

# United States of America

## United States Patent and Trademark Office



### GENUINEWOMEN

**Reg. No. 5,678,008**

**Registered Feb. 19, 2019**

**Amended Apr. 22, 2025**

**Int. Cl.: 16, 18, 25, 30, 35, 41, 43**

**Service Mark**

**Trademark**

**Principal Register**

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CLASS 16: Paper and cardboard; Printed matter, namely, paper signs, books, manuals, curricula, newsletters, informational cards and brochures in the fields of entrepreneurship, merchandising, education, communication, marketing, lifestyle, branding and organizing meetings; Bookbinding material; Photographs; Stationery and office requisites, namely, pens, pencils, staplers, staples, paper clips, highlighters, staple removers, rubber bands, correcting tapes, paper trimmers, adhesive tape dispensers; Adhesives for stationery or household purposes; Drawing materials and materials for artists, namely, drawing pens, drawing instruments, drawing trays, drawing templates, drawing shields, drawing pencils, drawing brushes, drawing boards, drawing pins, drawing ink, drawing rulers, drawing tablets, drawing paper, drawing pads, drawing materials for blackboards, artists' pens, artists' pencils, artists' pastels, artists' brushes, artists' charcoal; Paintbrushes; Printed instructional and teaching materials in the fields of entrepreneurship, merchandising, education, communication, marketing, lifestyle, branding and organizing meetings; Plastic sheets, films and bags for wrapping and packaging; Printer's type, printing blocks

CLASS 18: Leather and imitations of leather; Animal skins and hides; Luggage and all-purpose carrying bags; Umbrellas and parasols; Walking sticks; Whips, harnesses and saddlery; Collars, leashes and clothing for animals

CLASS 25: Clothing, namely, shirts, blouses, trousers, shorts, dresses, skirts, jackets, sweaters, vests, neckties, suits, anoraks, coats, belts, gloves, sashes for wear, caps, socks, stockings, pajamas, nightgowns and nightshirts, footwear, headwear

CLASS 30: Coffee, tea, cocoa and artificial coffee; rice; Tapioca and sago; Flour; Preparations made from cereals, namely, muesli, porridge, granola, energy bars, ready-to-eat cereals, cereal bars, cereal-based snack foods, high protein cereal bars; bread; Pastries; Confectionary made of sugar; Edible ices; Sugar; honey; treacle; Yeast; baking powder; Salt; Mustard; Vinegar, sauces; Spices; Ice

CLASS 35: Advertising services; Business management; Business administration services; [ Providing office functions; ] Arranging subscriptions to telecommunications services for others; Business management assistance; Business appraisals; Business

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management and organization consultancy; Business management consultancy; Business efficiency experts services; Business investigations; Business research; Business information; Commercial information agencies; Dissemination of advertisements; Transcription of communications, namely, stenographic, message, and conference call transcription services; Providing business advice and information to business consumers; Dissemination of advertising matter, establishment and updating of advertising; Business services, namely, commercial and institutional documentation on behalf of others; Drawing up of statistics, namely, compilation of statistics for business and commercial purposes; Organization of exhibitions for commercial or advertising purposes; Compilation, systemization, centralization and management of data in a central file, whether or not computerized, all for business purposes; Public opinion polling; Economic forecasting; Public relations; Business consulting services, namely, monitoring press reviews about others for business purposes; Business networking services, namely, arranging of commercial and business contacts; Provision of commercial and business contact information; Business networking services to assist in establishing a network of business contacts; Business management consultancy via the internet; Providing online commercial directory information services; Providing business information directory services, via a global computer network; Commercial lobbying services; Consultancy and advisory services in the field of business strategy; Organization of events for commercial and advertising purposes; Business information services; Incubation services, namely, providing work space containing business equipment and other amenities to emerging, start-up and existing companies; Business development services, namely, providing start-up support for businesses of others; Providing office staffing support services; Online business networking services; Administering group purchasing programs and other discount programs, namely, negotiating with providers of insurance, banking, credit card processing, travel and transportation services, to enable participant members of a business community to obtain discounts on the purchase of those services from others; Computer-assisted business information and research services; Assistance and advice regarding business location; Arranging and conducting special events for business purposes; Organizing, conducting and arranging business and technology competitions for businesses to compete for seed capital, business marketing support, and business technology support to facilitate business activities; Arranging and conducting parties and concerts for business purposes Providing office functions

CLASS 41: Educational services, namely, organizing, conducting and arranging training, classes, seminars, workshops, conferences and exhibitions in the fields of business, technology and social networking; Electronic publishing of online non-downloadable text and graphic works of others; Writing poems, lyrics, speeches, and articles for others and not for advertising or publicity; Publication and lending of books; Publication of texts; Electronic online publishing of books, periodicals and texts, other than publicity texts; photographic reporting; translation services; education services, namely, organization of webinars in the fields of entrepreneurship, merchandising, education, communication, marketing, lifestyle, branding and organizing successful meetings; on-line electronic publication of information regarding entrepreneurship, merchandising, education, communication, marketing, lifestyle, branding and organizing successful meetings; Arranging, organizing, conducting and hosting social entertainment events; Organizing community sporting and cultural activities

CLASS 43: Providing non-medical day care services; pet day care services; café and restaurant services; cafeteria services; catering services; providing of food and drink; [ providing conference, exhibition and meeting facilities; ] providing community centers for social gatherings and meetings; rental of social function facilities for business and social events; temporary accommodation

PRIORITY CLAIMED UNDER SEC. 44(D) ON SWITZERLAND APPLICATION NO. 52649/2018, FILED 02-26-2018, REG. NO. 713713, DATED 03-06-2018, EXPIRES 02-26-2028

OWNER OF EUROPEAN UNION , REG. NO. 017866888, DATED 06-28-2018,

EXPIRES 03-01-2028

OWNER OF EUROPEAN UNION , REG. NO. 016724585, DATED 09-15-2017,  
EXPIRES 05-15-2027

PRIORITY CLAIMED UNDER SEC. 44(D) ON SWITZERLAND APPLICATION  
NO. 63169/2017, FILED 10-20-2017, REG. NO. 715379, DATED 04-17-2018,  
EXPIRES 10-20-2027

The mark consists of a stylized hexagon design with the stylized words "GENUINE  
WOMEN" underneath.

No claim is made to the exclusive right to use the following apart from the mark as  
shown: "WOMEN"

SER. NO. 87-810,693, FILED 02-26-2018

## **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>.