bags, briefcases, rucksacks, bags for sports, leather key chains, cases for keys, vanity cases, not fitted, credit card cases, gut for making sausages, purses, trunks, card cases, leather trimmings for furniture, umbrellas, parasols, clothing for pets, furniture, mirrors, fabrics and textiles and substitutes therefor, household textiles, curtains of textile or of plastic, bed linen, tablemats of textile, beds, sheets, pillow covers, covers for down quilts, bedspreads, plaids, bed skirts, bed blankets, fabric bed valances, table place setting mats of textile, table-cloths, table linen, not of paper, oilcloth for use as tablecloths, fabric table runners, cloth napkins, linen, towels of textile, towels, kitchen towels, shower room curtains, coverings of plastic for furniture, furniture coverings of textile, cushion cases, felt cloth, quilts filled with stuffing materials, cloth, tags of textile materials, wall decorations of textile, felt, bath linen, handkerchiefs of textile, mattress covers, loose covers for furniture, toilet seat covers of textile, clothing, footwear, headgear, suits, bathing drawers, bathing suits, beach robes, bikinis, belts, belts and leather, clothing for children, babies' pants, ballet suits, coveralls, pantsuits, trousers, jeans, denim jeans, bandannas, garters, gloves for clothing, jackets, board shorts, skirts, sportswear, underwear, dresses, cardigans, short-sleeve shirts, hooded sweaters, pregnancy clothing, nightwear, coveralls, pocket squares, polo shirts, pullovers, rainproof clothing, scarves, shawls, shirts, ties, beach cover-ups, camisoles, hosiery, tights, chasubles, scarves,

footless tights, socks, t-shirts, masquerade costumes, wedding dresses, vests, tunics, mitts, outerwear, coats, dresses, footwear, boots, ankle boots, sandals: slippers, jogging shoes, ballet flats, hats, chaps, bobble hats, canopies, headbands, shower caps, sleep masks, ready-made clothing, waterproof clothing, dental retractors, lace, embroidery, ribbons and braid, buttons, hooks and eyes, pins, sewing needles, embroidering crochet hooks, knitting needles, artificial flowers, decorative articles for the hair, false hair, hair rollers, other than hand implements, accessories for apparel, sewing articles and decorative textile articles, hair bands, hair grips, hair nets, hair barrettes, badges for wear, not of precious metal, decorative fashion buttons, fashion pins, other than jewellery, tassels, of books and magazines, games, toys, gymnastics and sporting articles, decorations for Christmas trees, sports equipment

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

PRIORITY DATE OF 07-02-2021 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1666510 DATED 12-27-2021, EXPIRES 12-27-2031

SER. NO. 79-342,569, FILED 12-27-2021

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>.