

Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office

Reg. No. 1,146,199

Registered Jan. 20, 1981

TRADEMARK

Principal Register

VICTORIA'S SECRET

Victoria's Secret (partnership)
1560 Waller St.
San Francisco, Calif. 94117

For: WOMEN'S LINGERIE, in CLASS 25 (U.S.
Cl. 39).

First use Jun. 12, 1977; in commerce Jun. 12, 1977.

Ser. No. 159,253, filed Feb. 21, 1978.

J. H. WEBB, Primary Examiner

Int. Cls.: 3, 4, 9, 16, 20, 21, 22, 24, 25, 28 and 42

Prior U.S. Cls.: 1, 2, 4, 5, 6, 13, 15, 22, 23, 29, 30,

32, 33, 36, 37, 38, 39, 40, 42, 50, 51, 52, 100 and 101

United States Patent and Trademark Office

Reg. No. 1,908,042

Registered Aug. 1, 1995

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**

VICTORIA'S SECRET

V SECRET CATALOGUE, INC. (DELAWARE CORPORATION)
1105 NORTH MARKET STREET
WILMINGTON, DE 19801

FOR: TOILET SOAPS, WASHING COMPOUNDS FOR USE WITH LINGERIE AND FINE WASHABLES, HAIR SHAMPOOS, SCENTED DRAWER SACHETS; PERSONAL FRAGRANCES, NAMELY COLOGNE, PERFUME, TOILET WATER, AND ESSENTIAL OILS FOR PERSONAL USE; BATH POWDER, NON-MEDICATED FOOT POWDER, AND BODY POWDER; AND PERSONAL CARE PREPARATIONS, NAMELY BATH, HAND AND BODY LOTIONS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 6-12-1977; IN COMMERCE 6-12-1977.

FOR: CANDLES, IN CLASS 4 (U.S. CL. 15).

FIRST USE 6-12-1977; IN COMMERCE 6-12-1977.

FOR: PRERECORDED COMPACT DISCS AND AUDIO TAPES, BOTH FEATURING MUSIC, IN CLASS 9 (U.S. CL. 36).

FIRST USE 6-12-1977; IN COMMERCE 6-12-1977.

FOR: MAIL ORDER CATALOGS FEATURING CLOTHING, LINGERIE, AND TOILETRIES; BRIDAL GUEST BOOKS; CALENDARS, AND ADDRESS BOOKS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 6-12-1977; IN COMMERCE 6-12-1977.

FOR: PICTURE FRAMES, HAND MIRRORS AND PILLOWS, IN CLASS 20 (U.S. CLS. 32 AND 50).

FIRST USE 6-12-1977; IN COMMERCE 6-12-1977.

FOR: PERFUME ATOMIZERS SOLD EMPTY; PERFUME BOTTLES SOLD EMPTY; NON-METAL DECORATIVE BOXES; HAIR COMBS AND HAIR BRUSHES; DECORATIVE TRAYS NOT OF PRECIOUS METAL; AND FLASKS SOLD EMPTY, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 6-12-1977; IN COMMERCE 6-12-1977.

FOR: MESH LINGERIE BAGS FOR WASHING LINGERIE AND CLOTH BAGS FOR LINGERIE STORAGE, IN CLASS 22 (U.S. CL. 2).

FIRST USE 6-12-1977; IN COMMERCE 6-12-1977.

FOR: WASH CLOTHS, TOWELS AND BEDDING, NAMELY COMFORTERS, PILLOW CASES, SHEETS, SHAMS, DUVETS, AND DUST RUFFLES, IN CLASS 24 (U.S. CL. 42).

FIRST USE 6-12-1977; IN COMMERCE 6-12-1977.

FOR: WOMEN'S AND MEN'S OUTERWEAR, UNDERWEAR AND NIGHTWEAR, NAMELY LINGERIE, ROBES, CAFTANS, KIMONOS, BOXER SHORTS, PAJAMAS, SHIRTS, PANTS, JEANS, DRESSES, SKIRTS, SWEATERS, JUMPSUITS, BODYSUITS, SWEATSHIRTS, JACKETS, T-SHIRTS, SCARVES, LEOTARDS, TIGHTS, SWIMSUITS, BEACH SHIRTS, HOSIERY, FOOTWEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).

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1,908,042

FIRST USE 6-12-1977; IN COMMERCE 6-12-1977.

FOR: TOY STUFFED ANIMALS, IN CLASS 28 (U.S. CL. 22).

FIRST USE 6-12-1977; IN COMMERCE 6-12-1977.

FOR: RETAIL STORE AND MAIL ORDER CATALOG SERVICES FOR LINGERIE CARE PREPARATIONS, PERSONAL CARE PREPARATIONS, PERFUMES, CANDLES, PICTURE FRAMES, MIRRORS, COSMETIC AND PERFUME APPLICATORS, TOWELS, BEDDING,

WOMEN'S AND MEN'S LINGERIE, UNDERGARMENTS AND CLOTHING AND TOYS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 6-12-1977; IN COMMERCE 6-12-1977.

OWNER OF U.S. REG. NOS. 1,146,199, 1,533,217 AND OTHERS.

SER. NO. 74-507,663, FILED 3-31-1994.

CATHERINE KAISER KREBS, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office



Reg. No. 4,118,910

Registered Mar. 27, 2012

Int. Cls.: 3 and 25

TRADEMARK

PRINCIPAL REGISTER

VICTORIA'S SECRET STORES BRAND MANAGEMENT, INC. (DELAWARE CORPORATION)
FOUR LIMITED PARKWAY
REYNOLDSBURG, OH 43068

FOR: PERSONAL CARE PRODUCTS, NAMELY, BODY LOTIONS; BODY MIST; SHOWER GEL; EAU DE PARFUM; SCENTED BODY POWDER, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 7-2-2009; IN COMMERCE 7-2-2009.

FOR: CLOTHING, NAMELY, BRAS; PANTIES; PAJAMAS; LINGERIE, ROBES; SLIPPERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 10-1-2009; IN COMMERCE 10-1-2009.

OWNER OF U.S. REG. NOS. 2,244,265 AND 3,477,955.

THE MARK CONSISTS OF STYLIZED "VS" LOGO.

SN 77-717,571, FILED 4-20-2009.

NICHOLAS COLEMAN, EXAMINING ATTORNEY



David J. Kypas

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

VICTORIA'S SECRET BOMBSHELL

Reg. No. 4,648,957

Registered Dec. 2, 2014

Int. Cl.: 3

TRADEMARK

PRINCIPAL REGISTER

VICTORIA'S SECRET STORES BRAND MANAGEMENT, INC. (DELAWARE CORPORATION)
FOUR LIMITED PARKWAY
REYNOLDSBURG, OH 43068

FOR: BODY LOTION; BODY POWDER; BODY SPRAYS; BODY WASH; EAU DE PARFUM;
NON-MEDICATED SKIN CARE PREPARATION, NAMELY, BODY MIST, IN CLASS 3 (U.S.
CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 9-30-2010; IN COMMERCE 9-30-2010.

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

OWNER OF U.S. REG. NOS. 3,876,312, 4,259,293 AND OTHERS.

SER. NO. 86-260,235, FILED 4-23-2014.

JESSICA FATHY, EXAMINING ATTORNEY



Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office

COCONUT PASSION

Reg. No. 3,851,526

Registered Sep. 21, 2010

Int. Cl.: 3

TRADEMARK

PRINCIPAL REGISTER

VICTORIA'S SECRET STORES BRAND MANAGEMENT, INC. (DELAWARE CORPORATION)
FOUR LIMITED PARKWAY
REYNOLDSBURG, OH 43068

FOR: BODY CREAMS; BODY LOTIONS; BODY SPRAYS; EAU DE TOILETTE; HAND CREAMS; NON-MEDICATED SKIN CARE PREPARATION, NAMELY, BODY MIST; SHOWER CREAMS; SHOWER GEL, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 12-24-2009; IN COMMERCE 12-24-2009.

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

OWNER OF U.S. REG. NO. 3,585,781.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "COCONUT", APART FROM THE MARK AS SHOWN.

SN 77-860,192, FILED 10-29-2009.

JUDITH HELFMAN, EXAMINING ATTORNEY



David J. Kyfos

Director of the United States Patent and Trademark Office

Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51 and 52

Reg. No. 3,011,494

United States Patent and Trademark Office

Registered Nov. 1, 2005

**TRADEMARK
PRINCIPAL REGISTER**

VANILLA LACE

INTIMATE BEAUTY CORPORATION (DELA-
WARE CORPORATION), DBA VICTORIA'S
SECRET BEAUTY

888 SEVENTH AVENUE
NEW YORK, NY 10106

FOR: PERSONAL CARE PRODUCTS, NAMELY,
BODY SCRUB, BUBBLE BATH, COLOGNE, CREAM
FOR THE BODY, CREAM FOR THE HANDS, EX-
FOLIATORS FOR THE SKIN, FACE SCRUB, FRA-
GRANT BODY SPLASH, FRAGRANT BODY MIST,
HAIR CONDITIONER, HAIR SHAMPOO, HAIR
SPRAY, HAIR STYLING GEL, HAIR STYLING
MOUSSE, LOTION FOR THE BODY, PERFUME,
POWDER FOR THE BODY, SHOWER GEL, SOAP
FOR THE BODY, SOAP FOR THE FACE AND SOAP

FOR THE HANDS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51
AND 52).

FIRST USE 9-30-1993; IN COMMERCE 9-30-1993.

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

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "VANILLA", APART FROM THE
MARK AS SHOWN.

SER. NO. 78-505,512, FILED 10-25-2004.

WENDY GOODMAN, EXAMINING ATTORNEY

Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51 and 52

Reg. No. 3,004,519

United States Patent and Trademark Office

Registered Oct. 4, 2005

**TRADEMARK
PRINCIPAL REGISTER**

LOVE SPELL

INTIMATE BEAUTY CORPORATION (DELAWARE CORPORATION), DBA VICTORIA'S SECRET BEAUTY
888 SEVENTH AVENUE
NEW YORK, NY 10106

FOR: PERSONAL CARE PRODUCTS, NAMELY, BODY SCRUB, BUBBLE BATH, COLOGNE, CREAM FOR THE BODY, CREAM FOR THE HANDS, EXFOLIATORS FOR THE SKIN, FACE SCRUB, FRAGRANT BODY SPLASH, FRAGRANT BODY MIST, HAIR CONDITIONER, HAIR SHAMPOO, HAIR SPRAY, HAIR STYLING GEL, HAIR STYLING MOUSSE, LOTION FOR THE BODY, PERFUME, POWDER FOR THE BODY, SHOWER GEL, SOAP FOR THE BODY, SOAP FOR THE FACE AND SOAP

FOR THE HANDS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 3-31-2000; IN COMMERCE 3-31-2000.

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

OWNER OF U.S. REG. NO. 2,489,115.

SER. NO. 78-554,141, FILED 1-26-2005.

WENDY GOODMAN, EXAMINING ATTORNEY

Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51 and 52

Reg. No. 3,148,825

United States Patent and Trademark Office

Registered Sep. 26, 2006

**TRADEMARK
PRINCIPAL REGISTER**

PURE SEDUCTION

VICTORIA'S SECRET STORES BRAND MANAGEMENT, INC. (DELAWARE CORPORATION)

FOUR LIMITED PARKWAY
REYNOLDSBURG, OH 43068

FOR: PERSONAL CARE PRODUCTS, NAMELY, BODY SCRUB, BUBBLE BATH, COLOGNE, CREAM FOR THE BODY, CREAM FOR THE HANDS, EXFOLIATORS FOR THE SKIN, FACE SCRUB, FRAGRANT BODY SPLASH, FRAGRANT BODY MIST, HAIR CONDITIONER, HAIR SHAMPOO, HAIR SPRAY, HAIR STYLING GEL, HAIR STYLING MOUSSE, LOTION FOR THE BODY, PERFUME, POWDER FOR THE BODY, SHOWER GEL, SOAP FOR THE BODY, SOAP FOR THE FACE AND SOAP

FOR THE HANDS; TOILETRIES, NAMELY, SOAP, BODY SPLASH, HAND AND BODY CREAM, BUBBLE BATH, BODY LOTION, BODY TALC AND SHOWER GEL, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 1-18-2005; IN COMMERCE 1-18-2005.

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

SER. NO. 78-858,508, FILED 4-11-2006.

BRIDGETT SMITH, EXAMINING ATTORNEY

Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51 and 52

Reg. No. 3,013,416

United States Patent and Trademark Office

Registered Nov. 8, 2005

**TRADEMARK
PRINCIPAL REGISTER**

AMBER ROMANCE

INTIMATE BEAUTY CORPORATION (DELAWARE CORPORATION), DBA VICTORIA'S SECRET BEAUTY

888 SEVENTH AVENUE
NEW YORK, NY 10106

FOR: PERSONAL CARE PRODUCTS, NAMELY, BODY SCRUB, BUBBLE BATH, COLOGNE, CREAM FOR THE BODY, CREAM FOR THE HANDS, EXFOLIATORS FOR THE SKIN, FACE SCRUB, FRAGRANT BODY SPLASH, FRAGRANT BODY MIST, HAIR CONDITIONER, HAIR SHAMPOO, HAIR SPRAY, HAIR STYLING GEL, HAIR STYLING MOUSSE, LOTION FOR THE BODY, PERFUME, POWDER FOR THE BODY, SHOWER GEL, SOAP FOR THE BODY, SOAP FOR THE FACE AND SOAP

FOR THE HANDS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 8-31-1998; IN COMMERCE 8-31-1998.

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

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "AMBER", APART FROM THE MARK AS SHOWN.

SER. NO. 78-505,482, FILED 10-25-2004.

WENDY GOODMAN, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office

DREAM ANGEL

Reg. No. 5,915,222

Victoria's Secret Stores Brand Management, Inc. (DELAWARE CORPORATION)
4 Limited Parkway
Reynoldsburg, OHIO 43068

Registered Nov. 19, 2019

Int. Cl.: 3

CLASS 3: Perfumes; Fragranced body care preparations, namely, shower cream, body lotion, body oil; Non-medicated skin care preparation, namely, body mist

Trademark

FIRST USE 10-18-1999; IN COMMERCE 9-17-2019

Principal Register

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

OWNER OF U.S. REG. NO. 3886640, 4321268

SER. NO. 87-286,372, FILED 12-31-2016



Andrei Iancu

Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office

BOMBSHELL

Reg. No. 5,156,255

Registered Mar. 07, 2017

Int. Cl.: 3

Trademark

Principal Register

Victoria's Secret Stores Brand Management, Inc. (DELAWARE CORPORATION)
4 Limited Parkway

Reynoldsburg, OH 43068

CLASS 3: Fragrances

FIRST USE 9-30-2010; IN COMMERCE 9-30-2010

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

SER. NO. 87-191,038, FILED 10-03-2016

JOHN T LINCOSKI JR, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office

VICTORIA'S SECRET AQUA KISS

Reg. No. 5,583,196

Registered Oct. 16, 2018

Int. Cl.: 3

Trademark

Principal Register

Victoria's Secret Stores Brand Management, Inc. (DELAWARE CORPORATION)
Four Limited Parkway
Reynoldsburg, OHIO 43068

CLASS 3: Body cream; Body lotion; Body sprays; Fragrances; Hand cream; Non-medicated skin care preparation, namely, body mist; all the aforesaid goods sold exclusively through Victoria's Secret stores and websites

FIRST USE 3-00-2012; IN COMMERCE 3-00-2012

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

SER. NO. 86-808,093, FILED 11-03-2015



Andrei Iancu

Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office

BOMBSHELL SEDUCTION

Reg. No. 5,488,305

Registered Jun. 05, 2018

Int. Cl.: 3

Trademark

Principal Register

Victoria's Secret Stores Brand Management, Inc. (DELAWARE CORPORATION)
4 Limited Parkway
Reynoldsburg, OHIO 43068

CLASS 3: Body cream; Body lotion; Body sprays; Body wash; Eau de Parfum; Eau de toilette; Fragrances; Perfume; Non-medicated skin care preparation, namely, body mist

FIRST USE 2-15-2018; IN COMMERCE 2-15-2018

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

SER. NO. 87-641,514, FILED 10-11-2017



Andrei Iancu

Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office

VELVET PETALS

Reg. No. 5,633,007

Registered Dec. 18, 2018

Int. Cl.: 3

Trademark

Principal Register

Victoria's Secret Stores Brand Management, Inc (DELAWARE CORPORATION)
4 Limited Parkway
Reynoldsburg, OHIO 43068

CLASS 3: Non-medicated skin care preparation, namely, body mist; scented body spray;
body lotion

FIRST USE 8-15-2017; IN COMMERCE 8-15-2017

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

SER. NO. 87-947,696, FILED 06-04-2018



Andrei Iancu

Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office

BARE VANILLA

Reg. No. 6,153,305

Registered Sep. 15, 2020

Int. Cl.: 3

Trademark

Principal Register

VICTORIA'S SECRET STORES BRAND MANAGEMENT, LLC (DELAWARE LIMITED LIABILITY COMPANY)

C/o Vs - Legal Services, Ip Team
Three Limited Parkway
Columbus, OHIO 43230

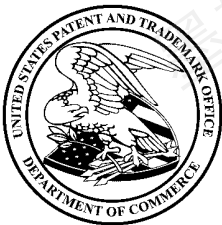
CLASS 3: Body lotion; Non-medicated skin care preparation, namely, body mist; Scented body spray

FIRST USE 2-20-2018; IN COMMERCE 2-20-2018

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

No claim is made to the exclusive right to use the following apart from the mark as shown:
"VANILLA"

SER. NO. 88-855,586, FILED 04-01-2020



Andrei Iancu

Director of the United States
Patent and Trademark Office