

## Trademark/Service Mark Application, Principal Register

### TEAS Plus Application

**Serial Number: 85032486**

**Filing Date: 05/07/2010**

#### To the Commissioner for Trademarks:

**MARK:** LADY GAGA (stylized and/or with design, see [mark](#))

The literal element of the mark consists of LADY GAGA.

The applicant is not claiming color as a feature of the mark. The mark consists of rectangles that are completely or partially shaded.

The applicant, EXCITE WORLDWIDE LLC, a limited liability company legally organized under the laws of Nevada, having an address of

175 E. DELAWARE PL., SUITE 8510  
CHICAGO, Illinois 60611  
United States

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, for the following:

#### **For specific filing basis information for each item, you must view the display within the Input Table.**

International Class 003: Body and beauty care cosmetics; Colognes, perfumes and cosmetics; Coloring preparations for cosmetic purposes; Concealers; Cosmetic creams for skin care; Cosmetic hair dressing preparations; Cosmetic pencils; Cosmetic preparations; Cosmetic preparations for eye lashes; Cosmetic preparations for skin renewal; Cosmetic preparations for slimming purposes; Cosmetic preparations for the care of mouth and teeth; Cosmetic preparations for the hair and scalp; Cosmetic preparations, namely, firming creams; Cosmetic preparations, namely, firming lotions; Cosmetic preparations, namely, skin balsams; Cosmetic rouges; Cosmetic soaps; Cosmetic sun-protecting preparations; Cosmetic suntan lotions; Cosmetics; Cosmetics and cosmetic preparations; Cosmetics and make-up; Cosmetics in general, including perfumes; Cosmetics in the form of milks, lotions and emulsions; Cosmetics, namely, compacts; Cosmetics, namely, lip primer; Cosmetics, namely, lip repairers; Cotton puffs for cosmetic purposes; Cotton swabs for cosmetic purposes; Decorative transfers and skin jewels for cosmetic purposes; Eye compresses for cosmetic purposes; Eyebrow cosmetics; Face creams and cleansers containing benzoyl peroxide for cosmetic purposes; Face creams for cosmetic use; Foams containing cosmetics and sunscreens; Gift baskets containing non-medicated bath preparations and cosmetic preparations; Glitter for cosmetic purposes; Lotions for cosmetic purposes; Make-up kits comprised of nail polish, lipstick, mascara, eyeliner, foundation, skin powder, hair spray, perfume, lip liner, eye pencil, blush, lip gloss, eye shadow, rouge and skin lotion; Nail varnish for cosmetic purposes; Paraffin wax for cosmetic purposes; Pencils for cosmetic purposes; Perfume oils for the manufacture of cosmetic preparations; Petroleum jelly for cosmetic purposes; Plant and herb extracts sold as components of cosmetics; Pre-moistened cosmetic tissues; Pre-moistened cosmetic towelettes; Pre-moistened cosmetic wipes; Private label cosmetics; Retinol cream for cosmetic purposes; Skin and body topical lotions,

creams and oils for cosmetic use; Skin conditioning creams for cosmetic purposes; Soaps; Solid powder for compacts; Tanning gels; Tanning oils; Teeth whitening strips impregnated with teeth whitening preparations; Tissues impregnated with cosmetic lotions; Toners; Tooth whiteners for cosmetic purposes comprised of neutral sodium fluoride sustained release gel; Topical skin sprays for cosmetic purposes; Wrinkle-minimizing cosmetic preparations for topical facial use  
Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

The applicant's current Correspondence Information:

EXCITE WORLDWIDE LLC  
EXCITE WORLDWIDE LLC  
175 E. DELAWARE PL., SUITE 8510  
CHICAGO, Illinois 60611  
312-943-7777(phone)  
mikeabraha@aol.com (authorized)

A fee payment in the amount of \$275 has been submitted with the application, representing payment for 1 class(es).

### **Declaration**

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /michaelabrahamson/ Date Signed: 05/07/2010  
Signatory's Name: Michael Abrahamson  
Signatory's Position: Manager

RAM Sale Number: 5466  
RAM Accounting Date: 05/07/2010

Serial Number: 85032486

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TEAS Stamp: USPTO/FTK-99.186.228.117-201005070322216

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**LADY**

**GAGA**