

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Archetypes, Inc.		04/26/2013	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	LFC Archetypes Investors, LLC (formerly named Living for Chocolate, LLC)
<b>Street Address:</b>	P.O. Box 398
<b>City:</b>	Sagaponack
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	11962
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: ARIZONA

**PROPERTY NUMBERS Total: 50**

Property Type	Number	Word Mark
Serial Number:	85494201	ARCHEBOOKS
Serial Number:	85500285	ARCHECHILD
Serial Number:	85489765	ARCHEDIET
Serial Number:	85489419	ARCHEMATE
Serial Number:	85489475	ARCHESCOPE
Serial Number:	85500279	ARCHESTAR
Serial Number:	85489652	ARCHESTYLE
Serial Number:	85489261	ARCHETRADE
Serial Number:	85494170	ARCHETUNES
Serial Number:	77930126	ARCHETYPES
Serial Number:	77930137	ARCHETYPES
Serial Number:	77930144	ARCHETYPES
Serial Number:	77930150	ARCHETYPES
Serial Number:	77930169	ARCHETYPES

**CH \$1265.00 85494201**

**900254179**

**TRADEMARK  
 REEL: 005018 FRAME: 0492**

Serial Number:	77930181	ARCHETYPES
Serial Number:	77930212	ARCHETYPES
Serial Number:	77930215	ARCHETYPES
Serial Number:	77930222	ARCHETYPES
Serial Number:	77930497	ARCHETYPES
Serial Number:	77930509	ARCHETYPES
Serial Number:	77930531	ARCHETYPES
Serial Number:	85721362	ARCHETYPE I. DOLLS
Serial Number:	85668990	ARCHETYPE ME
Serial Number:	85668994	ARCHETYPE YOU
Serial Number:	85710188	IDOLLOGY
Serial Number:	85668997	IT'S ME
Serial Number:	85669003	IT'S YOU
Serial Number:	85669010	ME
Serial Number:	85669007	YOU
Serial Number:	85576662	
Serial Number:	85576670	
Serial Number:	85576679	
Serial Number:	85576690	
Serial Number:	85576699	
Serial Number:	85576707	
Serial Number:	85576728	
Serial Number:	85576738	
Serial Number:	85577817	
Serial Number:	85577823	
Serial Number:	85577827	
Serial Number:	85577834	
Serial Number:	85577843	
Serial Number:	85577856	
Serial Number:	85577860	
Serial Number:	85489233	ARCHETYPE.ME
Serial Number:	85575628	ARCHETYPHEME
Serial Number:	85561694	ARCHETYPHEME.COM
Serial Number:	85489678	ARCHETYPES
Serial Number:	85489237	ARCHETYPES.ME

85488489

TYPE.ME

## CORRESPONDENCE DATA

Fax Number: 6026409050

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 602-640-9232

Email: rcourtney@omlaw.com

Correspondent Name: Rachelle Courtney

Address Line 1: 2929 N. Central Avenue #2100

Address Line 4: Phoenix, ARIZONA 85012

ATTORNEY DOCKET NUMBER:

14767.5

NAME OF SUBMITTER:

Rachelle Courtney

Signature:

/s/ Rachelle Courtney

Date:

05/02/2013

## Total Attachments: 68

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TRADEMARK

REEL: 005018 FRAME: 0494



NOTICE OF SECURITY INTEREST IN  
TRADEMARKS

NOTICE IS HEREBY GIVEN that ARCHETYPES, INC., a Delaware corporation (the "Company") with offices located at 5 Crosby Street, Third Floor, New York, New York 10013, and LFC ARCHETYPES INVESTORS, LLC (formerly named LIVING FOR CHOCOLATE, LLC), acting as Collateral Agent on behalf of certain Investors (the "Secured Party") with an address at P.O. Box 398, Sagaponack, NY 11962, have entered into an Eight Amendment to that certain Amended and Restated Security Agreement dated as of January 31, 2012 (the "Security Agreement").

Pursuant to the Security Agreement, the Company has pledged, assigned and transferred to the Secured Party, and has granted to the Secured Party, a security interest in, (a) the registered trademarks and service marks, applications for registration of trademarks and service marks, and licenses of registered trademarks and service marks listed in Schedule A hereto, together with the goodwill of the business symbolized thereby, (b) all actions for infringement concerning the foregoing, and (c) all receivables arising out of the foregoing, to secure the payment, performance and observance of the Obligations as defined in the Security Agreement.

The Commissioner of Patents and Trademarks is requested to record this notice in its records.

Dated as of: April 26, 2013.

ARCHETYPES, INC.

By: 


Michael Mendenhall  
Chief Executive Officer

4844528

TRADEMARK  
REEL: 005018 FRAME: 0496

Schedule A  
Intellectual Property  
ARCHETYPES, INC.

SCHEDULE OF REGISTERED INTELLECTUAL PROPERTY RIGHTS

File No.	Mark	Filing Date/ SN	Comments
115-68		3/22/12 85/576662	<p>Cls. 14, 16, 18, 25, 35, 41, 44, 45 (Cl. 14: Clocks; Jewelry; Jewelry boxes; Jewelry cases; Jewelry organizers; Watches; Cl. 16: Art pads; Art paper; Artists' brushes; Artists' pencils; Artists' pens; Arts and craft clay kits; Arts and craft paint kits; Baby books; Blank journals; Calendars; Coloring books; Cosmetic pencil sharpeners; Crayons; Decorative paper bows for wrapping; Framed art prints; Gift bags; Gift boxes; Gift wrapping paper; Greeting cards; Letter openers; Magazines in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Markers; Note cards; Paper napkins; Paper table linens; Photograph albums; Printed invitations; Scrapbook albums; Series of non-fiction books in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Cl. 18: All-purpose carrying bags; Backpacks; Briefcases; Business card cases; Clutch purses; Collars for pets; Cosmetic bags sold empty; Dog clothing; Dog leashes; Handbags; Imitation leather key chains; Key cases; Key wallets; Leather key cases; Leather key chains; Luggage; Luggage tags; Umbrellas; Wallets; Wristlet bags; CONTINUED BELOW:</p>

115-68



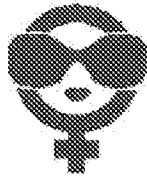
**CONTINUED FROM ABOVE:**

**Cl. 25:** Beach footwear; Beachwear; Coats; Dresses; Footwear; Gloves; Head wear; Hosiery; Jeans; Lingerie; Neckwear; Pajamas; Robes; Scarves; Shapewear, namely, body shapers, body suits, bras, and girdles; Shirts; Shoes; Shorts; Slacks; Sleepwear; Slippers; Socks; Sweat pants; Sweat shirts; Sweaters; Swimwear; T-shirts; Undergarments; Women's athletic tops with built-in bras; **Cl. 35:** Retail department store services; Retail store services featuring books, music, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Retail variety stores; **Cl. 41:** Providing a website featuring blogs and non-downloadable publications in the nature of articles in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music and reviews and recommendations for books; Personal fitness training services and consultancy; **Cl. 44:** Consulting services in the fields of health and nutrition; Providing a website featuring information about health, wellness and nutrition; **Cl. 45:** Personal lifestyle consulting services; Personal lifestyle consulting services in the nature of recommending books and music to consumers according to their lifestyle and personality; Computer dating services; Consulting in the field of personal relationships; Matchmaking services; Personal lifestyle consulting services in the fields of spirituality, personality identification and matching, horoscopes and astrology; Fashion consulting services)

**TRADEMARK**

**REEL: 005018 FRAME: 0498**

115-69



3/22/12  
85/576670

Cls. 14, 16, 18, 25, 35, 41, 44, 45 (Cl. 14: Clocks; Jewelry; Jewelry boxes; Jewelry cases; Jewelry organizers; Watches; Cl. 16: Art pads; Art paper; Artists' brushes; Artists' pencils; Artists' pens; Arts and craft clay kits; Arts and craft paint kits; Baby books; Blank journals; Calendars; Coloring books; Cosmetic pencil sharpeners; Crayons; Decorative paper bows for wrapping; Framed art prints; Gift bags; Gift boxes; Gift wrapping paper; Greeting cards; Letter openers; Magazines in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Markers; Note cards; Paper napkins; Paper table linens; Photograph albums; Printed invitations; Scrapbook albums; Series of non-fiction books in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Cl. 18: All-purpose carrying bags; Backpacks; Briefcases; Business card cases; Clutch purses; Collars for pets; Cosmetic bags sold empty; Dog clothing; Dog leashes; Handbags; Imitation leather key chains; Key cases; Key wallets; Leather key cases; Leather key chains; Luggage; Luggage tags; Umbrellas; Wallets; Wristlet bags; CONTINUED BELOW:



115-69




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**Cl. 25:** Beach footwear; Beachwear; Coats; Dresses; Footwear; Gloves; Head wear; Hosiery; Jeans; Lingerie; Neckwear; Pajamas; Robes; Scarves; Shapewear, namely, body shapers, body suits, bras, and girdles; Shirts; Shoes; Shorts; Slacks; Sleepwear; Slippers; Socks; Sweat pants; Sweat shirts; Sweaters; Swimwear; T-shirts; Undergarments; Women's athletic tops with built-in bras; **Cl. 35:** Retail department store services; Retail store services featuring books, music, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Retail variety stores; **Cl. 41:** Providing a website featuring blogs and non-downloadable publications in the nature of articles in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music and reviews and recommendations for books; Personal fitness training services and consultancy; **Cl. 44:** Consulting services in the fields of health and nutrition; Providing a website featuring information about health, wellness and nutrition; **Cl. 45:** Personal lifestyle consulting services; Personal lifestyle consulting services in the nature of recommending books and music to consumers according to their lifestyle and personality; Computer dating services; Consulting in the field of personal relationships; Matchmaking services; Personal lifestyle consulting services in the fields of spirituality, personality identification and matching, horoscopes and astrology; Fashion consulting services)

TRADEMARK

REEL: 005018 FRAME: 0500

115-70		3/22/12 85/576679	<p>Cls. 14, 16, 18, 25, 35, 41, 44, 45 (Cl. 14: Clocks; Jewelry; Jewelry boxes; Jewelry cases; Jewelry organizers; Watches; Cl. 16: Art pads; Art paper; Artists' brushes; Artists' pencils; Artists' pens; Arts and craft clay kits; Arts and craft paint kits; Baby books; Blank journals; Calendars; Coloring books; Cosmetic pencil sharpeners; Crayons; Decorative paper bows for wrapping; Framed art prints; Gift bags; Gift boxes; Gift wrapping paper; Greeting cards; Letter openers; Magazines in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Markers; Note cards; Paper napkins; Paper table linens; Photograph albums; Printed invitations; Scrapbook albums; Series of non-fiction books in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Cl. 18: All-purpose carrying bags; Backpacks; Briefcases; Business card cases; Clutch purses; Collars for pets; Cosmetic bags sold empty; Dog clothing; Dog leashes; Handbags; Imitation leather key chains; Key cases; Key wallets; Leather key cases; Leather key chains; Luggage; Luggage tags; Umbrellas; Wallets; Wristlet bags; CONTINUED BELOW:</p>
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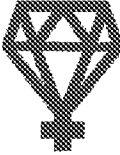


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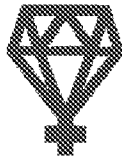
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TRADEMARK

REEL: 005018 FRAME: 0502

115-71		3/22/12 85/576690	<p>Cls. 14, 16, 18, 25, 35, 41, 44, 45 (Cl. 14: Clocks; Jewelry; Jewelry boxes; Jewelry cases; Jewelry organizers; Watches; Cl. 16: Art pads; Art paper; Artists' brushes; Artists' pencils; Artists' pens; Arts and craft clay kits; Arts and craft paint kits; Baby books; Blank journals; Calendars; Coloring books; Cosmetic pencil sharpeners; Crayons; Decorative paper bows for wrapping; Framed art prints; Gift bags; Gift boxes; Gift wrapping paper; Greeting cards; Letter openers; Magazines in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Markers; Note cards; Paper napkins; Paper table linens; Photograph albums; Printed invitations; Scrapbook albums; Series of non-fiction books in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Cl. 18: All-purpose carrying bags; Backpacks; Briefcases; Business card cases; Clutch purses; Collars for pets; Cosmetic bags sold empty; Dog clothing; Dog leashes; Handbags; Imitation leather key chains; Key cases; Key wallets; Leather key cases; Leather key chains; Luggage; Luggage tags; Umbrellas; Wallets; Wristlet bags; CONTINUED BELOW;</p>
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**Cl. 25:** Beach footwear; Beachwear; Coats; Dresses; Footwear; Gloves; Head wear; Hosiery; Jeans; Lingerie; Neckwear; Pajamas; Robes; Scarves; Shapewear, namely, body shapers, body suits, bras, and girdles; Shirts; Shoes; Shorts; Slacks; Sleepwear; Slippers; Socks; Sweat pants; Sweat shirts; Sweaters; Swimwear; T-shirts; Undergarments; Women's athletic tops with built-in bras; **Cl. 35:** Retail department store services; Retail store services featuring books, music, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Retail variety stores; **Cl. 41:** Providing a website featuring blogs and non-downloadable publications in the nature of articles in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music and reviews and recommendations for books; Personal fitness training services and consultancy; **Cl. 44:** Consulting services in the fields of health and nutrition; Providing a website featuring information about health, wellness and nutrition; **Cl. 45:** Personal lifestyle consulting services; Personal lifestyle consulting services in the nature of recommending books and music to consumers according to their lifestyle and personality; Computer dating services; Consulting in the field of personal relationships; Matchmaking services; Personal lifestyle consulting services in the fields of spirituality, personality identification and matching, horoscopes and astrology; Fashion consulting services)

TRADEMARK

REEL: 005018 FRAME: 0504

115-72		3/22/12 85/576699	<p>Cls. 14, 16, 18, 25, 35, 41, 44, 45 (Cl. 14: Clocks; Jewelry; Jewelry boxes; Jewelry cases; Jewelry organizers; Watches; Cl. 16: Art pads; Art paper; Artists' brushes; Artists' pencils; Artists' pens; Arts and craft clay kits; Arts and craft paint kits; Baby books; Blank journals; Calendars; Coloring books; Cosmetic pencil sharpeners; Crayons; Decorative paper bows for wrapping; Framed art prints; Gift bags; Gift boxes; Gift wrapping paper; Greeting cards; Letter openers; Magazines in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Markers; Note cards; Paper napkins; Paper table linens; Photograph albums; Printed invitations; Scrapbook albums; Series of non-fiction books in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Cl. 18: All-purpose carrying bags; Backpacks; Briefcases; Business card cases; Clutch purses; Collars for pets; Cosmetic bags sold empty; Dog clothing; Dog leashes; Handbags; Imitation leather key chains; Key cases; Key wallets; Leather key cases; Leather key chains; Luggage; Luggage tags; Umbrellas; Wallets; Wristlet bags; CONTINUED BELOW:</p>
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TRADEMARK

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115-73

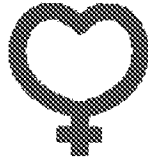


3/22/12  
85/576707

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115-73




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**Cl. 25:** Beach footwear; Beachwear; Coats; Dresses; Footwear; Gloves; Head wear; Hosiery; Jeans; Lingerie; Neckwear; Pajamas; Robes; Scarves; Shapewear, namely, body shapers, body suits, bras, and girdles; Shirts; Shoes; Shorts; Slacks; Sleepwear; Slippers; Socks; Sweat pants; Sweat shirts; Sweaters; Swimwear; T-shirts; Undergarments; Women's athletic tops with built-in bras; **Cl. 35:** Retail department store services; Retail store services featuring books, music, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Retail variety stores; **Cl. 41:** Providing a website featuring blogs and non-downloadable publications in the nature of articles in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music and reviews and recommendations for books; Personal fitness training services and consultancy; **Cl. 44:** Consulting services in the fields of health and nutrition; Providing a website featuring information about health, wellness and nutrition; **Cl. 45:** Personal lifestyle consulting services; Personal lifestyle consulting services in the nature of recommending books and music to consumers according to their lifestyle and personality; Computer dating services; Consulting in the field of personal relationships; Matchmaking services; Personal lifestyle consulting services in the fields of spirituality, personality identification and matching, horoscopes and astrology; Fashion consulting services)

**TRADEMARK**

**REEL: 005018 FRAME: 0508**

115-74		3/22/12 85/576728	<p>Cls. 14, 16, 18, 25, 35, 41, 44, 45 (Cl. 14: Clocks; Jewelry; Jewelry boxes; Jewelry cases; Jewelry organizers; Watches; Cl. 16: Art pads; Art paper; Artists' brushes; Artists' pencils; Artists' pens; Arts and craft clay kits; Arts and craft paint kits; Baby books; Blank journals; Calendars; Coloring books; Cosmetic pencil sharpeners; Crayons; Decorative paper bows for wrapping; Framed art prints; Gift bags; Gift boxes; Gift wrapping paper; Greeting cards; Letter openers; Magazines in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Markers; Note cards; Paper napkins; Paper table linens; Photograph albums; Printed invitations; Scrapbook albums; Series of non-fiction books in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Cl. 18: All-purpose carrying bags; Backpacks; Briefcases; Business card cases; Clutch purses; Collars for pets; Cosmetic bags sold empty; Dog clothing; Dog leashes; Handbags; Imitation leather key chains; Key cases; Key wallets; Leather key cases; Leather key chains; Luggage; Luggage tags; Umbrellas; Wallets; Wristlet bags; CONTINUED BELOW:</p>
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115-74

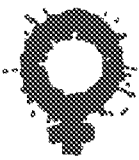


CONTINUED FROM ABOVE:

**Cl. 25:** Beach footwear; Beachwear; Coats; Dresses; Footwear; Gloves; Head wear; Hosiery; Jeans; Lingerie; Neckwear; Pajamas; Robes; Scarves; Shapewear, namely, body shapers, body suits, bras, and girdles; Shirts; Shoes; Shorts; Slacks; Sleepwear; Slippers; Socks; Sweat pants; Sweat shirts; Sweaters; Swimwear; T-shirts; Undergarments; Women's athletic tops with built-in bras; **Cl. 35:** Retail department store services; Retail store services featuring books, music, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Retail variety stores; **Cl. 41:** Providing a website featuring blogs and non-downloadable publications in the nature of articles in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music and reviews and recommendations for books; Personal fitness training services and consultancy; **Cl. 44:** Consulting services in the fields of health and nutrition; Providing a website featuring information about health, wellness and nutrition; **Cl. 45:** Personal lifestyle consulting services; Personal lifestyle consulting services in the nature of recommending books and music to consumers according to their lifestyle and personality; Computer dating services; Consulting in the field of personal relationships; Matchmaking services; Personal lifestyle consulting services in the fields of spirituality, personality identification and matching, horoscopes and astrology; Fashion consulting services)

TRADEMARK

REEL: 005018 FRAME: 0510

115-75		3/22/12 85/576738	<p>Cls. 14, 16, 18, 25, 35, 41, 44, 45 (Cl. 14: Clocks; Jewelry; Jewelry boxes; Jewelry cases; Jewelry organizers; Watches; Cl. 16: Art pads; Art paper; Artists' brushes; Artists' pencils; Artists' pens; Arts and craft clay kits; Arts and craft paint kits; Baby books; Blank journals; Calendars; Coloring books; Cosmetic pencil sharpeners; Crayons; Decorative paper bows for wrapping; Framed art prints; Gift bags; Gift boxes; Gift wrapping paper; Greeting cards; Letter openers; Magazines in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Markers; Note cards; Paper napkins; Paper table linens; Photograph albums; Printed invitations; Scrapbook albums; Series of non-fiction books in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Cl. 18: All-purpose carrying bags; Backpacks; Briefcases; Business card cases; Clutch purses; Collars for pets; Cosmetic bags sold empty; Dog clothing; Dog leashes; Handbags; Imitation leather key chains; Key cases; Key wallets; Leather key cases; Leather key chains; Luggage; Luggage tags; Umbrellas; Wallets; Wristlet bags; CONTINUED BELOW:</p>
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115-75




CONTINUED FROM ABOVE:

**Cl. 25:** Beach footwear; Beachwear; Coats; Dresses; Footwear; Gloves; Head wear; Hosiery; Jeans; Lingerie; Neckwear; Pajamas; Robes; Scarves; Shapewear, namely, body shapers, body suits, bras, and girdles; Shirts; Shoes; Shorts; Slacks; Sleepwear; Slippers; Socks; Sweat pants; Sweat shirts; Sweaters; Swimwear; T-shirts; Undergarments; Women's athletic tops with built-in bras; **Cl. 35:** Retail department store services; Retail store services featuring books, music, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Retail variety stores; **Cl. 41:** Providing a website featuring blogs and non-downloadable publications in the nature of articles in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music and reviews and recommendations for books; Personal fitness training services and consultancy; **Cl. 44:** Consulting services in the fields of health and nutrition; Providing a website featuring information about health, wellness and nutrition; **Cl. 45:** Personal lifestyle consulting services; Personal lifestyle consulting services in the nature of recommending books and music to consumers according to their lifestyle and personality; Computer dating services; Consulting in the field of personal relationships; Matchmaking services; Personal lifestyle consulting services in the fields of spirituality, personality identification and matching, horoscopes and astrology; Fashion consulting services)

TRADEMARK

REEL: 005018 FRAME: 0512

115-76		3/23/12 85/577817	<p>Cls. 14, 16, 18, 25, 35, 41, 44, 45 (Cl. 14: Clocks; Jewelry; Jewelry boxes; Jewelry cases; Jewelry organizers; Watches; Cl. 16: Art pads; Art paper; Artists' brushes; Artists' pencils; Artists' pens; Arts and craft clay kits; Arts and craft paint kits; Baby books; Blank journals; Calendars; Coloring books; Cosmetic pencil sharpeners; Crayons; Decorative paper bows for wrapping; Framed art prints; Gift bags; Gift boxes; Gift wrapping paper; Greeting cards; Letter openers; Magazines in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Markers; Note cards; Paper napkins; Paper table linens; Photograph albums; Printed invitations; Scrapbook albums; Series of non-fiction books in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Cl. 18: All-purpose carrying bags; Backpacks; Briefcases; Business card cases; Clutch purses; Collars for pets; Cosmetic bags sold empty; Dog clothing; Dog leashes; Handbags; Imitation leather key chains; Key cases; Key wallets; Leather key cases; Leather key chains; Luggage; Luggage tags; Umbrellas; Wallets; Wristlet bags; CONTINUED BELOW:</p>
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## CONTINUED FROM ABOVE:

**Cl. 25:** Beach footwear; Beachwear; Coats; Dresses; Footwear; Gloves; Head wear; Hosiery; Jeans; Lingerie; Neckwear; Pajamas; Robes; Scarves; Shapewear, namely, body shapers, body suits, bras, and girdles; Shirts; Shoes; Shorts; Slacks; Sleepwear; Slippers; Socks; Sweat pants; Sweat shirts; Sweaters; Swimwear; T-shirts; Undergarments; Women's athletic tops with built-in bras; **Cl. 35:** Retail department store services; Retail store services featuring books, music, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Retail variety stores; **Cl. 41:** Providing a website featuring blogs and non-downloadable publications in the nature of articles in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music and reviews and recommendations for books; Personal fitness training services and consultancy; **Cl. 44:** Consulting services in the fields of health and nutrition; Providing a website featuring information about health, wellness and nutrition; **Cl. 45:** Personal lifestyle consulting services; Personal lifestyle consulting services in the nature of recommending books and music to consumers according to their lifestyle and personality; Computer dating services; Consulting in the field of personal relationships; Matchmaking services; Personal lifestyle consulting services in the fields of spirituality, personality identification and matching, horoscopes and astrology; Fashion consulting services)

115-77



3/23/12  
85/577823

Cls. 14, 16, 18, 25, 35, 41, 44, 45 (Cl. 14: Clocks; Jewelry; Jewelry boxes; Jewelry cases; Jewelry organizers; Watches; Cl. 16: Art pads; Art paper; Artists' brushes; Artists' pencils; Artists' pens; Arts and craft clay kits; Arts and craft paint kits; Baby books; Blank journals; Calendars; Coloring books; Cosmetic pencil sharpeners; Crayons; Decorative paper bows for wrapping; Framed art prints; Gift bags; Gift boxes; Gift wrapping paper; Greeting cards; Letter openers; Magazines in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Markers; Note cards; Paper napkins; Paper table linens; Photograph albums; Printed invitations; Scrapbook albums; Series of non-fiction books in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Cl. 18: All-purpose carrying bags; Backpacks; Briefcases; Business card cases; Clutch purses; Collars for pets; Cosmetic bags sold empty; Dog clothing; Dog leashes; Handbags; Imitation leather key chains; Key cases; Key wallets; Leather key cases; Leather key chains; Luggage; Luggage tags; Umbrellas; Wallets; Wristlet bags; CONTINUED BELOW:



115-77




CONTINUED FROM ABOVE:

Cl. 25: Beach footwear; Beachwear; Coats; Dresses; Footwear; Gloves; Head wear; Hosiery; Jeans; Lingerie; Neckwear; Pajamas; Robes; Scarves; Shapewear, namely, body shapers, body suits, bras, and girdles; Shirts; Shoes; Shorts; Slacks; Sleepwear; Slippers; Socks; Sweat pants; Sweat shirts; Sweaters; Swimwear; T-shirts; Undergarments; Women's athletic tops with built-in bras; Cl. 35: Retail department store services; Retail store services featuring books, music, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Retail variety stores; Cl. 41: Providing a website featuring blogs and non-downloadable publications in the nature of articles in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music and reviews and recommendations for books; Personal fitness training services and consultancy; Cl. 44: Consulting services in the fields of health and nutrition; Providing a website featuring information about health, wellness and nutrition; Cl. 45: Personal lifestyle consulting services; Personal lifestyle consulting services in the nature of recommending books and music to consumers according to their lifestyle and personality; Computer dating services; Consulting in the field of personal relationships; Matchmaking services; Personal lifestyle consulting services in the fields of spirituality, personality identification and matching, horoscopes and astrology; Fashion consulting services)

TRADEMARK

REEL: 005018 FRAME: 0516

115-78		3/23/12 85/577827	<p>Cls. 14, 16, 18, 25, 35, 41, 44, 45 (Cl. 14: Clocks; Jewelry; Jewelry boxes; Jewelry cases; Jewelry organizers; Watches; Cl. 16: Art pads; Art paper; Artists' brushes; Artists' pencils; Artists' pens; Arts and craft clay kits; Arts and craft paint kits; Baby books; Blank journals; Calendars; Coloring books; Cosmetic pencil sharpeners; Crayons; Decorative paper bows for wrapping; Framed art prints; Gift bags; Gift boxes; Gift wrapping paper; Greeting cards; Letter openers; Magazines in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Markers; Note cards; Paper napkins; Paper table linens; Photograph albums; Printed invitations; Scrapbook albums; Series of non-fiction books in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Cl. 18: All-purpose carrying bags; Backpacks; Briefcases; Business card cases; Clutch purses; Collars for pets; Cosmetic bags sold empty; Dog clothing; Dog leashes; Handbags; Imitation leather key chains; Key cases; Key wallets; Leather key cases; Leather key chains; Luggage; Luggage tags; Umbrellas; Wallets; Wristlet bags; CONTINUED BELOW:</p>
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115-78




CONTINUED FROM ABOVE:

Cl. 25: Beach footwear; Beachwear; Coats; Dresses; Footwear; Gloves; Head wear; Hosiery; Jeans; Lingerie; Neckwear; Pajamas; Robes; Scarves; Shapewear, namely, body shapers, body suits, bras, and girdles; Shirts; Shoes; Shorts; Slacks; Sleepwear; Slippers; Socks; Sweat pants; Sweat shirts; Sweaters; Swimwear; T-shirts; Undergarments; Women's athletic tops with built-in bras; Cl. 35: Retail department store services; Retail store services featuring books, music, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Retail variety stores; Cl. 41: Providing a website featuring blogs and non-downloadable publications in the nature of articles in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music and reviews and recommendations for books; Personal fitness training services and consultancy; Cl. 44: Consulting services in the fields of health and nutrition; Providing a website featuring information about health, wellness and nutrition; Cl. 45: Personal lifestyle consulting services; Personal lifestyle consulting services in the nature of recommending books and music to consumers according to their lifestyle and personality; Computer dating services; Consulting in the field of personal relationships; Matchmaking services; Personal lifestyle consulting services in the fields of spirituality, personality identification and matching, horoscopes and astrology; Fashion consulting services)

TRADEMARK

REEL: 005018 FRAME: 0518

115-79		3/23/12 85/577834	<p>Cls. 14, 16, 18, 25, 35, 41, 44, 45 (Cl. 14: Clocks; Jewelry; Jewelry boxes; Jewelry cases; Jewelry organizers; Watches; Cl. 16: Art pads; Art paper; Artists' brushes; Artists' pencils; Artists' pens; Arts and craft clay kits; Arts and craft paint kits; Baby books; Blank journals; Calendars; Coloring books; Cosmetic pencil sharpeners; Crayons; Decorative paper bows for wrapping; Framed art prints; Gift bags; Gift boxes; Gift wrapping paper; Greeting cards; Letter openers; Magazines in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Markers; Note cards; Paper napkins; Paper table linens; Photograph albums; Printed invitations; Scrapbook albums; Series of non-fiction books in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Cl. 18: All-purpose carrying bags; Backpacks; Briefcases; Business card cases; Clutch purses; Collars for pets; Cosmetic bags sold empty; Dog clothing; Dog leashes; Handbags; Imitation leather key chains; Key cases; Key wallets; Leather key cases; Leather key chains; Luggage; Luggage tags; Umbrellas; Wallets; Wristlet bags; CONTINUED BELOW:</p>
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115-79




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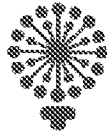
Cl. 25: Beach footwear; Beachwear; Coats; Dresses; Footwear; Gloves; Head wear; Hosiery; Jeans; Lingerie; Neckwear; Pajamas; Robes; Scarves; Shapewear, namely, body shapers, body suits, bras, and girdles; Shirts; Shoes; Shorts; Slacks; Sleepwear; Slippers; Socks; Sweat pants; Sweat shirts; Sweaters; Swimwear; T-shirts; Undergarments; Women's athletic tops with built-in bras; Cl. 35: Retail department store services; Retail store services featuring books, music, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Retail variety stores; Cl. 41: Providing a website featuring blogs and non-downloadable publications in the nature of articles in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music and reviews and recommendations for books; Personal fitness training services and consultancy; Cl. 44: Consulting services in the fields of health and nutrition; Providing a website featuring information about health, wellness and nutrition; Cl. 45: Personal lifestyle consulting services; Personal lifestyle consulting services in the nature of recommending books and music to consumers according to their lifestyle and personality; Computer dating services; Consulting in the field of personal relationships; Matchmaking services; Personal lifestyle consulting services in the fields of spirituality, personality identification and matching, horoscopes and astrology; Fashion consulting services)

TRADEMARK

REEL: 005018 FRAME: 0520

115-80		3/23/12 85/577843	<p>Cls. 14, 16, 18, 25, 35, 41, 44, 45 (Cl. 14: Clocks; Jewelry; Jewelry boxes; Jewelry cases; Jewelry organizers; Watches; Cl. 16: Art pads; Art paper; Artists' brushes; Artists' pencils; Artists' pens; Arts and craft clay kits; Arts and craft paint kits; Baby books; Blank journals; Calendars; Coloring books; Cosmetic pencil sharpeners; Crayons; Decorative paper bows for wrapping; Framed art prints; Gift bags; Gift boxes; Gift wrapping paper; Greeting cards; Letter openers; Magazines in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Markers; Note cards; Paper napkins; Paper table linens; Photograph albums; Printed invitations; Scrapbook albums; Series of non-fiction books in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Cl. 18: All-purpose carrying bags; Backpacks; Briefcases; Business card cases; Clutch purses; Collars for pets; Cosmetic bags sold empty; Dog clothing; Dog leashes; Handbags; Imitation leather key chains; Key cases; Key wallets; Leather key cases; Leather key chains; Luggage; Luggage tags; Umbrellas; Wallets; Wristlet bags; CONTINUED BELOW:</p>
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115-80




CONTINUED FROM ABOVE:

**Cl. 25:** Beach footwear; Beachwear; Coats; Dresses; Footwear; Gloves; Head wear; Hosiery; Jeans; Lingerie; Neckwear; Pajamas; Robes; Scarves; Shapewear, namely, body shapers, body suits, bras, and girdles; Shirts; Shoes; Shorts; Slacks; Sleepwear; Slippers; Socks; Sweat pants; Sweat shirts; Sweaters; Swimwear; T-shirts; Undergarments; Women's athletic tops with built-in bras; **Cl. 35:** Retail department store services; Retail store services featuring books, music, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Retail variety stores; **Cl. 41:** Providing a website featuring blogs and non-downloadable publications in the nature of articles in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music and reviews and recommendations for books; Personal fitness training services and consultancy; **Cl. 44:** Consulting services in the fields of health and nutrition; Providing a website featuring information about health, wellness and nutrition; **Cl. 45:** Personal lifestyle consulting services; Personal lifestyle consulting services in the nature of recommending books and music to consumers according to their lifestyle and personality; Computer dating services; Consulting in the field of personal relationships; Matchmaking services; Personal lifestyle consulting services in the fields of spirituality, personality identification and matching, horoscopes and astrology; Fashion consulting services)

TRADEMARK

REEL: 005018 FRAME: 0522

115-81		3/23/12 85/577856	<p>Cls. 14, 16, 18, 25, 35, 41, 44, 45 (Cl. 14: Clocks; Jewelry; Jewelry boxes; Jewelry cases; Jewelry organizers; Watches; Cl. 16: Art pads; Art paper; Artists' brushes; Artists' pencils; Artists' pens; Arts and craft clay kits; Arts and craft paint kits; Baby books; Blank journals; Calendars; Coloring books; Cosmetic pencil sharpeners; Crayons; Decorative paper bows for wrapping; Framed art prints; Gift bags; Gift boxes; Gift wrapping paper; Greeting cards; Letter openers; Magazines in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Markers; Note cards; Paper napkins; Paper table linens; Photograph albums; Printed invitations; Scrapbook albums; Series of non-fiction books in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Cl. 18: All-purpose carrying bags; Backpacks; Briefcases; Business card cases; Clutch purses; Collars for pets; Cosmetic bags sold empty; Dog clothing; Dog leashes; Handbags; Imitation leather key chains; Key cases; Key wallets; Leather key cases; Leather key chains; Luggage; Luggage tags; Umbrellas; Wallets; Wristlet bags; CONTINUED BELOW:</p>
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115-81




CONTINUED FROM ABOVE:

CL. 25: Beach footwear; Beachwear; Coats; Dresses; Footwear; Gloves; Head wear; Hosiery; Jeans; Lingerie; Neckwear; Pajamas; Robes; Scarves; Shapewear, namely, body shapers, body suits, bras, and girdles; Shirts; Shoes; Shorts; Slacks; Sleepwear; Slippers; Socks; Sweat pants; Sweat shirts; Sweaters; Swimwear; T-shirts; Undergarments; Women's athletic tops with built-in bras; CL. 35: Retail department store services; Retail store services featuring books, music, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Retail variety stores; CL. 41: Providing a website featuring blogs and non-downloadable publications in the nature of articles in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music and reviews and recommendations for books; Personal fitness training services and consultancy; CL. 44: Consulting services in the fields of health and nutrition; Providing a website featuring information about health, wellness and nutrition; CL. 45: Personal lifestyle consulting services; Personal lifestyle consulting services in the nature of recommending books and music to consumers according to their lifestyle and personality; Computer dating services; Consulting in the field of personal relationships; Matchmaking services; Personal lifestyle consulting services in the fields of spirituality, personality identification and matching, horoscopes and astrology; Fashion consulting services)

TRADEMARK

REEL: 005018 FRAME: 0524

115-82		3/23/12 85/577860	<p>Cls. 14, 16, 18, 25, 35, 41, 44, 45 (Cl. 14: Clocks; Jewelry; Jewelry boxes; Jewelry cases; Jewelry organizers; Watches; Cl. 16: Art pads; Art paper; Artists' brushes; Artists' pencils; Artists' pens; Arts and craft clay kits; Arts and craft paint kits; Baby books; Blank journals; Calendars; Coloring books; Cosmetic pencil sharpeners; Crayons; Decorative paper bows for wrapping; Framed art prints; Gift bags; Gift boxes; Gift wrapping paper; Greeting cards; Letter openers; Magazines in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Markers; Note cards; Paper napkins; Paper table linens; Photograph albums; Printed invitations; Scrapbook albums; Series of non-fiction books in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Cl. 18: All-purpose carrying bags; Backpacks; Briefcases; Business card cases; Clutch purses; Collars for pets; Cosmetic bags sold empty; Dog clothing; Dog leashes; Handbags; Imitation leather key chains; Key cases; Key wallets; Leather key cases; Leather key chains; Luggage; Luggage tags; Umbrellas; Wallets; Wristlet bags; CONTINUED BELOW:</p>
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115-82



CONTINUED FROM ABOVE:

Cl. 25: Beach footwear; Beachwear; Coats; Dresses; Footwear; Gloves; Head wear; Hosiery; Jeans; Lingerie; Neckwear; Pajamas; Robes; Scarves; Shapewear, namely, body shapers, body suits, bras, and girdles; Shirts; Shoes; Shorts; Slacks; Sleepwear; Slippers; Socks; Sweat pants; Sweat shirts; Sweaters; Swimwear; T-shirts; Undergarments; Women's athletic tops with built-in bras; Cl. 35: Retail department store services; Retail store services featuring books, music, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Retail variety stores; Cl. 41: Providing a website featuring blogs and non-downloadable publications in the nature of articles in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music and reviews and recommendations for books; Personal fitness training services and consultancy; Cl. 44: Consulting services in the fields of health and nutrition; Providing a website featuring information about health, wellness and nutrition; Cl. 45: Personal lifestyle consulting services; Personal lifestyle consulting services in the nature of recommending books and music to consumers according to their lifestyle and personality; Computer dating services; Consulting in the field of personal relationships; Matchmaking services; Personal lifestyle consulting services in the fields of spirituality, personality identification and matching, horoscopes and astrology; Fashion consulting services)

TRADEMARK

REEL: 005018 FRAME: 0526

115-59	Archebooks	12/13/11 85/494201	Cls. 16, 41, 45 (Cl. 16: Magazines in the field of recommending books to consumers according to their lifestyle and personality; Cl. 41: Conducting workshops and seminars in the field of recommending books to consumers according to their lifestyle and personality; Providing a website featuring blogs and non-downloadable publications in the nature of articles in the field of recommending books to consumers according to their lifestyle and personality; Cl. 45: Personal lifestyle consulting services in the nature of recommending books to consumers according to their lifestyle and personality)
115-65	Archechild	12/20/11 85/500285	Cls. 4, 16, 25, 35, 41, 45 (Cl. 4: Candle-making kits; Candles; Fire lighters; Patio torches; Cl. 16: Magazines in the field of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and book recommendations and reviews; Series of non-fiction books in the field of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and book recommendations and reviews; Cl. 25: Beach footwear; Beachwear; Coats; Dresses; Footwear; Gloves; Head wear; Hosiery; Jeans; Lingerie; Neckwear; Pajamas; Robes; Scarves; Shapewear, namely, body shapers, body suits, bras, and girdles; Shirts; Shoes; Shorts; Slacks; Sleepwear; Slippers; Socks; Sweat pants; Sweat shirts; Sweaters; Swimwear; T-shirts; Undergarments; Women's athletic tops with built-in bras; Cl. 35: Retail department store services; Retail store services featuring books, music, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Retail variety stores; Cl. 41: Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music and book recommendations and reviews; Providing a website featuring blogs and non-downloadable

			<p>CONTINUED FROM ABOVE:  publications in the nature of articles in the field(s) of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and book recommendations and reviews; <b>Cl. 45:</b> Personal lifestyle consulting services)</p>
115-53	Archediet	12/7/11 85/489765	<p>Cls. 5, 16, 28, 29, 30, 32, 41, 44  <b>(Cl. 5:</b> Herbal supplements; Meal replacement bars; Nutritional shakes for use as a meal substitute; Nutritional supplements; <b>Cl. 16:</b> Magazines in the field of nutrition and fitness; Series of non-fiction books in the field of nutrition and fitness; <b>Cl. 28:</b> Manually-operated exercise equipment, namely, equipment for exercise of the abdomen, thighs, calves, buttocks, back, chest, shoulders, arms, forearms, neck, and facial muscles; Manually-operated exercise equipment; <b>Cl. 29:</b> Dairy-based beverages; Fruit chips; Milk proteins; Nut and seed-based snack bars; Potato chips; Processed fruit- and nut-based food bars; Protein based, nutrient-dense snack bars; Protein based, nutrient-dense snack foods; Refrigerated food package combinations consisting primarily of meat, cheese or processed vegetables for purposes of creating a sandwich; Salads except macaroni, rice, and pasta salad; Snack dips; Snack mix consisting of primarily of processed nuts, seeds, dried fruit and also including chocolate; Soy chips; Soy protein for use as a food additive; Soy-based food bars; Vegetable chips; Yogurt drinks; Yogurts; Frozen or packaged meals consisting primarily of meat, fish, poultry or vegetables; <b>Cl. 30:</b> Coffee; Ice cream drinks; Shakes; Tea; <b>Cl. 32:</b> Fruit drinks and fruit juices; Soft drinks, namely, non-carbonated soft drinks; <b>Cl. 41:</b> Conducting workshops and seminars in the fields of nutrition and fitness; Personal fitness training services and consultancy; Providing a website featuring blogs and non-downloadable publications in the nature of articles in the field(s) of nutrition and fitness; <b>Cl. 44:</b> Consulting services in the fields of health and nutrition; Providing a website featuring information about health, wellness and nutrition)</p>

115-54	Archemate	12/7/11 85/489419	Cls. 16, 41, 45 (Cl. 16: Magazines in the field of sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating; Series of non-fiction books in the field of sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating; Cl. 41: Conducting workshops and seminars in the fields of sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating; Providing a website featuring blogs and non-downloadable publications in the nature of articles in the field(s) of sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating; Cl. 45: Computer dating services; Consulting in the field of personal relationships; Matchmaking services)
115-55	Archescope	12/7/11 85/489475	Cls. 16, 41, 45 (Cl. 16: Magazines in the fields of spirituality, personality identification and matching, horoscopes and astrology; Series of non-fiction books in the fields of spirituality, personality identification and matching, horoscopes and astrology; Cl. 41: Conducting workshops and seminars in the fields of spirituality, personality identification and matching, horoscopes and astrology; Providing a website featuring blogs and non-downloadable publications in the nature of articles in the fields of spirituality, personality identification and matching, horoscopes and astrology; Cl. 45: Personal consulting services in the fields of spirituality, personality identification and matching, horoscopes and astrology)

115-64	Archéstar	12/20/11 85/S00279	<p>Cls. 4, 16, 25, 35, 41, 45 (Cl. 4: Candle-making kits; Candles; Fire lighters; Patio torches; Cl. 16: Magazines in the field of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and book recommendations and reviews; Series of non-fiction books in the field of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and book recommendations and reviews; Cl. 25: Beach footwear; Beachwear; Coats; Dresses; Footwear; Gloves; Head wear; Hosiery; Jeans; Lingerie; Neckwear; Pajamas; Robes; Scarves; Shapewear, namely, body shapers, body suits, bras, and girdles; Shirts; Shoes; Shorts; Slacks; Sleepwear; Slippers; Socks; Sweat pants; Sweat shirts; Sweaters; Swimwear; T-shirts; Undergarments; Women's athletic tops with built-in bras; Cl. 35: Retail department store services; Retail store services featuring books, music, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Retail variety stores; Cl. 41: Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music and book recommendations and reviews; Providing a website featuring blogs and non-downloadable publications in the nature of articles in the field(s) of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and book recommendations and reviews; Cl. 45: Personal lifestyle consulting services)</p>
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115-56	Archestyle	12/7/11 85/489652	Cls. 16, 25, 41, 45 (CL. 16: Magazines in the field of fashion; Series of non-fiction books in the field of fashion; CL. 25: Beach footwear; Beachwear; Coats; Dresses; Footwear; Gloves; Head wear; Hosiery; Jeans; Lingerie; Neckwear; Pajamas; Robes; Scarves; Shapewear, namely, body shapers, body suits, bras, and girdles; Shirts; Shoes; Shorts; Slacks; Sleepwear; Slippers; Socks; Sweat pants; Sweat shirts; Sweaters; Swimwear; T-shirts; Undergarments; Women's athletic tops with built-in bras; CL. 41: Conducting workshops and seminars in the field of fashion; Providing a website featuring blogs and non-downloadable publications in the nature of articles in the field(s) of fashion; CL. 45: Fashion consulting services)
115-60	Archetrade	12/7/11 85/489261	Cl. 35 (Providing a website featuring an on-line trading marketplace for trading and exchanging apparel, footwear, books, and other general merchandise with other member users)
115-58	Archetunes	12/13/11 85/494170	Cls. 16, 35, 41, 45 (CL. 16: Magazines in the field of recommending music to consumers according to their lifestyle and personality; Series of non-fiction books in the field of recommending music to consumers according to their lifestyle and personality; CL. 35: On-line retail store services featuring downloadable pre-recorded music and video; CL. 41: Conducting workshops and seminars in the field of recommending music to consumers according to their lifestyle and personality; Providing a website featuring blogs and non-downloadable publications in the nature of articles in the field of recommending music to consumers according to their lifestyle and personality; CL. 45: Personal lifestyle consulting services in the nature of recommending music to consumers according to their lifestyle and personality)
115-4	Archetypes	2/8/10 77/930126	Cl. 4 (candles)



115-5	Archetypes	2/8/10 77/930137	Cl. 8 (manicure sets)
115-6	Archetypes	2/8/10 77/930144	Cl. 9 (decorative magnets)
115-7	Archetypes	2/8/10 77/930150	Cl. 14 (jewelry)
115-8	Archetypes	2/8/10 77/930169	Cl. 16 (blank journals)
115-9	Archetypes	2/8/10 77/930181	Cl. 18 (all-purpose carrying bags; imitation leather key chains; leather key chains)

115-10	Archetypes	2/8/10 77/930212	Cl. 21 (beverage glassware)
115-11	Archetypes	2/8/10 77/930215	Cl. 22 (multi-purpose cloth bags)
115-12	Archetypes	2/8/10 77/930222	Cl. 24 (kitchen towels)
115-13	Archetypes	2/8/10 77/930497	Cl. 25 (decorative ribbons)
115-14	Archetypes	2/8/10 77/930509	Cl. 27 (door mats)
115-15	Archetypes	2/8/10 77/930531	Cl. 28 (card games)

115-123	Archetype I. Dolls	9/5/12 85/721362	Cl. 28 (Action figures and accessories therefor; Baby multiple activity toys; Balls for sports; Bath toys; Battery operated action toys; Bendable toys; Board games; Bubble making wand and solution sets; Card games; Children's multiple activity toys; Christmas stockings; Christmas tree ornaments and decorations; Christmas tree skirts; Crib toys; Dolls and accessories therefor; Electronic learning toys; Mechanical toys; Pet toys; Puzzles; Ride-on toys and accessories therefor; Stuffed and plush toys; Toy animals and accessories therefor; Toy bakeware and cookware; Toy building blocks; Toy figures)
115-62	Archetype.Me	12/7/11 85/489233	Cls. 4, 8, 9, 14, 16, 18, 21, 22, 24, 26, 27, 28, 35, 41, 45 (Cl. 4: Candle-making kits; Candles; Fire lighters; Patio torches; Cl. 8: Disposable razors; Disposable tableware, namely, knives, forks and spoons; Eyelash curlers; Fireplace tool sets sold as a unit; Gardening tools, namely, trowels, shears, and manually operated pruners; Manicure sets; Scissors; Tableware, namely, knives, forks and spoons; Electric hand-held hair styling irons; Cl. 9: Decorative magnets; Eyeglass chains and cords; Eyewear; Eyewear cases; Cl. 14: Clocks; Jewelry; Jewelry boxes; Jewelry cases; Jewelry organizers; Watches; Cl. 16: Art pads; Art paper; Artists' brushes; Artists' pencils; Artists' pens; Arts and craft clay kits; Arts and craft paint kits; Baby books; Blank journals; Calendars; Coloring books; Cosmetic pencil sharpeners; Crayons; Decorative paper bows for wrapping; Framed art prints; Gift bags; Gift boxes; Gift wrapping paper; Greeting cards; Letter openers; Magazines in the field of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Markers; Note cards; Paper napkins; Paper table linens; Photograph albums; Printed invitations; Scrapbook albums; Series of non-fiction books in the field of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; CONTINUED BELOW

115-62	Archetype.Me	<p><b>Cl. 18:</b> All-purpose carrying bags; Backpacks; Briefcases; Business card cases; Clutch purses; Collars for pets; Cosmetic bags sold empty; Dog clothing; Dog leashes; Handbags; Imitation leather key chains; Key cases; Key wallets; Leather key cases; Leather key chains; Luggage; Luggage tags; Umbrellas; Wallets; Wristlet bags)</p> <p><b>C. 21:</b> Bakeware; Baskets of wicker; Bath brushes; Bath sponges; Beverage glassware; Bird feeders; Bird houses; Bowls; Bread boxes; Brooms; Candle holders; Candle snuffers; Candlesticks; Carafes; Ceramic figurines; Cleaning sponges; Coasters, not of paper and other than table linen; Containers for household use; Cosmetic brushes; Decanters; Decorative plates; Dinnerware; Dispensers for facial tissues; Dispensers for liquid soap; Dispensers for paper towels; Disposable dinnerware, namely, plates and servingware; Dust pans; Facial sponges for applying make-up; Feather dusters; Flower baskets; Flower pots; Gardening gloves; Glass jars; Hair brushes; Hair combs; Laundry baskets; Napkin rings; Ovenware; Pet brushes; Pet feeding dishes; Pet treat jars; Picnic baskets sold empty; Plastic water bottles sold empty; Salt and pepper mills; Salt and pepper shakers; Servingware for serving food and drinks; Stained glass; Vases; <b>Cl. 22:</b> Laundry bags; Multi-purpose cloth bags; Shoe bags for storage; <b>Cl. 24:</b> Bath gloves; Bath linen; Bath towels; Beach towels; Bed blankets; Bed linen; Bed pads; Bed spreads; Bed throws; Comforters; Coverlets; Curtains; Handkerchiefs; Kitchen linens; Kitchen towels; Shower curtain liners; Shower curtains; Table linen; Table pads; Textile wall hangings; Vinyl place mats; <b>Cl. 26:</b> Artificial flower arrangements in containers; Artificial fruit; Artificial plants; Artificial topiaries; Artificial wreaths; Bows for wrapping; Decorative ribbons); <b>Cl. 27:</b> Area rugs; Bath mats; Door mats; Non-textile wall hangings; Pet feeding mats; Wallcoverings; <b>Cl. 28:</b> Action figures and accessories therefor; Bathtub toys; Battery operated action toys; Bendable toys; Board games; Bubble making wand and solution sets; Card games; Children's multiple activity toys; Christmas stockings; Christmas tree ornaments and decorations; Christmas tree skirts; Crib toys; Dolls and accessories therefor; Electronic learning toys; Mechanical toys; Pet toys; Puzzles; Stuffed and plush toys; Toy animals and</p>
	Archetype.Me	

			<p>CONTINUED FROM ABOVE: accessories therefor; Toy bakeware and cookware; Toy building blocks; <b>Cl. 35:</b> Retail store services featuring books, music, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; none of the aforementioned goods being related to architecture and design; <b>Cl. 41:</b> Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music and reviews and recommendations for books; Providing a website featuring blogs and non-downloadable publications in the nature of articles in the field(s) of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; <b>Cl. 45:</b> Personal lifestyle consulting services)</p>
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115-67	Archetypeme	3/21/12 85/575628	<p>Cls. 4, 8, 9, 14, 16, 18, 21, 22, 24, 26, 27, 28, 35, 41, 44, 45 (Cl. 4: Candle making kits; Candles; Fire lighters, Patio torches; Cl. 8: Disposal razors; Disposable tableware, namely, knives, forks and spoons; Eyelash curlers; Fireplace tool sets sold as a unit; Gardening tools, namely, trowels, shears, and manually-operated pruners; Manicure sets; Scissors; Tableware, namely, knives, forks and spoons; Electric hand-held hair styling irons; Cl. 9: Decorative magnets; Eyeglass chains and cords; Eyewear; Eyewear cases; Cl. 14: Clocks; Jewelry; Jewelry boxes; Jewelry cases; Jewelry organizers; Watches; Cl. 16: Art pads; Art paper; Artists' brushes; Artists' pencils; Artists' pens; Arts and craft clay kits; Arts and craft paint kits; Baby books; Blank journals; Calendars; Coloring books; Cosmetic pencil sharpeners; Crayons; Decorative paper bows for wrapping; Framed art prints; Gift bags; Gift boxes; Gift wrapping paper; Greeting cards; Letter openers; Magazines in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Markers; Note cards; Paper napkins; Paper table linens; Photograph albums; Printed invitations; Scrapbook albums; Series of non-fiction books in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Cl. 18: All-purpose carrying bags; Backpacks; Briefcases; Business card cases; Clutch purses; Collars for pets; Cosmetic bags sold empty; Dog clothing; Dog leashes; Handbags; Imitation leather key chains; Key cases; Key wallets; Leather key cases; Leather key chains; Luggage; Luggage tags; Umbrellas; Wallets; Wristlet bags)</p> <p>CONTINUED BELOW:</p>
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115-67	Archetypeme	<p>CONTINUED FROM ABOVE:</p> <p>Cl. 21: Bakeware; Baskets of wicker; Bath brushes; Bath sponges; Beverage glassware; Bird feeders; Bird houses; Bowls; Bread boxes; Brooms; Candle holders; Candle snuffers; Candlesticks; Carafes; Ceramic figurines; Cleaning sponges; Coasters, not of paper and other than table linen; Containers for household use; Cosmetic brushes; Decanters; Decorative plates; Dinnerware; Dispensers for facial tissues; Dispensers for liquid soap; Dispensers for paper towels; Disposable dinnerware, namely, plates and servingware; Dust pans; Facial sponges for applying make-up; Feather dusters; Flower baskets; Flower pots; Gardening gloves; Glass jars; Hair brushes; Hair combs; Laundry baskets; Napkin rings; Ovenware; Pet brushes; Pet feeding dishes; Pet treat jars; Picnic baskets sold empty; Plastic water bottles sold empty; Salt and pepper mills; Salt and pepper shakers; Servingware for serving food and drinks; Stained glass; Vases; Cl. 22: Laundry bags; Multi-purpose cloth bags; Shoe bags for storage; Cl. 24: Bath gloves; Bath linen; Bath towels; Beach towels; Bed blankets; Bed linen; Bed pads; Bed spreads; Bed throws; Comforters; Coverlets; Curtains; Handkerchiefs; Kitchen linens; Kitchen towels; Shower curtain liners; Shower curtains; Table linen; Table pads; Textile wall hangings; Vinyl place mats; Cl. 26: Artificial flower arrangements in containers; Artificial fruit; Artificial plants; Artificial topiaries; Artificial wreaths; Bows for wrapping; Decorative ribbons; Cl. 27: Area rugs; Bath mats; Door mats; Non-textile wall hangings; Pet feeding mats; Wallcoverings; )</p> <p>CONTINUED BELOW:</p>
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115-67	Archetypeme	<p>CONTINUED FROM ABOVE:</p> <p>Cl. 28: Action figures and accessories therefor; Bathtub toys; Battery operated action toys; Bendable toys; Board games; Bubble making wand and solution sets; Card games; Children's multiple activity toys; Christmas stockings; Christmas tree ornaments and decorations; Christmas tree skirts; Crib toys; Dolls and accessories therefor; Electronic learning toys; Manually-operated exercise equipment; Mechanical toys; Pet toys; Puzzles; Stuffed and plush toys; Toy animals and accessories therefor; Toy bakeware and cookware; Toy building blocks; Cl. 35: Retail store services featuring books, music, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances, none of the aforementioned goods being related to architecture and design; Cl. 41: Providing a website featuring blogs and non-downloadable publications in the nature of articles in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music and reviews and recommendations for books; Personal fitness training services and consultancy; Cl. 44: Consulting services in the fields of health and nutrition; Providing a website featuring information about health, wellness and nutrition; Cl. 45: Personal lifestyle consulting services; Personal lifestyle consulting services in the nature of recommending books and music to consumers according to their lifestyle and personality; Computer dating services; Consulting in the field of personal relationships; Matchmaking services; Personal consulting services in the fields of spirituality, personal identification and matching; horoscopes and astrology; Fashion consulting services)</p>
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<p>115-107</p>		<p>7/5/12 85/668990</p>	<p>Cls. 35, 38, 41, 42, 44, 45 (Cl. 35: On-line retail store services featuring downloadable pre-recorded music and video, books, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Retail store services featuring books, music, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Providing a website featuring an on-line trading marketplace for trading and exchanging apparel, footwear, books, and other general merchandise with other member users; Compiling of information into computer databases; Marketing, advertising and promotion services, namely, providing advertising space on-line, providing tools for interactive marketing, and providing tools for advertisers to provide customized content to consumers; Market research and business marketing information services, namely, facilitating sharing of relevant information of brands, media and on-line content; Advertising services, namely, promoting the goods and services of others via computer and communication networks by compiling information into computer databases and allowing consumers to share information about the goods and services of others; Cl. 38: Telecommunication services, namely, providing on-line and telecommunication facilities for real-time interaction between and among users of computers, mobile and handheld computers, and wired and wireless communication devices; Enabling individuals to send and receive messages via email, instant messaging or a website in the field of general interest; Providing on-line chat rooms and electronic bulletin boards for transmission of messages among users in the field of general interest; Providing an on-line community forum for users to share information, photos, audio and video content about themselves, their likes and dislikes and daily activities, to get feedback from their peers, to form virtual communities, and to engage in social networking) CONTINUED BELOW</p>
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Archetype 


CONTINUED FROM ABOVE

(Cl. 41: Providing a website featuring blogs and non-downloadable publications in the nature of articles in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, and reviews and recommendations for music and books; Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, and reviews and recommendations for music and books; Personal fitness training services and consultancy; Cl. 42: Computer services, namely, creating on-line virtual communities for users to organize groups and events, participate in discussions, and engage in social networking; Computer services, namely, hosting on-line facilities to enable or facilitate the uploading, downloading, streaming, posting, displaying, blogging, linking, sharing or otherwise providing electronic media or information over communication networks; Providing an on-line network service that enables users to transfer personal identity data to and share personal identity data with and among multiple websites; Providing a website featuring technology that enables on-line users to create personal profiles featuring social networking information and to transfer and share such information among multiple websites; Computer services, namely, creating indexes of information, sites and other resources available on computer networks; Providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data; Computer services in the nature of customized web pages featuring user-defined or specified information, personal profiles, audio, video, photographic images, text, graphics and enabling users to upload and share video, photos, text, graphics and data; Creating and maintaining blogs for others)

CONTINUED BELOW:

TRADEMARK

REEL: 005018 FRAME: 0541

115-107			<p>CONTINUED FROM ABOVE  (CI. 44: Consulting services in the fields of health and nutrition; Providing a website featuring information about health, wellness and nutrition; CI. 45: Personal lifestyle consulting services; Personal lifestyle consulting services in the nature of recommending books and music to consumers according to their lifestyle and personality; Computer dating services; Consulting in the field of personal relationships; Matchmaking services; Personal lifestyle consulting services in the fields of spirituality, personality identification and matching, horoscopes and astrology; Fashion consulting services; On-line social networking services)</p>
115-66	Archetypeme.com	3/6/12 85/561694	<p>Cls. 4, 8, 9, 14, 16, 18, 21, 22, 24, 26, 27, 28, 35, 41, 45  (CI. 4: Candle-making kits; Candles; Fire lighters; Patio torches; CI. 8: Disposable razors; Disposable tableware, namely, knives, forks and spoons; Eyelash curlers; Fireplace tool sets sold as a unit; Gardening tools, namely, trowels, shears, and manually operated pruners; Manicure sets; Scissors; Tableware, namely, knives, forks and spoons; Electric hand-held hair styling irons; CI. 9: Decorative magnets; Eyeglass chains and cords; Eyewear; Eyewear cases; CI. 14: Clocks; Jewelry; Jewelry boxes; Jewelry cases; Jewelry organizers; Watches; CI. 16: Art pads; Art paper; Artists' brushes; Artists' pencils; Artists' pens; Arts and craft clay kits; Arts and craft paint kits; Baby books; Blank journals; Calendars; Coloring books; Cosmetic pencil sharpeners; Crayons; Decorative paper bows for wrapping; Framed art prints; Gift bags; Gift boxes; Gift wrapping paper; Greeting cards; Letter openers; Magazines in the field of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Markers; Note cards; Paper napkins; Paper table linens;</p>

115-66	Archetypeme.com		<p>Photograph albums; Printed invitations; Scrapbook albums; Series of non-fiction books in the field of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; <b>Cl. 18:</b> All-purpose carrying bags; Backpacks; Briefcases; Business card cases; Clutch purses; Collars for pets; Cosmetic bags sold empty; Dog clothing; Dog leashes; Handbags; Imitation leather key chains; Key cases; Key wallets; Leather key cases; Leather key chains; Luggage; Luggage tags; Umbrellas; Wallets; Wristlet bags) (<b>Cl. 21:</b> Bakeware; Baskets of wicker; Bath brushes; Bath sponges; Beverage glassware; Bird feeders; Bird houses; Bowls; Bread boxes; Brooms; Candle holders; Candle snuffers; Candlesticks; Carafes; Ceramic figurines; Cleaning sponges; Coasters, not of paper and other than table linen; Containers for household use; Cosmetic brushes; Decanters; Decorative plates; Dinnerware; Dispensers for facial tissues; Dispensers for liquid soap; Dispensers for paper towels; Disposable dinnerware, namely, plates and servingware; Dust pans; Facial sponges for applying make-up; Feather dusters; Flower baskets; Flower pots; Gardening gloves; Glass jars; Hair brushes; Hair combs; Laundry baskets; Napkin rings; Ovenware; Pet brushes; Pet feeding dishes; Pet treat jars; Picnic baskets sold empty; Plastic water bottles sold empty; Salt and pepper mills; Salt and pepper shakers; Servingware for serving food and drinks; Stained glass; Vases; <b>Cl. 22:</b> Laundry bags; Multi-purpose cloth bags; Shoe bags for storage; <b>Cl. 24:</b> Bath gloves; Bath linen; Bath towels; Beach towels; Bed blankets; Bed linen; Bed pads; Bed spreads; Bed throws; Comforters; Coverlets; Curtains; Handkerchiefs; Kitchen linens; Kitchen towels; Shower curtain liners; Shower curtains; Table linen; Table pads; Textile wall hangings; Vinyl place mats; <b>Cl. 26:</b> Artificial flower arrangements in containers; Artificial fruit; Artificial plants; Artificial topiaries; Artificial wreaths; Bows for wrapping; Decorative ribbons)</p> <p><b>CONTINUED BELOW:</b></p>
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115-66	Archetypeme.com	<p><b>CONTINUED FROM ABOVE:</b> (Cl. 27: Area rugs; Bath mats; Door mats; Non-textile wall hangings; Pet feeding mats; Wallcoverings; Cl. 28: Action figures and accessories therefor; Bathtub toys; Battery operated action toys; Bendable toys; Board games; Bubble making wand and solution sets; Card games; Children's multiple activity toys; Christmas stockings; Christmas tree ornaments and decorations; Christmas tree skirts; Crib toys; Dolls and accessories therefor; Electronic learning toys; Mechanical toys; Pet toys; Puzzles; Stuffed and plush toys; Toy animals and accessories therefor; Toy bakeware and cookware; Toy building blocks; Cl. 35: Retail store services featuring books, music, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; none of the foregoing goods being related to architecture and design; Cl. 41: Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music and reviews and recommendations for books; Providing a website featuring blogs and non-downloadable publications in the nature of articles in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Cl. 45: Personal lifestyle consulting services)</p>
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<p>115- 117</p>	<p>Archetype </p>	<p>7/5/12 85/668994</p>	<p>Cls. 35, 38, 41, 42, 44, 45 (Cl. 35: On-line retail store services featuring downloadable pre-recorded music and video, books, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Retail store services featuring books, music, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Providing a website featuring an on-line trading marketplace for trading and exchanging apparel, footwear, books, and other general merchandise with other member users; Compiling of information into computer databases; Marketing, advertising and promotion services, namely, providing advertising space on-line, providing tools for interactive marketing, and providing tools for advertisers to provide customized content to consumers; Market research and business marketing information services, namely, facilitating sharing of relevant information of brands, media and on-line content; Advertising services, namely, promoting the goods and services of others via computer and communication networks by compiling information into computer databases and allowing consumers to share information about the goods and services of others; Cl. 38: Telecommunication services, namely, providing on-line and telecommunication facilities for real-time interaction between and among users of computers, mobile and handheld computers, and wired and wireless communication devices; Enabling individuals to send and receive messages via email, instant messaging or a website in the field of general interest; Providing on-line chat rooms and electronic bulletin boards for transmission of messages among users in the field of general interest; Providing an on-line community forum for users to share information, photos, audio and video content about themselves, their likes and dislikes and daily activities, to get feedback from their peers, to form virtual communities, and to engage in social networking) CONTINUED BELOW:</p>
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115-  
117

Archetype 


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(Cl. 41: Providing a website featuring blogs and non-downloadable publications in the nature of articles in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, and reviews and recommendations for music and books; Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, and reviews and recommendations for music and books; Personal fitness training services and consultancy; Cl. 42: Computer services, namely, creating on-line virtual communities for users to organize groups and events, participate in discussions, and engage in social networking; Computer services, namely, hosting on-line facilities to enable or facilitate the uploading, downloading, streaming, posting, displaying, blogging, linking, sharing or otherwise providing electronic media or information over communication networks; Providing an on-line network service that enables users to transfer personal identity data to and share personal identity data with and among multiple websites; Providing a website featuring technology that enables on-line users to create personal profiles featuring social networking information and to transfer and share such information among multiple websites; Computer services, namely, creating indexes of information, sites and other resources available on computer networks; Providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data; Computer services in the nature of customized web pages featuring user-defined or specified information, personal profiles, audio, video, photographic images, text, graphics and enabling users to upload and share video, photos, text, graphics and data; Creating and maintaining blogs for others)

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TRADEMARK

REEL: 005018 FRAME: 0546

115-117	Archetype 		<p>CONTINUED FROM ABOVE  (CI. 44: Consulting services in the fields of health and nutrition; Providing a website featuring information about health, wellness and nutrition; CI. 45: Personal lifestyle consulting services; Personal lifestyle consulting services in the nature of recommending books and music to consumers according to their lifestyle and personality; Computer dating services; Consulting in the field of personal relationships; Matchmaking services; Personal lifestyle consulting services in the fields of spirituality, personality identification and matching, horoscopes and astrology; Fashion consulting services; On-line social networking services)</p>
115-57	Archetypes	12/7/11 85/489678	<p>Cls. 16, 41, 45 (CI. 16: Magazines in the field of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Series of non-fiction books in the field of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; CI. 41: Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music and reviews and recommendations for books; Providing a website featuring blogs and non-downloadable publications in the nature of articles in the field(s) of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; CI. 45: Personal lifestyle consulting services)</p>



115-63	Archetypes.Me	12/7/11 85/489237	<p>Cls. 4, 8, 9, 14, 16, 18, 21, 22, 24, 26, 27, 28, 35, 41, 45  (CI. 4: Candle-making kits; Candles; Fire lighters; Patio torches; CI. 8: Disposable razors; Disposable tableware, namely, knives, forks and spoons; Eyelash curlers; Fireplace tool sets sold as a unit; Gardening tools, namely, trowels, shears, and manually operated pruners; Manicure sets; Scissors; Tableware, namely, knives, forks and spoons; Electric hand-held hair styling irons; CI. 9: Decorative magnets; Eyeglass chains and cords; Eyewear; Eyewear cases; CI. 14: Clocks; Jewelry; Jewelry boxes; Jewelry cases; Jewelry organizers; Watches; CI. 16: Art pads; Art paper; Artists' brushes; Artists' pencils; Artists' pens; Arts and craft clay kits; Arts and craft paint kits; Baby books; Blank journals; Calendars; Coloring books; Cosmetic pencil sharpeners; Crayons; Decorative paper bows for wrapping; Framed art prints; Gift bags; Gift boxes; Gift wrapping paper; Greeting cards; Letter openers; Magazines in the field of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Markers; Note cards; Paper napkins; Paper table linens; Photograph albums; Printed invitations; Scrapbook albums; Series of non-fiction books in the field of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; CI. 18: All-purpose carrying bags; Backpacks; Briefcases; Business card cases; Clutch purses; Collars for pets; Cosmetic bags sold empty; Dog clothing; Dog leashes; Handbags; Imitation leather key chains; Key cases; Key wallets; Leather key cases; Leather key chains; Luggage; Luggage tags; Umbrellas; Wallets; Wristlet bags) (CI. 21: Bakeware; Baskets of wicker; Bath brushes; Bath sponges; Beverage glassware; Bird feeders; Bird houses; Bowls; Bread boxes; Brooms; Candle holders; Candle snuffers; Candlesticks; Carafes; Ceramic figurines; Cleaning sponges; Coasters, not of paper and other than table linen; Containers for household use; Cosmetic brushes; Decanters; Decorative plates; Dinnerware; Dispensers  <b>CONTINUED BELOW:</b></p>
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for facial tissues; Dispensers for liquid soap; Dispensers for paper towels; Disposable dinnerware, namely, plates and servingware; Dust pans; Facial sponges for applying make-up; Feather dusters; Flower baskets; Flower pots; Gardening gloves; Glass jars; Hair brushes; Hair combs; Laundry baskets; Napkin rings; Ovenware; Pet brushes; Pet feeding dishes; Pet treat jars; Picnic baskets sold empty; Plastic water bottles sold empty; Salt and pepper mills; Salt and pepper shakers; Servingware for serving food and drinks; Stained glass; Vases; **Cl. 22:** Laundry bags; Multi-purpose cloth bags; Shoe bags for storage; **Cl. 24:** Bath gloves; Bath linen; Bath towels; Beach towels; Bed blankets; Bed linen; Bed pads; Bed spreads; Bed throws; Comforters; Coverlets; Curtains; Handkerchiefs; Kitchen linens; Kitchen towels; Shower curtain liners; Shower curtains; Table linen; Table pads; Textile wall hangings; Vinyl place mats; **Cl. 26:** Artificial flower arrangements in containers; Artificial fruit; Artificial plants; Artificial topiaries; Artificial wreaths; Bows for wrapping; Decorative ribbons)(**Cl. 27:** Area rugs; Bath mats; Door mats; Non-textile wall hangings; Pet feeding mats; Wallcoverings; **Cl. 28:** Action figures and accessories therefor; Bathtub toys; Battery operated action toys; Bendable toys; Board games; Bubble making wand and solution sets; Card games; Children's multiple activity toys; Christmas stockings; Christmas tree ornaments and decorations; Christmas tree skirts; Crib toys; Dolls and accessories therefor; Electronic learning toys; Mechanical toys; Pet toys; Puzzles; Stuffed and plush toys; Toy animals and accessories therefor; Toy bakeware and cookware; Toy building blocks; **Cl. 35:** Retail store services featuring books, music, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; none of the aforementioned goods being related to architecture and design; **Cl. 41:** Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music and reviews

**TRADEMARK**

**REEL: 005018 FRAME: 0549**

			<p><b>CONTINUED FROM ABOVE:</b>  and recommendations for books; Providing a website featuring blogs and non-downloadable publications in the nature of articles in the field(s) of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books;  <b>CL. 45:</b> Personal lifestyle consulting services)</p>
115-167	Idollogy	8/22/12 85/710188	<p>Cls. 3, 28 (<b>CL. 3:</b> Baby Bubble Bath; Baby hair conditioner; Baby lotion; Baby oils; Baby powders; Baby shampoo; Baby wipes; Bar soap; Body lotions; Body scrub; Body sprays; Breath freshener; Cosmetic pads; Cosmetic pencils; Cosmetics; Deodorants and antiperspirants for personal use; Facial cleansers; Facial scrubs; Fragrances and perfumery; Hair cleaning preparations; Hair coloring preparations; Hair conditioners; Hair styling preparations; Household cleaning preparations; Mouth washes; Nail care preparations; Nail polish; Nail polish base coat; Nail polish removers; Nail polish top coat; Nail strengtheners; Non-medicated bath preparations; Non-medicated diaper rash ointments and lotions; Non-medicated skin care preparations; Non-medicated sun care preparations; Scented room sprays; Shaving preparations; Tooth cleaning preparations; Tooth whitening preparations; <b>CL. 28:</b> Action figures and accessories therefor; Baby multiple activity toys; Balls for sports; Bath toys; Battery operated action toys; Bendable toys; Board games; Bubble making wand and solution sets; Card games; Children's multiple activity toys; Christmas stockings; Christmas tree ornaments and decorations; Christmas tree skirts; Crib toys; Dolls and accessories therefor; Electronic learning toys; Mechanical toys; Pet toys; Puzzles; Ride-on toys and accessories therefor; Stuffed and plush toys; Toy animals and accessories therefor; Toy bakeware and cookware; Toy building blocks; Toy figures )</p>

<p>115-118</p>		<p>7/5/12 85/668997</p>	<p>Cls. 35, 38, 41, 42, 44, 45 (Cl. 35: On-line retail store services featuring downloadable pre-recorded music and video, books, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Retail store services featuring books, music, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Providing a website featuring an on-line trading marketplace for trading and exchanging apparel, footwear, books, and other general merchandise with other member users; Compiling of information into computer databases; Marketing, advertising and promotion services, namely, providing advertising space on-line, providing tools for interactive marketing, and providing tools for advertisers to provide customized content to consumers; Market research and business marketing information services, namely, facilitating sharing of relevant information of brands, media and on-line content; Advertising services, namely, promoting the goods and services of others via computer and communication networks by compiling information into computer databases and allowing consumers to share information about the goods and services of others; Cl. 38: Telecommunication services, namely, providing on-line and telecommunication facilities for real-time interaction between and among users of computers, mobile and handheld computers, and wired and wireless communication devices; Enabling individuals to send and receive messages via email, instant messaging or a website in the field of general interest; Providing on-line chat rooms and electronic bulletin boards for transmission of messages among users in the field of general interest; Providing an on-line community forum for users to share information, photos, audio and video content about themselves, their likes and dislikes and daily activities, to get feedback from their peers, to form virtual communities, and to engage in social networking) CONTINUED BELOW:</p>
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118




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(Cl. 41: Providing a website featuring blogs and non-downloadable publications in the nature of articles in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, and reviews and recommendations for music and books; Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, and reviews and recommendations for music and books; Personal fitness training services and consultancy; Cl. 42: Computer services, namely, creating on-line virtual communities for users to organize groups and events, participate in discussions, and engage in social networking; Computer services, namely, hosting on-line facilities to enable or facilitate the uploading, downloading, streaming, posting, displaying, blogging, linking, sharing or otherwise providing electronic media or information over communication networks; Providing an on-line network service that enables users to transfer personal identity data to and share personal identity data with and among multiple websites; Providing a website featuring technology that enables on-line users to create personal profiles featuring social networking information and to transfer and share such information among multiple websites; Computer services, namely, creating indexes of information, sites and other resources available on computer networks; Providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data; Computer services in the nature of customized web pages featuring user-defined or specified information, personal profiles, audio, video, photographic images, text, graphics and enabling users to upload and share video, photos, text, graphics and data; Creating and maintaining blogs for others)

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TRADEMARK

REEL: 005018 FRAME: 0552

<p>115- 118</p>		<p>CONTINUED FROM ABOVE  (CL. 44: Consulting services in the fields of health and nutrition; Providing a website featuring information about health, wellness and nutrition; Cl. 45: Personal lifestyle consulting services; Personal lifestyle consulting services in the nature of recommending books and music to consumers according to their lifestyle and personality; Computer dating services; Consulting in the field of personal relationships; Matchmaking services; Personal lifestyle consulting services in the fields of spirituality, personality identification and matching, horoscopes and astrology; Fashion consulting services; On-line social networking services)</p>
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115-  
119



7/5/12  
85/669003

Cls. 35, 38, 41, 42, 44, 45 (Cl. 35: On-line retail store services featuring downloadable pre-recorded music and video, books, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Retail store services featuring books, music, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Providing a website featuring an on-line trading marketplace for trading and exchanging apparel, footwear, books, and other general merchandise with other member users; Compiling of information into computer databases; Marketing, advertising and promotion services, namely, providing advertising space on-line, providing tools for interactive marketing, and providing tools for advertisers to provide customized content to consumers; Market research and business marketing information services, namely, facilitating sharing of relevant information of brands, media and on-line content; Advertising services, namely, promoting the goods and services of others via computer and communication networks by compiling information into computer databases and allowing consumers to share information about the goods and services of others; Cl. 38: Telecommunication services, namely, providing on-line and telecommunication facilities for real-time interaction between and among users of computers, mobile and handheld computers, and wired and wireless communication devices; Enabling individuals to send and receive messages via email, instant messaging or a website in the field of general interest; Providing on-line chat rooms and electronic bulletin boards for transmission of messages among users in the field of general interest; Providing an on-line community forum for users to share information, photos, audio and video content about themselves, their likes and dislikes and daily activities, to get feedback from their peers, to form virtual communities, and to engage in social networking)  
CONTINUED BELOW:

115-  
119



CONTINUED FROM ABOVE


(Cl. 41: Providing a website featuring blogs and non-downloadable publications in the nature of articles in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, and reviews and recommendations for music and books; Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, and reviews and recommendations for music and books; Personal fitness training services and consultancy; Cl. 42: Computer services, namely, creating on-line virtual communities for users to organize groups and events, participate in discussions, and engage in social networking; Computer services, namely, hosting on-line facilities to enable or facilitate the uploading, downloading, streaming, posting, displaying, blogging, linking, sharing or otherwise providing electronic media or information over communication networks; Providing an on-line network service that enables users to transfer personal identity data to and share personal identity data with and among multiple websites; Providing a website featuring technology that enables on-line users to create personal profiles featuring social networking information and to transfer and share such information among multiple websites; Computer services, namely, creating indexes of information, sites and other resources available on computer networks; Providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data; Computer services in the nature of customized web pages featuring user-defined or specified information, personal profiles, audio, video, photographic images, text, graphics and enabling users to upload and share video, photos, text, graphics and data; Creating and maintaining blogs for others)

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TRADEMARK

REEL: 005018 FRAME: 0555



<p>115- 119</p>		<p>CONTINUED FROM ABOVE  (Cl. 44: Consulting services in the fields of health and nutrition; Providing a website featuring information about health, wellness and nutrition; Cl. 45: Personal lifestyle consulting services; Personal lifestyle consulting services in the nature of recommending books and music to consumers according to their lifestyle and personality; Computer dating services; Consulting in the field of personal relationships; Matchmaking services; Personal lifestyle consulting services in the fields of spirituality, personality identification and matching, horoscopes and astrology; Fashion consulting services; On-line social networking services)</p>
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108



7/5/12  
85/669010

Cls. 35, 38, 41, 42, 44, 45 (Cl. 35: On-line retail store services featuring downloadable pre-recorded music and video, books, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Retail store services featuring books, music, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Providing a website featuring an on-line trading marketplace for trading and exchanging apparel, footwear, books, and other general merchandise with other member users; Compiling of information into computer databases; Marketing, advertising and promotion services, namely, providing advertising space on-line, providing tools for interactive marketing, and providing tools for advertisers to provide customized content to consumers; Market research and business marketing information services, namely, facilitating sharing of relevant information of brands, media and on-line content; Advertising services, namely, promoting the goods and services of others via computer and communication networks by compiling information into computer databases and allowing consumers to share information about the goods and services of others; Cl. 38: Telecommunication services, namely, providing on-line and telecommunication facilities for real-time interaction between and among users of computers, mobile and handheld computers, and wired and wireless communication devices; Enabling individuals to send and receive messages via email, instant messaging or a website in the field of general interest; Providing on-line chat rooms and electronic bulletin boards for transmission of messages among users in the field of general interest; Providing an on-line community forum for users to share information, photos, audio and video content about themselves, their likes and dislikes and daily activities, to get feedback from their peers, to form virtual communities, and to engage in social networking)  
CONTINUED BELOW:


CONTINUED FROM ABOVE:

(Cl. 41: Providing a website featuring blogs and non-downloadable publications in the nature of articles in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, and reviews and recommendations for music and books; Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, and reviews and recommendations for music and books; Personal fitness training services and consultancy; Cl. 42: Computer services, namely, creating on-line virtual communities for users to organize groups and events, participate in discussions, and engage in social networking; Computer services, namely, hosting on-line facilities to enable or facilitate the uploading, downloading, streaming, posting, displaying, blogging, linking, sharing or otherwise providing electronic media or information over communication networks; Providing an on-line network service that enables users to transfer personal identity data to and share personal identity data with and among multiple websites; Providing a website featuring technology that enables on-line users to create personal profiles featuring social networking information and to transfer and share such information among multiple websites; Computer services, namely, creating indexes of information, sites and other resources available on computer networks; Providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data; Computer services in the nature of customized web pages featuring user-defined or specified information, personal profiles, audio, video, photographic images, text, graphics and enabling users to upload and share video, photos, text, graphics and data; Creating and maintaining blogs for others)


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TRADEMARK

REEL: 005018 FRAME: 0558

115-108			<p>CONTINUED FROM ABOVE  (CI. 44: Consulting services in the fields of health and nutrition; Providing a website featuring information about health, wellness and nutrition; CI. 45: Personal lifestyle consulting services; Personal lifestyle consulting services in the nature of recommending books and music to consumers according to their lifestyle and personality; Computer dating services; Consulting in the field of personal relationships; Matchmaking services; Personal lifestyle consulting services in the fields of spirituality, personality identification and matching, horoscopes and astrology; Fashion consulting services; On-line social networking services)</p>
115-61	Type.Me	12/6/11 85/488489	<p>Cls. 4, 16, 25, 35, 41, 45 (CI. 4: Candle-making kits; Candles; Fire lighters; Patio torches; CI. 16: Magazines in the field of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Series of non-fiction books in the field of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; CI. 25: Beach footwear; Beachwear; Coats; Dresses; Footwear; Gloves; Head wear; Hosiery; Jeans; Lingerie; Neckwear; Pajamas; Robes; Scarves; Shapewear, namely, body shapers, body suits, bras, and girdles; Shirts; Shoes; Shorts; Slacks; Sleepwear; Slippers; Socks; Sweat pants; Sweat shirts; Sweaters; Swimwear; T-shirts; Undergarments; Women's athletic tops with built-in bras; CI. 35: Retail department store services; Retail store services featuring books, music, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Retail variety stores; CI. 41: Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating,  CONTINUED BELOW:</p>

			<p>CONTINUED FROM ABOVE: spirituality, horoscopes and astrology, fashion, music and reviews and recommendations for books; Providing a website featuring blogs and non-downloadable publications in the nature of articles in the field(s) of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, music, and reviews and recommendations for books; Cl. 45: Personal lifestyle consulting services)</p>
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<p>115- 116</p>		<p>7/5/12 85/669007</p>	<p>Cls. 35, 38, 41, 42, 44, 45 (Cl. 35: On-line retail store services featuring downloadable pre-recorded music and video, books, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Retail store services featuring books, music, apparel, shoes, handbags, jewelry, food, beverages, dining and kitchen utensils and linens, bakeware, cookware, furniture, bath and bedding linens, gardening tools, candles, eyewear, clocks, luggage, paper goods, artwork, toys, exercise equipment, electronics, and appliances; Providing a website featuring an on-line trading marketplace for trading and exchanging apparel, footwear, books, and other general merchandise with other member users; Compiling of information into computer databases; Marketing, advertising and promotion services, namely, providing advertising space on-line, providing tools for interactive marketing, and providing tools for advertisers to provide customized content to consumers; Market research and business marketing information services, namely, facilitating sharing of relevant information of brands, media and on-line content; Advertising services, namely, promoting the goods and services of others via computer and communication networks by compiling information into computer databases and allowing consumers to share information about the goods and services of others; Cl. 38: Telecommunication services, namely, providing on-line and telecommunication facilities for real-time interaction between and among users of computers, mobile and handheld computers, and wired and wireless communication devices; Enabling individuals to send and receive messages via email, instant messaging or a website in the field of general interest; Providing on-line chat rooms and electronic bulletin boards for transmission of messages among users in the field of general interest; Providing an on-line community forum for users to share information, photos, audio and video content about themselves, their likes and dislikes and daily activities, to get feedback from their peers, to form virtual communities, and to engage in social networking) CONTINUED BELOW:</p>
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CONTINUED FROM ABOVE

(Cl. 41: Providing a website featuring blogs and non-downloadable publications in the nature of articles in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, and reviews and recommendations for music and books; Conducting workshops and seminars in the fields of nutrition, fitness, sexuality, psychological self-improvement, personality identification and matching, personal relationships and dating, spirituality, horoscopes and astrology, fashion, and reviews and recommendations for music and books; Personal fitness training services and consultancy; Cl. 42: Computer services, namely, creating on-line virtual communities for users to organize groups and events, participate in discussions, and engage in social networking; Computer services, namely, hosting on-line facilities to enable or facilitate the uploading, downloading, streaming, posting, displaying, blogging, linking, sharing or otherwise providing electronic media or information over communication networks; Providing an on-line network service that enables users to transfer personal identity data to and share personal identity data with and among multiple websites; Providing a website featuring technology that enables on-line users to create personal profiles featuring social networking information and to transfer and share such information among multiple websites; Computer services, namely, creating indexes of information, sites and other resources available on computer networks; Providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data; Computer services in the nature of customized web pages featuring user-defined or specified information, personal profiles, audio, video, photographic images, text, graphics and enabling users to upload and share video, photos, text, graphics and data; Creating and maintaining blogs for others)

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TRADEMARK

REEL: 005018 FRAME: 0562

115- 116		<p>CONTINUED FROM ABOVE (Cl. 44: Consulting services in the fields of health and nutrition; Providing a website featuring information about health, wellness and nutrition; Cl. 45: Personal lifestyle consulting services; Personal lifestyle consulting services in the nature of recommending books and music to consumers according to their lifestyle and personality; Computer dating services; Consulting in the field of personal relationships; Matchmaking services; Personal lifestyle consulting services in the fields of spirituality, personality identification and matching, horoscopes and astrology; Fashion consulting services; On-line social networking services)</p>
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