

## Trademark/Service Mark Application, Principal Register

Serial Number: 77012143

Filing Date: 10/02/2006

The table below presents the data as entered.

Input Field	Entered
<b>SERIAL NUMBER</b>	77012143
<b>MARK INFORMATION</b>	
*MARK	<a href="#">JOE DIMAGGIO</a>
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	JOE DIMAGGIO
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
<b>APPLICANT INFORMATION</b>	
*OWNER OF MARK	DiMaggio, LLC
*STREET	3230 Stirling Road
*CITY	Hollywood
*STATE (Required for U.S. applicants)	Florida
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	33021
<b>LEGAL ENTITY INFORMATION</b>	
*TYPE	LIMITED LIABILITY COMPANY
*STATE/COUNTRY WHERE LEGALLY ORGANIZED	Florida
<b>GOODS AND/OR SERVICES SECTION</b>	
INTERNATIONAL CLASS	016
DESCRIPTION	Paper articles; namely, paper bags, posters, postcards, calendars, greeting cards, trading cards, art prints, lithographic prints, note books, picture books, magazines, photographic prints, portraits, art cards.
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 01/01/1992
FIRST USE IN COMMERCE DATE	At least as early as 01/01/1992
SPECIMEN FILE NAME(S)	<a href="#">\\TICRS\EXPORT2\IMAGEOUT2\770\121\77012143\xml1\AP P0003.JPG</a>
SPECIMEN DESCRIPTION	Tag used on the goods
<b>GOODS AND/OR SERVICES SECTION</b>	

INTERNATIONAL CLASS	043
DESCRIPTION	restaurant services
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 01/01/1937
FIRST USE IN COMMERCE DATE	At least as early as 01/01/1937
SPECIMEN FILE NAME(S)	<a href="\\TICRS\EXPORT2\IMAGEOUT2\770\121\77012143\xml1\AP P0004.JPG">\\TICRS\EXPORT2\IMAGEOUT2\770\121\77012143\xml1\AP P0004.JPG</a>
SPECIMEN DESCRIPTION	Advertisement for Restaurant on Web
<b>GOODS AND/OR SERVICES SECTION</b>	
INTERNATIONAL CLASS	025
DESCRIPTION	clothing; namely, shirts, T-shirts, tank tops, jerseys, sweatshirts, sweaters, shorts, sweatpants, bicycle pants, bicycle skinsuits, leotards, sleepwear, beachwear, jackets, belts, rainwear, socks, aprons, cloth bibs, kerchiefs, and wrist bands; headwear; namely, hats, caps visors, and head bands; neckwear; namely, scarves, bandanas, and neckties
FILING BASIS	SECTION 1(a)
SPECIMEN FILE NAME(S)	<a href="\\TICRS\EXPORT2\IMAGEOUT2\770\121\77012143\xml1\AP P0005.JPG">\\TICRS\EXPORT2\IMAGEOUT2\770\121\77012143\xml1\AP P0005.JPG</a>
SPECIMEN DESCRIPTION	Tagging used for clothing
<b>GOODS AND/OR SERVICES SECTION</b>	
INTERNATIONAL CLASS	028
DESCRIPTION	toys and games; namely, action or play figurines, plastic animal replica figurines, water squirting toys; autographed sports memorabilia, namely baseballs, hats, jerseys and batting helmets; toy sports figurines, trading card games, bendable toys, rubber character toys, plastic character toys, inflatable toys, squeeze toys, dolls and sports balls, card games, board games, toy figures and stuffed toys, mechanical action and mobile toys, baby rattles, kites, jigsaw puzzles, board games, party favors in the nature of small toys, costume masks, and plush animals; dolls; holiday items; namely, Christmas tree ornaments and decorations; and protective head covers for golf clubs
FILING BASIS	SECTION 1(a)
SPECIMEN FILE NAME(S)	<a href="\\TICRS\EXPORT2\IMAGEOUT2\770\121\77012143\xml1\AP P0006.JPG">\\TICRS\EXPORT2\IMAGEOUT2\770\121\77012143\xml1\AP P0006.JPG</a>
SPECIMEN DESCRIPTION	Tagging used on the goods.
<b>GOODS AND/OR SERVICES SECTION</b>	
INTERNATIONAL CLASS	035
DESCRIPTION	retail store services, mail order retail services, and on-line store services featuring sports, outdoor and travel equipment, clothing, footwear, sports, outdoor and travel accessories and publications; Copyright and trademark management and administration of blanket licensing of rights to sports photos, trademark, and audiovisual programs
FILING BASIS	SECTION 1(a)

SPECIMEN FILE NAME(S)	<a href="#">\\TICRS\EXPORT2\IMAGEOUT2\770\121\77012143\xml1\AP P0007.JPG</a>
SPECIMEN DESCRIPTION	Image of hospital utilizing trademark
<b>ATTORNEY INFORMATION</b>	
NAME	Pollie Gautsch
FIRM NAME	De Novo Legal, LLP
STREET	171 Saxony Road, Suite 209
CITY	Encinitas
STATE	California
COUNTRY	United States
ZIP/POSTAL CODE	92024
PHONE	858-344-5905
EMAIL ADDRESS	pollie@denovollp.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
<b>CORRESPONDENCE INFORMATION</b>	
NAME	Pollie Gautsch
FIRM NAME	De Novo Legal, LLP
STREET	171 Saxony Road, Suite 209
CITY	Encinitas
STATE	California
COUNTRY	United States
ZIP/POSTAL CODE	92024
PHONE	858-344-5905
EMAIL ADDRESS	pollie@denovollp.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
<b>FEE INFORMATION</b>	
NUMBER OF CLASSES	5
FEE PER CLASS	325
TOTAL FEE DUE	1625
<b>SIGNATURE INFORMATION</b>	
SIGNATURE	/chris stuart/
SIGNATORY'S NAME	Chris Stuart
SIGNATORY'S POSITION	attorney for applicant
DATE SIGNED	10/02/2006
<b>FILING INFORMATION SECTION</b>	
SUBMIT DATE	Mon Oct 02 23:39:32 EDT 2006
	USPTO/BAS-XX.XXX.XXX.XXX- 20061002233932305221-7701

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## Trademark/Service Mark Application, Principal Register

**Serial Number: 77012143**

**Filing Date: 10/02/2006**

### To the Commissioner for Trademarks:

**MARK:** JOE DIMAGGIO (Standard Characters, see [mark](#))

The literal element of the mark consists of JOE DIMAGGIO. The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, DiMaggio, LLC, a limited liability company legally organized under the laws of Florida, having an address of 3230 Stirling Road, Hollywood, Florida, United States, 33021, requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended.

International Class 016: Paper articles; namely, paper bags, posters, postcards, calendars, greeting cards, trading cards, art prints, lithographic prints, note books, picture books, magazines, photographic prints, portraits, art cards.

Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, or the applicant's predecessor in interest used the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended.

In International Class 016, the mark was first used at least as early as 01/01/1992, and first used in commerce at least as early as 01/01/1992, and is now in use in such commerce. The applicant is submitting or will submit one specimen for *each class* showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) Tag used on the goods.

[Specimen File1](#)

International Class 043: restaurant services

Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, or the applicant's predecessor in interest used the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended.

In International Class 043, the mark was first used at least as early as 01/01/1937, and first used in commerce at least as early as 01/01/1937, and is now in use in such commerce. The applicant is submitting or will submit one specimen for *each class* showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) Advertisement for Restaurant on Web.

[Specimen File1](#)

International Class 025: clothing; namely, shirts, T-shirts, tank tops, jerseys, sweatshirts, sweaters, shorts, sweatpants, bicycle pants, bicycle skinsuits, leotards, sleepwear, beachwear, jackets, belts, rainwear, socks, aprons, cloth bibs, kerchiefs, and wrist bands; headwear; namely, hats, caps visors, and head bands; neckwear; namely, scarves, bandanas, and neckties

Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, or the applicant's predecessor in interest used the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended.

In International Class 025, the mark was first used at least as early as \_\_\_\_\_, and first used in commerce at least as early as \_\_\_\_\_, and is now in use in such commerce. The applicant is submitting or will submit one specimen for *each class* showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) Tagging used for clothing.

[Specimen File1](#)

International Class 028: toys and games; namely, action or play figurines, plastic animal replica figurines, water squirting toys; autographed sports memorabilia, namely baseballs, hats, jerseys and batting helmets; toy sports figurines, trading card games, bendable toys, rubber character toys, plastic character toys, inflatable toys, squeeze toys, dolls and sports balls, card games, board games, toy figures and stuffed toys, mechanical action and mobile toys, baby rattles, kites, jigsaw puzzles, board games, party favors in the nature of small toys, costume masks, and plush animals; dolls; holiday items; namely, Christmas tree ornaments and decorations; and protective head covers for golf clubs



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