

United States of America

United States Patent and Trademark Office

ALL SHOOK UP

Reg. No. 3,718,615 ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)
Registered Dec. 1, 2009 3734 ELVIS PRESLEY BLVD.
MEMPHIS, TN 38116

Int. Cl.: 33 FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

TRADEMARK FIRST USE 9-30-2006, IN COMMERCE 9-30-2006.
PRINCIPAL REGISTER THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,055,493 AND 3,276,607.

SER. NO. 77-771,102, FILED 6-30-2009.

ALLISON SCHRODY, EXAMINING ATTORNEY



David S. Kypos

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

BLUE HAWAII

Reg. No. 3,866,674

Registered Oct. 26, 2010

Int. Cl.: 33

TRADEMARK

PRINCIPAL REGISTER

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)
3734 ELVIS PRESLEY BOULEVARD
MEMPHIS, TN 38116

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 12-31-2008; IN COMMERCE 12-31-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 3,331,963.

SER. NO. 77-890,842, FILED 12-10-2009.

MORGAN WYNNE, EXAMINING ATTORNEY



David S. Kypos

Director of the United States Patent and Trademark Office

Int. Cl.: 33

Prior U.S. Cls.: 47 and 49

United States Patent and Trademark Office

Reg. No. 3,145,462

Registered Sep. 19, 2006

TRADEMARK
PRINCIPAL REGISTER

BLUE SUEDE

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)
3734 ELVIS PRESLEY BLVD.
MEMPHIS, TN 38116

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

SER. NO. 78-741,733, FILED 10-27-2005.

FIRST USE 2-24-2004; IN COMMERCE 2-24-2004.

STEVEN JACKSON, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,808,601

Registered Jan. 27, 2004

**TRADEMARK
PRINCIPAL REGISTER**

ELVIS

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)

3734 ELVIS PRESLEY BLVD.
MEMPHIS, TN 38116

FOR: CLOTHING, NAMELY, SHIRTS, PANTS, COATS AND HATS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 8-16-2002; IN COMMERCE 8-16-2002.

OWNER OF U.S. REG. NOS. 1,327,127, 2,342,232 AND OTHERS.

THE NAME(S), PORTRAIT(S), AND/OR SIGNATURE(S) SHOWN IN THE MARK DOES NOT IDENTIFY A PARTICULAR LIVING INDIVIDUAL.

SER. NO. 78-180,387, FILED 10-31-2002.

KATHLEEN M. VANSTON, EXAMINING ATTORNEY

Int. Cl.: 30

Prior U.S. Cl.: 46

United States Patent and Trademark Office

Reg. No. 3,386,025

Registered Feb. 19, 2008

TRADEMARK
PRINCIPAL REGISTER

ELVIS

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)

3734 ELVIS PRESLEY BLVD.

MEMPHIS, TN 38116

FOR: COFFEE; HOT CHOCOLATE, IN CLASS 30 (U.S. CL. 46).

FIRST USE 3-31-2006; IN COMMERCE 3-31-2006.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,265,579, 1,327,127, AND OTHERS.

SN 77-049,968, FILED 11-22-2006.

CHARLOTTE CORWIN, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,554,763

Registered Dec. 30, 2008

**TRADEMARK
PRINCIPAL REGISTER**

ELVIS

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)
3734 ELVIS PRESLEY BLVD.
MEMPHIS, TN 38116

OWNER OF U.S. REG. NOS. 1,265,579, 1,327,127,
AND OTHERS.

FOR: FOOTWEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).

THE NAME(S), PORTRAIT(S), AND/OR SIGNATURE(S) SHOWN IN THE MARK DOES NOT IDENTIFY A PARTICULAR LIVING INDIVIDUAL.

FIRST USE 3-31-2007; IN COMMERCE 3-31-2007.

SN 77-160,749, FILED 4-19-2007.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

CHRISIE B. KING, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cl.: 36

United States Patent and Trademark Office

Reg. No. 1,265,579

Registered Jan. 31, 1984

TRADEMARK

Principal Register

ELVIS

Estate of Elvis Presley (Tennessee estate)
3764 Elvis Presley Blvd.
Memphis, Tenn. 38116

For: PRERECORDED AUDIO MAGNETIC
TAPES AND PHONOGRAPH ALBUMS, in
CLASS 9 (U.S. Cl. 36).

First use Oct. 1956; in commerce Oct. 1956.

Ser. No. 304,769, filed Apr. 8, 1981.

CONNIE M. JUDGE, Examining Attorney

Int. Cl.: 16

Prior U.S. Cl.: 38

United States Patent and Trademark Office

Reg. No. 1,267,105

Registered Feb. 14, 1984

TRADEMARK

Principal Register

ELVIS

Estate of Elvis Presley (Tennessee estate)
3764 Elvis Presley Blvd.
Memphis, Tenn. 38116

For: PRINTS AND PUBLICATIONS—NAME-
LY, POSTERS AND RECORD ALBUM JACK-
ETS, in CLASS 16 (U.S. Cl. 38).

First use Oct. 1956; in commerce Oct. 1956.

Ser. No. 304,770, filed Apr. 8, 1981.

CONNIE M. JUDGE, Examining Attorney

Int. Cl.: 6

Prior U.S. Cl.: 13

United States Patent and Trademark Office

Reg. No. 1,327,990

Registered Apr. 2, 1985

**TRADEMARK
PRINCIPAL REGISTER**

ELVIS

ELVIS PRESLEY ENTERPRISES, INC. (TEN-
NESSEE CORPORATION)
SUITE 336
4646 POPLAR AVE.
MEMPHIS, TN 38117

FIRST USE 8-0-1982; IN COMMERCE
8-0-1982.

SER. NO. 477,236, FILED 4-25-1984.

FOR: METAL KEY RINGS WITH AT-
TACHED TAGS, IN CLASS 6 (U.S. CL. 13).

ERNEST H. LAND, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office

Reg. No. 1,327,127

Registered Mar. 26, 1985

TRADEMARK

Principal Register

ELVIS

Elvis Presley Enterprises, Inc. (Tennessee
corporation)
Suite 336
4646 Poplar Ave.
Memphis, Tenn. 38117

For: CLOTHING—NAMELY, T-SHIRTS AND
JACKETS, in CLASS 25 (U.S. Cl. 39).

First use Jun. 7, 1982; in commerce Jun. 7, 1982.

Ser. No. 470,201, filed Mar. 14, 1984.

ROBERT C. CLARK, JR., Examining Attorney

United States of America

United States Patent and Trademark Office

ELVIS

Reg. No. 3,758,646 ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)

Registered Mar. 9, 2010 3734 ELVIS PRESLEY BLVD.
MEMPHIS, TN 38116

Int. Cls.: 9 and 25 FOR: EYE GLASSES; SPORTS EYEWEAR; SUNGLASSES, NAMELY, NOVELTY
SUNGLASSES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

**TRADEMARK
PRINCIPAL REGISTER**

FIRST USE 12-31-2003; IN COMMERCE 12-31-2003.

FOR: FITTED HALLOWEEN COSTUMES; JUMPSUITS, SCARVES, BELTS, CAPES, MAS-
QUERADE COSTUMES AND COSTUME MASKS SOLD IN CONNECTION THEREWITH;
COSTUMES FOR USE IN ROLE-PLAY, DRESS-UP AND CHILDREN'S GAMES; NOVELTY
HEADWEAR WITH ATTACHED WIGS; AND HALLOWEEN COSTUMES, IN CLASS 25
(U.S. CLS. 22 AND 39).

FIRST USE 12-31-2003; IN COMMERCE 12-31-2003.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-
TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,267,105, 3,004,018, AND OTHERS.

THE NAME(S), PORTRAIT(S), AND/OR SIGNATURE(S) SHOWN IN THE MARK DOES NOT
IDENTIFY A PARTICULAR LIVING INDIVIDUAL.

SN 77-578,841, FILED 9-25-2008.

COLLEEN DOMBROW, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,994,296

Registered Sep. 13, 2005

**TRADEMARK
PRINCIPAL REGISTER**

ELVIS

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)
3734 ELVIS PRESLEY BLVD.
MEMPHIS, TN 38116

FOR: CLOTHING, NAMELY, MEN'S WOVEN SHIRTS, LOUNGEWEAR, SWIMWEAR, MEN'S WORK SHIRTS, ATHLETIC PANTS AND SHORTS, BOXER SHORTS, FLEECE JACKETS AND ACTIVE WEAR, NAMELY, SHIRTS, PANTS, JEANS, COATS, UNDERWEAR AND SOCKS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 1-1-1995; IN COMMERCE 1-1-1995.

OWNER OF U.S. REG. NOS. 2,075,427, 2,512,317 AND OTHERS.

THE NAME DOES NOT IDENTIFY A LIVING INDIVIDUAL.

SER. NO. 78-316,882, FILED 10-22-2003.

MARTHA FROMM, EXAMINING ATTORNEY