

United States of America

United States Patent and Trademark Office

LIVE YOUR ALOHA

Reg. No. 7,530,921

Registered Oct. 08, 2024

Int. Cl.: 25, 35

Service Mark

Trademark

Principal Register

Maui and Sons (CALIFORNIA CORPORATION)

17383 Sunset Blvd., Suite 101

Pacific Palisades, CALIFORNIA 90272

CLASS 25: Clothing, namely, shorts, shirts, pants, bathing suits, jackets, hats, t-shirts, tank tops, sweat shirts, sweat pants, socks, footwear, board shorts, long sleeve shirts, swimming suits, swimwear, skirts, blouses, vests

FIRST USE 5-1-2022; IN COMMERCE 5-1-2022

CLASS 35: Online retail store services featuring apparel, swimwear, skateboards and skateboarding accessories, and surfboards and surfing accessories

FIRST USE 6-17-2024; IN COMMERCE 6-17-2024

The color(s) green, pink, blue, yellow, black and white is/are claimed as a feature of the mark.

The mark consists of the wording "LIVE YOUR ALOHA" in black, with the "O" in "ALOHA" comprising a black circle containing the wording "MAUI" across the middle in white lettering, with a thin white band around the perimeter of the black circle resolving to the wording "AND SONS" in white at the bottom of the black circle, and with a small green triangle in the upper-left quadrant of the black circle, a small pink circle in the upper-right quadrant of the black circle, a small blue rectangle in the lower-right quadrant of the black circle, and a small yellow square in the lower-left quadrant of the black circle.

OWNER OF U.S. REG. NO. 1935966, 2210850, 1922160

SER. NO. 97-062,318, FILED 10-06-2021

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



United States of America

United States Patent and Trademark Office

MAUI AND ALL

Reg. No. 6,828,997

Registered Aug. 23, 2022

Int. Cl.: 25

Trademark

Principal Register

Maui and Sons (CALIFORNIA CORPORATION)
17383 Sunset Blvd., Suite 101
Pacific Palisades, CALIFORNIA 90272

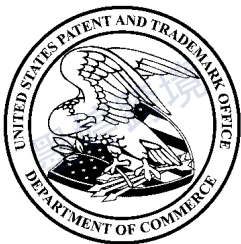
CLASS 25: Clothing, namely, shorts, shirts, pants, bathing suits, jackets, hats, t-shirts, tank tops, sweat shirts, sweat pants, socks, board shorts, long sleeve shirts, swimming suits, swimwear, vests

FIRST USE 1-00-2022; IN COMMERCE 1-00-2022

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

OWNER OF U.S. REG. NO. 3260836, 1432990, 1922160

SER. NO. 90-557,999, FILED 03-03-2021



Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office

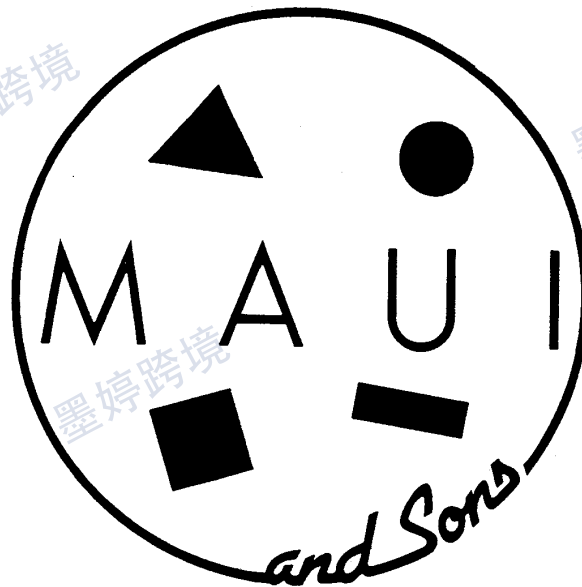


Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office **Reg. No. 1,432,990**
Registered Mar. 17, 1987

TRADEMARK
PRINCIPAL REGISTER



MAUI AND SONS (CALIFORNIA CORPORATION)
#C-1
930 WEST 16TH ST.
COSTA MESA, CA 92627, ASSIGNEE OF MAUI
AND SONS (PARTNERSHIP) CORONA DEL
MAR, CA 92625

FOR: SWIMMING SUITS AND TEE SHIRTS,
IN CLASS 25 (U.S. CL. 39).
FIRST USE 4-28-1981; IN COMMERCE
10-19-1981.

SER. NO. 343,278, FILED 12-24-1981.

DAVID C. REIHNER, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office



Reg. No. 4,332,351

Registered May 7, 2013

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

HARROW STREET, LTD. (HONG KONG CORPORATION)
CENTRAL PLAZA, 18 HARBOUR ROAD
SUITE 5704-5, 57TH FLOOR
WANCHAI, HONG KONG

FOR: CLOTHING, NAMELY, TEE SHIRTS, TANK TOPS, SHIRTS, PANTS, SHORTS, SWEAT SHIRTS, SWEAT PANTS, JACKETS, SOCKS, HATS AND FOOTWEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 6-1-2010; IN COMMERCE 6-1-2010.

OWNER OF U.S. REG. NOS. 1,432,990, 1,935,966, AND OTHERS.

THE COLOR(S) BLACK, WHITE, GREEN, PINK, YELLOW AND BLUE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

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

THE MARK CONSISTS OF THE WORDING "MAUI ACTIVE" DEPICTED IN WHITE AGAINST A BLACK RECTANGULAR BACKGROUND, WITH A GREEN TRIANGLE, PINK CIRCLE, YELLOW SQUARE AND BLUE RECTANGLE DEPICTED TO THE RIGHT OF THE WORD "MAUI" AND BENEATH THE WORD "ACTIVE".

SN 85-249,798, FILED 2-23-2011.

B. PARADEWELAI, EXAMINING ATTORNEY



Lea Street Lee
Acting 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. 3,260,836

Registered July 10, 2007

**TRADEMARK
PRINCIPAL REGISTER**



HARROW STREET, LTD. (HONG KONG CORPORATION)
28/F, NO. 3 LOCKHART ROAD
HONG KONG, HONG KONG

FOR: CLOTHING, NAMELY, TEE SHIRTS, TANK TOPS, SHIRTS, PANTS, SHORTS, SWEAT SHIRTS, SWEAT PANTS, JACKETS, SOCKS, HATS AND FOOTWEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 2-0-1981; IN COMMERCE 6-0-1992.

OWNER OF U.S. REG. NOS. 1,922,160, 1,935,966, AND 2,210,850.

THE MARK CONSISTS OF "SHARKMAN" FIGURE ON BEACH WITH SURFBOARD.

SER. NO. 78-952,424, FILED 8-15-2006.

GRETТА YAO, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,336,794

Registered Nov. 13, 2007

**TRADEMARK
PRINCIPAL REGISTER**

MISS MALIBU

HARROW STREET, LTD. (HONG KONG CORPORATION)
28/F, NO. 3 LOCKHART ROAD
HONG KONG, HONG KONG

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

FOR: CLOTHING, NAMELY, SHIRTS, TEE SHIRTS, SWEAT SHIRTS, SHORTS, PANTS, SWEAT PANTS, SWIMMING SUITS, SKIRTS, BLOUSES AND HATS, IN CLASS 25 (U.S. CLS. 22 AND 39).

SN 78-806,487, FILED 2-3-2006.

FIRST USE 3-1-2006; IN COMMERCE 3-1-2006.

SALLY SHIH, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,135,017

Registered Aug. 29, 2006

**TRADEMARK
PRINCIPAL REGISTER**

MAUI PRINCESS

HARROW STREET, LTD. (HONG KONG CORPORATION)
28/F., NO. 3 LOCKHART ROAD
HONG KONG, HONG KONG

FOR: CLOTHING, NAMELY, SHIRTS, TEE SHIRTS, SWEAT SHIRTS, SHORTS, PANTS, SWEAT PANTS, SWIMMING SUITS, JACKETS, VESTS, SOCKS, SKIRTS, BLOUSES, SHOES AND HATS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 1-15-1998; IN COMMERCE 1-15-1998.

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

SER. NO. 78-523,628, FILED 11-29-2004.

THEODORE MCBRIDE, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cl.: 39

Reg. No. 1,922,160

United States Patent and Trademark Office Registered Sep. 26, 1995

**TRADEMARK
PRINCIPAL REGISTER**

MAUI AND SONS

HARROW STREET LTD. (HONG KONG CORPORATION)
7/F MANULIFE TOWER
169 ELECTRIC ROAD
NORTH POINT, HONG KONG

FOR: CLOTHING, NAMELY TEE SHIRTS,
SHIRTS, SWEAT SHIRTS, TANK TOPS, PANTS,

SHORTS, SOCKS, JACKETS, VESTS AND
HATS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 4-28-1981; IN COMMERCE
10-19-1981.

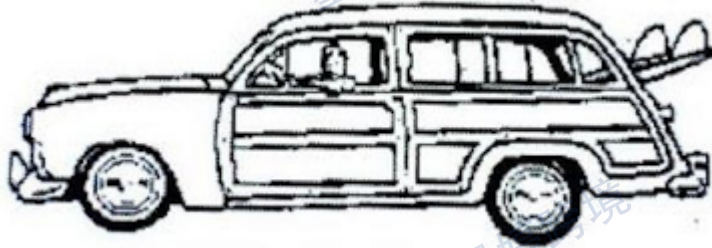
OWNER OF U.S. REG. NO. 1,432,990.

SER. NO. 74-560,089, FILED 8-11-1994.

ANTHONY LUPO, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office



Reg. No. 6,146,278

Registered Sep. 08, 2020

Int. Cl.: 25

Trademark

Principal Register

ABG-AERO IPCO, LLC (DELAWARE LIMITED LIABILITY COMPANY)
Authentic Brands Group, LLC
1411 Broadway
New York, NEW YORK 10018

CLASS 25: Bottoms as clothing; Tops as clothing; Caps being headwear; Hats; Jackets; Shirts; Shorts; Sweatshirts

FIRST USE 2-15-2019; IN COMMERCE 2-15-2019

The mark consists of a design of the driver's side of a woody car being driven by a person with their arm out the window, with a surfboard sticking out of the back of the car.

SER. NO. 88-777,924, FILED 01-29-2020



Andrei Iancu

Director of the United States
Patent and Trademark Office



United States of America

United States Patent and Trademark Office

JIMMY'Z

Reg. No. 6,024,747

Registered Mar. 31, 2020

Int. Cl.: 25

Trademark

Principal Register

ABG-Aero IPCO, LLC (DELAWARE LIMITED LIABILITY COMPANY)
Authentic Brands Group, LLC
1411 Broadway
New York, NEW YORK 10018

CLASS 25: Clothing, namely, active wear and sportswear in the nature of sports bras, bathing suits, tracksuits, leggings, shorts, sweatpants, sweatshirts; shirts; shorts; pants; jackets; sweaters; jeans; trousers; vests; coats; dresses; skirts; hats; caps being headwear; belts; swimwear; footwear; shoes; sneakers; sandals

FIRST USE 2-15-2019; IN COMMERCE 2-15-2019

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

OWNER OF U.S. REG. NO. 4594167

SER. NO. 87-929,400, FILED 05-21-2018



Andrei Iancu

Director of the United States
Patent and Trademark Office

