

# United States of America

## United States Patent and Trademark Office



**Reg. No. 4,469,415**

**Registered Jan. 21, 2014**

**Int. Cls.: 25 and 44**

**TRADEMARK**

**SERVICE MARK**

**PRINCIPAL REGISTER**

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

FOR: APPAREL, NAMELY, T-SHIRTS, CAPS, AND SHOES, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 12-1-1996; IN COMMERCE 12-1-1996.

FOR: BARBER SHOP SERVICES, IN CLASS 44 (U.S. CLS. 100 AND 101).

FIRST USE 12-1-1996; IN COMMERCE 12-1-1996.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "WORLD FAMOUS" AND "BARBER SHOP", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF A BARBER POLE, PLAYING CARDS, RAZORS, DICE, IMAGES OF STARS, AND VARIOUS WORDS. THE HEAD OF THE BARBER POLE HAS WHAT APPEAR TO BE RAYS EMANATING FROM A CENTRAL POINT BEHIND THE POLE. EACH OF THE VARIOUS RAYS IS BROAD AT THE BASE FROM WHERE IT EMANATES FROM BEHIND THE POLE AND SHARPENS INTO A FIXED POINT AT A DISTANCE OF NO MORE THAN THREE TIMES THE WIDTH THE HEAD OF THE BARBER POLE. THE HEAD OF THE BARBER POLE IS ALSO FLANKED ON THE LEFT BY THE WORD "WORLD" AND FLANKED ON THE RIGHT BY THE WORD "FAMOUS". BOTH WORDS ARE IN A CURSIVE FONT AND EACH BEGINS WITH A CAPITAL LETTER, WITH THE REST OF THE LETTERS BEING IN THE LOWERCASE. THESE TWO WORDS ARE SUPERIMPOSED OVER THE RAYS THAT EMANATE FROM THE HEAD OF THE BARBER POLE. BELOW THESE TWO WORDS AND THE HEAD OF THE BARBER POLE IS THE WORD "HAWLEYWOOD'S", WHICH IS ALSO IN A CURSIVE FONT, ARCED SUCH THAT IT IS HIGHLY CONVEX, BEGINS WITH A CAPITAL LETTER WITH THE REST OF THE LETTERS BEING IN LOWERCASE, AND IS SUPERIMPOSED OVER THE BARBER POLE AS WELL. BELOW THIS WORD, THE BARBER POLE IS FLANKED ON THE LEFT, FROM LEFT TO RIGHT, WITH AN ACE OF SPADES AND AN ACE OF HEARTS. THE BARBER POLE IS FLANKED ON THE RIGHT BY AN EIGHT OF CLUBS AND AN EIGHT OF DIAMONDS. THE CARDS ARE ARRANGED IN SUCH A WAY THAT THEY ARE SLIGHTLY CONVEX IN RELATION THE HIGHLY CONVEX NATURE OF THE WORD "HAWLEYWOOD'S". BELOW THE PLAYING CARDS ARE TWO BARBER RAZOR BLADES, BOTH OF WHICH ARE PARTIALLY



*Michelle K. Lee*

Deputy Director of the United States  
Patent and Trademark Office

**Reg. No. 4,469,415** OPEN AND EACH OF WHICH FACES IN AN OPPOSITE DIRECTION FROM THE OTHER. THE BASES OF THE BARBER RAZOR BLADES ARE CROSSED SUCH THAT THEY FORM AN "X" AND THE BLADE OF EACH IS PARTIALLY EXTENDED TO EITHER MARGIN OF THE MARK. AT THE BOTTOM OF THE BASES OF EACH BARBER RAZOR BLADE IS A SKULL. IN THE SPACE BETWEEN THE BOTTOM PORTION OF THE "X" FORMED BY THE BARBER RAZOR BLADES IS FOUND TWO DICE WHICH ARE SUPERIMPOSED OVER A PORTION OF THE BASES OF THE BARBER RAZOR BLADES. THE DIE ON THE LEFT SHOWS FACES CONTAINING THREE DOTS, FIVE DOTS, AND TWO DOTS. THE DIE ON THE RIGHT SHOWS FACES CONTAINING FIVE DOTS, ONE DOT, AND FOUR DOTS. IN THE EMPTY SPACES TO THE LEFT AND RIGHT OF THE PLAYING CARDS AND TO THE RIGHT AND LEFT OF THE BARBER RAZOR BLADES ARE VARIOUS SIZES OF FIVE POINT STARS AND VARIOUS DOTS THAT ARE INTERMINGLED WITH THE VARIOUS STARS. FINALLY, UNDERNEATH THE DICE IS A RIBBON LIKE BANNER, WHICH IS SLIGHTLY SUPERIMPOSED OVER THE DICE, THE BARBER RAZOR BLADES AND THE STARS AND CONTAINS THE WORDS "BARBER SHOP", WHICH IS IN A TIMES NEW ROMAN LIKE FONT IN ALL CAPITAL LETTERS AND FLANKED ON EITHER SIDE BY A BULLET POINT. THE LEFT PORTION OF THE RIBBON LIKE BANNER CURVES UP TO NEARLY FORM A CIRCLE OVER THE TOP OF THE LEFT SIDE OF THE BANNER WHILE SIMULTANEOUSLY TAPERING OFF TO A POINTED TIP, WHILE THE RIGHT PORTION OF THE RIBBON LIKE BANNER CURVES DOWN TO NEARLY FORM A CIRCLE UNDERNEATH THE RIGHT SIDE OF THE BANNER WHILE SIMULTANEOUSLY TAPERING OFF TO A POINTED TIP. THE PORTIONS OF THE RIBBON LIKE BANNER THAT TAPER CONTAIN SHADOWING.

SER. NO. 85-908,703, FILED 4-18-2013.

JENNIFER BUTTON, 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>.