IN THE UNITED STATES DISTRICT COURT NORTHERN DISTRICT OF GEORGIA ATLANTA DIVISION

ABG EPE IP, LLC,

Plaintiff,

v.

XDCGG;

Civil Action No.

AtoZ Global; Aubaile flagship store; Beautiful&sister; Blu Sky; brandPAURO; BVT GLOBAL; Choco's shop; Chugutova Olga; Cima di Jazzi; Cleris Art Studio; CRHH; DecorStudioUA; dinggangming; Dong Xiao Qing'shop; fondof2253; gaovane-meiguo; Goozon Official; GSFMMG; guangzhoujiehanwangluokejiyouxiangongsi; guangzhoushiyuexiuquhetaishangmaoyouxiangongsi; Gunydok; gutlangg; hai kou bi ni fu ke ji you xian ze ren gong si; Hanwenjie; hefeiwengtengshangmaoyouxiangongsi; HJLCOSBM; HJSHG; Honey-Love; HSRCOS-US; huang fu shao hua; hulianzhi4867853; JinDa-Shang; JUYIN-jp; Jy.Cozy; KeXuan Trading; LANXIANYAOJIASHANGMAOJINGXIAOBU: liangguangbin; ligalaxy; Limicounts; linfenrongshengyuanwenhuayongpinyouxiangongsi; Lingso; lizhng523699; LLJLoriduyf; MISOSA; MU Zui; MyGiftsHouse; OPAstudios; OTA2; Plotnikovas Store; Providing; Quynhanhstore; Rareeasy; RiF; ruimingly; SakuraGinkgo; sha men shi xiang an qu xiang dong lai xiao chi di; shandongjinjiangdianzishangwuyouxiangongsi; SHTEHAN; songpeichao; SunHuiDianZi; THE FINE DISTRIBUTOR; THE NOSHAS; Tinzan-ux; TUANTIENTY2K; Viking Craft Shop; Voilokov Shop; VOXXW; wanghaiboY; WeiYaFang-HOME;

xiangchengshiqinmiaoshangmaoyouxiangongsi; XININGDANQICHUNSHANGMAOYOUXIANGO NGSI; XMXD; xuedinghao; yangyongqi; Yi Long Shang Wu; yuan111; zhaolinzhi; Zhengcong; zhoukoushichuanhuiqubaozhanggiucanyindian,

Defendants.

COMPLAINT

- 1) This is an action for federal trademark infringement and counterfeiting, and false designation of origin, in violation of 15 U.S.C. §§ 1051 *et seq.*, and common law trademark infringement and unfair competition.
- 2) This Court has subject matter jurisdiction over the federal trademark infringement, counterfeiting, and false designation of origin claims pursuant to 15 U.S.C. § 1121. This Court has supplemental jurisdiction over the remaining common law claims pursuant to 28 U.S.C. § 1367.
- 3) This Court has personal jurisdiction over the Defendants because Defendants, on information and belief, transact business within Georgia or have committed a tortious injury within Georgia caused by an act or omission outside the state and regularly do or solicit business, or engage in other persistent courses of conduct, or derive substantial revenue from goods used or consumed in Georgia.
- 4) Alternatively, this Court has personal jurisdiction over the Defendants pursuant to Federal Rule of Civil Procedure 4(k)(2) if any given Defendant is not

subject to the jurisdiction of any state's court of general jurisdiction, because exercising jurisdiction over each Defendant is consistent with the United States Constitution and its laws.

5) Venue is appropriate in this judicial district pursuant to 28
U.S.C. § 1391 because a substantial part of the property that is the subject of the action is situated in this district, and/or because the Defendants are subject to personal jurisdiction in this district, and/or because Defendants do not reside in the United States and, therefore, may be sued in any judicial district.

THE PARTIES

- 6) ABG EPE IP, LLC is a Tennessee limited liability company with its principal place of business at 1411 Broadway, FL 21, New York, New York 10018-3471.
- On information and belief, Defendants AtoZ Global; Aubaile flagship store; Beautiful&sister; Blu Sky; brandPAURO; BVT GLOBAL; Choco's shop; Chugutova Olga; Cima di Jazzi; Cleris Art Studio; CRHH; DecorStudioUA; dinggangming; Dong Xiao Qing'shop; fondof2253; gaoyane-meiguo; Goozon Official; GSFMMG; guangzhoujiehanwangluokejiyouxiangongsi; guangzhoushiyuexiuquhetaishangmaoyouxiangongsi; Gunydok; gutlangg; hai kou bi ni fu ke ji you xian ze ren gong si; Hanwenjie;

hefeiwengtengshangmaoyouxiangongsi; HJLCOSBM; HJSHG; Honey-Love; HSRCOS-US; huang fu shao hua; hulianzhi4867853; JinDa-Shang; JUYIN-jp; Jy.Cozy; KeXuan Trading; LANXIANYAOJIASHANGMAOJINGXIAOBU; liangguangbin; ligalaxy; Limicounts; linfenrongshengyuanwenhuayongpinyouxiangongsi; Lingso; lizhng523699; LLJLoriduyf; MISOSA; MU Zui; MyGiftsHouse; OPAstudios; OTA2; Plotnikovas Store; Providing; Quynhanhstore; Rareeasy; RiF; ruimingly; SakuraGinkgo; sha men shi xiang an qu xiang dong lai xiao chi di; shandongjinjiangdianzishangwuyouxiangongsi; SHTEHAN; songpeichao; SunHuiDianZi; THE FINE DISTRIBUTOR; THE NOSHAS; Tinzan-ux; TUANTIENTY2K; Viking Craft Shop; Voilokov Shop; VOXXW; wanghaiboY; WeiYaFang-HOME; XDCGG; xiangchengshiqinmiaoshangmaoyouxiangongsi; XININGDANQICHUNSHANGMAOYOUXIANGONGSI; XMXD; xuedinghao; yangyongqi; Yi Long Shang Wu; yuan111; zhaolinzhi; Zhengcong; and zhoukoushichuanhuiqubaozhanggiucanyindian ("Defendants") are foreign entities, associations, or individuals with unknown locations, all of whom advertise and sell a variety of goods through their virtual storefronts on various e-commerce marketplaces, such as Alibaba, AliExpress, DHGate, Amazon, Ebay, Joom, and/or Wish (each a "Marketplace" and collectively the "Marketplaces").

- 8) Each Defendant is known to Plaintiff only by its unique Marketplace name and ID number.
- 9) On information and belief, Defendants offer for sale, sell, and ship goods to customers in the United States, including in this judicial district, through their virtual storefronts on the Marketplaces.

RELEVANT FACTS

Plaintiff's Trademarks

- 10) Effective November 18, 2013, Plaintiff purchased all intellectual property, including all trademark rights of Elvis Presley's estate and is current owner of the global trademark portfolio of the late Elvis Presley.
- 11) Elvis Presley ("Elvis"), an iconic American musician, singer, and actor, is a household name around the world.
- 12) Known as the "King of Rock 'n' Roll," Elvis has sold over one billion records worldwide, had over 150 albums and singles certified gold, platinum, and multi-platinum, had 53 Top 40 albums on the Billboard Top 200 chart, won three Grammy® Awards for gospel music, holds the record for Most Top 40 hits (at 114 total), has been inducted into the Rock 'n' Roll, Country, Gospel, Rockabilly, and R&B Halls of Fame, and starred in 31 feature films.

- 13) Plaintiff owns numerous federal trademark applications and registrations for its valuable trademarks including, but not limited to, ELVIS, ELVIS PRESLEY, JAILHOUSE ROCK, BLUE SUEDE, KING OF ROCK N ROLL, LOVE ME TENDER, and many more. Attached hereto as Exhibit A are true and correct copies of certificates of registration reflecting Plaintiff's federal trademarks (collectively, "Marks" or "Plaintiff's Marks").
 - 14) Each of the registrations for Plaintiff's Marks is valid and enforceable.
- 15) Plaintiff has used its Marks in commerce for many decades, some since as early as 1954, and has not abandoned any of the Marks.
- 16) As a result of Plaintiff's extensive advertising and promotion of its goods under Plaintiff's Marks, Plaintiff's Marks have achieved considerable goodwill throughout the United States and the world.
- 17) On information and belief, Defendants offer for sale and sell a wide variety of goods to customers in the United States, including in this judicial district.
- 18) On information and belief, Defendants routinely sell goods bearing counterfeit or infringing marks of well-known trademark owners.

- 19) On information and belief, Defendants hide their true identities by using aliases, withholding or providing false contact information, or otherwise using false and deceptive means to avoid detection.
- 20) Defendants are using in commerce colorable imitations of one or more of Plaintiff's Marks, or marks that are confusingly similar to one or more of Plaintiff's Marks, on or in connection with the advertising and sale of goods that are similar to or compete with Plaintiff's well-known goods.
- 21) Defendants are advertising and selling goods bearing counterfeit or infringing copies of Plaintiff's Marks through their respective virtual storefronts on the Marketplaces.
- 22) Plaintiff and/or the undersigned counsel have reviewed all of the product listings at issue for each Defendant and confirmed that (a) each Defendant is using a spurious mark which is identical with or substantially indistinguishable from one or more of Plaintiff's Marks on non-genuine reproductions of Plaintiff's goods; or (b) each Defendant is using a mark confusingly similar to one or more of Plaintiff's Marks in association with the marketing or sale of other goods and in such a manner as to confuse customers into believing the goods are genuine.
- 23) None of the Defendants are authorized to offer for sale or sell goods bearing any of Plaintiff's Marks. Genuine goods bearing Plaintiff's Marks may be

purchased only from Plaintiff directly or from its authorized distributors or licensees.

24) Based on the undersigned counsel's experience prosecuting similar cases, Defendants likely operate multiple virtual storefronts within and across multiple Marketplaces, are related to the manufacturers or suppliers of the counterfeit and/or infringing goods, coordinate with each other to acquire, market, sell, and distribute counterfeit and/or infringing goods, sell the counterfeit and/or infringing goods through the same limited number of e-commerce marketplace platforms that are well-known as sources of counterfeit and/or infringing goods, share images and information about the counterfeit and/or infringing goods for use on their Marketplace storefronts, and participate in on-line forums dedicated to informing Marketplace sellers of new lawsuits and sharing defense and settlement strategies.

COUNT I.

INFRINGEMENT OF A REGISTERED TRADEMARK IN VIOLATION OF 15 U.S.C. § 1114

- 25) Paragraphs 1-24 are realleged and incorporated herein by reference.
- 26) Defendants are using marks or symbols in commerce that are likely to cause confusion, or to cause mistake, or to deceive, and likely to cause purchasers and potential purchasers to falsely believe that Defendants' goods are sponsored

by, approved by, or affiliated with Plaintiff, or that Plaintiff's goods are sponsored by, approved by, or affiliated with Defendants.

- 27) Defendants are using in commerce marks or symbols that are identical to, substantially indistinguishable from, colorable imitations of, or confusingly similar to Plaintiff's Marks, and the unauthorized use of Plaintiff's Marks by Defendants in commerce is likely to cause damage and other irreparable injury to Plaintiff unless such use is enjoined by this Court, Plaintiff having no adequate remedy at law.
- 28) Defendants' use of marks in commerce that are identical to, substantially indistinguishable from, colorable imitations of, or confusingly similar to Plaintiff's Marks constitutes an infringement of Plaintiff's rights in and to its federally registered Marks in violation of 15 U.S.C. § 1114.
- 29) After a reasonable opportunity for further investigation and discovery, it is likely the evidence will show that Defendants' aforesaid acts have been and are being committed with knowledge of Plaintiff's Marks, and that such acts are likely to cause confusion, or to cause mistake, or to deceive. Defendants' acts are therefore intentional, willful, and are maliciously calculated to cause confusion, to cause mistake, or to deceive. As such, this is an exceptional case.

- 30) In accordance with 15 U.S.C. § 1117, Plaintiff is entitled to recover from Defendants: (1) their profits, (2) any damages sustained by Plaintiff, and (3) the costs of the instant action. Further, based upon the nature of Defendants' violation of Plaintiff's trademark rights, Plaintiff is entitled to reasonable attorney's fees, treble damages, and/or enhanced profits.
- 31) Plaintiff is further entitled to an award of three times its damages or Defendants' profits for those Defendants found to be intentionally using a counterfeit mark, pursuant to 15 U.S.C. § 1117(b).
- 32) Alternatively, Plaintiff may elect at any time before judgment to recover, instead of actual damages or profits, an award of statutory damages of not less than \$1,000 or more than \$2,000,000 per counterfeit mark per type of good sold or offered for sale.
- 33) Plaintiff has been or is likely to be irreparably damaged by Defendants' use of counterfeit and/or infringing marks in the United States and will continue to be irreparably damaged unless such use is immediately and permanently enjoined by this Court.

COUNT II.

FEDERAL UNFAIR COMPETITION IN VIOLATION OF 15 U.S.C. § 1125(a)

34) Paragraphs 1-24 are realleged and incorporated herein by reference.

- 35) In marketing and selling their goods in commerce in the United States, Defendants have used in connection with their goods a false designation of origin that is likely to cause confusion, to cause mistake, or to deceive others to believe that Defendants' goods are sponsored by, approved by, originate with, or are affiliated with Plaintiff, or that Plaintiff's goods are sponsored by, approved by, originate with, or are affiliated with Defendants. Defendants have caused their goods to be offered for sale in commerce with knowledge of such false designation of origin or description or representation.
- 36) Defendants have willfully promoted in commerce the sale of their goods in a manner so as to falsely designate an origin or an association with Plaintiff's Marks, so as to be likely to cause confusion or mistake among purchasers as to the true origin, source, sponsorship, or affiliation of Plaintiff's or Defendants' goods, all to Defendants' profit and to Plaintiff's damage.
- 37) Plaintiff has been and/or will be irreparably damaged by the use of such false designation and/or representation and will continue to be irreparably damaged unless Defendants are preliminarily and permanently enjoined by this Court, Plaintiff having no adequate remedy at law.

- 38) Defendants' acts constitute unfair competition, false designation of origin, and false description in violation of 15 U.S.C. § 1125(a).
- 39) In accordance with 15 U.S.C. § 1117, Plaintiff is entitled to recover from Defendants: (1) their profits, (2) any damages sustained by Plaintiff, and (3) the costs of the instant action. Further, based upon the willful nature of Defendants' violation of Plaintiff's trademark rights, Plaintiff is entitled to reasonable attorney's fees and the trebling of such profits or damages.

COUNT III.

COMMON LAW TRADEMARK INFRINGEMENT AND UNFAIR COMPETITION

- 40) Paragraphs 1-24 are realleged and incorporated herein by reference.
- 41) Defendants' use of marks that are confusingly similar to Plaintiff's Marks, in connection with goods which are the same as or are competitive with the goods of Plaintiff, is likely to cause confusion, to cause mistake, and to deceive.
- 42) Defendants are offering their goods for sale with full knowledge of Plaintiff's Marks.
- 43) Defendants have promoted and offered for sale their goods in such a manner as to suggest an association, affiliation, or sponsorship with, or approval by Plaintiff, or so as to cause, or be likely to cause, confusion or mistake among

purchasers as to the origin or sponsorship of Plaintiff's or Defendants' goods, all to Defendants' profit and to Plaintiff's damage.

44) The aforesaid conduct of Defendants constitutes infringement of Plaintiff's common law rights in and to Plaintiff's Marks and further constitutes common law unfair competition, all of which has irreparably damaged and/or will irreparably damage Plaintiff, together with its goodwill and reputation, unless Defendants are enjoined and restrained by this Court, Plaintiff having no adequate remedy at law.

PRAYER FOR RELIEF

WHEREFORE, Plaintiff prays for a judgment of the Court as follows:

- 1) That Defendants, and those persons in active concert or participation with Defendants, be preliminarily and permanently enjoined and restrained from advertising, offering for sale, or selling any goods under or in connection with Plaintiff's Marks or any other designation, trademark, or service mark that is likely to cause confusion, mistake, or deception as to the source or sponsorship of Plaintiff's or Defendants' goods, or from otherwise infringing Plaintiff's Marks;
- 2) That an accounting be conducted and judgment be rendered against Defendants for:

- a) all profits received by Defendants from the sale of goods under or in connection with Plaintiff's Marks in the United States;
- b) all damages in an amount proven at trial from, *inter alia*,

 Defendants' trademark infringement, unfair competition, false designation of origin and false description or representation, pursuant to 15 U.S.C. § 1051 *et seq.*; and
- c) any other actual and compensatory damages in an amount not presently known but to be computed during the pendency of this action.
- 3) That any damages assessed against Defendants for trademark infringement and unfair competition be trebled as provided by 15 U.S.C. § 1117, and any profits be enhanced as warranted;
- 4) Alternatively, that Plaintiff be awarded statutory damages from each Defendant found to be using a counterfeit mark of no less than \$1,000 and no more than \$2,000,000 per mark per type of good sold;
- 5) That Defendants be directed to file with the Court and serve upon Plaintiff, no later than thirty (30) days after the issuance of an injunction, a report in writing and under oath, setting forth in detail the manner and form in which each has complied with the injunctions requested in the immediately preceding paragraphs and any other provision of this Court's Order;

- 6) That Plaintiff have and recover its costs in this suit, including but not limited to reasonable attorney's fees and expenses; and
- 7) That Plaintiff have such other and further relief as this Court may deem just and proper.

Dated: April 27, 2022.

Respectfully submitted,
THE SLADKUS LAW GROUP

s/ Carrie A. Hanlon

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Attorneys for Plaintiff

Exhibit A



ALL SHOOK UP

Reg. No. 3,718,615 ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)
Registered Dec. 1, 2009 3734 ELVIS PRESLEY BLVD.
MEMPHIS, TN 38116

Int. Cl.: 33 FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

TRADEMARK FIRST USE 9-30-2006; IN COMMERCE 9-30-2006.

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

OWNER OF U.S. REG. NOS. 3,055,493 AND 3,276,607.

SER. NO. 77-771,102, FILED 6-30-2009.

ALLISON SCHRODY, EXAMINING ATTORNEY



Director of the United States Patent and Trademark Office



BLUE HAWAII

Reg. No. 3,866,674 ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)

Registered Oct. 26, 2010 MEMPHIS, TN 38116

Int. Cl.: 33 FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 12-31-2008; IN COMMERCE 12-31-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-

PRINCIPAL REGISTER TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 3,331,963.

SER. NO. 77-890,842, FILED 12-10-2009.

MORGAN WYNNE, EXAMINING ATTORNEY



Director of the United States Patent and Trademark Office

Prior U.S. Cls.: 47 and 49

Reg. No. 3,145,462

United States Patent and Trademark Office

Registered Sep. 19, 2006

TRADEMARK PRINCIPAL REGISTER

BLUE SUEDE

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)
3734 ELVIS PRESLEY BLVD.
MEMPHIS, TN 38116

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 2-24-2004; IN COMMERCE 2-24-2004.

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

SER. NO. 78-741,733, FILED 10-27-2005.

STEVEN JACKSON, EXAMINING ATTORNEY

Prior U.S. Cls.: 22 and 39

Reg. No. 2,808,601

United States Patent and Trademark Office

Registered Jan. 27, 2004

TRADEMARK PRINCIPAL REGISTER

ELV1S

ELVIS PRESLEY ENTERPRISES, INC. (TENNES-SEE CORPORATION) 3734 ELVIS PRESLEY BLVD. MEMPHIS, TN 38116

FOR: CLOTHING, NAMELY, SHIRTS, PANTS, COATS AND HATS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 8-16-2002; IN COMMERCE 8-16-2002.

OWNER OF U.S. REG. NOS. $1,327,127,\ 2,342,232$ AND OTHERS.

THE NAME(S), PORTRAIT(S), AND/OR SIGNATURE(S) SHOWN IN THE MARK DOES NOT IDENTIFY A PARTICULAR LIVING INDIVIDUAL.

SER. NO. 78-180,387, FILED 10-31-2002.

KATHLEEN M. VANSTON, EXAMINING ATTORNEY

Prior U.S. Cl.: 46

United States Patent and Trademark Office

Reg. No. 3,386,025 Registered Feb. 19, 2008

TRADEMARK PRINCIPAL REGISTER

ELVIS

ELVIS PRESLEY ENTERPRISES, INC. (TENNES-SEE CORPORATION) 3734 ELVIS PRESLEY BLVD. MEMPHIS, TN 38116

FOR: COFFEE; HOT CHOCOLATE, IN CLASS 30 (U.S. CL. 46).

FIRST USE 3-31-2006; IN COMMERCE 3-31-2006.

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

OWNER OF U.S. REG. NOS. $1,265,579,\ 1,327,127,$ AND OTHERS.

SN 77-049,968, FILED 11-22-2006.

CHARLOTTE CORWIN, EXAMINING ATTORNEY

Prior U.S. Cls.: 22 and 39

Reg. No. 3,554,763

United States Patent and Trademark Office

Registered Dec. 30, 2008

TRADEMARK PRINCIPAL REGISTER

ELVIS

ELVIS PRESLEY ENTERPRISES, INC. (TENNES-SEE CORPORATION) 3734 ELVIS PRESLEY BLVD. MEMPHIS, TN 38116

FOR: FOOTWEAR, IN CLASS 25 (U.S. CLS. 22 AND 39)

FIRST USE 3-31-2007; IN COMMERCE 3-31-2007.

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

OWNER OF U.S. REG. NOS. 1,265,579, 1,327,127, AND OTHERS.

THE NAME(S), PORTRAIT(S), AND/OR SIGNATURE(S) SHOWN IN THE MARK DOES NOT IDENTIFY A PARTICULAR LIVING INDIVIDUAL.

SN 77-160,749, FILED 4-19-2007.

CHRISIE B. KING, EXAMINING ATTORNEY

Prior U.S. Cl.: 36

United States Patent and Trademark Office

Reg. No. 1,265,579 Registered Jan. 31, 1984

TRADEMARK Principal Register

ELVIS

Estate of Elvis Presley (Tennessee estate) 3764 Elvis Presley Blvd.
Memphis, Tenn. 38116

For: PRERECORDED AUDIO MAGNETIC TAPES AND PHONOGRAPH ALBUMS, in CLASS 9 (U.S. Cl. 36).

First use Oct. 1956; in commerce Oct. 1956.

Ser. No. 304,769, filed Apr. 8, 1981.

CONNIE M. JUDGE, Examining Attorney

Prior U.S. Cl.: 38

United States Patent and Trademark Office

Reg. No. 1,267,105 Registered Feb. 14, 1984

TRADEMARK Principal Register

ELVIS

Estate of Elvis Presley (Tennessee estate) 3764 Elvis Presley Blvd.
Memphis, Tenn. 38116

For: PRINTS AND PUBLICATIONS—NAME-LY, POSTERS AND RECORD ALBUM JACK-ETS, in CLASS 16 (U.S. Cl. 38). First use Oct. 1956; in commerce Oct. 1956.

Ser. No. 304,770, filed Apr. 8, 1981.

CONNIE M. JUDGE, Examining Attorney

Prior U.S. Cl.: 13

United States Patent and Trademark Office

Reg. No. 1,327,990 Registered Apr. 2, 1985

TRADEMARK PRINCIPAL REGISTER

ELVIS

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)
SUITE 336
4646 POPLAR AVE.
MEMPHIS, TN 38117

FIRST USE 8-0-1982; IN COMMERCE 8-0-1982.

SER. NO. 477,236, FILED 4-25-1984.

FOR: METAL KEY RINGS WITH ATTACHED TAGS, IN CLASS 6 (U.S. CL. 13).

ERNEST H. LAND, EXAMINING ATTORNEY

Prior U.S. Cl.: 39

United States Patent and Trademark Office

Reg. No. 1,327,127 Registered Mar. 26, 1985

TRADEMARK Principal Register

ELVIS

Elvis Presley Enterprises, Inc. (Tennessee corporation)
Suite 336
4646 Poplar Ave.
Memphis, Tenn. 38117

For: CLOTHING—NAMELY, T-SHIRTS AND JACKETS, in CLASS 25 (U.S. Cl. 39). First use Jun. 7, 1982; in commerce Jun. 7, 1982.

Ser. No. 470,201, filed Mar. 14, 1984.

ROBERT C. CLARK, JR., Examining Attorney

United States of America United States Patent and Trademark Office

ELVIS

Reg. No. 3,758,646 ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)
Registered Mar. 9, 2010 3734 ELVIS PRESLEY BLVD.
MEMPHIS, TN 38116

Int. Cls.: 9 and 25 For: EYE GLASSES; SPORTS EYEWEAR; SUNGLASSES, NAMELY, NOVELTY SUNGLASSES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

TRADEMARK PRINCIPAL REGISTER

TRADEMARK FIRST USE 12-31-2003; IN COMMERCE 12-31-2003.

FOR: FITTED HALLOWEEN COSTUMES; JUMPSUITS, SCARVES, BELTS, CAPES, MASQUERADE COSTUMES AND COSTUME MASKS SOLD IN CONNECTION THEREWITH; COSTUMES FOR USE IN ROLE-PLAY, DRESS-UP AND CHILDREN'S GAMES; NOVELTY HEADWEAR WITH ATTACHED WIGS; AND HALLOWEEN COSTUMES, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 12-31-2003; IN COMMERCE 12-31-2003.

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

OWNER OF U.S. REG. NOS. 1,267,105, 3,004,018, AND OTHERS.

THE NAME(S), PORTRAIT(S), AND/OR SIGNATURE(S) SHOWN IN THE MARK DOES NOT IDENTIFY A PARTICULAR LIVING INDIVIDUAL.

SN 77-578,841, FILED 9-25-2008.

COLLEEN DOMBROW, EXAMINING ATTORNEY



Director of the United States Patent and Trademark Office

Prior U.S. Cls.: 22 and 39

Reg. No. 2,994,296

United States Patent and Trademark Office

Registered Sep. 13, 2005

TRADEMARK PRINCIPAL REGISTER

ELVIS

ELVIS PRESLEY ENTERPRISES, INC. (TENNES-SEE CORPORATION) 3734 ELVIS PRESLEY BLVD. MEMPHIS, TN 38116

FOR: CLOTHING, NAMELY, MEN'S WOVEN SHIRTS, LOUNGEWEAR, SWIMWEAR, MEN'S WORK SHIRTS, ATHLETIC PANTS AND SHORTS, BOXER SHORTS, FLEECE JACKETS AND ACTIVE WEAR, NAMELY, SHIRTS, PANTS, JEANS, COATS, UNDERWEAR AND SOCKS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 1-1-1995; IN COMMERCE 1-1-1995.

OWNER OF U.S. REG. NOS. 2,075,427, 2,512,317 AND OTHERS.

THE NAME DOES NOT IDENTIFY A LIVING INDIVIDUAL.

SER. NO. 78-316,882, FILED 10-22-2003.

MARTHA FROMM, EXAMINING ATTORNEY

Prior U.S. Cls.: 1, 2, 3, 22 and 41

Reg. No. 3,007,261 Registered Oct. 18, 2005

United States Patent and Trademark Office

TRADEMARK PRINCIPAL REGISTER

ELVIS

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)

3734 ELVIS PRESLEY BLVD.

MEMPHIS, TN 38116

FOR: HANDHELD CONTAINERS; NAMELY COSMETIC BAGS SOLD EMPTY, PURSES AND HANDBAG, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 1-1-2003; IN COMMERCE 1-1-2003.

OWNER OF U.S. REG. NOS. $2,075,427,\ 2,512,317$ AND OTHERS.

THE NAME DOES NOT IDENTIFY A LIVING INDIVIDUAL.

SEC. 2(F).

SER. NO. 78-316,955, FILED 10-22-2003.

LOURDES AYALA, EXAMINING ATTORNEY

Prior U.S. Cls.: 22, 23, 38 and 50

Reg. No. 2,943,840

United States Patent and Trademark Office

Registered Apr. 26, 2005

TRADEMARK PRINCIPAL REGISTER

Elvis

ELVIS PRESLEY ENTERPRISES, INC. (TENNES-SEE CORPORATION) 3734 ELVIS PRESLEY BOULEVARD MEMPHIS, TN 38116

FOR: PLUSH TOYS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 8-5-1994; IN COMMERCE 8-5-1994.

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

OWNER OF U.S. REG. NOS. 2,241,437, 2,831,918 AND OTHERS.

SER. NO. 78-384,548, FILED 3-15-2004.

MICHAEL KAZAZIAN, EXAMINING ATTORNEY

Prior U.S. Cls.: 42 and 50

United States Patent and Trademark Office Register

Reg. No. 2,946,097 Registered May 3, 2005

TRADEMARK PRINCIPAL REGISTER

Elvis

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)
3734 ELVIS PRESLEY BOULEVARD
MEMPHIS, TN 38116

FOR: COTTON FABRIC, IN CLASS 24 (U.S. CLS. 42 AND 50).

FIRST USE 12-0-1993; IN COMMERCE 12-0-1993.

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

OWNER OF U.S. REG. NOS. 1,265,579, 2,831,918 AND OTHERS.

ELVIS DOES NOT IDENTIFY A PARTICULAR LIVING INDIVIDUAL.

SEC. 2(F).

SER. NO. 78-384,656, FILED 3-15-2004.

ANNE MADDEN, EXAMINING ATTORNEY



ELVIS

Reg. No. 3,858,340 ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION) 3734 ELVIS PRESLEY BLVD.

Registered Oct. 5, 2010 MEMPHIS, TN 38116

Int. Cl.: 9 FOR: DOWNLOADABLE WALLPAPER, RINGTONES, AND VIDEO GAMES FOR MOBILE

PHONES; MOBILE PHONE ACCESSORIES, NAMELY, FACE PLATES AND CELL PHONE

COVERS , IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38). **TRADEMARK**

FIRST USE 12-31-2009; IN COMMERCE 12-31-2009.

PRINCIPAL REGISTER

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-

TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,327,127, 2,959,924, AND OTHERS.

THE NAME "ELVIS" DOES NOT IDENTIFY A LIVING INDIVIDUAL.

SN 77-980,005, FILED 5-6-2009.

ALLISON SCHRODY, EXAMINING ATTORNEY



Vand J. Kappes

Director of the United States Patent and Trademark Office

Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 2,335,947

United States Patent and Trademark Office

Registered Mar. 28, 2000

TRADEMARK PRINCIPAL REGISTER

ELVIS

ELVIS PRESLEY ENTERPRISES, INC. (TEN-NESSEE CORPORATION) 3734 ELVIS PRESLEY BOULEVARD MEMPHIS, TN 38116

FOR: SLOT MACHINES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 12-1-1998; IN COMMERCE 12-1-1998.

OWNER OF U.S. REG. NOS. 2,075,845 AND 2,241,437.

SER. NO. 75-709,542, FILED 5-19-1999.

LINDA GOLDMAN, EXAMINING ATTORNEY

Int. Cls.: 18 and 24

Prior U.S. Cls.: 1, 2, 3, 22, 41, 42 and 50

United States Patent and Trademark Office Reg. No. 2,948,059
Registered May 10, 2005

TRADEMARK PRINCIPAL REGISTER

ELVIS

ELVIS PRESLEY ENTERPRISES, INC. (TENNES-SEE CORPORATION) 3734 ELVIS PRESLEY BLVD. MEMPHIS, TN 38116

FOR: COSMETIC BAGS SOLD EMPTY, PURSES, HANDBAGS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 6-1-1993; IN COMMERCE 6-1-1993.

FOR: BED BLANKETS, BEACH TOWELS, THROW BLANKETS, AFGHAN BLANKETS, HAND TOWELS, WASH CLOTHS, BATH SHEET TOWELS, PILLOWCASES, SHEETS, COMFORTERS, IN CLASS 24 (U.S. CLS. 42 AND 50).

FIRST USE 1-6-1993; IN COMMERCE 1-6-1993.

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

OWNER OF U.S. REG. NOS. 2,075,427, 2,512,317 AND OTHERS.

ELVIS DOES NOT IDENTIFY A PARTICULAR LIVING INDIVIDUAL.

SEC. 2(F).

SER. NO. 78-413,937, FILED 5-6-2004.

ANNE MADDEN, EXAMINING ATTORNEY

Prior U.S. Cls.: 2, 12, 13, 14, 23, 25 and 50

United States Patent and Trademark Office

Reg. No. 3,004,018 Registered Oct. 4, 2005

TRADEMARK PRINCIPAL REGISTER

ELVIS

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)

3734 ELVIS PRESLEY BLVD.

MEMPHIS, TN 38116

FOR: METAL KEY CHAINS, LICENSE PLATES AND NON-LUMINOUS AND NON-MECHANICAL METAL SIGNS AND TIN CANS SOLD EMPTY, IN CLASS 6 (U.S. CLS. 2, 12, 13, 14, 23, 25 AND 50).

FIRST USE 6-7-1982; IN COMMERCE 6-7-1982.

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

OWNER OF U.S. REG. NOS. 2,075,427, 2,512,317 AND OTHERS.

THE NAME ELVIS DOES NOT IDENTIFY A LIVING INDIVIDUAL.

SER. NO. 78-414,069, FILED 5-6-2004.

ANNE MADDEN, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

United States Patent and Trademark Office Reg

Reg. No. 2,959,924 Registered June 7, 2005

TRADEMARK PRINCIPAL REGISTER

ELVIS

ELVIS PRESLEY ENTERPRISES, INC. (TENNES-SEE CORPORATION) 3734 ELVIS PRESLEY BLVD. MEMPHIS, TN 38116

FOR: WINES, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 1-1-2004; IN COMMERCE 1-1-2004.

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

OWNER OF U.S. REG. NOS. 2,241,437, 2,831,918 AND OTHERS.

THE NAME IN THE MARK DOES NOT IDENTIFY A LIVING INDIVIDUAL.

SER. NO. 78-489,343, FILED 9-24-2004.

KARLA PERKINS, EXAMINING ATTORNEY

Prior U.S. Cls.: 23 and 28

United States Patent and Trademark Office

Reg. No. 1,329,269 Registered Apr. 9, 1985

TRADEMARK PRINCIPAL REGISTER

ELVIS

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)
SUITE 336
4646 POPLAR AVE.
MEMPHIS, TN 38117

FIRST USE 3-23-1983; IN COMMERCE 3-23-1983.

SER. NO. 477,238, FILED 4-25-1984.

FOR: PLASTIC, STAINLESS STEEL AND/OR STERLING SILVER COLLECTOR'S SPOONS, IN CLASS 8 (U.S. CLS. 23 AND 28).

ERNEST H. LAND, EXAMINING ATTORNEY

Int. Cls.: 14 and 16

Prior U.S. Cls.: 2, 5, 22, 23, 27, 28, 29, 37, 38 and

50

Reg. No. 2,115,521

United States Patent and Trademark Office

Registered Nov. 25, 1997

TRADEMARK PRINCIPAL REGISTER

ELVIS

ELVIS PRESLEY ENTERPRISES, INC. (TEN-NESSEE CORPORATION) 3734 ELVIS PRESLEY BLVD. MEMPHIS, TN 38116

FOR: JEWELRY, CLOCKS, WATCHES, BRACELETS, JEWELRY CHAINS, CHARMS, CUFFLINKS, EARRINGS, IDENTIFICATION BRACELETS AND TAGS, JEWELRY PINS, LAPEL PINS, MEDALLIONS, NECKLACES, AND COINS MADE OF PRECIOUS METAL, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FIRST USE 6-7-1982; IN COMMERCE 11-1-1987.

FOR: ADDRESS BOOKS, HOLIDAY/GREET-ING CARDS, ART PRINTS, ART REPRODUCTIONS, PAPER GIFT BAGS, WRITING INSTRUMENTS, LOOSE LEAF BINDERS, BOOKENDS, NON-FICTION AND REFERENCE BOOKS ABOUT THE GRACELAND MANSION, CHILDREN'S ACTIVITIES BOOKS, GIFT WRAPPING PAPER, BUMPER STICKERS, CALENDARS, CREDIT CARDS, NONMAGNETICALLY ENCODED TELEPHONE CALLING CARDS, BANK CHECKS, CHECKBOOK

COVERS, COMIC BOOKS, COMMEMORATIVE STAMPS THAT ARE NOT ISSUED BY U.S. POSTAL OFFICE, CONFETTI, DECALS, LETTER OPENERS, PAPER MERCHANDISE BAGS, PICTURES, PHOTOGRAPHIC PRINTS, PICTURE BOOKS, PLAYING CARDS, RECIPE BOOKS, RUBBER STAMPS, STATIONARY, STICKERS, TEMPORARY TATTOOS, TRADING CARDS, METAL TRADING CARDS AND CHALK BOARDS FOR HOME AND/OR SCHOOL, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 6-7-1982; IN COMMERCE 11-1-1987.

OWNER OF U.S. REG. NOS. 1,267,105, 1,928,215 AND OTHERS.

THE NAME IN THE MARK DOES NOT IDENTIFY A PARTICULAR LIVING INDIVIDUAL.

SEC. 2(F).

SER. NO. 75-128,250, FILED 7-1-1996.

Prior U.S. Cl.: 46

Reg. No. 2,143,323

United States Patent and Trademark Office

Registered Mar. 10, 1998

TRADEMARK PRINCIPAL REGISTER

ELVIS

ELVIS PRESLEY ENTERPRISE, INC. (TENNES-SEE CORPORATION) 3734 ELVIS PRESLEY BOULEVARD MEMPHIS, TN 38116

FOR: POPPED POPCORN AND CONFECTIONERY GOODS, NAMELY, CHOCOLATE AND CANDY, IN CLASS 30 (U.S. CL. 46).
FIRST USE 12-0-1996; IN COMMERCE 12-0-1996.

OWNER OF U.S. REG. NOS. 1,267,105, 1,928,215, AND OTHERS.
THE NAME IN THE MARK DOES NOT IDENTIFY A PARTICULAR LIVING INDIVIDUAL.

SN 75-099,565, FILED 5-6-1996.

Int. Cls.: 9, 15, 20, 21 and 28

Prior U.S. Cls.: 2, 13, 21, 22, 23, 25, 26, 29, 30, 32,

33, 36, 38, 40 and 50

Reg. No. 2,241,437

United States Patent and Trademark Office

Registered Apr. 27, 1999

TRADEMARK PRINCIPAL REGISTER

ELVIS

ELVIS PRESLEY ENTERPRISES, INC. (TEN-NESSEE CORPORATION) 3734 ELVIS PRESLEY BLVD. MEMPHIS, TN 38116

FOR: MUSICAL JUKE BOXES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-0-1996; IN COMMERCE 1-0-1996.

FOR: MUSICAL JUKE BOXES AND GUITARS, IN CLASS 15 (U.S. CLS. 2, 21 AND 36). FIRST USE 3-0-1996; IN COMMERCE 3-0-1996.

FOR: PILLOWS, MIRRORS OF THE FURNITURE TYPE, HAND-HELD MIRRORS, NON-METAL KEY CHAIN TAGS AND FOOT-STOOLS, IN CLASS 20 (U.S. CLS. 2, 13, 22, 25, 32 AND 50).

FIRST USE 0-0-1956; IN COMMERCE 0-0-1956.

FOR: PORCELAIN FIGURINES FEATURING MUSIC, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 3-0-1994; IN COMMERCE 3-0-1994.

FOR: CHRISTMAS TREE ORNAMENTS; DART BOARDS, DARTS, DART FLIGHTS, DART POINT SHARPENERS, DART POINTS, DART SHAFTS, DART STEMS, DART BOARD CASES AND DART SETS, CONSISTING PRIMARILY OF DART BOARDS AND DARTS; GOLF BALLS; JIGSAW PUZZLES, MANIPULATIVE PUZZLES, CUBE PUZZLES; BILLIARD CUES; DOLLS AND THEIR ACCESSORIES; BOARD GAMES; AND SOFT SCULPTURE TOYS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 0-0-1956; IN COMMERCE 0-0-1956.

OWNER OF U.S. REG. NOS. 1,265,579, 1,953,599 AND OTHERS.

THE NAME IN THE MARK DOES NOT IDENTIFY A PARTICULAR LIVING INDIVIDUAL.

SER. NO. 75-163,202, FILED 9-4-1996.

Int. Cls.: 9 and 11

Prior U.S. Cls.: 13, 21, 23, 26, 31, 34, 36 and 38

Reg. No. 2,075,845

United States Patent and Trademark Office

Registered July 1, 1997

TRADEMARK PRINCIPAL REGISTER

ELVIS

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION) 3734 ELVIS PRESLEY BLVD. MEMPHIS, TN 38116

FOR: DECORATIVE REFRIGERATOR MAGNETS, COMPUTER PERIPHERAL MOUSE PADS, COMPUTER KEYBOARDS, MUSICAL JUKE BOXES, SUNGLASSES, TELEPHONES AND MAGNETICALLY ENCODED DEBIT CARDS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 6-7-1982; IN COMMERCE 11-1-1987.

FOR: LAMPS, IN CLASS 11 (U.S. CLS. 13, 21, 23, 31 AND 34).

FIRST USE 4-1-1995; IN COMMERCE 9-1-1995.

OWNER OF U.S. REG. NOS. 1,267,105, 1,677,378 AND OTHERS.

THE NAME IN THE MARK DOES NOT IDENTIFY A PARTICULAR LIVING INDIVIDUAL.

SER. NO. 75-163,397, FILED 9-4-1996.

Prior U.S. Cls.: 22, 37 and 38

United States Patent and Trademark Office Registered June 18, 1985

TRADEMARK PRINCIPAL REGISTER

ELVIS PRESLEY

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)
SUITE 336
4646 POPLAR AVENUE
MEMPHIS, TN 38117

FOR: PRINTED MATTER—NAMELY, PHOTO ALBUMS, POST CARDS, NOTE PADS; AND PRINTED PUBLICATIONS—NAMELY,

PAPER DOLL BOOKS, COLORING BOOKS, AND COIN BOOKS, IN CLASS 16 (U.S. CLS. 22, 37 AND 38).

FIRST USE 0-0-1956; IN COMMERCE 0-0-1956.

SER. NO. 470,199, FILED 3-14-1984.

CONNIE M. JUDGE, EXAMINING ATTORNEY

Prior U.S. Cls.: 2, 30 and 33

United States Patent and Trademark Office Reg. No. 1,674,265
Registered Feb. 4, 1992

TRADEMARK PRINCIPAL REGISTER

ELVIS PRESLEY

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)
4646 POPLAR AVENUE
SUITE 336
MEMPHIS, TN 38117

FIRST USE 0-0-1956; IN COMMERCE 0-0-1956.

SER. NO. 73-470,200, FILED 3-14-1984.

FOR: BEVERAGEWARE; NAMELY, CARAFES, MUGS, SHOT GLASSES, AND TUMBLERS, IN CLASS 21 (U.S. CLS. 2, 30 AND 33).

CONNIE M. JUDGE, EXAMINING ATTORNEY

Prior U.S. Cl.: 22

United States Patent and Trademark Office

Reg. No. 1,329,791 Registered Apr. 9, 1985

TRADEMARK PRINCIPAL REGISTER

ELVIS PRESLEY

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)

SUITE 336 4646 POPLAR AVE. MEMPHIS, TN 38117 OWNER OF U.S. REG. NOS. 1,265,579 AND 1,267,105.

SER. NO. 478,487, FILED 5-3-1984.

FOR: DOLLS, IN CLASS 28 (U.S. CL. 22). FIRST USE 2-1-1984; IN COMMERCE 2-1-1984.

JOHN P. RYNKIEWICZ, EXAMINING ATTORNEY

Prior U.S. Cls.: 2 and 9

United States Patent and Trademark Office

Reg. No. 2,512,317 Registered Nov. 27, 2001

TRADEMARK PRINCIPAL REGISTER

ELVIS PRESLEY

ELVIS PRESLEY ENTERPRISES, INC. (TENNES-SEE CORPORATION) 3734 ELVIS PRESLEY BOULEVARD MEMPHIS, TN 38116

FOR: COLLECTIBLE FIREARMS, IN CLASS 13 (U.S. CLS. 2 AND 9).

FIRST USE 1-0-1998; IN COMMERCE 1-0-1998.

OWNER OF U.S. REG. NOS. 169,862, 1,342,441, AND 1,677,561.

THE NAME SHOWN IN THE MARK DOES NOT IDENTIFY A LIVING INDIVIDUAL.

SER. NO. 76-136,688, FILED 9-27-2000.

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Int. Cl.: 15

Prior U.S. Cl.: 36

Reg. No. 1,340,617

United States Patent and Trademark Office Registered June 11, 1985

TRADEMARK PRINCIPAL REGISTER

ELVIS PRESLEY

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION) SUITE 336 4646 POPLAR AVENUE MEMPHIS, TN 38117

FIRST USE 4-27-1984; IN COMMERCE

4-27-1984.

SER. NO. 507,803, FILED 11-8-1984.

FOR: MUSICAL INSTRUMENTS—NAMELY, GUITARS, IN CLASS 15 (U.S. CL. 36).

CONNIE M. JUDGE, EXAMINING ATTORNEY

Prior U.S. Cl.: 28

Reg. No. 1,677,532

United States Patent and Trademark Office Registered Mar. 3, 1992

TRADEMARK PRINCIPAL REGISTER

ELVIS PRESLEY

ELVIS PRESLEY ENTERPRISES, INC. (TEN-NESSEE CORPORATION) 3764 ELVIS PRESLEY BOULEVARD MEMPHIS, TN 38116, ASSIGNEE OF PRESLEY, PRISCILLA B. (UNITED STATES CITIZEN), DBA EXECUTRIX OF THE ESTATE OF ELVIS A. PRESLEY, AN ESTATE OF TENNESSEE MEMPHIS, TN 38116 AND HANKS, JOSEPH A. (UNITED STATES CITIZEN),
DBA EXECUTOR OF THE ESTATE OF
ELVIS A. PRESLEY, AN ESTATE OF TENNESSEE MEMPHIS, TN 38116 AND NATION-AL BANK OF AMERICA (UNITED STATES

NATIONAL BANK), DBA EXECUTOR OF THE ESTATE OF ELVIS A. PRESLEY, AN ESTATE OF TENNESSEE MEMPHIS, TN 38116

FOR: JEWELRY, IN CLASS 14 (U.S. CL. 28). FIRST USE 0-0-1956; IN COMMERCE 0-0-1956.

SER. NO. 73-292,301, FILED 1-9-1981.

ALAN DATRI, EXAMINING ATTORNEY

Prior U.S. Cl.: 38

Reg. No. 1,677,561

United States Patent and Trademark Office Registered Mar. 3, 1992

TRADEMARK PRINCIPAL REGISTER

ELVIS PRESLEY

ELVIS PRESLEY ENTERPRISES, INC. (TEN-**NESSEE CORPORATION)** 3764 ELVIS PRESLEY BOULEVARD MEMPHIS, TN 38116, ASSIGNEE OF PRESLEY, PRISCILLA B. (UNITED STATES CITIZEN),
DBA EXECUTOR OF THE ESTATE OF
ELVIS A. PRESLEY, AN ESTATE OF TENNESSEE MEMPHIS, TN 38116 AND HANKS, JOSEPH A. (UNITED STATES CITIZEN), DBA EXECUTOR OF THE ESTATE OF ELVIS A. PRESLEY, AN ESTATE OF TENNESSEE MEMPHIS, TN 38116 AND NATION-AL BANK OF AMERICA (UNITED STATES

NATIONAL BANK), DBA EXECUTOR OF THE ESTATE OF ELVIS A. PRESLEY, AN ESTATE OF TENNESSEE MEMPHIS, TN 38116

FOR: **PRINTS** AND PUBLICATIONS; NAMELY, POSTERS, IN CLASS 16 (U.S. CL. 38). USE 4-0-1956; IN COMMERCE FIRST 4-0-1956.

SER. NO. 73-292,315, FILED 1-9-1981.

CONNIE M. JUDGE, EXAMINING ATTORNEY

Prior U.S. Cl.: 36

Reg. No. 1,677,378

United States Patent and Trademark Office Registered Mar. 3, 1992

TRADEMARK PRINCIPAL REGISTER

ELVIS PRESLEY

ELVIS PRESLEY ENTERPRISES, INC. (TEN-NESSEE CORPORATION) 3764 ELVIS PRESLEY BOULEVARD MEMPHIS, TN 38116, ASSIGNEE OF PRESLEY, PRISCILLA B. (UNITED STATES CITIZEN),
DBA EXECUTOR OF THE ESTATE OF
ELVIS A. PRESLEY, AN ESTATE OF TENNESSEE MEMPHIS, TN 38116 AND HANKS,
JOSEPH A. (UNITED STATES CITIZEN),
DBA EXECUTOR OF THE ESTATE OF ELVIS A. PRESLEY, AN ESTATE OF TEN-NESSEE MEMPHIS, TN 38116 AND NATION-AL BANK OF AMERICA (UNITED STATES

NATIONAL BANK), DBA EXECUTOR OF THE ESTATE OF ELVIS A. PRESLEY, AN ESTATE OF TENNESSEE MEMPHIS, TN 38116

FOR: MAGNETIC TAPES AND PHONO-GRAPH RECORDS, IN CLASS 9 (U-S. CL. 36). FIRST USE 8-0-1954; IN COMMERCE 8-0-1954.

SER. NO. 73-292,412, FILED 1-9-1981.

CONNIE M. JUDGE, EXAMINING ATTORNEY

Prior U.S. Cls.: 22 and 39

Reg. No. 2,075,427

United States Patent and Trademark Office

Registered July 1, 1997

TRADEMARK PRINCIPAL REGISTER

ELVIS PRESLEY

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION) 3734 ELVIS PRESLEY BLVD. MEMPHIS, TN 38116

FOR: CLOTHING, NAMELY, T-SHIRTS, SWEATSHIRTS, SHORTS, CAPS, NECKWEAR, JACKETS, COATS, BASEBALL SHIRTS AND SOCKS, IN CLASS 25 (U.S. CLS. 22 AND 39). FIRST USE 6-7-1982; IN COMMERCE 6-7-1987.

OWNER OF U.S. REG. NOS. 1,329,891, 1,953,600 AND OTHERS.

THE NAME IN THE MARK DOES NOT IDENTIFY A PARTICULAR LIVING INDIVIDITAL

SER. NO. 75-095,787, FILED 4-29-1996.

Prior U.S. Cls.: 2, 8, 9 and 17

Reg. No. 2,606,900

United States Patent and Trademark Office

Registered Aug. 13, 2002

TRADEMARK PRINCIPAL REGISTER

ELVIS PRESLEY

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)
3734 ELVIS PRESLEY BOULEVARD
MEMPHIS, TN 38116

FOR: CIGARETTE LIGHTERS NOT OF PRE-CIOUS METAL, IN CLASS 34 (U.S. CLS. 2, 8, 9 AND 17).

FIRST USE 12-1-1998; IN COMMERCE 12-1-1998.

OWNER OF U.S. REG. NOS. 1,329,791, 2,061,619 AND OTHERS.

THE MARK "ELVIS PRESLEY" DOES NOT IDENTIFY A PARTICULAR LIVING INDIVIDUAL.

SER. NO. 76-171,937, FILED 11-28-2000.

Int. Cls.: 9 and 21

Prior U.S. Cls.: 2, 13, 21, 23, 26, 29, 30, 33, 36, 38,

40 and 50

Reg. No. 2,075,844

United States Patent and Trademark Office

Registered July 1, 1997

TRADEMARK PRINCIPAL REGISTER

ELVIS PRESLEY

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION) 3734 ELVIS PRESLEY BLVD. MEMPHIS, TN 38116

FOR: DECORATIVE REFRIGERATOR MAGNETS, COMPUTER PERIPHERAL MOUSE PADS, COMPUTER KEYBOARDS, MUSICAL JUKE BOXES, SUNGLASSES, TELEPHONES AND MAGNETICALLY ENCODED DEBIT CARDS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 6-7-1982; IN COMMERCE 11-1-1987.

FOR: HOUSEWARES AND GLASS, NAMELY, COMMEMORATIVE PLATES, EARTHENWARE STORAGE JARS, COOKIE JARS,

COASTERS, NOT OF PAPER AND NOT BEING TABLE LINEN, AND WIND CHIMES, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 6-7-1982; IN COMMERCE 11-1-1987.

OWNER OF U.S. REG. NOS. 1,267,105, 1,677,378 AND OTHERS.

THE NAME IN THE MARK DOES NOT IDENTIFY A PARTICULAR LIVING INDIVID-

SER. NO. 75-163,210, FILED 9-4-1996.

Prior U.S. Cls.: 22 and 39

Reg. No. 2,932,897

United States Patent and Trademark Office

Registered Mar. 15, 2005

TRADEMARK PRINCIPAL REGISTER

ELVIS PRESLEY

ELVIS PRESLEY ENTERPRISES, INC. (TENNES-SEE CORPORATION) 3734 ELVIS PRESLEY BLVD. MEMPHIS, TN 38116

FOR: CLOTHING, NAMELY, MEN'S WOVEN SHIRTS, LOUNGEWEAR, SWIMWEAR, MEN'S WORK SHIRTS, ACTIVE WEAR, NAMELY, SHIRTS, PANTS, JEANS, JACKETS, COATS, UNDERWEAR AND SOCKS, ATHLETIC PANTS AND SHORTS, BOXER SHORTS AND FLEECE JACKETS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 1-1-1995; IN COMMERCE 1-1-1995.

THE NAME ELVIS PRESLEY DOES NOT IDENTIFY A LIVING INDIVIDUAL.

SER. NO. 78-316,864, FILED 10-22-2003.

LINDA POWELL, EXAMINING ATTORNEY

Prior U.S. Cls.: 1, 2, 3, 22 and 41

United States Patent and Trademark Office Reg. No. 2,937,854

Reg. No. 2,937,854

Reg. States Reg. No. 2,937,854

TRADEMARK PRINCIPAL REGISTER

ELVIS PRESLEY

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)

3734 ELVIS PRESLEY BLVD.

MEMPHIS, TN 38116

FOR: PURSES, HANDBAGS AND COSMETIC BAGS SOLD EMPTY, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 3-1-2003; IN COMMERCE 3-1-2003.

OWNER OF U.S. REG. NOS. $2,075,427,\ 2,092,974$ AND OTHERS.

THE NAME(S), PORTRAIT(S), AND/OR SIGNATURE(S) SHOWN IN THE MARK DOES NOT IDENTIFY A PARTICULAR LIVING INDIVIDUAL.

SER. NO. 78-316,943, FILED 10-22-2003.

LOURDES AYALA, EXAMINING ATTORNEY

Prior U.S. Cls.: 37, 39, 40, 42 and 50

Reg. No. 2,955,078 Registered May 24, 2005

United States Patent and Trademark Office

TRADEMARK PRINCIPAL REGISTER

Elvis Presley

ELVIS PRESLEY ENTERPRISES, INC. (TENNES-SEE CORPORATION) 3734 ELVIS PRESLEY BLVD. MEMPHIS, TN 38116

FOR: CLOTH PATCHES FOR CLOTHING, ORNAMENTAL NOVELTY BUTTONS, EMBROIDERED EMBLEMS, BELT BUCKLES NOT MADE OF PRECIOUS METAL FOR CLOTHING AND EMBROIDERY AND CROSS STITCH KITS COMPRISED OF NEEDLES, THREAD, INSTRUCTIONS AND PATTERN CLOTH, IN CLASS 26 (U.S. CLS. 37, 39, 40, 42 AND 50).

FIRST USE 7-6-1992; IN COMMERCE 7-6-1992.

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

THE NAME ELVIS PRESLEY DOES NOT IDENTIFY A LIVING INDIVIDUAL.

SER. NO. 78-411,506, FILED 4-30-2004.

CHRISIE B. KING, EXAMINING ATTORNEY

Prior U.S. Cls.: 100, 101 and 102

Reg. No. 3,017,479

United States Patent and Trademark Office

Registered Nov. 22, 2005

SERVICE MARK PRINCIPAL REGISTER

ELVIS PRESLEY

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)

3734 ELVIS PRESLEY BLVD.

MEMPHIS, TN 38116

FOR: MAIL ORDER CATALOG SERVICES IN THE FIELD OF NOVELTY, GIFT, AND SOUVENIR ITEMS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 11-0-1985; IN COMMERCE 11-0-1985.

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

THE NAME ELVIS PRESLEY DOES NOT IDENTIFY A LIVING INDIVIDUAL.

SER. NO. 78-396,428, FILED 4-5-2004.

CHRISIE B. KING, EXAMINING ATTORNEY

Prior U.S. Cls.: 2, 27, 28 and 50

United States Patent and Trademark Office Registered May 31, 2005

TRADEMARK PRINCIPAL REGISTER

ELVIS PRESLEY

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)

3734 ELVIS PRESLEY BLVD.

MEMPHIS, TN 38116

FOR: NECKLACES, BODY JEWELRY, CHARMS, CUFF LINKS, BRACELETS AND WATCH BANDS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FIRST USE 5-12-1987; IN COMMERCE 12-12-1985.

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

THE NAME ELVIS PRESLEY DOES NOT IDENTIFY A LIVING INDIVIDUAL.

SER. NO. 78-396,470, FILED 4-5-2004.

CHRISIE B. KING, EXAMINING ATTORNEY

Prior U.S. Cls.: 22, 23, 38 and 50

United States Patent and Trademark Office Registered Mar. 22, 2005

Reg. No. 2,935,071

TRADEMARK PRINCIPAL REGISTER

Elvis Presley

ELVIS PRESLEY ENTERPRISES, INC. (TENNES-SEE CORPORATION) 3734 ELVIS PRESLEY BOULEVARD MEMPHIS, TN 38116

FOR: PLUSH TOYS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 2-1-1984; IN COMMERCE 2-1-1984.

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

ELVIS PRESLEY DOES NOT IDENTIFY A PARTICULAR LIVING INDIVIDUAL.

SER. NO. 78-384,524, FILED 3-15-2004.

SHAUNIA WALLACE, EXAMINING ATTORNEY

Prior U.S. Cls.: 2, 12, 13, 14, 23, 25 and 50

Reg. No. 3,055,210

United States Patent and Trademark Office

Registered Jan. 31, 2006

TRADEMARK PRINCIPAL REGISTER

Elvis Presley

ELVIS PRESLEY ENTERPRISES, INC. (TENNES-SEE CORPORATION) 3734 ELVIS PRESLEY BLVD. MEMPHIS, TN 38116

FOR: METAL KEY CHAINS, METAL LICENSE PLATES AND NON-LUMINOUS AND NON-MECHANICAL METAL SIGNS AND TIN CANS SOLD EMPTY, IN CLASS 6 (U.S. CLS. 2, 12, 13, 14, 23, 25 AND 50).

FIRST USE 6-7-1982; IN COMMERCE 6-7-1982.

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

SER. NO. 78-567,948, FILED 2-15-2005.

SUE LAWRENCE, EXAMINING ATTORNEY



ELVIS PRESLEY

Reg. No. 3,722,364 ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)
Registered Dec. 8, 2009 3734 ELVIS PRESLEY BLVD.
MEMPHIS, TN 38116

Int. Cl.: 33 FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

TRADEMARK FIRST USE 12-31-2004; IN COMMERCE 12-31-2004.

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

OWNER OF U.S. REG. NOS. 1,340,617, 3,459,596 AND OTHERS.

THE NAME "ELVIS PRESLEY" DOES NOT IDENTIFY A LIVING INDIVIDUAL.

SER. NO. 77-771,013, FILED 6-30-2009.

ALLISON SCHRODY, EXAMINING ATTORNEY



Director of the United States Patent and Trademark Office



ELVIS PRESLEY

Reg. No. 4,640,390 ABG EPE IP LLC (TENNESSEE LIMITED LIABILITY COMPANY)

Registered Nov. 18, 2014 NEW YORK, NY 10001

Int. Cl.: 33 FOR: ALCOHOLIC BEVERAGES, EXCEPT BEERS, NAMELY, DISTILLED SPIRITS AND

LIQUEURS, IN CLASS 33 (U.S. CLS. 47 AND 49).

TRADEMARK FIRST USE 2-21-2014; IN COMMERCE 2-21-2014.

PRINCIPAL REGISTER THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-

TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,677,532, 3,722,364 AND OTHERS.

"ELVIS PRESLEY" DOES NOT IDENTIFY A LIVING INDIVIDUAL.

SER. NO. 86-235,662, FILED 3-28-2014.

TIFFANY CHIANG, EXAMINING ATTORNEY



Directelle K. Zee

Deputy Director of the United States

Patent and Trademark Office

Anited States of America Maritan States Watert and Arahemark Office United States Patent and Trademark Office

ELVIS PRESLEY

Reg. No. 5,781,458

ABG EPE IP LLC (TENNESSEE LIMITED LIABILITY COMPANY)

Registered Jun. 18, 2019

1411 Broadway, 4th Floor New York, NEW YORK 10018

Int. Cl.: 3

CLASS 3: Hair conditioner; Hair pomades; Hair shampoo

Trademark

FIRST USE 3-31-2016; IN COMMERCE 3-31-2016

Principal Register

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY

PARTICULAR FONT STYLE, SIZE OR COLOR

OWNER OF U.S. REG. NO. 1674265, 1342551, 3719039

The name(s), portrait(s), and/or signature(s) shown in the mark does not identify a particular

living individual.

SER. NO. 88-199,819, FILED 11-19-2018



Director of the United States Patent and Trademark Office

United States of America United States Patent and Trademark Office

ELVIS PRESLEY

Reg. No. 6,009,467

ABG EPE IP LLC (DELAWARE LIMITED LIABILITY COMPANY) Authentic Brands Group, Llc

Registered Mar. 10, 2020

1411 Broadway

Registereu Mar. 10, 20

New York, NEW YORK 10018

Int. Cl.: 28

Trademark

Principal Register

CLASS 28: Card games, board games, tabletop games, chess games, checkers games, poker chips, playing cards, puzzle games, video game machines, video game consoles, toy stuffed animals, plush toys, plastic character toys, novelty toy items in the nature of plastic candy dispensers designed as toys, toy figures, pet toys, dolls, playsets for dolls, doll clothing, paper dolls; artificial Christmas trees, Christmas tree ornaments, Christmas tree stands and Christmas tree skirts, balls for sports, bats for games; rackets for tennis, rackets for squash, rackets for racquetball, rackets for badminton and rackets for table tennis; jump ropes, exercise treadmills, gymnastic apparatus, skateboards, snowboards, surfboards, ice skates, roller skates, trampolines; athletic tape; grip tape for rackets, grip tape for golf clubs and grip tape for baseball bats; arm guards for athletic use, leg guards for athletic use and shin guards for athletic use; boxing gloves, punching bags, exercise weights; ankle weights, exercise wrist weights and leg weights for exercise; weight lifting belts and weight lifting gloves; weight lifting benches, kettle bells; floating recreational lounge chairs; arm floats for swimming, swim floats; inflatable float mattresses and pads for recreational use; inflatable inner tubes for aquatic recreational use; swim fins; swimming kick boards

FIRST USE 1-30-2019; IN COMMERCE 1-30-2019

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

OWNER OF U.S. REG. NO. 1329791, 2935071, 2943840

The name(s), portrait(s), and/or signature(s) shown in the mark does not identify a particular living individual.

SER. NO. 88-379,247, FILED 04-10-2019

THENT AND TRADE

Director of the United States Patent and Trademark Office





JAILHOUSE ROCK

Reg. No. 3,821,600 ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)

Registered July 20, 2010 MEMPHIS, TN 38116

Int. Cl.: 33 FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 12-31-2005; IN COMMERCE 12-31-2005.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-

PRINCIPAL REGISTER TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,646,469, 3,238,136 AND OTHERS.

SER. NO. 77-890,821, FILED 12-10-2009.

MORGAN WYNNE, EXAMINING ATTORNEY



TRADEMARK

Director of the United States Patent and Trademark Office

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

Reg. No. 2,158,251

United States Patent and Trademark Office

Registered May 19, 1998

TRADEMARK PRINCIPAL REGISTER

KING OF ROCK N ROLL

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION) 3734 ELVIS PRESLEY BLVD. MEMPHIS, TN 38116

FOR: PRINTED MATTER, NAMELY, POST CARDS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 0-0-1988; IN COMMERCE 0-0-1988.

SER. NO. 75-177,774, FILED 10-7-1996.

JASON TURNER, EXAMINING ATTORNEY

Prior U.S. Cls.: 22 and 39

Reg. No. 2,148,873

United States Patent and Trademark Office

Registered Apr. 7, 1998

TRADEMARK PRINCIPAL REGISTER

KING OF ROCK N ROLL

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION) 3734 ELVIS PRESLEY BLVD. MEMPHIS, TN 38116

FOR: CLOTHING, NAMELY, T-SHIRTS, SWEATSHIRTS, JACKETS, SOCKS, TIES, AND SHORTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 6-7-1982; IN COMMERCE 6-7-1987.

SER. NO. 75-188,198, FILED 10-28-1996.

JASON TURNER, EXAMINING ATTORNEY

Int. Cls.: 20 and 26

Prior U.S. Cls.: 2, 13, 22, 25, 32, 37, 39, 40, 42 and 50

Reg. No. 2,633,795

United States Patent and Trademark Office

Registered Oct. 15, 2002

TRADEMARK PRINCIPAL REGISTER

LONELY STREET

ELVIS PRESLEY ENTERPRISES, INC. (TENNES-SEE CORPORATION) 3734 ELVIS PRESLEY BOULEVARD MEMPHIS, TN 38116

FOR: STREET SIGNS AND LICENSE PLATES, IN CLASS 20 (U.S. CLS. 2, 13, 22, 25, 32 AND 50).

FIRST USE 7-19-1999; IN COMMERCE 7-19-1999.

FOR: NOVELTY PINS AND NOVELTY BUTTONS, IN CLASS 26 (U.S. CLS. 37, 39, 40, 42 AND 50).

FIRST USE 4-17-2002; IN COMMERCE 4-17-2002.

SER. NO. 75-709,706, FILED 5-19-1999.

KIMBERLY PERRY, EXAMINING ATTORNEY

United States of America United States Patent and Trademark Office

LOVE ME TENDER

Reg. No. 3,747,631 ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)
Registered Feb. 9, 2010 3734 ELVIS PRESLEY BLVD.
MEMPHIS, TN 38116

Int. Cl.: 25 FOR: CLOTHING, NAMELY, COATS, JACKETS, JERSEYS, SWEATSHIRTS, SHIRTS, T-SHIRTS, PULLOVERS, VESTS, SHORTS, PANTS, SKIRTS, UNDERGARMENTS, LINGERIE, PAJAMAS, HEAD WEAR, HATS, CAPS, VISORS, BANDANNAS, SOCKS, GLOVES, PRINCIPAL REGISTER

PRINCIPAL REGISTER

FIRST USE 12-31-2006; IN COMMERCE 12-31-2006.

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

OWNER OF U.S. REG. NOS. 2,886,200 AND 3,442,767.

SN 77-609,262, FILED 11-6-2008.

COLLEEN DOMBROW, EXAMINING ATTORNEY



Director of the United States Patent and Trademark Office

Prior U.S. Cls.: 22 and 39

Reg. No. 3,040,319 Registered Jan. 10, 2006

United States Patent and Trademark Office

TRADEMARK PRINCIPAL REGISTER

TAKING CARE OF BUSINESS

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)
3734 ELVIS PRESLEY BLVD.
MEMPHIS, TN 38116

FOR: CLOTHING, NAMELY T-SHIRTS, SWEAT-SHIRTS AND HATS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 10-1-1987; IN COMMERCE 10-1-1987.

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

SER. NO. 78-411,292, FILED 4-30-2004.

CHRISTOPHER BUONGIORNO, EXAMINING ATTORNEY



TCB

Reg. No. 3,871,907 ELVI

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)

3734 ELVIS PRESLEY BOULEVARD

Registered Nov. 9, 2010 MEMPHIS, TN 38116

Int. Cl.: 25

TRADEMARK

FOR: CLOTHING, NAMELY, SHIRTS, HATS, PANTS, COATS, JACKETS, T-SHIRTS,

SWEATSHIRTS, SWIMWEAR, WORK SHIRTS, ATHLETIC PANTS, LOUNGE PANTS AND BOXER SHORTS; FLEECE JACKETS AND ACTIVE WEAR, NAMELY, SHIRTS, PANTS, JEANS, UNIFORMS, COATS, UNDERWEAR, T-SHIRTS, JACKETS AND SOCKS, IN CLASS

25 (U.S. CLS. 22 AND 39).

PRINCIPAL REGISTER

FIRST USE 1-1-2001; IN COMMERCE 1-1-2001.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICLE AND EXCEPT OF COLOR

TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,228,406 AND 2,851,520.

SER. NO. 77-616,010, FILED 11-17-2008.

COLLEEN DOMBROW, EXAMINING ATTORNEY



land J. Kappas

Director of the United States Patent and Trademark Office

Prior U.S. Cls.: 21, 23, 26, 36, and 38

United States Patent and Trademark Office

Reg. No. 2,851,520 Registered June 8, 2004

TRADEMARK PRINCIPAL REGISTER

TCB

ELVIS PRESLEY ENTERPRISES, INC. (TENNES-SEE CORPORATION) 3734 ELVIS PRESLEY BOULEVARD MEMPHIS, TN 38116

SN 76-409,654, FILED 5-17-2002.

FOR: SUNGLASSES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

BRIAN PINO, EXAMINING ATTORNEY

FIRST USE 1-1-2004; IN COMMERCE 1-1-2004.

Prior U.S. Cl.: 28

United States Patent and Trademark Office

Reg. No. 1,228,406 Registered Feb. 22, 1983

TRADEMARK Principal Register



Estate and Trust of Elvis Presley (Tennessee estate and trust)
3764 Elvis Presley Blvd.
Memphis, Tenn. 37401

For: JEWELRY, in CLASS 14 (U.S. Cl. 28). First use Oct. 19, 1970; in commerce Oct. 19, 1970. Owner of U.S. Reg. No. 1,178,535.

Ser. No. 242,279, filed Dec. 10, 1979.

R. G. COLE, Examining Attorney

Int. Cls.: 6 and 9

Prior U.S. Cls.: 2, 12, 13, 14, 21, 23, 25, 26, 36, 38, and

50

United States Patent and Trademark Office Reg. No. 2,559,580
Registered Apr. 9, 2002

TRADEMARK PRINCIPAL REGISTER

TEDDY BEAR

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)
3734 ELVIS PRESLEY BOULEVARD
MEMPHIS, TN 38116

FOR: METAL KEY CHAINS, IN CLASS 6 (U.S. CLS. 2, 12, 13, 14, 23, 25 AND 50).

FIRST USE 11-17-1999; IN COMMERCE 11-17-1999.

FOR: MAGNETS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 11-17-1999; IN COMMERCE 11-17-1999.

SN 75-804,920, FILED 9-22-1999.

WON TEAK OH, EXAMINING ATTORNEY

Anited States of America United States Patent and Trademark Office

THE KING

Reg. No. 4,641,410

ABG EPE IP LLC (DELAWARE LIMITED LIABILITY COMPANY)

100 WEST 33RD STREET, SUITE 1007

Registered Nov. 18, 2014 NEW YORK, NY 10001

Int. Cls.: 14 and 16

FOR: JEWELRY, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

TRADEMARK

FIRST USE 1-1-2014; IN COMMERCE 1-1-2014.

PRINCIPAL REGISTER

FOR: ADDRESS BOOKS, HOLIDAY/GREETING CARDS, ART PRINTS, GRAPHIC AND PRINTED ART REPRODUCTIONS, PAPER GIFT BAGS, WRITING INSTRUMENTS, LOOSE LEAF BINDERS, BOOKENDS, NON-FICTION AND REFERENCE BOOKS ABOUT THE GRACELAND MANSION AND ELVIS PRESLEY, CHILDREN'S ACTIVITY BOOKS, GIFT WRAPPING PAPER, BUMPER STICKERS, CALENDARS, CREDIT CARDS WITHOUT MAGNETIC CODING, NONMAGNETICALLY ENCODED TELEPHONE CALLING CARDS, BANK CHECKS, DEBIT GIFT CARDS WITHOUT MAGNETIC CODING, CHECKBOOK COVERS, COMIC BOOKS, COMMEMORATIVE STAMP SHEETS THAT ARE NOT ISSUED BY THE US POSTAL OFFICE, DECALS, LETTER OPENERS, PAPER MERCHANDISE BAGS, PICTURES, PHOTOGRAPHIC PRINTS, PICTURE BOOKS, RECIPE BOOKS, RUBBER STAMPS, STATIONERY, STICKERS, TEMPORARY TATTOOS, TRADING CARDS, CHALK BOARDS FOR HOME AND/OR SCHOOL USE, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).



FIRST USE 1-1-2014; IN COMMERCE 1-1-2014.

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

THE "KING" DOES NOT IDENTIFY A LIVING INDIVIDUAL.

SN 77-776,300, FILED 7-8-2009.

TIMOTHY FINNEGAN, EXAMINING ATTORNEY

Michelle K. Zen **Deputy Director of the United States** Patent and Trademark Office



THE KING

Reg. No. 4,529,779

ABG EPE IP LLC (DELAWARE LIMITED LIABILITY COMPANY) 100 WEST 33RD STREET, SUITE 1007

Registered May 13, 2014 NEW YORK, NY 10001

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

FOR: DOWNLOADABLE RING TONES, GAMES, AND GRAPHICS FOR MOBILE PHONES; MOBILE PHONE ACCESSORIES, NAMELY, CELL PHONE FACEPLATES AND CELL PHONE COVERS; PRE-RECORDED VIDEO CASSETTES, AUDIO TAPES, CDS AND DVDS FEATUR-ING OR ASSOCIATED WITH CELEBRITIES AND PUBLIC FIGURES; SUNGLASSES; COMPUTER GAME SOFTWARE AND ONLINE DOWNLOADABLE COMPUTER GAME PROGRAMS; VIDEO GAME SOFTWARE; VIDEO GAME DISCS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 4-1-2013; IN COMMERCE 4-1-2013.

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

THE "KING" DOES NOT IDENTIFY A LIVING INDIVIDUAL.

SN 77-983,584, FILED 7-8-2009.

TIMOTHY FINNEGAN, EXAMINING ATTORNEY



Michelle K. Len **Deputy Director of the United States** Patent and Trademark Office



THE KING OF ROCK 'N ROLL

Reg. No. 3,932,232 ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)

3734 ELVIS PRESLEY BOULEVARD

Registered Mar. 15, 2011 MEMPHIS, TN 38116

Int. Cl.: 33 FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 4-15-2010; IN COMMERCE 4-15-2010. TRADEMARK

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-PRINCIPAL REGISTER

TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,145,957, 2,895,756, AND 3,004,117.

SN 77-890,883, FILED 12-10-2009.

MORGAN WYNNE, EXAMINING ATTORNEY



Director of the United States Patent and Trademark Office

Int. Cl.: 18

Prior U.S. Cls.: 1, 2, 3, 22 and 41

Reg. No. 2,895,756

United States Patent and Trademark Office

Registered Oct. 19, 2004

TRADEMARK PRINCIPAL REGISTER

THE KING OF ROCK 'N' ROLL

ELVIS PRESLEY ENTERPRISES, INC. (TENNES-SEE CORPORATION) 3734 ELVIS PRESLEY BLVD. MEMPHIS, TN 38116 FIRST USE 9-1-2003; IN COMMERCE 9-1-2003.

SER. NO. 78-312,835, FILED 10-13-2003.

FOR: HAND BAGS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

JUDITH GRUNDY, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

Reg. No. 3,583,778
Registered Mar. 3, 2009

United States Patent and Trademark Office

TRADEMARK PRINCIPAL REGISTER

VIVA LAS VEGAS

ELVIS PRESLEY ENTERPRISES, INC. (TENNES-SEE CORPORATION) 3734 ELVIS PRESLEY BLVD. MEMPHIS, TN 38116

FOR: CLOTHING, NAMELY, COATS, JACKETS, JERSEYS, SWEATSHIRTS, SHIRTS, T-SHIRTS, PULLOVERS, VESTS, SHORTS, PANTS, SKIRTS, UNDERGARMENTS, LINGERIE, PAJAMAS, HEAD WEAR, HATS, CAPS, VISORS, BANDANNAS, SOCKS, GLOVES, SCARVES, WRISTBANDS, BELTS, FOOTWEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 6-30-2003; IN COMMERCE 6-30-2003.

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

SN 77-026,612, FILED 10-22-2006.

CHARLOTTE CORWIN, EXAMINING ATTORNEY



VIVA LAS VEGAS

Reg. No. 3,793,445

ELVIS PRESLEY ENTERPRISES, INC. (TENNESSEE CORPORATION)

Registered May 25, 2010 MEMPHIS, TN 38116

3734 ELVIS PRESLEY BLVD.

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

FOR: PRERECORDED AUDIO AND AUDIO/VISUAL MEDIA, NAMELY, PRERECORDED COMPACT DISCS, AUDIO CASSETTES, VIDEOCASSETTES, DVDS AND PHONOGRAPH RECORDS FEATURING AUDIO-VISUAL PROGRAMMING, NAMELY, ENTERTAINMENT, MUSIC VIDEOS, MOVIES, AND DOCUMENTARIES; DOWNLOADABLE MP3 FILES FEA-TURING MUSIC; MOTION PICTURE FILMS RELATED TO ENTERTAINMENT, MUSIC AND/OR MUSICAL ARTISTS; MULTIMEDIA SOFTWARE RECORDED ON CD-ROM FEA-TURING ENTERTAINMENT, MUSIC AND/OR MUSICAL ARTISTS; COMPUTER SOFTWARE FOR USE AS A SCREEN SAVER; VIDEO GAME CARTRIDGES, DISCS, SOFTWARE AND JOYSTICKS FEATURING ENTERTAINMENT AND/OR MUSIC, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 8-1-2008; IN COMMERCE 8-1-2008.

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

SN 77-027,387, FILED 10-23-2006.

CHARLOTTE CORWIN, EXAMINING ATTORNEY



Director of the United States Patent and Trademark Office

IN THE UNITED STATES DISTRICT COURT NORTHERN DISTRICT OF GEORGIA ATLANTA DIVISION

ABG EPE IP, LLC,

Plaintiff,

AtoZ Global; Aubaile flagship store;

v.

Beautiful&sister; Blu Sky; brandPAURO; BVT GLOBAL; Choco's shop; Chugutova Olga; Cima di Jazzi; Cleris Art Studio; CRHH; DecorStudioUA; dinggangming; Dong Xiao Qing'shop; fondof2253; gaovane-meiguo; Goozon Official; GSFMMG; guangzhoujiehanwangluokejiyouxiangongsi; guangzhoushiyuexiuquhetaishangmaoyouxiangongsi; Gunydok; gutlangg; hai kou bi ni fu ke ji you xian ze ren gong si; Hanwenjie; hefeiwengtengshangmaoyouxiangongsi; HJLCOSBM; HJSHG; Honey-Love; HSRCOS-US; huang fu shao hua; hulianzhi4867853; JinDa-Shang; JUYIN-jp; Jy.Cozy; KeXuan Trading; LANXIANYAOJIASHANGMAOJINGXIAOBU: liangguangbin; ligalaxy; Limicounts; linfenrongshengyuanwenhuayongpinyouxiangongsi; Lingso; lizhng523699; LLJLoriduyf; MISOSA; MU Zui; MyGiftsHouse; OPAstudios; OTA2; Plotnikovas Store; Providing; Quynhanhstore; Rareeasy; RiF; ruimingly; SakuraGinkgo; sha men shi xiang an qu xiang dong lai xiao chi di; shandongjinjiangdianzishangwuyouxiangongsi; SHTEHAN; songpeichao; SunHuiDianZi; THE FINE

DISTRIBUTOR; THE NOSHAS; Tinzan-ux; TUANTIENTY2K; Viking Craft Shop; Voilokov Shop; VOXXW; wanghaiboY; WeiYaFang-HOME;

XDCGG;

Civil Action No.

xiangchengshiqinmiaoshangmaoyouxiangongsi; XININGDANQICHUNSHANGMAOYOUXIANGO NGSI; XMXD; xuedinghao; yangyongqi; Yi Long Shang Wu; yuan111; zhaolinzhi; Zhengcong; zhoukoushichuanhuiqubaozhanggiucanyindian,

Defendants.

COMPLAINT

- 1) This is an action for federal trademark infringement and counterfeiting, and false designation of origin, in violation of 15 U.S.C. §§ 1051 *et seq.*, and common law trademark infringement and unfair competition.
- 2) This Court has subject matter jurisdiction over the federal trademark infringement, counterfeiting, and false designation of origin claims pursuant to 15 U.S.C. § 1121. This Court has supplemental jurisdiction over the remaining common law claims pursuant to 28 U.S.C. § 1367.
- 3) This Court has personal jurisdiction over the Defendants because Defendants, on information and belief, transact business within Georgia or have committed a tortious injury within Georgia caused by an act or omission outside the state and regularly do or solicit business, or engage in other persistent courses of conduct, or derive substantial revenue from goods used or consumed in Georgia.
- 4) Alternatively, this Court has personal jurisdiction over the Defendants pursuant to Federal Rule of Civil Procedure 4(k)(2) if any given Defendant is not

subject to the jurisdiction of any state's court of general jurisdiction, because exercising jurisdiction over each Defendant is consistent with the United States Constitution and its laws.

5) Venue is appropriate in this judicial district pursuant to 28
U.S.C. § 1391 because a substantial part of the property that is the subject of the action is situated in this district, and/or because the Defendants are subject to personal jurisdiction in this district, and/or because Defendants do not reside in the United States and, therefore, may be sued in any judicial district.

THE PARTIES

- 6) ABG EPE IP, LLC is a Tennessee limited liability company with its principal place of business at 1411 Broadway, FL 21, New York, New York 10018-3471.
- On information and belief, Defendants AtoZ Global; Aubaile flagship store; Beautiful&sister; Blu Sky; brandPAURO; BVT GLOBAL; Choco's shop; Chugutova Olga; Cima di Jazzi; Cleris Art Studio; CRHH; DecorStudioUA; dinggangming; Dong Xiao Qing'shop; fondof2253; gaoyane-meiguo; Goozon Official; GSFMMG; guangzhoujiehanwangluokejiyouxiangongsi; guangzhoushiyuexiuquhetaishangmaoyouxiangongsi; Gunydok; gutlangg; hai kou bi ni fu ke ji you xian ze ren gong si; Hanwenjie;

hefeiwengtengshangmaoyouxiangongsi; HJLCOSBM; HJSHG; Honey-Love; HSRCOS-US; huang fu shao hua; hulianzhi4867853; JinDa-Shang; JUYIN-jp; Jy.Cozy; KeXuan Trading; LANXIANYAOJIASHANGMAOJINGXIAOBU; liangguangbin; ligalaxy; Limicounts; linfenrongshengyuanwenhuayongpinyouxiangongsi; Lingso; lizhng523699; LLJLoriduyf; MISOSA; MU Zui; MyGiftsHouse; OPAstudios; OTA2; Plotnikovas Store; Providing; Quynhanhstore; Rareeasy; RiF; ruimingly; SakuraGinkgo; sha men shi xiang an qu xiang dong lai xiao chi di; shandongjinjiangdianzishangwuyouxiangongsi; SHTEHAN; songpeichao; SunHuiDianZi; THE FINE DISTRIBUTOR; THE NOSHAS; Tinzan-ux; TUANTIENTY2K; Viking Craft Shop; Voilokov Shop; VOXXW; wanghaiboY; WeiYaFang-HOME; XDCGG; xiangchengshiqinmiaoshangmaoyouxiangongsi; XININGDANQICHUNSHANGMAOYOUXIANGONGSI; XMXD; xuedinghao; yangyongqi; Yi Long Shang Wu; yuan111; zhaolinzhi; Zhengcong; and zhoukoushichuanhuiqubaozhanggiucanyindian ("Defendants") are foreign entities, associations, or individuals with unknown locations, all of whom advertise and sell a variety of goods through their virtual storefronts on various e-commerce marketplaces, such as Alibaba, AliExpress, DHGate, Amazon, Ebay, Joom, and/or Wish (each a "Marketplace" and collectively the "Marketplaces").

- 8) Each Defendant is known to Plaintiff only by its unique Marketplace name and ID number.
- 9) On information and belief, Defendants offer for sale, sell, and ship goods to customers in the United States, including in this judicial district, through their virtual storefronts on the Marketplaces.

RELEVANT FACTS

Plaintiff's Trademarks

- 10) Effective November 18, 2013, Plaintiff purchased all intellectual property, including all trademark rights of Elvis Presley's estate and is current owner of the global trademark portfolio of the late Elvis Presley.
- 11) Elvis Presley ("Elvis"), an iconic American musician, singer, and actor, is a household name around the world.
- 12) Known as the "King of Rock 'n' Roll," Elvis has sold over one billion records worldwide, had over 150 albums and singles certified gold, platinum, and multi-platinum, had 53 Top 40 albums on the Billboard Top 200 chart, won three Grammy® Awards for gospel music, holds the record for Most Top 40 hits (at 114 total), has been inducted into the Rock 'n' Roll, Country, Gospel, Rockabilly, and R&B Halls of Fame, and starred in 31 feature films.

- 13) Plaintiff owns numerous federal trademark applications and registrations for its valuable trademarks including, but not limited to, ELVIS, ELVIS PRESLEY, JAILHOUSE ROCK, BLUE SUEDE, KING OF ROCK N ROLL, LOVE ME TENDER, and many more. Attached hereto as Exhibit A are true and correct copies of certificates of registration reflecting Plaintiff's federal trademarks (collectively, "Marks" or "Plaintiff's Marks").
 - 14) Each of the registrations for Plaintiff's Marks is valid and enforceable.
- 15) Plaintiff has used its Marks in commerce for many decades, some since as early as 1954, and has not abandoned any of the Marks.
- 16) As a result of Plaintiff's extensive advertising and promotion of its goods under Plaintiff's Marks, Plaintiff's Marks have achieved considerable goodwill throughout the United States and the world.
- 17) On information and belief, Defendants offer for sale and sell a wide variety of goods to customers in the United States, including in this judicial district.
- 18) On information and belief, Defendants routinely sell goods bearing counterfeit or infringing marks of well-known trademark owners.

- 19) On information and belief, Defendants hide their true identities by using aliases, withholding or providing false contact information, or otherwise using false and deceptive means to avoid detection.
- 20) Defendants are using in commerce colorable imitations of one or more of Plaintiff's Marks, or marks that are confusingly similar to one or more of Plaintiff's Marks, on or in connection with the advertising and sale of goods that are similar to or compete with Plaintiff's well-known goods.
- 21) Defendants are advertising and selling goods bearing counterfeit or infringing copies of Plaintiff's Marks through their respective virtual storefronts on the Marketplaces.
- 22) Plaintiff and/or the undersigned counsel have reviewed all of the product listings at issue for each Defendant and confirmed that (a) each Defendant is using a spurious mark which is identical with or substantially indistinguishable from one or more of Plaintiff's Marks on non-genuine reproductions of Plaintiff's goods; or (b) each Defendant is using a mark confusingly similar to one or more of Plaintiff's Marks in association with the marketing or sale of other goods and in such a manner as to confuse customers into believing the goods are genuine.
- 23) None of the Defendants are authorized to offer for sale or sell goods bearing any of Plaintiff's Marks. Genuine goods bearing Plaintiff's Marks may be

purchased only from Plaintiff directly or from its authorized distributors or licensees.

24) Based on the undersigned counsel's experience prosecuting similar cases, Defendants likely operate multiple virtual storefronts within and across multiple Marketplaces, are related to the manufacturers or suppliers of the counterfeit and/or infringing goods, coordinate with each other to acquire, market, sell, and distribute counterfeit and/or infringing goods, sell the counterfeit and/or infringing goods through the same limited number of e-commerce marketplace platforms that are well-known as sources of counterfeit and/or infringing goods, share images and information about the counterfeit and/or infringing goods for use on their Marketplace storefronts, and participate in on-line forums dedicated to informing Marketplace sellers of new lawsuits and sharing defense and settlement strategies.

COUNT I.

INFRINGEMENT OF A REGISTERED TRADEMARK IN VIOLATION OF 15 U.S.C. § 1114

- 25) Paragraphs 1-24 are realleged and incorporated herein by reference.
- 26) Defendants are using marks or symbols in commerce that are likely to cause confusion, or to cause mistake, or to deceive, and likely to cause purchasers and potential purchasers to falsely believe that Defendants' goods are sponsored

by, approved by, or affiliated with Plaintiff, or that Plaintiff's goods are sponsored by, approved by, or affiliated with Defendants.

- 27) Defendants are using in commerce marks or symbols that are identical to, substantially indistinguishable from, colorable imitations of, or confusingly similar to Plaintiff's Marks, and the unauthorized use of Plaintiff's Marks by Defendants in commerce is likely to cause damage and other irreparable injury to Plaintiff unless such use is enjoined by this Court, Plaintiff having no adequate remedy at law.
- 28) Defendants' use of marks in commerce that are identical to, substantially indistinguishable from, colorable imitations of, or confusingly similar to Plaintiff's Marks constitutes an infringement of Plaintiff's rights in and to its federally registered Marks in violation of 15 U.S.C. § 1114.
- 29) After a reasonable opportunity for further investigation and discovery, it is likely the evidence will show that Defendants' aforesaid acts have been and are being committed with knowledge of Plaintiff's Marks, and that such acts are likely to cause confusion, or to cause mistake, or to deceive. Defendants' acts are therefore intentional, willful, and are maliciously calculated to cause confusion, to cause mistake, or to deceive. As such, this is an exceptional case.

- 30) In accordance with 15 U.S.C. § 1117, Plaintiff is entitled to recover from Defendants: (1) their profits, (2) any damages sustained by Plaintiff, and (3) the costs of the instant action. Further, based upon the nature of Defendants' violation of Plaintiff's trademark rights, Plaintiff is entitled to reasonable attorney's fees, treble damages, and/or enhanced profits.
- 31) Plaintiff is further entitled to an award of three times its damages or Defendants' profits for those Defendants found to be intentionally using a counterfeit mark, pursuant to 15 U.S.C. § 1117(b).
- 32) Alternatively, Plaintiff may elect at any time before judgment to recover, instead of actual damages or profits, an award of statutory damages of not less than \$1,000 or more than \$2,000,000 per counterfeit mark per type of good sold or offered for sale.
- 33) Plaintiff has been or is likely to be irreparably damaged by Defendants' use of counterfeit and/or infringing marks in the United States and will continue to be irreparably damaged unless such use is immediately and permanently enjoined by this Court.

COUNT II.

FEDERAL UNFAIR COMPETITION IN VIOLATION OF 15 U.S.C. § 1125(a)

34) Paragraphs 1-24 are realleged and incorporated herein by reference.

- 35) In marketing and selling their goods in commerce in the United States, Defendants have used in connection with their goods a false designation of origin that is likely to cause confusion, to cause mistake, or to deceive others to believe that Defendants' goods are sponsored by, approved by, originate with, or are affiliated with Plaintiff, or that Plaintiff's goods are sponsored by, approved by, originate with, or are affiliated with Defendants. Defendants have caused their goods to be offered for sale in commerce with knowledge of such false designation of origin or description or representation.
- 36) Defendants have willfully promoted in commerce the sale of their goods in a manner so as to falsely designate an origin or an association with Plaintiff's Marks, so as to be likely to cause confusion or mistake among purchasers as to the true origin, source, sponsorship, or affiliation of Plaintiff's or Defendants' goods, all to Defendants' profit and to Plaintiff's damage.
- 37) Plaintiff has been and/or will be irreparably damaged by the use of such false designation and/or representation and will continue to be irreparably damaged unless Defendants are preliminarily and permanently enjoined by this Court, Plaintiff having no adequate remedy at law.

- 38) Defendants' acts constitute unfair competition, false designation of origin, and false description in violation of 15 U.S.C. § 1125(a).
- 39) In accordance with 15 U.S.C. § 1117, Plaintiff is entitled to recover from Defendants: (1) their profits, (2) any damages sustained by Plaintiff, and (3) the costs of the instant action. Further, based upon the willful nature of Defendants' violation of Plaintiff's trademark rights, Plaintiff is entitled to reasonable attorney's fees and the trebling of such profits or damages.

COUNT III.

COMMON LAW TRADEMARK INFRINGEMENT AND UNFAIR COMPETITION

- 40) Paragraphs 1-24 are realleged and incorporated herein by reference.
- 41) Defendants' use of marks that are confusingly similar to Plaintiff's Marks, in connection with goods which are the same as or are competitive with the goods of Plaintiff, is likely to cause confusion, to cause mistake, and to deceive.
- 42) Defendants are offering their goods for sale with full knowledge of Plaintiff's Marks.
- 43) Defendants have promoted and offered for sale their goods in such a manner as to suggest an association, affiliation, or sponsorship with, or approval by Plaintiff, or so as to cause, or be likely to cause, confusion or mistake among

purchasers as to the origin or sponsorship of Plaintiff's or Defendants' goods, all to Defendants' profit and to Plaintiff's damage.

44) The aforesaid conduct of Defendants constitutes infringement of Plaintiff's common law rights in and to Plaintiff's Marks and further constitutes common law unfair competition, all of which has irreparably damaged and/or will irreparably damage Plaintiff, together with its goodwill and reputation, unless Defendants are enjoined and restrained by this Court, Plaintiff having no adequate remedy at law.

PRAYER FOR RELIEF

WHEREFORE, Plaintiff prays for a judgment of the Court as follows:

- 1) That Defendants, and those persons in active concert or participation with Defendants, be preliminarily and permanently enjoined and restrained from advertising, offering for sale, or selling any goods under or in connection with Plaintiff's Marks or any other designation, trademark, or service mark that is likely to cause confusion, mistake, or deception as to the source or sponsorship of Plaintiff's or Defendants' goods, or from otherwise infringing Plaintiff's Marks;
- 2) That an accounting be conducted and judgment be rendered against Defendants for:

- a) all profits received by Defendants from the sale of goods under or in connection with Plaintiff's Marks in the United States;
- b) all damages in an amount proven at trial from, *inter alia*,

 Defendants' trademark infringement, unfair competition, false designation of origin and false description or representation, pursuant to 15 U.S.C. § 1051 *et seq.*; and
- c) any other actual and compensatory damages in an amount not presently known but to be computed during the pendency of this action.
- 3) That any damages assessed against Defendants for trademark infringement and unfair competition be trebled as provided by 15 U.S.C. § 1117, and any profits be enhanced as warranted;
- 4) Alternatively, that Plaintiff be awarded statutory damages from each Defendant found to be using a counterfeit mark of no less than \$1,000 and no more than \$2,000,000 per mark per type of good sold;
- 5) That Defendants be directed to file with the Court and serve upon Plaintiff, no later than thirty (30) days after the issuance of an injunction, a report in writing and under oath, setting forth in detail the manner and form in which each has complied with the injunctions requested in the immediately preceding paragraphs and any other provision of this Court's Order;

- 6) That Plaintiff have and recover its costs in this suit, including but not limited to reasonable attorney's fees and expenses; and
- 7) That Plaintiff have such other and further relief as this Court may deem just and proper.

Dated: April 27, 2022.

Respectfully submitted,
THE SLADKUS LAW GROUP

<u>s/ Carrie A. Hanlon</u>

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Attorneys for Plaintiff

IN THE UNITED STATES DISTRICT COURT NORTHERN DISTRICT OF GEORGIA ATLANTA DIVISION

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Plaintiff,

v.

Civil Action No.

AtoZ Global, et al.,

Defendants.

DECLARATION OF KEVIN CLARKE

- I, Kevin Clarke, do hereby declare that the following facts are true and accurate to the best of my knowledge, information, and belief.
- 1. I am over eighteen (18) years old and am fully competent to attest to the matters stated herein.
- 2. I am Chief Financial Officer for Authentic Brands Group, LLC ("ABG") and its subsidiary, ABG EPE IP LLC.
- 3. ABG is a brand management company that owns and/or controls the rights to over fifty (50) well-known brands for personalities such as ELVIS PRESLEY, MARILYN MONROE, MUHAMMAD ALI, and others as well as retail and fashion brands such as AEROPOSTALE, AIRWALK, BARNEYS NEW YORK, BROOKS BROTHERS, FOREVER 21, and numerous others.

I. BACKGROUND

- 4. Plaintiff, ABG EPE IP LLC ("ABG EPE") is a limited liability company organized under the laws of Tennessee. Effective November 18, 2013, ABG EPE purchased all intellectual property, including all trademark rights of Elvis Presley's estate and is current owner of the global trademark portfolio of the late Elvis Presley. ABG EPE is a subsidiary of ABG.
- 5. Elvis Presley ("Elvis"), an iconic American musician, singer, and actor, is a household name around the world.
- 6. Known as the "King of Rock 'n' Roll," Elvis has sold over one billion records worldwide, had over 150 albums and singles certified gold, platinum, and multi-platinum, had 53 Top 40 albums on the Billboard Top 200 chart, won three Grammy® Awards for gospel music, holds the record for Most Top 40 hits (at 114 total), has been inducted into the Rock 'n' Roll, Country, Gospel, Rockabilly, and R&B Halls of Fame, and starred in 31 feature films.

II. ELVIS'S TRADEMARKS

7. ABG EPE owns hundreds of registered and common law trademarks (the "ELVIS Marks") including ELVIS, ELVIS PRESLEY, JAILHOUSE ROCK, BLUE SUEDE, KING OF ROCK N ROLL, LOVE ME TENDER, and many others.

- 8. The ELVIS Marks cover everything from wine, to clothing, to recorded music, to jewelry, to handbags, to keychains, to street signs and license plates, and nearly everything in between.
- 9. True and correct copies of United States Federal trademark registrations for the ELVIS Marks are attached collectively as Exhibit A to the complaint.

III. EFFORTS TO COMBAT COUNTERFEITERS AND INFRINGERS

- 10. Due to Elvis's worldwide reputation, Elvis products are subject to frequent counterfeiting. Many third parties use the ELVIS Marks, both online and offline, without authorization on or in connection with the advertising and sale of a variety of products. The sale of unauthorized products bearing counterfeit and/or infringing copies of the ELVIS Marks poses a real threat to Elvis's brand, the sustainability of ABG EPE's business, and to the individuals and companies who unwittingly purchase them.
- 11. Unauthorized products bearing counterfeit and/or infringing marks are not required to comply with federal safety or labeling standards. Moreover, these products do not meet ABG EPE's quality standards, thus eroding the brand's valuable reputation and goodwill. If consumers are dissatisfied with the quality of the counterfeit product they purchase, that displeasure will be attributed to Elvis's

brand. The availability of counterfeit products also costs ABG EPE considerable lost sales and harms our relationships with ABG EPE's authorized licensees.

Unauthorized use of the ELVIS Marks also devalues the brand and corrodes ABG EPE's exclusive rights in the ELVIS Marks.

12. ABG EPE frequently uses standard notice and takedown procedures to remove counterfeit and/or infringing goods from the Internet. Despite these efforts, counterfeit and infringing products continue to be readily available through major e-commerce marketplaces, including but not limited to: Alibaba, AliExpress, DHGate, Joom, and Wish (each a "Marketplace" and collectively the "Marketplaces"). Based on what I have been told, the Marketplace intellectual property rights ("IPR") notice and takedown mechanisms have not been fully effectual in our continuing fight against the marketing and sale of counterfeit products bearing the ELVIS Marks.

IV. IDENTIFYING COUNTERFEITERS AND INFRINGERS

13. We can typically identify counterfeit versions of our products by visual inspection, including the type, labeling, packaging materials, and/or price at which the products are sold. With the assistance of The Sladkus Law Group, it has been confirmed that each Defendant is selling non-genuine products bearing one or more marks that are identical or confusingly similar to at least one of our ELVIS Marks. None of the Defendants is, or has ever been, authorized to manufacture or distribute

any Elvis products, and ABG EPE has never licensed any of the Defendants to use any of the ELVIS Marks.

[Signature on Following Page]

DECLARATION

Pursuant to <u>28 U.S.C.</u> § <u>1746</u>, I declare under penalty of perjury under the laws of the United States that the foregoing facts are true and correct to the best of my knowledge, information, and belief, and that I signed this declaration on the date set forth below.

By: ______ Date: <u>4.14.2021</u>

Case 1:22-cv-01662-SEG *SEALED* Document 1-4 Filed 04/25/92840/28gb318f 2

The JS44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form is required for the use of the Clerk of Court for the purpose of initiating the civil docket record. (SEE INSTRUCTIONS ATTACHED)

I. (a) PLAINTIFF(S)	DEFENDANT(S)
(b) COUNTY OF RESIDENCE OF FIRST LISTED PLAINTIFF (EXCEPT IN U.S. PLAINTIFF CASES)	COUNTY OF RESIDENCE OF FIRST LISTED DEFENDANT (IN U.S. PLAINTIFF CASES ONLY) NOTE: IN LAND CONDEMNATION CASES, USE THE LOCATION OF THE TRACT OF LAND INVOLVED
(c) ATTORNEYS (FIRM NAME, ADDRESS, TELEPHONE N E-MAIL ADDRESS)	
II. BASIS OF JURISDICTION (PLACE AN "X" IN ONE BOX ONLY)	III. CITIZENSHIP OF PRINCIPAL PARTIES (PLACE AN "X" IN ONE BOX FOR PLAINTIFF AND ONE BOX FOR DEFENDANT) (FOR DIVERSITY CASES ONLY)
1 U.S. GOVERNMENT PLAINTIFF 3 FEDERAL QUESTION (U.S. GOVERNMENT NOT A PARTY)	PLF DEF 1 1 CITIZEN OF THIS STATE 4 4 INCORPORATED OR PRINCIPAL PLACE OF BUSINESS IN THIS STATE
2 U.S. GOVERNMENT DEFENDANT 4 DIVERSITY (INDICATE CITIZENSHIP OF PARTIES IN ITEM III)	2 2 CITIZEN OF ANOTHER STATE 5 5 INCORPORATED AND PRINCIPAL PLACE OF BUSINESS IN ANOTHER STATE 3 3 CITIZEN OR SUBJECT OF A 6 FOREIGN NATION FOREIGN COUNTRY
IV. ORIGIN (PLACE AN "X "IN ONE BOX ONLY)	!
1 ORIGINAL 2 REMOVED FROM 3 REMANDED FROM PROCEEDING STATE COURT APPELLATE COURT	
MULTIDISTRICT 8 LITIGATION - DIRECT FILE	
V. CAUSE OF ACTION (CITE THE U.S. CIVIL STATUT JURISDICTIONAL STATUTES U	TE UNDER WHICH YOU ARE FILING AND WRITE A BRIEF STATEMENT OF CAUSE - DO NOT CITE UNLESS DIVERSITY)
(IF COMPLEX, CHECK REASON BELOW)	
1. Unusually large number of parties.	6. Problems locating or preserving evidence
2. Unusually large number of claims or defenses.	7. Pending parallel investigations or actions by government.
3. Factual issues are exceptionally complex	8. Multiple use of experts.
4. Greater than normal volume of evidence.	9. Need for discovery outside United States boundaries.
5. Extended discovery period is needed.	10. Existence of highly technical issues and proof.
	CONTINUED ON DEVEDCE

CONTINUED ON REVERSE				
FOR OFFICE USE ONLY				
RECEIPT#	AMOUNT \$	APPLYING IFP	MAG. JUDGE (IFP)	
JUDGE	MAG. JUDGE (Referral)	NATURE OF SUIT	CAUSE OF ACTION	

VI. NATURE OF SUIT (PLACE AN "X" IN ONE BOX ONLY)

CONTRACT - "0" MONTHS DISCOVERY TRACK

150 RECOVERY OF OVERPAYMENT & ENFORCEMENT OF JUDGMENT

152 RECOVERY OF DEFAULTED STUDENT

LOANS (Excl. Veterans)

153 RECOVERY OF OVERPAYMENT OF VETERAN'S BENEFITS

CONTRACT - "4" MONTHS DISCOVERY TRACK 110 INSURANCE

120 MARINE

130 MILLER ACT

140 NEGOTIABLE INSTRUMENT

151 MEDICARE ACT 160 STOCKHOLDERS' SUITS

190 OTHER CONTRACT

195 CONTRACT PRODUCT LIABILITY 196 FRANCHISE

REAL PROPERTY - "4" MONTHS DISCOVERY TRACK

210 LAND CONDEMNATION 220 FORECLOSURE

230 RENT LEASE & EJECTMENT

240 TORTS TO LAND

245 TORT PRODUCT LIABILITY

290 ALL OTHER REAL PROPERTY

TORTS - PERSONAL INJURY - "4" MONTHS DISCOVERY TRACK 310 AIRPLANE

315 AIRPLANE PRODUCT LIABILITY

320 ASSAULT, LIBEL & SLANDER 330 FEDERAL EMPLOYERS' LIABILITY

340 MARINE

345 MARINE PRODUCT LIABILITY

350 MOTOR VEHICLE

355 MOTOR VEHICLE PRODUCT LIABILITY

360 OTHER PERSONAL INJURY 362 PERSONAL INJURY - MEDICAL

MALPRACTICE

365 PERSONAL INJURY - PRODUCT LIABILITY 367 PERSONAL INJURY - HEALTH CARE/

PHARMACEUTICAL PRODUCT LIABILITY

368 ASBESTOS PERSONAL INJURY PRODUCT LIABILITY

TORTS - PERSONAL PROPERTY - "4" MONTHS DISCOVERY TRACK 370 OTHER FRAUD

371 TRUTH IN LENDING

380 OTHER PERSONAL PROPERTY DAMAGE

385 PROPERTY DAMAGE PRODUCT LIABILITY

BANKRUPTCY - "0" MONTHS DISCOVERY TRACK 422 APPEAL 28 USC 158

JURY DEMAND

423 WITHDRAWAL 28 USC 157

CIVIL RIGHTS - "4" MONTHS DISCOVERY TRACK 440 OTHER CIVIL RIGHTS

441 VOTING

442 EMPLOYMENT

443 HOUSING/ ACCOMMODATIONS

445 AMERICANS with DISABILITIES - Employment

446 AMERICANS with DISABILITIES - Other

448 EDUCATION

IMMIGRATION - "0" MONTHS DISCOVERY TRACK

462 NATURALIZATION APPLICATION

465 OTHER IMMIGRATION ACTIONS

PRISONER PETITIONS - "0" MONTHS DISCOVERY

463 HABEAS CORPUS- Alien Detainee 510 MOTIONS TO VACATE SENTENCE

530 HABEAS CORPUS

535 HABEAS CORPUS DEATH PENALTY 540 MANDAMUS & OTHER

550 CIVIL RIGHTS - Filed Pro se

555 PRISON CONDITION(S) - Filed Pro se 560 CIVIL DETAINEE: CONDITIONS OF

CONFINEMENT

PRISONER PETITIONS - "4" MONTHS DISCOVERY TRACK

550 CIVIL RIGHTS - Filed by Counsel 555 PRISON CONDITION(S) - Filed by Counsel

FORFEITURE/PENALTY - "4" MONTHS DISCOVERY

625 DRUG RELATED SEIZURE OF PROPERTY

690 OTHER

LABOR - "4" MONTHS DISCOVERY TRACK

710 FAIR LABOR STANDARDS ACT

720 LABOR/MGMT. RELATIONS

740 RAILWAY LABOR ACT

751 FAMILY and MEDICAL LEAVE ACT 790 OTHER LABOR LITIGATION

791 EMPL. RET. INC. SECURITY ACT

PROPERTY RIGHTS - "4" MONTHS DISCOVERY

TRACK

820 COPYRIGHTS 840 TRADEMARK

PROPERTY RIGHTS - "8" MONTHS DISCOVERY

TRACK

NO (CHECK YES ONLY IF DEMANDED IN COMPLAINT)

835 PATENT-ABBREVIATED NEW DRUG APPLICATIONS (ANDA) - a/k/a

Hatch-Waxman cases

SOCIAL SECURITY - "0" MONTHS DISCOVERY TRACK

861 HIA (1395ff)

862 BLACK LUNG (923)

863 DIWC (405(g)) 863 DIWW (405(g))

864 SSID TITLE XVI

865 RSI (405(g))

FEDERAL TAX SUITS - "4" MONTHS DISCOVERY

TRACK

870 TAXES (U.S. Plaintiff or Defendant) 871 IRS - THIRD PARTY 26 USC 7609

OTHER STATUTES - "4" MONTHS DISCOVERY

375 FALSE CLAIMS ACT

376 Qui Tam 31 USC 3729(a)

400 STATE REAPPORTIONMENT

430 BANKS AND BANKING 450 COMMERCE/ICC RATES/ETC.

460 DEPORTATION

470 RACKETEER INFLUENCED AND CORRUPT

ORGANIZATIONS

480 CONSUMER CREDIT

490 CABLE/SATELLITE TV 890 OTHER STATUTORY ACTIONS

891 AGRICULTURAL ACTS

893 ENVIRONMENTAL MATTERS 895 FREEDOM OF INFORMATION ACT

899 ADMINISTRATIVE PROCEDURES ACT /

REVIEW OR APPEAL OF AGENCY DECISION

950 CONSTITUTIONALITY OF STATE STATUTES

OTHER STATUTES - "8" MONTHS DISCOVERY TRACK

410 ANTITRUST

850 SECURITIES / COMMODITIES / EXCHANGE

OTHER STATUTES - "0" MONTHS DISCOVERY TRACK

896 ARBITRATION

(Confirm / Vacate / Order / Modify)

* PLEASE NOTE DISCOVERY TRACK FOR EACH CASE TYPE. SEE LOCAL RULE 26.3

VII. REQUESTED IN COMPLAINT:

CHECK IF CLASS ACTION UNDER F.R.Civ.P. 23 DEMAND \$

VIII. RELATED/REFILED CASE(S) IF ANY

DOCKET NO.

- CIVIL CASES ARE DEEMED RELATED IF THE PENDING CASE INVOLVES: (CHECK APPROPRIATE BOX)
 - 1. PROPERTY INCLUDED IN AN EARLIER NUMBERED PENDING SUIT. 2. SAME ISSUE OF FACT OR ARISES OUT OF THE SAME EVENT OR TRANSACTION INCLUDED IN AN EARLIER NUMBERED PENDING SUIT.
 - 3. VALIDITY OR INFRINGEMENT OF THE SAME PATENT, COPYRIGHT OR TRADEMARK INCLUDED IN AN EARLIER NUMBERED PENDING SUIT. 4. APPEALS ARISING OUT OF THE SAME BANKRUPTCY CASE AND ANY CASE RELATED THERETO WHICH HAVE BEEN DECIDED BY THE SAME
 - BANKRUPTCY JUDGE.
 - 5. REPETITIVE CASES FILED BY PRO SE LITIGANTS. 6. COMPANION OR RELATED CASE TO CASE(S) BEING SIMULTANEOUSLY FILED (INCLUDE ABBREVIATED STYLE OF OTHER CASE(S)):
 - 7. EITHER SAME OR ALL OF THE PARTIES AND ISSUES IN THIS CASE WERE PREVIOUSLY INVOLVED IN CASE NO. DISMISSED. This case IS IS NOT (check one box) SUBSTANTIALLY THE SAME CASE.

. WHICH WAS

April 27, 2022

SIGNATURE OF ATTORNEY OF RECORD