

## Trademark/Service Mark Application, Principal Register

**Serial Number: 87734643**

**Filing Date: 12/26/2017**

**The table below presents the data as entered.**

Input Field	Entered
<b>SERIAL NUMBER</b>	87734643
<b>MARK INFORMATION</b>	
<b>*MARK</b>	<a href="\\TICRS\EXPORT17\IMAGEOUT17\877\346\87734643\xml1\RFA0002.JPG">\\TICRS\EXPORT17\IMAGEOUT17\877\346\87734643\xml1\RFA0002.JPG</a>
<b>SPECIAL FORM</b>	YES
<b>USPTO-GENERATED IMAGE</b>	NO
<b>LITERAL ELEMENT</b>	iconic
<b>COLOR MARK</b>	NO
<b>*DESCRIPTION OF THE MARK (and Color Location, if applicable)</b>	The mark consists of the specialized wording "iconic".
<b>PIXEL COUNT ACCEPTABLE</b>	YES
<b>PIXEL COUNT</b>	541 x 291
<b>REGISTER</b>	Principal
<b>APPLICANT INFORMATION</b>	
<b>*OWNER OF MARK</b>	LG ELECTRONICS INC.
<b>*STREET</b>	128, Yeoui-daero, Yeongdeungpo-gu
<b>*CITY</b>	Seoul, 150-721
<b>*COUNTRY</b>	Korea, South
<b>EMAIL ADDRESS</b>	mailroom@bskb.com
<b>LEGAL ENTITY INFORMATION</b>	
<b>TYPE</b>	corporation
<b>STATE/COUNTRY OF INCORPORATION</b>	Korea, South
<b>GOODS AND/OR SERVICES AND BASIS INFORMATION</b>	
<b>INTERNATIONAL CLASS</b>	009
	Smartwatches; Wearable smartwatches; Telecommunication machines and implements worn in the form of a wristbands; Telecommunication machines and implements worn in the form of a wristwatches; Apparatus for the recording/transmission or reproduction of sound and images; Wearable and Portable communications apparatus; Wearable smartphones; Wearable electric audio and visual apparatus and instruments; Wearable telecommunication machines and implements; Wearable mobile phones; Portable communications apparatus; Smartphones; Wearable digital

<b>*IDENTIFICATION</b>	electronic devices comprised primarily of a wristwatch and also featuring a telephone, software and display screens for viewing, sending and receiving texts, emails, data and information from smart phones, tablet computers and portable computers; Watches that communicate data to personal digital assistants, smart phones, and personal computers through internet websites and other computer and electronic communication networks; Watchbands that communicate data to personal digital assistants, smart phones, and personal computers through internet websites and other computer and electronic communication networks; Smart watches comprised primarily of a wristwatch also featuring a telephone, software and display screens for viewing, sending and receiving texts, emails, data and information; Software for smartwatches
<b>FILING BASIS</b>	SECTION 1(b)
<b>FILING BASIS</b>	SECTION 44(d)
<b>FOREIGN APPLICATION NUMBER</b>	40-2017-0161036
<b>FOREIGN APPLICATION COUNTRY</b>	Korea, South
<b>FOREIGN FILING DATE</b>	12/14/2017
<b>INTENT TO PERFECT 44(d)</b>	At this time, the applicant intends to rely on §44(e) as a basis for registration. If ultimately the applicant does not rely on §44(e) as a basis for registration, a valid claim of priority may be retained.
<b>ATTORNEY INFORMATION</b>	
<b>NAME</b>	Robert J. Kenney
<b>ATTORNEY DOCKET NUMBER</b>	3449-0400US1
<b>FIRM NAME</b>	Birch, Stewart, Kolasch & Birch, LLP
<b>STREET</b>	8110 Gatehouse Road, Suite 100E
<b>CITY</b>	Falls Church
<b>STATE</b>	Virginia
<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	22042
<b>PHONE</b>	703-205-8000
<b>FAX</b>	703-205-8050
<b>EMAIL ADDRESS</b>	mailroom@bskb.com
<b>AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>OTHER APPOINTED ATTORNEY</b>	Paul C. Lewis; Lynde Herzbach; Michael K. Mutter; Michael T. Smith
<b>DOMESTIC REPRESENTATIVE INFORMATION</b>	
<b>NAME</b>	Birch, Stewart, Kolasch & Birch, LLP
<b>STREET</b>	8110 Gatehouse Road, Suite 100E
<b>CITY</b>	Falls Church
<b>STATE</b>	Virginia
<b>COUNTRY</b>	United States

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<b>EMAIL ADDRESS</b>	mailroom@bskb.com
<b>CORRESPONDENCE INFORMATION</b>	
<b>NAME</b>	Robert J. Kenney
<b>FIRM NAME</b>	Birch, Stewart, Kolasch & Birch, LLP
<b>STREET</b>	8110 Gatehouse Road, Suite 100E
<b>CITY</b>	Falls Church
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<b>*EMAIL ADDRESS</b>	mailroom@bskb.com
<b>*AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>FEE INFORMATION</b>	
<b>APPLICATION FILING OPTION</b>	TEAS RF
<b>NUMBER OF CLASSES</b>	1
<b>APPLICATION FOR REGISTRATION PER CLASS</b>	275
<b>*TOTAL FEE DUE</b>	275
<b>*TOTAL FEE PAID</b>	275
<b>SIGNATURE INFORMATION</b>	
<b>SIGNATURE</b>	/Robert J. Kenney/
<b>SIGNATORY'S NAME</b>	Robert J. Kenney
<b>SIGNATORY'S POSITION</b>	Attorney of Record, Virginia bar member
<b>SIGNATORY'S PHONE NUMBER</b>	703-205-8000
<b>DATE SIGNED</b>	12/26/2017

## Trademark/Service Mark Application, Principal Register

**Serial Number: 87734643**

**Filing Date: 12/26/2017**

### To the Commissioner for Trademarks:

**MARK:** iconic (stylized and/or with design, see [mark](#))

The literal element of the mark consists of iconic.

The applicant is not claiming color as a feature of the mark. The mark consists of the specialized wording "iconic".

The applicant, LG ELECTRONICS INC., a corporation of Korea, South, having an address of

128, Yeoui-daero, Yeongdeungpo-gu

Seoul, 150-721

Korea, South

mailroom@bskb.com (not authorized)

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 009: Smartwatches; Wearable smartwatches; Telecommunication machines and implements worn in the form of a wristbands; Telecommunication machines and implements worn in the form of a wristwatches; Apparatus for the recording/transmission or reproduction of sound and images; Wearable and Portable communications apparatus; Wearable smartphones; Wearable electric audio and visual apparatus and instruments; Wearable telecommunication machines and implements; Wearable mobile phones; Portable communications apparatus; Smartphones; Wearable digital electronic devices comprised primarily of a wristwatch and also featuring a telephone, software and display screens for viewing, sending and receiving texts, emails, data and information from smart phones, tablet computers and portable computers; Watches that communicate data to personal digital assistants, smart phones, and personal computers through internet websites and other computer and electronic communication networks; Watchbands that communicate data to personal digital assistants, smart phones, and personal computers through internet websites and other computer and electronic communication networks; Smart watches comprised primarily of a wristwatch also featuring a telephone, software and display screens for viewing, sending and receiving texts, emails, data and information; Software for smartwatches

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

Priority based on foreign filing: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services and asserts a claim of priority based on Korea, South application number 40-2017-0161036, filed 12/14/2017.

INTENT TO PERFECT 44(d) : At this time, the applicant intends to rely on §44(e) as a basis for registration. If ultimately the applicant does not rely on §44(e) as a basis for registration, a valid claim of priority may be retained.

### The applicant's current Attorney Information:

Robert J. Kenney and Paul C. Lewis; Lynde Herzbach; Michael K. Mutter; Michael T. Smith of Birch, Stewart, Kolasch & Birch, LLP 8110 Gatehouse Road, Suite 100E

Falls Church, Virginia 22042

United States

703-205-8000(phone)

703-205-8050(fax)

mailroom@bskb.com (authorized)

The attorney docket/reference number is 3449-0400US1.

The applicant hereby appoints Birch, Stewart, Kolasch & Birch, LLP

8110 Gatehouse Road, Suite 100E

Falls Church Virginia 22042

United States

703-205-8000(phone)

703-205-8050(fax)

mailroom@bskb.com (not authorized)

as applicant's representative upon whom notice or process in the proceedings affecting the mark may be served.

The applicant's current Correspondence Information:

Robert J. Kenney

Birch, Stewart, Kolasch & Birch, LLP

8110 Gatehouse Road, Suite 100E

Falls Church, Virginia 22042

703-205-8000(phone)

703-205-8050(fax)

mailroom@bskb.com (authorized)

**E-mail Authorization:** I authorize the USPTO to send e-mail correspondence concerning the application to the applicant, the applicant's attorney, or the applicant's domestic representative at the e-mail address provided in this application. I understand that a valid e-mail address must be maintained and that the applicant or the applicant's attorney must file the relevant subsequent application-related submissions via the Trademark Electronic Application System (TEAS). Failure to do so will result in the loss of TEAS Reduced Fee status and a requirement to submit an additional processing fee of \$125 per international class of goods/services.

A fee payment in the amount of \$275 has been submitted with the application, representing payment for 1 class(es).

#### **Declaration**

**Basis:**

**If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a):**

- The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;
- The mark is in use in commerce on or in connection with the goods/services in the application;
- The specimen(s) shows the mark as used on or in connection with the goods/services in the application; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

**And/Or**

**If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e):**

- The signatory believes that the applicant is entitled to use the mark in commerce;
- The applicant has a bona fide intention to use the mark in commerce on or in connection with the goods/services in the application; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive.

To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.

The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

#### **Declaration Signature**

Signature: /Robert J. Kenney/ Date: 12/26/2017

Signatory's Name: Robert J. Kenney

Signatory's Position: Attorney of Record, Virginia bar member

Payment Sale Number: 87734643

Payment Accounting Date: 12/27/2017

Serial Number: 87734643

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727c086771222229b298e050eb2e8a6434219c-C  
C-6690-20171226171333022428

**ICONIC**