

United States of America

United States Patent and Trademark Office

Hawleywood's



Reg. No. 4,443,553

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Int. Cl.: 44

SERVICE MARK

PRINCIPAL REGISTER

HAWLEYWOOD'S (CALIFORNIA CORPORATION)
1806 NEWPORT BLVD.
COSTA MESA, CA 92627

FOR: BARBER SHOP SERVICES; BARBERING SERVICES; BEAUTY SALON SERVICES; BEAUTY SALONS; HAIR SALON SERVICES; HAIR SALON SERVICES, NAMELY, HAIR CUTTING, STYLING, COLORING, AND HAIR EXTENSION SERVICES; HAIR SALON SERVICES, NAMELY, TREATMENTS TO PROTECT HAIR FROM EFFECTS OF EXPOSURE TO SUNLIGHT, HEAT, HUMIDITY AND CHLORINATED WATER; HAIRDRESSING SALONS, IN CLASS 44 (U.S. CLS. 100 AND 101).

FIRST USE 2-6-1999; IN COMMERCE 2-6-1999.

THE MARK CONSISTS OF THE WORD "HAWLEYWOOD'S", WHICH IS IN A CURSIVE FONT, SLIGHTLY CONCAVELY ARCED ACROSS THE TOP OF THE MARK, WITH THE "H" BEING A CAPITAL AND THE REST OF THE LETTERS IN LOWERCASE. BELOW THIS TEXT IS A HAND HOLDING FOUR PLAYING CARDS, EACH OF WHICH CONTAINS ONE SYMBOL AND NOTHING MORE. FROM LEFT TO RIGHT, THE FIRST PLAYING CARD CONTAINS A DIAMOND, THE SECOND PLAYING CARD CONTAINS A CLUB, THE THIRD PLAYING CARD CONTAINS A HEART, AND THE FOURTH PLAYING CARD CONTAINS A SPADE. AT THE BASE OF THE HAND THAT IS HOLDING THE PLAYING CARDS IS A SHIRT CUFF IN THE DESIGN OF A DIE. THIS DIE SHOWS TWO FACES OF A TYPICAL DIE. THE FACE ON THE LEFT CONTAINS FOUR DOTS WHILE THE FACE ON THE RIGHT CONTAINS THREE DOTS. AS PART OF THIS SHIRT CUFF AND ABOVE THE TWO FACES OF THE DIE ARE FIVE SEMI OVULAR PROTRUSIONS. THE DIE AND THESE PROTRUSIONS EMBODY THE ENTIRETY OF THE SHIRT CUFF. FURTHERMORE, THE DEPICTION OF THE SHIRT CUFF, THE HAND, AND THE PLAYING CARDS IS SHADOWED IN VARIOUS PORTIONS.

SER. NO. 85-908,498, FILED 4-18-2013.

JENNIFER BUTTON, EXAMINING ATTORNEY



Deborah S. Cohen

Commissioner for Trademarks of the
United States Patent and Trademark Office

**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>.