

# UNITED STATES PATENT AND TRADEMARK OFFICE

**SERIAL NO:** 79/016993

**APPLICANT:** A+Bproductions Limited

**\*79016993\***

**CORRESPONDENT ADDRESS:**

Peter S. Sloane  
Ostrolenk, Faber, Gerb & Soffen, LLP  
7th Floor  
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New York NY 10036

**RETURN ADDRESS:**

Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451

**MARK:** ROOBARB

**CORRESPONDENT'S REFERENCE/DOCKET NO :** T/259-58 & T

Please provide in all correspondence:

**CORRESPONDENT EMAIL ADDRESS:**

1. Filing date, serial number, mark and applicant's name.
2. Date of this Office Action.
3. Examining Attorney's name and Law Office number.
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## OFFICE ACTION

**RESPONSE TIME LIMIT:** TO AVOID ABANDONMENT, THE OFFICE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF THE MAILING OR E-MAILING DATE.

**MAILING/E-MAILING DATE INFORMATION:** If the mailing or e-mailing date of this Office action does not appear above, this information can be obtained by visiting the USPTO website at <http://tarr.uspto.gov/>, inserting the application serial number, and viewing the prosecution history for the mailing date of the most recently issued Office communication.

Serial Number 79/016993

This letter responds to the applicant's communication filed on January 29, 2007.

Pursuant to TMEP §714.04, the requirements for (1) a definite identification of goods and (2) for the disclaimer of "rhubarb" in classes 29, 30 and 32 have been satisfied and are now withdrawn.

The refusal pursuant to Trademark Act Section 2(d) regarding Registration No. 2942223 is withdrawn.

For the reasons set forth below, the refusal under Trademark Act Section 2(d), 15 U.S.C. §1052(d), is now made FINAL with respect to U.S. Registration No. 2840593. 37 C.F.R. §2.64(a).

### Likelihood of Confusion

*The stated FINAL refusal refers to class 28 only and does not bar registration in the other classes.*

The examining attorney refuses registration under Trademark Act Section 2(d), 15 U.S.C. §1052(d), because the applicant's mark, when used on or in connection with the identified goods, so resembles the mark in U.S. Registration Nos. 2840593 as to be likely to cause confusion, or to cause mistake, or to deceive. TMEP §§1207.01

A likelihood of confusion determination requires a two-part analysis. First, the marks are compared for similarities in appearance, sound, connotation and commercial impression. *In re E. I. DuPont de Nemours & Co.*, 476 F.2d 1357, 177 USPQ 563 (C.C.P.A. 1973). Second, the goods are compared to determine whether they are similar or related or whether the activities surrounding their marketing are such that confusion as to origin is likely. *In re August Storck KG*, 218 USPQ 823 (TTAB 1983); *In re Int'l Tel. and Tel. Corp.*, 197 USPQ 910 (TTAB 1978); *Guardian Prods. Co., v. Scott Paper Co.*, 200 USPQ 738 (TTAB 1978); TMEP §§1207.01. In comparing the marks, similarity in any one of the elements of sound, appearance or meaning is sufficient to find a likelihood of confusion. In comparing the goods, it is necessary to show that they are related in some manner. *In re Mack*, 197 USPQ 755, 757 (TTAB 1977); TMEP §§1207.01.

The applicant's mark is "Roobarb" and Character Design, and the applicant's relevant goods are "games and playthings, namely, party games, pinball games and target games; gymnastic and sporting articles, namely, gymnastic apparatus, golf clubs and soccer balls; dolls, plush dolls, soft brush tricot dolls, battery-operated and electronic-operated dolls, sound-emitting dolls, walking dolls, articulated and non-articulated dolls, dolls with moving pans; doll clothing, doll accessories; puppets; toys, namely stuffed toy animals, toy figures, cloth and plush stuffed toys and puzzles; soft-sculpture toys; toy building blocks; pull toys; battery-operated talking toy phones; bendable toys; toy mobiles and wind-up walking toys; musical toys; games, namely card games, skill and action games, dice games, wooden puzzles, jigsaw, cube and cardboard puzzles, three-dimensional puzzles, and puzzles within frames; dominoes, picture puzzles; board games; baby rattles; infants rattles; toy mobiles and wind-up walking toys; mechanical toys; electronic action toys; toy model action figure kits, consisting primarily of toy action figures, accessories therefore, and cases for action figures; party games, inflatable bath and pool toys; sand toys, namely toy pails and toy shovels; roller skates, ride-on toys, battery-operated ride-on toys, toy banks; toy flashlights, kites, play plastic and children's portable inflatable swimming pools, toy bubble blowers and bubble solution; Christmas tree ornaments; trading cards games; playing cards; confetti; paper party favors; toy masks."

The registrant's mark in Registration No. 2840593 is the typed mark "Rhubarb" and the registrant's goods are "toy figures."

### *Similarity of the Marks*

The applicant's and the registrant's marks are similar in that the literal portion of applicant's mark sounds the same as the registrant's mark. (Please see the pronunciation of "rhubarb" in the previously attached dictionary definition). The marks are essentially phonetic equivalents and are thus similar sounding. Similarity in sound alone may be sufficient to support a finding of likelihood of confusion. *RE/MAX of America, Inc. v. Realty Mart, Inc.*, 207 USPQ 960, 964 (TTAB 1980); *Molenaar, Inc. v. Happy Toys Inc.*, 188 USPQ 469 (TTAB 1975); *In re Cresco Mfg. Co.*, 138 USPQ 401 (TTAB 1963); TMEP §1207.01(b)(iv). While the applicant's mark includes a design element and the registrant's does not, it is the word portion that is more likely to be impressed upon a purchaser's memory and to be used in calling for the goods. Therefore, the word portion is normally accorded greater weight in determining

likelihood of confusion. *In re Dakin's Miniatures Inc.*, 59 USPQ2d 1593, 1596 (TTAB 1999); *In re Appetito Provisions Co.*, 3 USPQ2d 1553 (TTAB 1987); *Amoco Oil Co. v. Amerco, Inc.*, 192 USPQ 729 (TTAB 1976); TMEP §1207.01(c)(ii).

#### *Relatedness of the Goods*

The applicant and the registrant both specify “toy figures” in their identification of goods. In addition, because it is common for originators of toys to offer many types of toys, especially when the mark is also a character, the applicant’s other toys are related to the registrant’s goods. Any goods or services in the registrant’s normal fields of expansion must also be considered in order to determine whether the registrant’s goods or services are related to the applicant’s identified goods or services for purposes of analysis under Section 2(d). *In re General Motors Corp.*, 196 USPQ 574 (TTAB 1977). The test is whether purchasers would believe the product or service is within the registrant’s logical zone of expansion. *CPG Prods. Corp. v. Perceptual Play, Inc.*, 221 USPQ 88 (TTAB 1983); TMEP §1207.01(a)(v). Please see the attached evidence from the Internet, and additional third party registrations, showing the same mark used on several types of toys indicating the relatedness of the applicant’s and the registrant’s goods.

#### *Likelihood of Confusion*

The applicant argues that the marks can be distinguished because they are spelled differently, because they identify different characters, and because the purchasers are sophisticated.

Specifically, the applicant argues that children are sophisticated purchasers and would be able to distinguish between the two marks. However, the examining attorney believes that it is more likely that it is parents that are the relevant purchasers, and that they are less likely to be sophisticated purchasers. Even if parents were sophisticated purchasers, the fact that purchasers are sophisticated or knowledgeable in a particular field does not necessarily mean that they are sophisticated or knowledgeable in the field of trademarks or immune from source confusion. See *In re Decombe*, 9 USPQ2d 1812 (TTAB 1988); *In re Pellerin Milnor Corp.*, 221 USPQ 558 (TTAB 1983); TMEP §1207.01(d)(vii).

The fact that the marks are spelled differently does not negate the aural confusion between the two marks. They sound the same when pronounced, and the design, although apart of the mark, is not pronounced at all. Thus, when a parent asks a clerk in a department store for the rhubarb toy figure, either figure may be produced. Because the literal portions of both marks are nearly identical in sound and meaning, the addition of the design element does not obviate the similarity between the marks in this case. *In re Shell Oil Company*, 992 F.2d 1204, 26 USPQ2d 1687 (Fed. Cir. 1993); *Coca-Cola Bottling Co. v. Joseph E. Seagram & Sons, Inc.*, 526 F.2d 556, 188 USPQ 105 (C.C.P.A. 1975); TMEP §1207.01(c)(ii). Also, because the registrant’s mark does not include that character it represents, the examining attorney cannot consider the difference between the two characters.

In addition, the Trademark Act not only guards against the misimpression that the senior user is the source of the junior user’s goods or services, but it also protects against “reverse confusion,” that is, that the junior user is the source of the senior user’s goods or services. *In re Shell Oil Co.*, 992 F.2d 1204, 1208, 26 USPQ2d 1687, 1690 (Fed. Cir. 1993); *Banff Ltd., v. Federated Department Stores*, 6 USPQ2d 1187 (2d Cir. 1988); *Fisons Horticulture v. Vigor Industries*, 31 USPQ2d 1592 (3d Cir. 1994). Indeed, woe be unto the parent that is asked to get “Roobarb” the dog toy figure and he or she retrieves “Rhubarb” Strawberry Shortcake’s raccoon friend toy figure.

Thus, because literal portions of the applicant's and the registrant's marks are similar in sound and meaning, and because the applicant's and the registrant's goods are the same or related, there is a likelihood of confusion between the applicant's and the registrant's marks. Any doubt regarding a likelihood of confusion is resolved in favor of the prior registrant. *Hewlett-Packard Co. v. Packard Press Inc.*, 281 F.3d 1261, 62 USPQ2d 1001, 1004 (Fed. Cir. 2002); *In re Hyper Shoppes (Ohio), Inc.*, 837 F.2d 463, 6 USPQ2d 1025 (Fed. Cir. 1988); TMEP §§1207.01(d)(i).

### **Response to Final Action and Partial Abandonment**

If the applicant does not respond within six months of the mailing date of this final action, then the following classes to which the final refusal(s) and/or requirement(s) apply will be **deleted** from the application: 28. The application will proceed forward for the remaining classes 15 U.S.C. §1062(b); 37 C.F.R. §2.65(a).

Applicant may respond to this final action by:

- (1) submitting a response that fully satisfies all outstanding requirements, if feasible (37 C.F.R. §2.64(a)); and/or
- (2) filing an appeal to the Trademark Trial and Appeal Board, with an appeal fee of \$100 per class (37 C.F.R. §§2.6(a)(18) and 2.64(a); TMEP §§715.01 and 1501 *et seq.*; TBMP Chapter 1200).

In certain circumstances, a petition to the Director may be filed to review a final action that is limited to procedural issues, pursuant to 37 C.F.R. §2.63(b)(2). 37 C.F.R. §2.64(a). *See* 37 C.F.R. §2.146(b), TMEP §1704, and TBMP Chapter 1201.05 for an explanation of petitionable matters. The petition fee is \$100. 37 C.F.R. §2.6(a)(15).

If the applicant has questions about its application, please telephone the assigned trademark examining attorney directly at the number below.

/Dayna J. Browne/  
Trademark Attorney  
Law Office 104  
Ph: (571) 272-8361  
Fax: (571) 273-9104

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C.F.R. §2.197.

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# Strawberry Shortcake

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 This article has been tagged since February 2007.

*This article refers to the character; for the dessert, see [shortcake](#).*

**Strawberry Shortcake** is a licensed character owned by American Greetings, originally used in greeting cards and expanded to include dolls, posters, and other products. The Strawberry Shortcake properties also include a toy line of the character's friends and pets.

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## History

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The original design of Strawberry Shortcake and her cat *Custard* was done in 1977 by *Muriel Fahrion* during her time as a greeting card illustrator at American Greetings' Juvenile & Humorous card department. After the idea was presented to *Bernie Loomis* of *General Mills* and became a licensing entity, Fahrion designed a subsequent thirty-two characters for *Those Characters From Cleveland* (American Greetings' toy & licensing design division).

*Cindy Moyer Patton* and *Janet Jones* designed other later characters of the classic Strawberry Shortcake line. *Lyn Edwards* was the editor of the line and along with brainstorm group developed the personality profiles and the story line and philosophy. The first doll was a rag doll directed by *Muriel Fahrion* and created by *Susan Trentel*, Fahrion's sister.

The Strawberry Shortcake line of characters each had their own fruity or dessert-themed name with clothing to match, and they each had a dessert- or fruit-named pet. Like the Strawberry Shortcake doll, all the other characters' dolls had hair scented to match their dessert theme. The characters lived and played in a magical

pet. Like the Strawberry Shortcake doll, all the other characters' dolls had hair styled to match their dessert theme. The characters lived and played in a magical world known as Strawberryland.

During the 1980s, Strawberry Shortcake became a huge fad. At the time, there were several related products, such as sticker albums, clothes, a videogame for the Atari 2600 [1] [2], and several other products. Several videos were made featuring the characters, one each year between 1980 and 1985, when the fad had apparently waned. Kenner produced no new dolls or toys thereafter.

In 1991, THQ tried reviving the franchise by producing an updated line of Strawberry Shortcake dolls. Strawberry and five of her classic friends each got a makeover, with new clothes, hair, and eyes. However, the line enjoyed at best a modest success, lasting just the one year.

In 2002, the franchise was revived again, this time with a revamped look by a different designer. Also, for the first time ever, a television series with new DVD and VHS (and in certain markets, Video CD) releases was made, along with many strong licensing deals. Bandai (along with KellyToy) was granted the rights to manufacturing the dolls and toys. DiC Entertainment was granted rights in producing the TV series, who sub-licensed the production of videos, DVDs and Video CDs of the series to 20th Century Fox Home Videos (who subsequently licenses the production of the video outside the US to various other licensees). For the first time in almost two decades, new videogames were launched, produced by The American Game Factory for the Nintendo GameBoy Advance and Nintendo DS. Educational CD-ROMs for the PC were also produced. The current revival is still running, with the most recent activity being the release of a CGI-animated feature film into the US market as well as games based on the feature film for various different gaming platforms.

In 2006, Playmates Toys picked up the rights to make Strawberry Shortcake figures. The line is named "A World Of Friends". The doll Frosty Puff was new to this line, but, although a good deal of shuffling and re-distribution was made concerning the pets of the re-launched characters, very few of the new dolls were actually merchandised with pets.

### 1980s Friends

[edit]

The following is a list of the original Strawberry Shortcake's friends and villains with their pets and release dates. There is a bit of "wiggle room" in a few cases, between the introduction of a character, and their release as a toy. For instance, Raspberry Tart (the character) was introduced in 1980, with the first Strawberry Shortcake TV Special, alongside Huckleberry Pie, Apple Dumplin', etc., but wasn't released as a Doll until the next year. The same is true of Strawberry Shortcake's nemesis, The Peculiar Purple Pie Man. Plum Puddin' also debuted in 1980, but would not get a doll until 1984, by which time the character had apparently switched genders, and was now a girl! Moreover, with the exception of Apple Dumplin', Apricot, and The Purple Pie Man, none of the other characters would come packaged with pets (or indeed, be even known to HAVE pets) until the 1982 releases, when all the earlier-released characters were re-issued with their animal friends. A couple of the below-listed characters weren't produced as dolls at all, namely I.N. Honey, Raisin Cane, and Baby Needs-A-Name, who was only made as a larger-sized "Blow-Kiss" baby doll. Raisin Cane was introduced as the niece of villainess Sour Grapes in Issue #1 of Star Comics' (an imprint of Marvel Comics) short-lived Strawberry Shortcake Comic Book, and, as far as is known, was never considered for any kind of commercial merchandising.

Friend	Introduction	Pet
Huckleberry Pie	1980	<i>Pupcake the dog</i>
Blueberry Muffin	1980	<i>Cheesecake the mouse</i>
Apple Dumplin'	1980	<i>Tea Time Turtle</i>
Raspberry Tart	1980	<i>Rhubarb the monkey</i>
Orange Blossom	1981	<i>Marmalade the butterfly</i>
Lemon Meringue	1981	<i>Frappe the frog</i>
Apricot	1981	<i>Hopsalot Bunny</i>
T. N. Honey	1981	<i>No known pet</i>
Butter Cookie	1982	<i>Jelly Bear</i>
Lime Chiffon	1982	<i>Parfait the parrot</i>
Cherry Cuddler	1982	<i>Gooseberry</i>
Angel Cake	1982	<i>Souffle' the skunk</i>

Almond Tea	1983	Marza Panda
Café Ole'	1983	Burrito the burro
Crêpe Suzette	1983	Éclair the poodle
Mint Tulip	1983	Marsh Mallard the duck
Lem n' Ada(twins)	1983	Sugar Woofer
Peach Blush	1984	Melonie Belle the lamb
Plum Puddin'	1984	Elderberry Owl
Baby Needs-A-Name	1984	Fig Boot
Banana Twirl	1985	<i>No known pet</i> <sup>[1]</sup>

1. ^ Prototype toys of a line of "Baby Pets", from a projected (but unproduced) line of Strawberry Shortcake "Babies" dolls, apparently planned for release in 1986, are known to exist. Included in this line-up are infant versions of Custard, Marmalade, Marsh Mallard, Elderberry, Melonie Belle, Cheesecake, Frappe', and an otherwise unheard-of yellow baby elephant. Since five of these eight pets correspond to the girls featured in 1985 "Berrykins" Assortment of dolls (Strawberry, Orange Blossom, Mint Tulip, Plum Puddin' and Peach Blush), it appears that the unknown pet may be associated with the sixth Berrykins Doll, Banana Twirl.

Villain	Introduction	Pet
The Peculiar Purple Pieman of Porcupine Peak	1980	Berry Bird
Sour Grapes	1982	Dregs the snake
Raisin Cane (Sour Grapes' niece)	1985	Durt the worm

### 1980s toys

[edit]

- Berry Bake Shoppe
- Garden House Gazebo
- Berry Cycle
- Carousel
- Big Berry Trolley
- Flitterbit the Butterfly
- **Berry Merry Worm**
- **Berry Happy Home**
- **Maple Stirrup** and the Oatsmobile
- Snail Cart

### 2002-current relaunched characters and DVD voice actors

[edit]



Character	Voice Actor
Strawberry Shortcake	<b>Sarah Heinke</b>
Custard the cat	<b>Sarah Koslosky</b> <b>Anna Jordan</b>
Pupcake the dog	<b>Nils Haaland</b>
Apple Dumplin'	<b>Katie Labosky</b>





A contemporary Strawberry Shortcake poster called "Berry Best Friends"

Apple Dumplin'	Katie Labosky
Angel Cake	Rachel Ware
Ginger Snap	Samantha Triba
Huckleberry Pie	Daniel Canfield James Street
Blueberry Muffin	Bianca Heyward
Peppermint Fizz	Rebecca Noodle
Orange Blossom	Dejare Barfield
Coco Calypso	Melissa Deni
Rainbow Sherbet	Laura Grimm
Seaberry Delight	Abigail Leib
Crepes Suzette	Caroline Iliff
Tea Blossom	Marissa Maliani
Frosty Puff	Samantha Triba
Tangerina Torta	Caroline Iliff Dana Donlan
Raspberry Torte	Haley Hyden-Soffer
Lemon Meringue	Mary Waltman
Peculiar Purple Pie Man (villain)	Cork Ramer
Licorice Whip (villain)	Jerry Longe
Sour Grapes (villain)	Bridget Robbins

**Relaunched characters and their pets, and homes**

[\[edit\]](#)

A little revamping took place at the characters' relaunch. Both Pupcake and Custard now belong to Strawberry Shortcake. In Pupcake's place, a new pet, Shoofly Frog, was introduced as Huckleberry Pie's pet. And Apple Dumplin' was relaunched as Strawberry Shortcake's sister. Also, Strawberryland is now divided into "districts" like Cakewalk, Orange Blossom Acres, Huckleberry Briar and Cookie Corners.

Character	Pet(s)	Home	Notes
Strawberry Shortcake	Custard the cat and Pupcake the dog	Strawberryland	
Apple Dumplin'	Apple Ducklin'	Strawberryland	Re-introduced as Strawberry Shortcake's little sister
Ginger Snap	Chocolate Chipmunk	Cookie Corners	
Angel Cake	Vanilla Icing the lamb	Cakewalk	
Orange Blossom	Marmalade the butterfly	Orange Blossom Acres	
Huckleberry Pie	Shoofly the frog	Huckleberry Briar	
Peppermint Fizz	Cola Chameleon	Peppermint Place	
Coco Calypso	Papaya Parrot	Seaberry Beach	
Blueberry Muffin	Cheesecake the mouse	Blueberry Valley	

<a href="#">Rainbow Sherbet</a>	<a href="#">Triple Ripple the toucan</a>	<a href="#">Punch Bowl Pond</a>	Pet also sometimes called Triple Dip or even Triple Treat
<a href="#">Seaberry Delight</a>	<a href="#">Kiwi the sea turtle</a>	<a href="#">Seaberry Sea</a>	
<a href="#">Lemon Meringue</a>	<a href="#">Sourball the skunk</a>	<a href="#">Lemon Lane</a>	
<a href="#">Raspberry Torte</a>	<a href="#">Rhubarb the racoon</a>	<a href="#">Raspberry Fields</a>	
<a href="#">Crepes Suzette</a>	<a href="#">Eclair the poodle</a>	<a href="#">Chez Crepes in Pearis</a>	
<a href="#">Tea Blossom</a>	<a href="#">Marza Panda</a>	<a href="#">Plum Blossom Province</a>	
<a href="#">Tangerina Torta</a>	<a href="#">Banana Bongo the monkey</a>	<a href="#">Tangerine Rosque</a>	
<a href="#">Frosty Puff</a>	<a href="#">Freezer Pop the penguin</a>	<a href="#">Niceland</a>	
<a href="#">Apricot</a>	<a href="#">Hopsalot the bunny</a>	<i>TBA</i>	
<a href="#">Cherry Cuddler</a>	<a href="#">Gooseberry (TBA, not yet finalized)</a>	<a href="#">Pearis(tba, not yet finalized)</a>	

Villains	Pet(s)	Home	Note
<a href="#">Licorice Whip</a>	<a href="#">Raven</a>	<a href="#">Traveling Horsey Hoedown Show</a>	introduced in the <i>Adventures on Ice Cream Island</i> DVD/episode
<a href="#">Peculiar Purple Pie Man</a>	<a href="#">Berry Bird</a>	<a href="#">Porcupine Peak</a>	re-introduced in the <i>Sweet Dreams</i> movie
<a href="#">Sour Grapes</a>	<a href="#">Dregs the snake</a>	<a href="#">Porcupine Peak</a>	re-introduced in the <i>Sweet Dreams</i> movie as The Peculiar Purple Pie Man's sister. Dregs is re-introduced in the "Berry Blossom Festival" movie/dvd.

### Strawberryland Fillies

[\[edit\]](#)

Filly	Friend of	Home	Note
<a href="#">Honey Pie Pony</a>	<a href="#">Strawberry Shortcake</a>	<a href="#">Honey Pie Pastures</a>	Has a friend/pet named Honey Doodle the bee.
<a href="#">Cookie Dough</a>	<a href="#">Ginger Snap</a>	<a href="#">Ice Cream Island</a>	
<a href="#">Milkshake</a>	<a href="#">Angel Cake</a>	<a href="#">Ice Cream Island</a>	
<a href="#">Orange Twist</a>	<a href="#">Orange Blossom</a>	<a href="#">Ice Cream Island</a>	
<a href="#">Huckleberry Hash</a>	<a href="#">Huckleberry Pie</a>	<a href="#">Ice Cream Island</a>	
<a href="#">Cherry Vanilla</a>	<a href="#">Peppermint Fizz</a>	<a href="#">Ice Cream Island</a>	
<a href="#">Spumoni</a>	<a href="#">Coco Calypso</a>	<a href="#">Ice Cream Island</a>	
<a href="#">Blueberry Sundae</a>	<a href="#">Blueberry Muffin</a>	<a href="#">Ice Cream Island</a>	
<a href="#">Pistachio</a>	<a href="#">Seaberry Delight</a>	<a href="#">Ice Cream Island</a>	
<a href="#">Butter Pecan</a>	<a href="#">Rainbow Sherbet</a>	<a href="#">Ice Cream Island</a>	
<a href="#">Lemon Ice</a>	<a href="#">Lemon Meringue</a>	<a href="#">Ice Cream Island</a>	
<a href="#">Raspberry Ripple</a>	<a href="#">Raspberry Torte</a>	<a href="#">Ice Cream Island</a>	
<a href="#">Ambrosia</a>		<a href="#">Cinnamon Forest</a>	a magical unicorn in some of the stories told by the friends

## Movies, the TV show and specials [edit]

### 1980s television specials [edit]

In the early 1980s, there were six television specials starring Strawberry Shortcake. The first three were made by [Romeo Muller](#) and Fred Wolf, and the rest were produced by the Canadian company [Nelvana](#). [Russi Taylor](#) provided the voice of Strawberry Shortcake for all six specials.

Special	Release Year
<i>The World of Strawberry Shortcake</i>	3/1/1980
<i>Strawberry Shortcake in Big Apple City</i>	10/10/1981
<i>Strawberry Shortcake: Pets on Parade</i>	(1982)
<i>Strawberry Shortcake: Housewarming Surprise</i>	(1983)
<i>Strawberry Shortcake and the Baby Without a Name</i>	(1984)
<i>Strawberry Shortcake Meets the Berrykins</i>	(1985)

As of February 2007, it has been announced that *The World of Strawberry Shortcake*, *Strawberry Shortcake in Big Apple City* and *Strawberry Shortcake and the Baby Without a Name* will be re-released on DVD.

### 2000s TV series [edit]

In 2003, almost two decades after the last special aired, Strawberry Shortcake finally got her own TV show, animated and produced by [DIC Entertainment](#). At present, there are 20 episodes released[2] . They have been released by Fox on DVD and VHS (and on VideoCD in certain markets by various Fox Licensees) as well (see below), and currently air on select networks worldwide.

### 2000s Episodes [edit]

#	Episode	Release date	Notes
1/2	Meet Strawberry Shortcake	3/11/2003	45 minutes length, broadcast version either edited to 22 minutes, or presented as a two-parter
3/4	Spring for Strawberry Shortcake	3/11/2003	45 minutes length, broadcast version either edited to 22 minutes, or presented as a two-parter
5/6	Get Well Adventure	10/14/2003	45 minutes length, broadcast version either edited to 22 minutes, or presented as a two-parter. Released in the UK as <i>Horse Tales</i>
7/8	Berry, Merry Christmas	10/14/2003	45 minutes length, broadcast version either edited to 22 minutes, or presented as a two-parter
9	Horse of a Different Color	8/31/2004	New opening sequence from previous 4/8 episodes, shorter credit sequence. The voice of Huckleberry Pie has changed from <a href="#">Daniel Canfield</a> to <a href="#">James Street</a> for the rest of the series. Also, the voice of Custard the Cat has changed from <a href="#">Sarah Koslosky</a> to <a href="#">Anna Jordan</a> for the rest of the series.
10	Festival of the Fillies	8/31/2004	
11	Here Comes Pupcake	8/31/2004	
12	Peppermint's Pet Peeve	8/31/2004	
13	Angel Cake in the	2/15/2005	

13	Ginger Cane in the Outfield	2/15/2005	
14	Win Some, Lose Some	2/15/2005	
15	The Mystery of Seaberry Shore	2/15/2005	
16	Legend of the Lost Treasure	2/15/2005	
17	Ginger Snap's No-light Night of Fright	8/30/2005	
18	The Blueberry Beast	8/30/2005	
19	The Play's the Thing	10/18/2005	
20	The Costume Party	10/18/2005	
21	A Trip to Pearis, France	2/7/2006	Alternative title: The Friendship Club, New opening sequence from previous episodes, credit sequence no longer includes a thumbnail version of the opening theme sequence.
22	The Great Friendship Festival	2/7/2006	Alternative title: A Festival of Friends
23	When the Berry Fairy Came to Stay	8/22/2006	
24	The Legend of Sherry Bobbleberry	8/22/2006	
25	Baby Takes the Cake	11/14/2006	
26	Piece of Cake	11/14/2006	

**2000s Home Video releases**

[\[edit\]](#)

Shortly after the premiere of the TV series, **20th Century Fox** has released *Strawberry Shortcake* episodes from the new show on DVD (the first few episodes were also released on VHS and bundled with certain toys). They are also released in **VideoCD** format by various fourth party licensees in certain markets.

The first four videos contains only one story but runs for twice the length of the broadcast version of the episode in some markets (other market shows the episode on the first four videos in two parts). It is thought that these episodes were initially created for video and then edited down (or split up) for broadcast. Subsequent videos in the series have two 22-minute episodes in one video.



A set of Strawberry Shortcake VideoCDs exclusive to the South-East Asia region

#	Video (VHS/DVD/VCD)	Release Date	Stories	Notes
1	Meet Strawberry Shortcake	3/11/2003	Meet Strawberry Shortcake	45-minute story
2	Spring for Strawberry Shortcake	3/11/2003	Spring for Strawberry Shortcake	45-minute story
3	Berry, Merry Christmas	10/14/2003	Berry, Merry Christmas	45-minute story

4	Get Well Adventure	10/14/2003	Get Well Adventure	45-minute story, Released in the UK as <i>Horse Tales</i>
5	Adventures on Ice Cream Island	8/31/2004	Horse of a Different Color / Festival of the Fillies	Villain: Licorice Whip
6	Best Pets Yet	8/31/2004	Here Comes Pupcake / Peppermint's Pet Peeve	
7	Seaberry Beach Party	2/15/2005	The Mystery of Seaberry Shore / Legend of the Lost Treasure	
8	Play Day Surprise	2/15/2005	Angel Cake in the Outfield / Win Some, Lose Some	
9	Moonlight Mysteries	8/30/2005	Ginger Snap's No-Light Night of Fright / The Blueberry Beast	
10	Dress-up Days	10/18/2005	The Play's the Thing / The Costume Party	
11	World of Friends	2/7/2006	A Trip to Pearis, France / The Great Friendship Festival	Alt titles: The Friendship Club / A Festival of Friends
12	Berry Fairy Tales	8/22/2006	When the Berry Fairy Came to Stay / The Legend of Sherry Bobbleberry	
13	Cooking Up Fun	11/14/2006	Baby Takes the Cake / Piece of Cake	
14	The Sweet Dreams Movie	2/6/2007	<a href="#">The Sweet Dreams Movie</a>	Villains: The Purple Pie Man and Sour Grapes
				Previously announced to be released on DVD in Spring 2007, the DVD

15	Berry Blossom Festival	5/1/2007	Previously announced to be released on DVD in Spring 2007, the DVD is revamped into an animated feature and is currently showing at selected cineplexes across the US. According to Amazon, it will eventually be released on DVD on May 1st, 2007. The Purple Pie Man and Sour Grapes will also appear in this feature.
16	Let's Dance	Oct. 2007	According to DIC, this latest dvd is slated for release in Oct. 2007

**Short**

[edit]

A five-minute Strawberry Shortcake short, "Growing Better All The Time", is available exclusively in the *Care Bears: Daydreams* DVD (released September 27, 2005) as a bonus feature.

**Game Boy Advance Video**

[edit]

Majesco has also released Strawberry Shortcake episodes as a [Game Boy Advance Video](#) cartridge:

**Strawberry Shortcake Volume 1**

- Meet Strawberry Shortcake
- Spring for Strawberry Shortcake

*Note:* The episodes released on GameBoy Advance Video are the 22-minute edited broadcast version of the episodes (some markets show these episodes as a two-parter without cutting off scenes instead), unlike the video versions which are 45 minutes in length each. Presumably this decision was made to keep the costs of producing the cartridges down (as the need for higher density memory chips would drive the cost of the cartridge up). As a result, two songs and a significant number of scenes from "Meet Strawberry Shortcake", as well as a song and half of the scenes from "Spring for Strawberry Shortcake" were missing from the GBA Video release if compared to the other videos.

**Theatrically-released feature film**

[edit]

In October 2006, the first Strawberry Shortcake film, *The Sweet Dreams Movie*, was released in select cities by Kidtoon Films. The Peculiar Purple Pie-Man of Porcupine Peak and Sour Grapes, which were notably absent from the TV series, are re-introduced in the movie. However, Sour Grapes is re-introduced as Purple Pie-man's sister in materials related to the Sweet Dreams Movie. The movie premiered on DVD on February 6, 2007.

**Criticisms**

[edit]

**Inconsistencies**

[edit]

A criticism from long-time fans is the inconsistency of characters, pets, scents, etc. that exists between the vintage franchise from the 1980's and the current franchise. Some examples are:

*Character names* - Raspberry Tart's name was changed to Raspberry Torte. Almond Tea's name was changed to Tea Blossom.

*Pets* - Pupcake now belongs to Strawberry instead of Huck (who now has Shoofly Frog). Angel Cake no longer has Souffle skunk, but instead Vanilla Icing. Lemon Meringue's pet frog, Frappe, is replaced by Sourball the skunk (possibly explained by the switching of Souffle skunk to Vanilla Icing for Angel Cake). Apple Dumplin's turtle, Teatime, is replaced by Apple Ducklin'. And maybe oddest of all is Rhubarb's (Raspberry's pet) change from a monkey to a raccoon. This might be explained by the existence of Banana Bongo (Tangerina Torte's monkey), although Banana Bongo himself was originally introduced as the leader of a monkey band on Seaberry Beach during the story introducing Coco Calypso and Seaberry Delight.

*Relationships* - Previously unmentioned sibling pairs keep popping up, such as Strawberry Shortcake and Apple Dumplin' and The Purple Pie Man and Sour Grapes. There is also some confusion about the relationship between Crepes Suzette and the younger, recently-introduced Cherry Cuddler. Both have cherry scents and early promotional materials indicated that they are sisters. However, the box for the Playmates doll set indicates they are merely friends.

*Scents* - Playmates' introduction of the 2006 toy line is very loose with the linked scents that have been traditional in this franchise. Examples include cherry used for Crepes Suzette, Grape used for Tea Blossom, etc. While some consider the scent mixing and blending to be part of the fun, it is also criticized for taking some of the unique and distinct personalities and associations away from each individual character.

*Fillies/Donies* - In early 2007, Playmates introduced three new series, but these are different from the previous Strawberryland Fillies. The series belong to

*Fillies/Ponies* - In early 2007, Playmates introduced three new ponies, but these are different from the previous Strawberryland Fillies. The ponies belong to Strawberry Shortcake, Angel Cake, and Crepes Suzette, and are aligned with the Berries to Blossoms doll line. The Honey Pie Pony and Milkshake names are not used and neither pony looks like the fillies previously linked to Strawberry and Angel. The new ponies are not given names of their own.

*Character designs* - Many feel that the Playmates line of dolls does not look anything like the characters on TV or the other materials at all. Likewise, some eBay-savvy fans recently found a line of Baby Strawberry Shortcake dolls from South America that not only look nothing like the other Baby Strawberry Shortcake materials or the episode "Baby Takes the Cake", but even remind some fans of *Psygnosis' Lemmings* games[3] ⓘ.

### The TV show and the movie [edit]

Some people were disappointed with the absence of The Purple Pie Man in the TV series. However, others applauded the removal of villains from the series with the latter preferring that the series being kept in its current format: a real-life adventure type of edutainment program along the lines of *Arthur* and *Caillou*. Two camps clearly exist on this issue: There are fans (adults and children alike) that love the inclusion of antagonists such as Purple Pie Man, Sour Grapes and Licorice Whip. These fans want to continue to see more of them in movies, books, and toys. However, there are others (possibly either non-fans, or others either unfamiliar with the franchise, or only familiar with the current version of the franchise) who feel that the inclusion of villains in the show take away from the primary focus on Strawberry and her friends as well as erode the educational content of the show, and would prefer the show and franchise be kept villain-free.

### American McGee's Strawberry Shortcake [edit]

In 2003, webcomic *Penny Arcade* posted an "advertisement" for an imaginary computer game, *American McGee's Strawberry Shortcake*, in reference to *American McGee's Alice* - a twisted and violent take on *Lewis Carroll's* works. American Greetings took offense to the parody and issued a *cease-and-desist* letter, to which the authors begrudgingly complied [4] ⓘ - but not without making their indignation very clear [5] ⓘ.

Some argue that Penny Arcade's case was not covered under the *fair use* doctrine because the use of the characters in this case was for *satire* [6] ⓘ; they claim that fair use only protects the unauthorized use of copyrighted characters in *parodies* of the original material, and that satire and parody are totally different concepts. Others, however, take the view that parody and satire are equally protected by law [7] ⓘ.

Regardless of the legality of either side's actions, this brief altercation is likely to have caused damage to American Greetings far beyond what the removed piece could have done by itself, given the webcomic's immense popularity (amplified by an article of the lawsuit appearing on *Slashdot* - a news site with a very large readership base and whose majority of readers are for fair use and against the likes of DRM and copy protection), American Greetings made itself look to many eyes as overzealous as *Mattel* in the protection of their properties, to the point of being capable of trampling artistic expression. [8] ⓘ [9] ⓘ [10] ⓘ [11] ⓘ

### External links [edit]

- [Strawberry Shortcake](#) ⓘ - official site
- [Mint Tulip's Garden Tea Party](#) ⓘ - fan site
- [Huckleberry Briar](#) ⓘ - fan site
- [Strawberry Shortcake Guide](#) ⓘ - fan site.
- [Strawberry Shortcake Convention](#) ⓘ
- [Points of Articulation](#) ⓘ - toy web site
- [Strawberry Shortcake Paradise](#) ⓘ - fan site

Categories: [Articles lacking sources from February 2007](#) | [All articles lacking sources](#) | [1980s fads](#) | [1980 introductions](#) | [1980s retro movement](#) | [DiC Entertainment](#) | [Dolls](#) | [First-run syndicated television programs](#)



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Home > Search: **bratz**

**NARROW BY CATEGORY**

- Baby (16)
- Toys (253)

**NARROW BY AGE**

- Birth-12 Months (1)
- 12-24 Months (2)
- 2 Years (2)
- 3 & 4 Years (60)
- 5-7 Years (213)
- 8-11 Years (172)
- more...

**NARROW BY BRAND**

- 20th Century Fox (4)
- 21st Century Fox (1)
- 22nd Century Fox (1)
- 23rd Century Fox (1)
- Barbie (1)
- Bensussen Deutsch & Associates (1)
- more...

**NARROW BY CHARACTER/THEME**

- Bratz (67)
- Bratz Babyz (3)
- Bratz Big Babyz (6)
- Bratz Design Your Own (1)
- Bratz Feelin' Pretty (2)
- Bratz Forever Diamondz (2)
- ...

**TOYS R US RECOMMENDS**

- Bratz Feelin' Pretty Collection - Cloe**  
Our Price: **\$14.99**
- Bratz 13" TV/DVD Player**  
Our Price: **\$179.99**
- Bratz™ Girlfriendz™ Cruiser**  
Our Price: **\$29.99**

Your search found **262** items [ 1 ] 2 3 4 5 6-10 11-15 > View All

Sort by:

- 
- 
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more...

**NARROW BY GENDER**

Both (55)  
Boys (7)  
Girls (183)

**NARROW BY PRICE**

Under \$10 (58)  
\$10 - \$20 (134)  
\$20 - \$30 (41)  
\$30 - \$40 (17)  
\$40 - \$50 (7)  
\$50 - \$75 (2)  
more...

**Disney Pixar's Cars  
The Movie: Spiral  
Speedway**  
Our Price: **\$19.99**



**Chambray Hamper**  
Our Price: **\$19.99**



**Ecru Folding Hamper**  
Our Price: **\$19.99**



**Bratz Babyz On Ice -  
Yasmin**  
List Price: ~~\$11.99~~  
Our Price: **\$4.98**



**Bratz Babyz Boyz:  
Harvey**  
List Price: ~~\$9.99~~  
Our Price: **\$4.98**



**Bratz Babyz Hair Flair  
Doll- Cloe**  
List Price: ~~\$9.99~~  
Our Price: **\$5.29**



**Itsy Bitsy Bratz 4 Doll  
Pack**  
List Price: ~~\$11.99~~  
Our Price: **\$5.98**



**Bratz Babyz - Lil  
Dancin Diva: Yasmin**  
List Price: ~~\$12.99~~  
Our Price: **\$4.98**



**Bratz Babyz Hair Flair  
Doll- Yasmin**  
List Price: ~~\$9.99~~  
Our Price: **\$5.29**





**Bratz Babyz - Lil Dancin Diva: Cloe**  
List Price: ~~\$12.99~~  
Our Price: **\$4.98**



**Bratz™ Ice Champions™ - Yasmin™**  
List Price: ~~\$19.99~~  
Our Price: **\$9.98**



**Bratz Babyz - Lil Dancin Diva: Jade**  
List Price: ~~\$12.99~~  
Our Price: **\$4.98**



**Bratz Big Babyz Bubble Trouble Sasha**  
List Price: ~~\$29.99~~  
Our Price: **\$7.48**



**Bratz™ Design Your Own Sewing Machine**  
Our Price: **\$39.99**



**Washable Prefolded Diapers 6 Pack - White**  
Our Price: **\$16.99**

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**NARROW BY CATEGORY**

Baby (16)  
Toys (253)

**NARROW BY AGE**

Birth-12 Months (1)  
12-24 Months (2)  
2 Years (2)  
3 & 4 Years (60)  
5-7 Years (213)  
8-11 Years (172)  
more...

**NARROW BY BRAND**

20th Century Fox (4)  
21st Century Fox (1)  
22nd Century Fox (1)  
23rd Century Fox (1)  
Barbie (1)  
Bensussen Deutsch & Associates (1)  
more...

**NARROW BY CHARACTER/THEME**

Bratz (67)  
Bratz Babyz (3)  
Bratz Big Babyz (6)  
Bratz Design Your Own (1)  
Bratz Feelin' Pretty (2)  
Bratz Forever Diamondz (2)  
more...

**NARROW BY GENDER**

Both (55)  
Boys (7)  
Girls (183)

**NARROW BY PRICE**

Under \$10 (58)  
\$10 - \$20 (134)  
\$20 - \$30 (41)  
\$30 - \$40 (17)  
\$40 - \$50 (7)  
\$50 - \$75 (2)

**Bratz Babyz Hair Flair Doll - Jade**  
List Price: ~~\$9.99~~  
Our Price: **\$5.29**

**Bratz Babyz Mermaidz Cloe**  
List Price: ~~\$12.99~~  
Our Price: **\$10.99**

**Bratz™ Ice Champions™ - Dana™**  
List Price: ~~\$19.99~~  
Our Price: **\$9.98**

**Bratz Genie Magic- Cloe**  
List Price: ~~\$19.99~~  
Our Price: **\$9.98**

**Bratz Genie Magic- Yasmin**  
List Price: ~~\$19.99~~  
Our Price: **\$9.98**

**Bratz Birthday- Jade**  
List Price: ~~\$14.99~~  
Our Price: **\$7.48**

more...



**Bratz Hair Magic  
Yasmin**  
Our Price: **\$26.99**



**Bratz™ Cyber Style  
Laptop**  
Our Price: **\$49.99**



**Nintendo DS™: Bratz™  
- Forever Diamondz™**  
Our Price: **\$29.99**



**Lil Bratz Toy Box**  
Our Price: **\$34.99**  
Save \$5!\*



**MIUCHIZ Handheld  
Game - Bratz™  
Babyz™ Yasmin™**  
List Price: ~~\$29.99~~  
Our Price: **\$19.98**



**Bratz Kidz Trampoline  
Shoes**  
List Price: ~~\$39.99~~  
Our Price: **\$19.98**



**Bratz Big Babyz The  
Movie Karaoke Singers  
- Yasmin**  
List Price: ~~\$44.99~~  
Our Price: **\$19.98**



**Bratz™ Fashion  
Pixiez™ White Unicorn**  
Our Price: **\$15.99**



**Bratz™ Fashion  
Pixiez™ - Cloe™**  
Our Price: **\$19.99**

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**NARROW BY CATEGORY**  
Baby (3)  
Toys (10)

**NARROW BY AGE**  
3 & 4 Years (1)  
5-7 Years (9)  
8-11 Years (9)  
12-14 Years (9)  
Big Kids (6)

**NARROW BY BRAND**  
20th Century Fox (2)  
Bratz (10)  
Brewster Wallcovering Co (3)  
MGA Entertainment (2)  
Nintendo (1)  
THQ Games (4)




**NARROW BY GENDER**  
Both (2)  
Girls (6)

**TOYS R US RECOMMENDS**

 <b>Bratz Feelin' Pretty Collection - Cloe</b> Our Price: <b>\$14.99</b>	 <b>Bratz 13" TV/DVD Player</b> Our Price: <b>\$179.99</b>	 <b>Bratz™ Girlfiendz™ Cruiser</b> Our Price: <b>\$29.99</b>
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Your search found **13** items [ 1 ]

Sort by:

		
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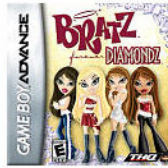
**NARROW BY PRICE**

- Under \$10 (1)
- \$10 - \$20 (7)
- \$20 - \$30 (5)

**Nintendo DS™: Bratz™ - Forever Diamondz™**  
Our Price: **\$29.99**



**MIUCHIZ Handheld Game - Bratz™ Babyz™ Yasmin™**  
List Price: ~~\$29.99~~  
Our Price: **\$19.98**



**MIUCHIZ Handheld Game - Bratz™ Babyz™ Cloe™**  
List Price: ~~\$29.99~~  
Our Price: **\$19.98**



**Game Boy® Advance: Bratz Babyz™**  
List Price: ~~\$29.99~~  
Our Price: **\$19.99**

**Game Boy® Advance: Bratz™ - Forever Diamondz™**  
Our Price: **\$29.99**

**Bratz Prepasted Wall Border - Vegas**  
Our Price: **\$10.99**



**Sony PlayStation® 2: Bratz™ - Forever Diamondz™**  
Our Price: **\$29.99**

**Nintendo Game Cube™: Bratz™ - Forever Diamondz™**  
Our Price: **\$29.99**

**Bratz Prepasted Wall Border - White**  
Our Price: **\$10.99**





**Bratz Rock Angelz DVD**  
Our Price: **\$12.99**



**Bratz Repositionable Stickers - Vegas**  
Our Price: **\$9.99**



**Bratz Stylin' Dance Mat Play on TV Game**  
Our Price: **\$29.99**



**Bratz Genie Magic DVD**  
List Price: ~~\$15.99~~  
Our Price: **\$12.99**

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Home > Search: **bratz**

Your search found **253 items** < 6-10 11-15 [ 16 ] 17 > View All

Sort by:

**NARROW BY CATEGORY**

- "R" Room Décor (14)
- Activities & Learning (25)
- Arts & Crafts (7)
- Bikes, Ride-Ons & More (2)
- Dolls (161)
- Electronics (14)
- more...

**NARROW BY AGE**

- Birth-12 Months (1)
- 12-24 Months (2)
- 2 Years (2)
- 3 & 4 Years (60)
- 5-7 Years (213)
- 8-11 Years (172)
- more...

**NARROW BY BRAND**

- 20th Century Fox (4)
- 21st Century Fox (1)
- 22nd Century Fox (1)
- 23rd Century Fox (1)
- Barbie (1)
- Bensussen Deutsch & Associates (1)
- more...

**NARROW BY CHARACTER/THEME**

- Bratz (64)
- Bratz Babyz (3)
- Bratz Big Babyz (6)
- Bratz Design Your Own (1)
- Bratz Feelin' Pretty (2)
- Bratz Forever Diamondz (2)
- more...


**NARROW BY GENDER**

- Both (50)
- Boys (7)
- Girls (182)


**NARROW BY PRICE**

- Under \$10 (56)

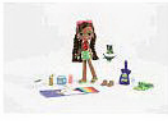
**Bratz Kidz™ American Paint Horse**  
Our Price: **\$12.99**




**Bratz Kidz™ Morgan Horse**  
Our Price: **\$12.99**




**Bratz™ Kidz™ Summer Vacation - Sasha™**  
List Price: ~~\$19.99~~  
Our Price: **\$16.99**



**Bratz™ Pampered Pupz™ - Charlie™**  
Our Price: **\$19.99**




**Bratz Wheeled Apparel Storage Bin - Purple**  
Our Price: **\$9.99**




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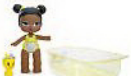
**Bratz™ Rock Angelz**



**Bratz Stickers, Stampers, Stencils and Stuff**  
Our Price: **\$14.99**



**Bratz™ Forever Diamondz**





Under \$10 (56)  
\$10 - \$20 (128)  
\$20 - \$30 (41)  
\$30 - \$40 (16)  
\$40 - \$50 (7)  
\$50 - \$75 (2)  
more...



**Bratz Big Babyz™  
Bathtime Blitz™  
Sasha™**  
Our Price: **\$22.99**



**Bratz® Rock Angelz  
CD**  
Our Price: **\$13.95**



**Bratz Genie Magic**  
Our Price: **\$13.95**



**Bratz™ Party Pack  
Plus**  
Our Price: **\$15.99**



**Bratz® Fashion Fierce  
Big Favor Pack Set of  
4**  
Our Price: **\$19.99**

no image  
available

**Bratz Handbag with  
Slumber Party Kit**  
List Price: ~~\$11.99~~  
Our Price: **\$5.98**



**Bratz Babyz Hair Flair  
Doll- Dana**  
List Price: ~~\$9.99~~  
Our Price: **\$5.29**



**Bratz Itsy City™ 3-in-1  
Party Place™**  
Our Price: **\$29.99**



**Bratz Kidz Sisterz**  
List Price: ~~\$24.99~~  
Our Price: **\$19.98**

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Home > Search: bratz > Arts & Crafts

Your search found **7** items [ 1 ]

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Remove: **Arts & Crafts**


Sort by:


**NARROW BY CATEGORY**  
Craft Kits (5)  
Drawing, Coloring & More (2)


**NARROW BY AGE**  
3 & 4 Years (1)  
5-7 Years (2)  
8-11 Years (5)  
12-14 Years (4)


**NARROW BY BRAND**  
Bratz (6)  
Jakks Pacific (1)  
MGA Entertainment (4)


**NARROW BY PRICE**  
Under \$10 (1)  
\$10 - \$20 (5)

  
**Bratz™ Design Your Own Sewing Machine**  
Our Price: **\$39.99**

  
**Bratz Design Your Own Sew Stylin' Accessories Kit**  
Our Price: **\$12.99**

  
**Bratz Design Your Own - Sew Stylin' Hat Kit**  
Our Price: **\$12.99**





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\$10 - \$20 (5)  
\$30 - \$40 (1)



**Bratz™ Roll Desk  
(purse shaped)**  
Our Price: **\$9.99**



**Bratz Design Your  
Own - Sew Stylin'  
Handbag Kit**  
Our Price: **\$12.99**

available

**Bratz Stickers,  
Stamps, Stencils and  
Stuff**  
Our Price: **\$14.99**



**Bratz Craft Set**  
Our Price: **\$19.99**

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**DORA the EXPLORER**

Home > Dora the Explorer

**NARROW BY CATEGORY**

- "R" Room Décor
- Activities & Learning
- Arts & Crafts
- Bikes, Ride-Ons & More
- Books
- Building Sets, Blocks & Models
- more...

**NARROW BY AGE**

- Birth-12 Months
- 12-24 Months
- 2 Years
- 3 & 4 Years
- 5-7 Years
- 8-11 Years
- more...

**NARROW BY CHARACTER/THEME**

- Blue's Clues
- Dora the Explorer
- Elmo
- Go Diego Go
- I Can Play Piano
- LeapPad

**COME ON! ¡VÁMONOS!**  
check out these Dora EXCLUSIVES!

**MAGIC HAIR FAIRYTALE PRINCESS DORA**

**DORA TRIKE WITH GO GO BIN**

**POWER WHEELS: GET SET GO-KART**

**POWER WHEELS: DORA JEEP**

**FEATURED PRODUCTS**

Top Sellers:	(view all)	Customer Favorites:	(view all)	New Additions:	(view all)
	Dora the Explorer Mr. Face Backpack List Price: <del>\$14.99</del> Our Price: <b>\$9.99</b>		Jumbo Dora the Explorer™ Plush List Price: <del>\$5.99</del> Our Price: <b>\$4.98</b>		My First LeapPad Book: Dora the Explorer To the Rescue List Price: <del>\$12.99</del> Our Price:













more...

**NARROW BY GENDER**

Both  
Boys  
Girls

**NARROW BY PRICE**

Under \$10  
\$10 - \$20  
\$20 - \$30  
\$30 - \$40  
\$40 - \$50  
\$50 - \$75  
more...

 <p>Dora the Explorer: Magic Hair Fairytale Princess Dora Doll List Price: <del>\$32.99</del> Our Price: <b>\$24.99</b></p>	 <p>Dora's TV Explorer Phone Our Price: <b>\$39.99</b></p>	 <p>Dora the Explorer: Splash Around Dora &amp; Boots Our Price: <b>\$12.99</b></p>
 <p>Candy Land - Dora the Explorer List Price: <del>\$11.99</del> Our Price: <b>\$10.69</b></p>	 <p>Dora Trike with Go Go Bin Our Price: <b>\$39.99</b></p>	 <p>Dora the Explorer: Mr. Face Backpack List Price: <del>\$14.99</del> Our Price: <b>\$9.99</b></p>
 <p>Dora the Explorer: Dora's Talking Kitchen with Exclusive 12-inch Chef Dora Doll List Price: <del>\$89.99</del> Our Price: <b>\$79.99</b></p>	 <p>V.Smile Smartridge: Dora the Explorer - Dora's Fix-it Adventure Our Price: <b>\$19.99</b></p>	 <p>Leapster Game: Dora the Explorer-Wildlife Rescue List Price: <del>\$24.99</del> Our Price: <b>\$18.74</b></p>
 <p>Dora the Explorer Pony Place Our Price: <b>\$29.99</b></p>	 <p>Dora Game House Our Price: <b>\$21.99</b></p>	 <p>Dora the Explorer: Dress-Up Adventure Dora Our Price: <b>\$24.99</b></p>
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1. V.Smile Smartridge: Thomas & Friends - Engines Working Together  
**Our Price: \$19.99**



2. Thomas & Friends Toddler Size Rolling Backpack  
List Price: \$14.99  
**Our Price: \$5.29**



3. Thomas & Friends Battery Powered Thomas Engine  
**Our Price: \$19.99**  
Save \$10! \*\*



4. Lego Duplo Play Sets Thomas & Friends Percy at the Water Tower (5556)  
**Our Price: \$11.49**



5. Thomas Track Rider Tunnel and Bridge



6. Thomas and Friends Train



7. Thomas & Friends Water Tower



8. Thomas & Friends Island of Sodor

**Rider Tunnel and  
Expansion Track  
Pack**  
Our Price: **\$49.99**



**Friends Train  
Toddler Bed**  
Our Price:  
**\$249.99**  
Save **\$51\*\***



**Water Tower  
Figure 8 Set**  
Our Price: **\$39.99**  
Save **\$10!\*\***



**Island of Sodor  
(Deco) Play Table**  
List Price: ~~\$229.99~~  
Our Price:  
**\$169.99**



**9. Thomas & Friends  
All Aboard  
Playtable**  
Our Price:  
**\$199.99**  
Save **\$40!\*\***



**10. Thomas & Friends  
World of Sodor  
Quarry Loader**  
Our Price: **\$14.99**



**11. Lego Duplo Play  
Sets Thomas &  
Friends Thomas'  
Load and Carry  
Train Set (5554)**  
Our Price: **\$29.99**



**12. Aquadoodle:  
Thomas the Tank  
Engine Toot N'  
Doodle**  
Our Price: **\$39.99**



**13. Thomas Toy Box**  
List Price: ~~\$99.99~~  
Our Price: **\$89.99**  
Save **\$5!\*\***



**14. Thomas at the  
Station Set - 23  
Piece Set**  
Our Price: **\$26.99**



**15. Thomas' Station  
Stop Matching  
Game**  
Our Price: **\$19.99**



**16. Lego Preschool IP  
Thomas the Tank  
Cargo Loading  
Cranky (3301)**  
Our Price: **\$22.79**



**17. Special Edition  
Battery Operated  
Thomas Track  
Rider**  
Our Price:  
**\$249.99**



**18. Thomas the Tank  
Vehicle**  
List Price: ~~\$29.99~~  
Our Price: **\$24.99**



**19. Thomas' Race on  
the Rails**  
List Price: ~~\$34.99~~  
Our Price: **\$29.99**



**20. Thomas Scootin'  
Sounds Train  
Engine**  
Our Price: **\$39.99**



**21. Thomas & Friends  
Gold Mine  
Mountain Set**  
Our Price:  
**\$129.99**  
Save \$10!\*\*\*



**22. Thomas Figure 8  
Expansion Track  
Set**  
List Price: ~~\$59.99~~  
Our Price: **\$49.99**



**23. Thomas Track  
Rider 3rd Car**  
Our Price: **\$79.99**



**24. Thomas Table &  
Chair Set**  
List Price: ~~\$59.99~~  
Our Price: **\$49.99**  
Save \$5!\*\*\*



**25. Thomas & Friends  
Mountain  
Overpass Set**  
Our Price: **\$89.99**  
Save \$10!\*\*\*



**26. Thomas & Friends  
Echo Tunnel**  
Our Price: **\$49.99**



**27. Take Along  
Thomas  
Roundhouse**  
Our Price: **\$22.99**



**28. Thomas Track  
Rider Bridge,  
XING and Track  
Expansion Set**  
Our Price: **\$69.99**





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1. Thomas the Tank Vehicle  
List Price: \$29.99  
**Our Price: \$24.99**



2. My First LeapPad Book: Thomas & Friends - Thomas and the School Trip  
List Price: \$12.99  
**Our Price: \$10.49**



3. Thomas & Friends Motorized Road and Rails System: Harvey  
**Our Price: \$9.99**  
Buy 2 get the 3rd free!\*



4. Aquadoodle: Thomas the Tank Engine Toot N' Doodle  
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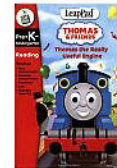
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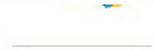
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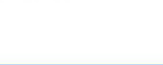
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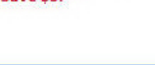
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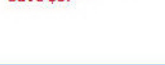
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No

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1249928

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Suite 350 Beverly Hills CALIFORNIA 90210

**Goods/Services**

Class Status -- ACTIVE. IC 028. US 022. G & S: Toys, Games and Playthings, Particularly: Dolls; Puzzles; Water-Play Toys; Snow, Sand and Lawn Toys; Inflatable Toys; Battery-Powered Toys; Ride-On Toys; Toy Figures and Accessories; Toy Masks; Balls; Yo-Yo's; Equipment Sold as a Unit for Playing Board, Target and Card Games; Playsets Sold as a Unit for Creative Play Activities; Toy Chests; Toy Banks; Bubble Making Sets; Kites; Toy Watches; Hobby-Craft Kits Containing Modeling Compound; Toy Weapons; Puppets; Throw-and-Catch Toys; Bats; Marbles; Electronic Hand-Held Games; Toy Vehicles and Accessories; Roller Skates; and Rack Toys. First Use: 1964/06/00. First Use In Commerce: 1964/06/00.

**Prior Registration(s)**

0855910;0959887;1042642

**Filing Date**

1981/02/19

**Print: Mar 24, 2007**

**73297747**

**Examining Attorney**  
UNKNOWN

**TYPED DRAWING**

**Serial Number**

74482940

**Status**

SECTION 8 & 15-ACCEPTED AND ACKNOWLEDGED

**Word Mark**

CASPER

**Standard Character Mark**

No

**Registration Number**

2049395

**Date Registered**

1997/04/01

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(1) TYPED DRAWING

**Owner**

HARVEY ENTERTAINMENT, INC. CORPORATION DELAWARE 435 HUDSON 2ND FLOOR  
NEW YORK NEW YORK 10014

**Name Change**

BY ASSIGNMENT

**Original Owner**

HARVEY COMICS, INC. CORPORATION Los Angeles CALIFORNIA 90067

**Goods/Services**

Class Status -- ACTIVE. IC 028. US 022 023 038 050. G & S: toys and games, namely, action figures and accessories therefor, bathtub toys, board games, costume masks, hand-held electronic games, dolls, doll accessories, bendable figurines, inflatable vinyl figures, plush toys, puppets, balloons, water squirting doll heads, stuffed toys, toy vehicles, pogs and slammers, computer game programs, video game cartridges, video tape games, pinball machines, and model craft kits of toy figures. First Use: 1995/05/01. First Use In Commerce: 1995/05/01.

**Prior Registration(s)**

**Print: Mar 24, 2007**

**74482940**

0722258;0756105;0756109;0794827;AND OTHERS

**Filing Date**

1994/01/21

**Examining Attorney**

CONN, WILLIAM A.

**Attorney of Record**

SONJA KEITH, ESQ.

**TYPED DRAWING**

**Serial Number**

74656440

**Status**

SECTION 8 & 15-ACCEPTED AND ACKNOWLEDGED

**Word Mark**

ARTHUR

**Standard Character Mark**

No

**Registration Number**

2098014

**Date Registered**

1997/09/16

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(1) TYPED DRAWING

**Owner**

Brown, Marc INDIVIDUAL UNITED STATES 562 Main Street Hingham  
MASSACHUSETTS 02043

**Goods/Services**

Class Status -- ACTIVE. IC 028. US 022 023 038 050. G & S: toys, namely building blocks; pull toys; battery-operated talking toy phones; playsets comprising miniaturized representations of play and roll-play environmental devices, including schools, houses, streetscapes, playgrounds, figures, mats, and vehicles, with and without carrying cases and with and without electronic features; toy figures; bendable toys, mobile toys; musical toys; games, namely card games, skill and action games, dice games, wooden puzzles jigsaw and cardboard puzzles, three-dimensional puzzles, and puzzles within frames, all with or without electronic features; dominoes, picture puzzles; dolls, namely plush dolls, soft brush tricot dolls, battery-operated and electronic-operated dolls, sound-emitting dolls, walking dolls, articulated and non-articulated dolls, and dolls with moving parts. First Use: 1993/08/01. First Use In Commerce: 1993/08/01.

**Prior Registration(s)**

**Print: Mar 24, 2007**

**74656440**

1879923

**Filing Date**

1995/04/05

**Examining Attorney**

SLONIM, HOPE

**Attorney of Record**

MICHAEL K BROWN

**DESIGN MARK**

**Serial Number**

75370445

**Status**

REGISTERED

**Word Mark**

BARBIE

**Standard Character Mark**

No

**Registration Number**

2635578

**Date Registered**

2002/10/15

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

**Owner**

MATTEL, INC. CORPORATION DELAWARE 333 Continental Boulevard El Segundo CALIFORNIA 902455012

**Goods/Services**

Class Status -- ACTIVE. IC 003. US 001 004 006 050 051 052. G & S: TOILET SOAPS, BUBBLE BATHS, BATH BEADS, MOISTURIZING LOTIONS, COLOGNES, HAIR SHAMPOOS; COSMETICS FOR USE BY LITTLE GIRLS, NAMELY, EYESHADOWS, LIPSTICKS, LIP GLOSSES, PERFUMES, COLOGNES, NAIL POLISHES, BLUSHES, AND EMERY BOARDS; BATH GELS, BABY POWDER, BODY LOTIONS, HAIR CONDITIONERS, SKIN CREAMS, EYE MAKEUP, EYE PENCILS, HAND CREAMS, MAKEUP, SKIN SOAPS, LIQUID SOAPS FOR HANDS, FACE AND BODY, SUN BLOCKS, EAU DE TOILETTE, TOOTHPASTES, COMPACTS CONTAINING MAKEUP, SCENTED BODY SPRAYS, SUN SCREENS, BODY GLITTERS, HAIR GELS. First Use: 1998/06/00. First Use In Commerce: 1998/06/00.

**Goods/Services**

Class Status -- ACTIVE. IC 006. US 002 012 013 014 023 025 050. G & S: METAL KEY RINGS, METAL DECORATIVE BOXES, METAL PIGGY BANKS. First Use: 1999/12/00. First Use In Commerce: 1999/12/00.

**Goods/Services**



Class Status -- ACTIVE. IC 008. US 023 028 044. G & S: SHOVELS, TABLEWARE, NAMELY, KNIVES, FORKS AND SPOONS, SCISSORS. First Use: 1995/03/00. First Use In Commerce: 1995/03/00.

**Goods/Services**

Class Status -- ACTIVE. IC 009. US 021 023 026 036 038. G & S: CALCULATORS, DISPOSABLE CAMERAS, EYEGLASS CASES, RADIOS INCORPORATING CLOCKS, DECORATIVE MAGNETS, TELEPHONES, ELECTRIC OUTLET COVERS, HEADPHONES, BICYCLE HELMETS, ELECTRIC SWITCH PLATES, RADIOS, SUNGLASSES, KALEIDOSCOPES; MUSICAL, AUDIO AND VIDEO SOUND RECORDINGS FEATURING GAMES AND STORYTELLING; AUDIO AND VIDEO CASSETTES, CD-ROMS TAPES AND DISCS ALL FEATURING MUSIC, GAMES AND STORYTELLING; COMPUTER MOUSE, COMPUTER MOUSE PADS, SCREENSAVER PROGRAMS, COMPUTER GAME JOYSTICKS, VIDEO GAME CARTRIDGES, INTERACTIVE VIDEO GAME PROGRAMS, INTERACTIVE MULTIMEDIA COMPUTER GAME PROGRAMS, COMPUTER GAME CARTRIDGES; PRERECORDED COMPUTER STORYTELLING SOFTWARE, COMPUTER SOFTWARE, COMPUTER PROGRAMS AND CD-ROMS ALL FEATURING ACTIVITIES, EDUCATIONAL INFORMATION, STORIES, GAMES, AND THE LIKE FOR CHILDREN AND YOUNG ADULTS, AND FOR CREATING GRAPHIC DESIGNS FOR CREATING PRINTED MATERIALS SUCH AS GREETING CARDS, BANNERS, CALENDARS, AND THE LIKE, AND FOR DESIGNING FASHION CLOTHING FOR DOLLS FOR USE BY NON-PROFESSIONALS, CD-ROMS FEATURING DIRECTORIES OF DOLLS AND TOY RELATED COLLECTIBLES FOR COLLECTORS. First Use: 2000/03/00. First Use In Commerce: 2000/03/00.

**Goods/Services**

Class Status -- ACTIVE. IC 011. US 013 021 023 031 034. G & S: ELECTRIC LIGHTING FIXTURES, HAND-HELD ELECTRIC HAIR DRYERS, ELECTRIC NIGHT LIGHTS, BICYCLE LIGHTS, CEILING FANS, LAMP SHADES, LAMPS, FLASHLIGHTS, BICYCLE REFLECTORS. First Use: 1998/12/00. First Use In Commerce: 1998/12/00.

**Goods/Services**

Class Status -- ACTIVE. IC 014. US 002 027 028 050. G & S: CLOCKS, ANKLE BRACELETS, BROOCHES, EAR CLIPS, TIE CLIPS, COSTUME JEWELRY, RINGS BEING JEWELRY, PINS BEING JEWELRY, EARRINGS, BRACELETS, NECKLACES AND CHARMS, LOCKETS, WATCHES, JEWELRY MAKING BEAD KITS COMPRISED OF BEADS, NEEDLES, CLASPS AND CORDING. First Use: 2000/12/00. First Use In Commerce: 2000/12/00.

**Goods/Services**

Class Status -- ACTIVE. IC 016. US 002 005 022 023 029 037 038 050. G & S: PHOTOGRAPH ALBUMS, CARDBOARD PHOTOGRAPH BOXES, PAPER BOXES, DRAWER LINER PAPER, NOTE CARDS, AGENDA BOOKS; DAILY, DESK TOP AND PERSONAL PLANNERS; PENCIL CASES, ARTS AND CRAFTS PAINT KITS, PAPER PARTY BAGS, BOOK COVERS, BOOK ENDS, BOOK MARKS, ADDRESS BOOKS, LOOSE LEAF BINDERS, STATIONERY BOXES, PAINT BRUSHES, CALENDARS, POST CARDS, TRADING CARDS, TRIVIA CARDS, CHALK, PAPER TABLE CLOTHS, COMPOSITION BOOKS, CONFETTI, CRAFT PAPER, CRAYONS, CREPE PAPER, DECALS, PAPER PARTY DECORATIONS, DESK SETS, ERASERS, SERIES OF FICTION BOOKS, GIFT CARDS, GIFT WRAPPING PAPER, MARKERS, PAPER NAPKINS, NOTE PADS,

PAINTING SETS, PAPER PARTY HATS, PEN AND PENCIL HOLDERS, PENCIL SHARPENERS, DECORATIVE PENCIL TOP ORNAMENTS, PENCILS, PENS, PLAYING CARDS, POSTERS, BOOKS IN THE FIELD OF COLLECTIBLES, NAMELY, DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES, DRAWING RULERS, RUBBER STAMPS, STAMP PADS, STATIONERY, STICKERS, STICKER BOOKS, FOLDERS, LUNCH BAGS, PAPER GIFT BAGS, PLASTIC PLACE MATS, PRINTED INVITATIONS, PERSONAL JOURNALS, TALKING CHILDREN'S BOOKS, TEMPORARY TATTOOS, TRADING CARD MILK BOTTLE CAPS, WRITING INSTRUMENTS, BOOKS OF GAMES, PAPER BANNERS, COASTERS MADE OF PAPER, MEMO PADS, GREETING CARDS, FACIAL TISSUES AND STICKERS FOR FINGERNAILS; AUTOGRAPH BOOKS; DIARIES, NOTEBOOKS, AND SCRAPBOOKS, COLORING BOOKS, ACTIVITY BOOKS, MAGAZINES FOR TEEN-AGERS AND CHILDREN. First Use: 1993/03/00. First Use In Commerce: 1993/03/00.

**Goods/Services**

Class Status -- ACTIVE. IC 018. US 001 002 003 022 041. G & S: BACKPACKS, BEACH BAGS, GYM BAGS, OVERNIGHT BAGS, COIN PURSES, DUFFEL BAGS, HANDBAGS, KEY CASES, LUGGAGE, SUITCASES, UMBRELLAS, FANNY PACKS, WAIST PACKS, LIPSTICK HOLDERS; PURSES, COSMETIC CASES SOLD EMPTY, LUGGAGE TRUNKS, WALLETS, HAT BOXES, TRAIN CASES. First Use: 2000/12/00. First Use In Commerce: 2000/12/00.

**Goods/Services**

Class Status -- ACTIVE. IC 021. US 002 013 023 029 030 033 040 050. G & S: PLATES, CUPS AND BOWLS MADE OF MELAMINE, NON-METAL PIGGY BANKS, WASTEPAPER BASKETS, BOWLS, LUNCH BOXES, COSMETIC BRUSHES, SUN CATCHERS, COOKIE CUTTERS, PAPER CUPS, DECORATIVE PLATES, PORCELAIN FIGURINES, PAPER PLATES, PLASTIC CUPS, COMMEMORATIVE PLATES, VACUUM BOTTLES, VASES, WIND CHIMES, COOKIE JARS, THERMAL INSULATED TOTE BAGS AND CONTAINERS FOR FOOD OR BEVERAGES, TOOTHBRUSHES, CAKE MOLDS, TOOTHBRUSH HOLDERS, WATERING CANS, BASINS, PAILS, COASTERS NOT OF PAPER AND NOT BEING OF TABLE LINEN, SOAP DISHES, SOAP DISPENSERS, DRINKING GLASSES, MUGS, TEA SETS FEATURING PLATES, SAUCERS, CUPS, POTS AND PITCHERS; VANITY SETS AND DRESSER SETS, COMPRISING MIRRORS, BRUSHES, COMBS, EMPTY COMPACTS AND LIPSTICK CASES FOR USE BY CHILDREN, SOLD AS A UNIT; POWDER PUFFS, COSMETIC SPONGES FOR USE IN APPLYING OR REMOVING MAKEUP; HAIR BRUSHES, HAIR COMBS, NAIL BRUSHES, NON-METAL DECORATIVE BOXES, FITTED PICNIC BASKETS. First Use: 1995/06/00. First Use In Commerce: 1995/06/00.

**Goods/Services**

Class Status -- ACTIVE. IC 024. US 042 050. G & S: CLOTH BANNERS, FABRIC BATH MATS, BATH LINEN, BED LINEN, BED SHEETS, BED SPREADS, BED BLANKETS, BED CANOPIES, PILLOW CASES, CLOTH FLAGS, WASH CLOTHS, TABLE CLOTHS NOT OF PAPER, COMFORTERS, DUVET COVERS, CRIB BUMPERS, CRIB SHEETS, CURTAINS, DRAPERIES, DUST RUFFLES, PILLOW SHAMS, TEXTILE AND LINEN PLACE MATS, QUILTS, BATH TOWELS, BEACH TOWELS, KITCHEN TOWELS, TEXTILE WALL HANGINGS, SHOWER CURTAINS, SWAGS, FABRIC VALANCES. First Use: 1998/03/00. First Use In Commerce: 1998/03/00.

**Goods/Services**

Class Status -- ACTIVE. IC 025. US 022 039. G & S: BATHING SUITS, BATHROBES, BEACH COVER-UPS, BELTS, BERETS, BOOTS, CARDIGANS, COATS, RAIN COATS, GLOVES, NIGHT GOWNS, HATS, HEAD BANDS, HEADWEAR, HOSIERY, JUMPERS, KNEE HIGHS, LEOTARDS, MITTENS, NECKTIES, NIGHT SHIRTS, OVERALLS, PAJAMAS, PANTIES, PANTYHOSE, SANDALS, SCARVES, SHIRTS, SLIPPERS, SLIPS, SOCKS, STOCKINGS, SUSPENDERS, SWEATERS, TANK TOPS, THERMAL UNDERWEAR, TIGHTS, TURTLENECKS, UNDERWEAR, VESTS, CAPS, SKORTS, BLANKET SLEEPERS, MITTEN CLIPS, EARMUFFS, SWIMSUITS, SWIMSUIT COVERS, JACKETS, SWEATSHIRTS, T-SHIRTS, JEANS, SKIRTS; HALLOWEEN COSTUMES AND MASKS; DRESSES, SHORTS, T-SHIRTS, BLOUSES, SKIRTS, PANTS, LEGGINGS WITH SKIRT ATTACHED; SHOES. First Use: 1998/06/00. First Use In Commerce: 1998/06/00.

#### Goods/Services

Class Status -- ACTIVE. IC 027. US 019 020 037 042 050. G & S: RUGS, DOOR MATS, FLOOR MATS FOR VEHICLES, PLASTIC WALL COVERINGS, VINYL WALL COVERINGS, BATH MATS AND WALL PAPER. First Use: 1998/06/00. First Use In Commerce: 1998/06/00.

#### Goods/Services

Class Status -- ACTIVE. IC 028. US 022 023 038 050. G & S: ACTION FIGURES AND ACCESSORIES THEREFOR, STUFFED TOY ANIMALS, TOY AIRPLANES, BALLOONS, TOY BAKEWARE AND COOKWARE, SPORT BALLS, TOY BANKS, BATH TOYS, BEAN BAGS, TOY BUILDING BLOCKS, PLAY WANDS, MUSIC BOX TOYS, BUBBLE MAKING WAND AND SOLUTION SETS, CARD GAMES, CHRISTMAS TREE ORNAMENTS, CHRISTMAS TREE SKIRTS, CHILDREN'S PLAY COSMETICS, PARTY FAVORS IN THE NATURE OF CRACKERS OR NOISEMAKERS, TOY MOBILES, FLYING DISCS, PORCELAIN DOLLS, PAPER DOLLS, PARTY FAVORS IN THE NATURE OF SMALL TOYS, ICE SKATES, JIGSAW PUZZLES, JUMP ROPES, KITES, MUSICAL TOYS, PLAY SWIMMING POOLS, PLUSH TOYS, PUPPETS, RIDE-ON TOYS, MANIPULATIVE PUZZLES, ROLLER SKATES, WATER-SQUIRTING TOYS, YO-YOS, FOOTBAGS USED IN A KICKING GAME, ADULT AND CHILDREN PARTY GAMES, CHRISTMAS STOCKINGS, COLLECTIBLE TOY FIGURES, DOLL HOUSES, DRAWING TOYS, IN-LINE SKATES, PLAY TENTS, PLAY HOUSES, RADIO CONTROLLED TOY VEHICLES, SAND TOYS, SAND BOX TOYS, TALKING TOYS; SLIDE PUZZLES, PADDLE BALL GAMES; SWIM GOGGLES, SWIM VESTS FOR FLOATATION FOR RECREATIONAL USE, DOLLS; PLAYSETS, NAMELY, DOLL FURNITURE, DOLL FURNITURE ACCESSORIES, TOY FOOD MAKING ACCESSORIES, NAMELY, BOWLS, SPOONS, BLENDERS, OVENS, MIXERS AND THE LIKE; DOLL CLOTHES AND DOLL ACCESSORIES; BOARD GAMES; ACCESSORIES FOR DOLL CLOTHES, TOY FURNITURE, SPECIFICALLY BEDS, WARDROBES, CHIFFOROBES, VANITIES AND CHESTS; DOLL CASES, TOY VEHICLES; OUTDOOR PLAY EQUIPMENT, NAMELY, PLAY SLIDES AND SWINGS, SAND SANDBOXES; COIN-OPERATED ARCADE GAMES, ELECTRONIC HAND-HELD GAMES, PLASTIC TOY HOOPS, PINWHEELS. First Use: 1998/12/00. First Use In Commerce: 1998/12/00.

#### Goods/Services

Class Status -- ACTIVE. IC 030. US 046. G & S: EDIBLE CAKE DECORATIONS, CANDY, BREAKFAST CEREALS, CHEWING GUM, COOKIES, MACARONI AND CHEESE, BAKERY GOODS, CHOCOLATE CANDY. First Use: 1995/12/00. First Use In Commerce: 1995/12/00.

**Goods/Services**

Class Status -- ACTIVE. IC 020. US 002 013 022 025 032 050. G & S:  
SLEEPING BAGS, PLASTIC CAKE DECORATIONS, TOY CHESTS, BED FRAMES,  
PICTURE FRAMES, DECORATIVE GLITTER, JEWELRY BOXES NOT OF METAL,  
DECORATIVE MOBILES, PILLOWS, DESKS, BEDROOM FURNITURE, SNOW GLOBES,  
NON-METAL KEY RINGS, HAND MIRRORS. First Use: 2000/08/00. First Use  
In Commerce: 2000/08/00.

**Prior Registration(s)**

0689055;0728811;0741208;AND OTHERS

**Filing Date**

1997/10/08

**Examining Attorney**

CRAWFORD, MARY

**Attorney of Record**

MICHELE L MCSHANE

**Barbie**

**TYPED DRAWING**

**Serial Number**

76098602

**Status**

REGISTERED

**Word Mark**

FRODO BAGGINS

**Standard Character Mark**

No

**Registration Number**

3009036

**Date Registered**

2005/10/25

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(1) TYPED DRAWING

**Owner**

Saul Zaentz Company, The DBA Tolkien Enterprises CORPORATION DELAWARE  
2600 Tenth Street Berkeley CALIFORNIA 94710

**Goods/Services**

Class Status -- ACTIVE. IC 028. US 022 023 038 050. G & S: toy action figures and accessories therefor; toy figures; card games; equipment sold as a unit for playing card games; puzzles except crossword puzzles; chess sets; role-playing games and accessories; action skill games; board games; equipment sold as a unit for playing board games; equipment sold as a unit for playing action type target games; equipment sold as a unit for playing hand held electronic games; collectible toy figures; electronic toys, namely electronic action toys; dolls and accessories therefor; collectible marbles and accessories; electronic and nonelectronic plush toys; mechanical action toys; toy boxes; cases for action figures; hand held unit for playing electronic games; costume masks; puppets; role playing game equipment in the nature of game book manuals; soft sculpture toys; toy swords; arcade games; electronic educational game machines for children; equipment sold as a unit for playing a memory game; fantasy character toys; LCD game machines; positionable toy figures; talking toys; toy watches; transforming robotic toys; and Christmas tree

**Print: Mar 24, 2007**

**76098602**

ornaments. First Use: 2005/07/27. First Use In Commerce: 2005/07/27.

**Name/Portrait Statement**

The name in the mark does not identify a living individual.

**Filing Date**

2000/07/28

**Examining Attorney**

HAMMEL, LAURA

**Attorney of Record**

CAROLE F BARRETT

**DESIGN MARK**

**Serial Number**

76421039

**Status**

REGISTERED

**Word Mark**

MRS. BEASLEY

**Standard Character Mark**

No

**Registration Number**

2864125

**Date Registered**

2004/07/20

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(1) TYPED DRAWING

**Owner**

Family Affair Company PARTNERSHIP CALIFORNIA 1900 Maginn Drive  
Glendale CALIFORNIA 91202

**Goods/Services**

Class Status -- ACTIVE. IC 028. US 022 023 038 050. G & S:  
Christmas tree ornaments; dolls, doll clothing and doll accessories,  
toy tea sets, board games, and toys, namely collectible toy figures,  
toy figurines, stuffed toys, and plush toys. First Use: 2001/03/00.  
First Use In Commerce: 2001/03/00.

**Name/Portrait Statement**

The name MRS BEASLEY does not identifies a living individual.

**Filing Date**

2002/06/13

**Examining Attorney**

LAVINE, JACQUELINE A.

**Attorney of Record**

Tawnya Wojciechowski



**MRS. BEASLEY**

**DESIGN MARK**

**Serial Number**

76975852

**Status**

REGISTERED

**Word Mark**

BETH

**Standard Character Mark**

No

**Registration Number**

2799034

**Date Registered**

2003/12/23

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(1) TYPED DRAWING

**Owner**

Claire's Folly, Inc. CORPORATION OHIO 7850 Freeway Circle Ste. 200  
Middleburg Heights OHIO 44130

**Goods/Services**

Class Status -- ACTIVE. IC 028. US 022 023 038 050. G & S: Toy  
action figures and accessories therefore, toy action figures, toy  
artificial fingernails, toy boxes, toy chests, toy figures, toy hoop  
sets, toy mobiles, toy snow globes, toy stamps, toy vehicles, toy  
watches, bath toys, bathtub toys, children's multiple activity toys,  
inflatable bath toys, inflatable ride-on toys, non-riding  
transportation toys, party favors in the nature of small toys, plush  
toys, ride-on toys, soft sculpture toys, squeezable squeaking toys,  
stuffed toys, water squirting toys, wind-up walking toys, wind-up  
toys, dolls, and stuffed animals. First Use: 2001/04/13. First Use  
In Commerce: 2001/04/13.

**Filing Date**

2000/04/26

**Examining Attorney**

DALIER, JOHN

**Print: Mar 24, 2007**

**76975852**

**Attorney of Record**  
Roger D. Emerson

**BETH**

**TYPED DRAWING**

**Serial Number**

78137903

**Status**

REGISTERED

**Word Mark**

THE GRINCH

**Standard Character Mark**

No

**Registration Number**

2784230

**Date Registered**

2003/11/18

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(1) TYPED DRAWING

**Owner**

Dr. Seuss Enterprises, L.P. PARTNERSHIP CALIFORNIA 1200 Prospect Street, Suite 575 La Jolla CALIFORNIA 92037

**Goods/Services**

Class Status -- ACTIVE. IC 009. US 021 023 026 036 038. G & S: Walkie-talkies; microphones, namely, interactive microphones with voice chip radio; telephones; interactive video games programs, photographic cameras, magnets, electric light switch plates. First Use: 2000/10/00. First Use In Commerce: 2000/10/00.

**Goods/Services**

Class Status -- ACTIVE. IC 016. US 002 005 022 023 029 037 038 050. G & S: Printed greeting cards with electronic information stored therein, greeting cards, stickers, gift wrapping paper, paper gift bags, paper gift tags, paper ribbons for gift wrapping, paper bows for gift wrapping, paperweights, desk baskets for desk accessories, desk calendars, desk file trays, desk mounted stationery cabinets, desk pads, desk calendar pads, desk sets, desk stands and holders for pens, pencils and ink, desk top organizers, desk top planners, stationery kits comprised of letterhead and envelopes and a writing instrument, namely, pens and pencils, wall calendars, student daily planners,

locker calendars, sticker books, paper napkins, paper table covers, namely table cloths of paper and table linens of paper, printed paper invitations, paper party hats, paper treat bags, decorative paper centerpieces, paper banners, printed paper door signs, note paper, namely, party sign-in sheets, note cards, namely, thank you notes, paper cake decorations, paper boards, namely, printed cake decorating boards, paper bakery boxes, lithographs, mini prints, paper wall hangings, namely, paper wall scrolls, trading cards, trading card binders, children's books, arts and crafts paint kits, school supplies, namely, pencils, pens, glue, rulers, pencil sharpeners, erasers and desktop organizers, paper transparencies, namely transparent cello paper with character art, memorandum boards, heat transfer paper, painting sets, namely, art activity desk sets, bumper stickers, decorative paper, namely, tissue paper, stationery products, namely, stationery boxes, stationery folders, stationery writing paper and envelopes, stationery-type portfolios, printed blank journals, namely, diaries, photograph albums, pencils, pens, drawing paper, posters, wall decorations, namely, paper party decorations for the wall, nail and skin stickers, children's activity books, namely, sticker puzzle activity books, art doodle kits comprised of coloring books, crayons, coloring pencils, blank paper, rubber stamps and markers, printed guides for computer video games, other printed materials to supplement computer video games, namely computer game instruction manuals, and reusable sticker sets. First Use: 2000/10/00. First Use In Commerce: 2000/10/00.

**Goods/Services**

Class Status -- ACTIVE. IC 025. US 022 039. G & S: Apparel sets and separates for infants, toddlers, boys and girls, namely, sweatshirts, sweat pants and sweaters, headwear, ear muffs, scarves, headbands, gloves, mittens, hats, underwear, stockings, t-shirts, tops, bottoms, hosiery, socks, sweaters, swimwear, boxer shorts, ties, pajamas, lounge pants, nightshirts, sleepwear, night gowns, robes, panties, camisoles, tank tops, slippers, footwear, athletic shoes, boots, aquatic footwear, slipper socks, and blanket sleepers. First Use: 2000/10/00. First Use In Commerce: 2000/10/00.

**Goods/Services**

Class Status -- ACTIVE. IC 028. US 022 023 038 050. G & S: Costume masks, namely, pretend decorative ears; confetti, paper streamers, Christmas tree ornaments, balloons, snow globes, toy ceramic banks, pop-up toys, bean-filled toys, mechanical plush toys, jumbo plush toys, dog toys, latex balloons, miniature toy model train sets, action skill games, namely, electronic toy car racing game, head bobbing toy doll, action figures and accessories therefore, plush dancing toy figures emitting sounds and music, Christmas stockings emitting sounds and music made of plush and plastic parts, finger puppets, board games, puzzles, inflatable toys, basketballs and basketball games namely, basketball goal sets, plastic squeeze toys, toy balls, namely, playground balls, toy gliders, paddle balls, toy play light wands, yo-yo's, toy dolls, inflatable toy dolls, in-line skates, snow boards,

**Print: Mar 24, 2007**

**78137903**

skateboards. First Use: 2000/10/00. First Use In Commerce:  
2000/10/00.

**Prior Registration(s)**

2328812;2589584

**Filing Date**

2002/06/21

**Examining Attorney**

GARTNER, JOHN

**Attorney of Record**

Nancy O. Dix

**TYPED DRAWING**

**Serial Number**

78145693

**Status**

REGISTERED

**Word Mark**

STRAWBERRY SHORTCAKE

**Standard Character Mark**

No

**Registration Number**

2803695

**Date Registered**

2004/01/06

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(1) TYPED DRAWING

**Owner**

Those Characters From Cleveland, Inc. CORPORATION OHIO One American Road Cleveland OHIO 44144

**Goods/Services**

Class Status -- ACTIVE. IC 028. US 022 023 038 050. G & S: equipment sold as a unit for playing board games, equipment sold as a unit for playing card games, puzzles, Christmas tree ornaments, toy playsets for dolls, party favors in the form of small toys, stuffed toy figures, balloons, preschool toys. First Use: 1978/12/08. First Use In Commerce: 1978/12/08.

**Prior Registration(s)**

1117262;1267116;1564827

**Filing Date**

2002/07/19

**Examining Attorney**

CLARKE, NANCY



**DESIGN MARK**

**Serial Number**

78372157

**Status**

REGISTERED

**Word Mark**

LEI LEI

**Standard Character Mark**

Yes

**Registration Number**

3154785

**Date Registered**

2006/10/10

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

**Owner**

Ng, Angela INDIVIDUAL CANADA 16752 63B Ave Surrey, British Columbia  
CANADA V3S 0Y1

**Goods/Services**

Class Status -- ACTIVE. IC 028. US 022 023 038 050. G & S: Toys, games and playthings, namely, dolls, doll clothing and doll accessories; children's and infant's multiple activity toys; plush toys; stuffed toys; plastic and vinyl toy characters and toy animals; toy figures; ride-on toys; push toys; pull toys; wind-up toys; water squirting toys; musical toys; inflatable toys; infant toy rattles; jigsaw puzzles; Christmas tree decorations, Christmas tree ornaments; inflatable face masks, inflatable toys and other novelty items, namely inflatable toys showing decorative pictures, party favors in the nature of small toys, yo-yos, balloons, talking toy figures, play sets for use with toy figures and dolls, board games, chess/checkers sets, card games, puzzles, balls, namely, playground balls and sportsballs, bendable action figures, skateboards, bath toys, paper dolls, talking dolls, toy scooters, plush toys, pogo sticks, modeled plastic toy figurines. First Use: 2005/10/01. First Use In Commerce: 2005/10/01.

**Translation Statement**

**Print: Mar 24, 2007**

**78372157**

The closest translation is that it is a Chinese nickname for a young girl in the nature of "sweet girl".

**Filing Date**

2004/02/23

**Examining Attorney**

BLOHM, LINDA E.

**Attorney of Record**

Michelle B. Lee

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