

United States of America

United States Patent and Trademark Office



Reg. No. 4,204,227

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Int. Cls.: 3, 6, 14, 16, 18, 20, 35, 41 and 44

BH SALON S.R.L. (ITALY LIMITED LIABILITY COMPANY)
VIA IRNO S.N.
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FOR: SOAPS FOR PERSONAL USE; PERFUMERY, ESSENTIAL OILS, COSMETICS, HAIR LOTIONS; DENTIFRICES, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

TRADEMARK

FOR: COMMON METALS AND THEIR ALLOYS; TRANSPORTABLE BUILDINGS OF METAL; NON-ELECTRIC CABLES AND WIRES OF COMMON METAL, IN CLASS 6 (U.S. CLS. 2, 12, 13, 14, 23, 25 AND 50).

SERVICE MARK

PRINCIPAL REGISTER

FOR: PRECIOUS METALS AND THEIR ALLOYS; GOODS IN PRECIOUS METALS OR COATED, NAMELY, BOXES, JEWEL CASES, KEY HOLDERS; JEWELLERY, PRECIOUS STONES; HOROLOGICAL AND CHRONOMETRIC INSTRUMENTS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FOR: PAPER, PAPER TOWELS, TISSUE PAPER, BATHROOM TISSUE PAPER, FACIAL TISSUE PAPER, TOILET PAPER; WRITING PAPER AND PADS, WRITING TABLETS AND WRITING INSTRUMENTS; CARDBOARD; STATIONERY, STATIONERY BOXES, STATIONERY FOLDERS; PENS; PENCILS; PAINT BRUSHES; BOOKS, MAGAZINES, BROCHURES IN THE FIELD OF BEAUTY, COSMETOLOGY EDUCATION, FASHION, HAIRDRESSING, HAIRSTYLING, MAKEUP ARTISTRY; CALENDARS; PHOTOGRAPHS; DIARIES, RUBBER STAMPS; STICKERS; TEMPORARY TATTOOS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).



David J. Kyros

Director of the United States Patent and Trademark Office

FOR: LEATHER AND IMITATIONS OF LEATHER AND GOODS MADE OF THESE MATERIALS, NAMELY, BAGS, HANDBAGS, SHOULDER BAGS; PURSES, WALLETS, LUGGAGE, POUCHES; ATTACHÉ CASES, RUCKSACKS, BACKPACKS; SHOPPING BAGS; SCHOOL BAGS; SLING BAGS FOR CARRYING INFANTS; BAGS FOR SPORT; BEACH BAGS; MUSIC CASES; TOOL BAGS SOLD EMPTY; CASES; SHOULDER BELTS; COLLARS FOR ANIMAL AND PETS; CLOTHING FOR PETS; CREDIT CARD CASES; DOCUMENT CASES; KEY CASES; EMPTY COSMETIC CASES; EMPTY TOILETRY CASES, TRUNKS; TRAVELLING BAGS, TRAVELLING SETS; VALISES; VANITY CASES SOLD EMPTY; SUITCASES; BRIEFCASES; ANIMAL SKINS; HIDES; BEACH PARASOLS; PARASOLS; UMBRELLAS, UMBRELLA COVERS, UMBRELLA HANDLES; FRAMES FOR UMBRELLA OR PARASOLS; HARNESS AND SADDLERY, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

Reg. No. 4,204,227 FOR: FURNITURE, MIRRORS, PICTURE FRAMES, IN CLASS 20 (U.S. CLS. 2, 13, 22, 25, 32 AND 50).

FOR: ADVERTISING, MARKETING, MARKET RESEARCH AND MARKET STUDIES, BUSINESS MANAGEMENT, RELATING TO THE SALE OF GOODS BELONGING TO CLASSES 3, 6, 14, 16, 18, 20 MADE IN ANY WAY, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FOR: PROVISION OF EDUCATIONAL COURSES ABOUT HAIRDRESSING, MAKE-UP AND BEAUTY; PUBLICATION OF BOOKS, MAGAZINES, JOURNALS ABOUT HAIRDRESSING AND MAKE-UP; EDUCATION, NAMELY, PROVIDING CLASSES, WORKSHOPS, SEMINARS ABOUT HAIRDRESSING, MAKE-UP AND BEAUTY; PROVIDING TRAINING IN THE FIELD OF HAIRDRESSING, MAKE-UP AND BEAUTY; ORGANIZATION OF EDUCATION AND ENTERTAINMENT COMPETITIONS; ORGANIZATION OF EXHIBITIONS FOR EDUCATION PURPOSES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FOR: HEALTH CARE, HAIR SALON SERVICES, BEAUTY SALON SERVICES; PROVISION OF HAIRDRESSING SALON SERVICES; PROVISION OF INFORMATION AND ADVISORY SERVICES IN THE BEAUTY AND HAIR FIELD, IN CLASS 44 (U.S. CLS. 100 AND 101).

THE MARK CONSIST OF MADE UP BY A CIRCLE; INSIDE, ARE PLACED THREE FANCY CHARACTER LETTERS "M" "U" "P" OVERLAPPED BETWEEN THEM; BELOW, THERE IS THE WORD "MASHUP" WHERE THE LETTERS "U" AND "P" ARE WRITTEN IN FANCY CURSIVE CHARACTER.

PRIORITY DATE OF 9-29-2011 IS CLAIMED.

OWNER OF INTERNATIONAL REGISTRATION 1103800 DATED 10-28-2011, EXPIRES 10-28-2021.

SER. NO. 79-107,968, FILED 10-28-2011.

CHRIS WELLS, EXAMINING ATTORNEY

**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.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***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 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>.