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Trademark Electronic Application System

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PTO Form 1478 (Rev 09/2006)

OMB No. 0651-0009 (Exp 02/28/2021)

Trademark/Service Mark Application, Principal Register Handwritten Signature

To the Commissioner for Trademarks:

MARK: the word DIRTY (stylized and/or with design, see below)



The literal element of the mark consists of the word DIRTY. The color(s) white for the word DIRTY and the color red of the irregular shape background is/are claimed as a feature of the mark. The mark consists of the word DIRTY is white on an irregular shape red background.

The applicant, MG Licensing Europe S.A.R.L., a limited liability company legally organized under the laws of Luxembourg, having an address of

32 boulevard Royal
Luxembourg L-2449
Luxembourg

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 035: Retail sale of CDs, DVDs and digital optical storage media containing movies; online retail store services and retail sale of gels for use as personal lubricants sexual stimulant gels, topical preparations, namely, gels for enhancing sexual arousal, enjoyment and response, Mobile phone cases, pre-recorded films, tapes and disks, electronic publications, mouse mats, sunglasses, computer games, Computer application software for mobile phones, tablets, portable media players, and handheld computers, namely, software for use in anonymous browsing, encryption, anti-tracking protection, network protection, privacy protection, data compression, and data leakage prevention, magnets, phone hand stands, sex toys, clocks, key rings, key cases, printed matter, writing implements, calendars, diaries, personal organisers, posters, photographs, beer mats, coasters, napkins and serviettes, paper table cloths, Promotional decals, pens, pencils, calendars, event programs, gift cards, stickers, Bags, cases, skins and hides, umbrellas, parasols, walking sticks, belts, billfolds, wallets, purses, portfolios, whips, harness, Mugs, bottles, porcelain wares, cups, dishware, earthenware, Towels, pillows, pillow covers, canvas, bed linen, kitchen linen, table linen, bath linen, Clothing, shoes, hats, caps, sandals, belts, boots, footwear, headwear, Clothing patches, patches, pins, hair ornaments, ornamental novelty badges, feathers for ornamentation, novelty buttons, shoe ornaments, Playing cards, cards, video game machines for use with television, parlour games, games, Electronic cigarettes, cartridges sold filled with propylene glycol for electronic cigarettes.

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

Priority based on foreign filing: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services and asserts a claim of priority based on European Union Trademark - EUTM application number 018147934, filed 11/06/2019.

INTENT TO PERFECT 44(d) : At this time, the applicant intends to rely on Section 44(e) as a basis for registration and requests that the application be suspended to await the submission of the foreign registration. If ultimately the applicant does not rely on §44(e) as a basis for registration, a valid claim of priority may be retained.

International Class 038: Video-on-demand transmission services; video broadcasting; electronic, electric and digital transmission of texts, electronic documents, videos and voice data and images all in the field of adult entertainment; broadcasting services and provision of telecommunication access to videos via the internet; Internet broadcasting services, namely, broadcasting programs via the internet; providing online discussion forums, bulletin boards and chat rooms for transmission of messages; broadcasting being the transmission and delivery of texts, electronic documents, videos and voice data and images by means of the internet; online advertising in the field of adult entertainment; transmission of live videos accessible on the Internet (Webcam); transmission and distribution of texts, electronic documents, videos and voice data and images via a global computer network or the Internet; arranging access to databases on the Internet; web messaging.

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

Priority based on foreign filing: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services and asserts a claim of priority based on European Union Trademark - EUTM application number 018147934, filed 11/06/2019.

INTENT TO PERFECT 44(d) : At this time, the applicant intends to rely on Section 44(e) as a basis for registration and requests that the application be suspended to await the submission of the foreign registration. If ultimately the applicant does not rely on §44(e) as a basis for registration, a valid claim of priority may be retained.

International Class 041: Entertainment services, namely, providing a website featuring non-downloadable videos, photographs, images, audio recordings and texts in the field of adult entertainment via a global computer network; entertainment services, namely, providing a website featuring texts, electronic documents, videos and voice data and images, multimedia materials, magazines, and television programs in the field of adult entertainment; producing films and television programmes and transmissions, CDs, DVDs, digital optical storage media and other digital data carriers, included in class 41.

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

Priority based on foreign filing: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in

connection with the identified goods/services and asserts a claim of priority based on European Union Trademark - EUTM application number 018147934, filed 11/06/2019.

INTENT TO PERFECT 44(d) : At this time, the applicant intends to rely on Section 44(e) as a basis for registration and requests that the application be suspended to await the submission of the foreign registration. If ultimately the applicant does not rely on §44(e) as a basis for registration, a valid claim of priority may be retained.

International Class 042: Providing access to a website allowing users to upload user-generated videos and photos for sharing with others for entertainment and retail purposes; providing a website allowing users to download videos and photos in the field of adult entertainment.

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

Priority based on foreign filing: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services and asserts a claim of priority based on European Union Trademark - EUTM application number 018147934, filed 11/06/2019.

INTENT TO PERFECT 44(d) : At this time, the applicant intends to rely on Section 44(e) as a basis for registration and requests that the application be suspended to await the submission of the foreign registration. If ultimately the applicant does not rely on §44(e) as a basis for registration, a valid claim of priority may be retained.

The applicant hereby appoints Evan Kent. Other appointed attorneys are all others. Evan Kent of MITCHELL SILBERBERG & KNUPP LLP, is a member of the California bar, admitted to the bar in 1992, bar membership no. 158912, and the attorney(s) is located at

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2049 Century Park East
Los Angeles, California 90067
United States
310-312-3751(phone)
emk@msk.com (authorized).

Evan Kent submitted the following statement: The attorney of record is an active member in good standing of the bar of the highest court of a U.S. state, the District of Columbia, or any U.S. Commonwealth or territory.

The applicant hereby appoints Evan Kent of MITCHELL SILBERBERG & KNUPP LLP

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as applicant's representative upon whom notice or process in the proceedings affecting the mark may be served.

The applicant's current Correspondence Information:

Evan Kent
MITCHELL SILBERBERG & KNUPP LLP
18th floor
2049 Century Park East

Los Angeles, California 90067
310-312-3751(phone)
emk@msk.com (authorized).

Email Authorization: I authorize the USPTO to send email correspondence concerning the application to the applicant, the applicant's attorney, or the applicant's domestic representative at the email address provided in this application. I understand that a valid email address must be maintained and that the applicant or the applicant's attorney must file the relevant subsequent application-related submissions via the Trademark Electronic Application System (TEAS). Failure to do so will result in the loss of TEAS Reduced Fee status and a requirement to submit an additional processing fee of \$125 per international class of goods/services.

A fee payment in the amount of \$1100 will be submitted with the application, representing payment for 4 class(es).

Declaration

Read the following statements before signing. Acknowledge the statements by signing below.

- **Basis:**

- **If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a):**

- The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;
 - The mark is in use in commerce on or in connection with the goods/services in the application;
 - The specimen(s) shows the mark as used on or in connection with the goods/services in the application; and
 - To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

- **And/Or**

- **If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e):**

- The signatory believes that the applicant is entitled to use the mark in commerce;
 - The applicant has a bona fide intention to use the mark in commerce on or in connection with the goods/services in the application; and
 - To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.
- To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive.
- To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.
- The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Signature Section:

NOTE: The same person may sign the declaration on behalf of the other joint applicant(s), by merely making identical entries. The USPTO will presume that the one person who has signed was, in fact, authorized to sign on behalf of the other person(s).

Signature: _____
 Signatory's Name: ANDREAS ALCIXIADES ATODREOU
 Signatory's Position: MANAGER CLASS A
 Signatory's Phone Number: +357 22662320

Date Signed: _____

NOTE TO APPLICANT: When filed as part of the electronic form (i.e., scanned and attached as an image file), the signature page **must** include both the signature information **and** the declaration language. Do **not** include the entire application, but do ensure that the declaration language actually appears; *a signature by itself will not be acceptable*. If, due to browser limitations, the declaration language appears on a previous page when printed, you must "merge" the declaration and signature block onto a single page prior to signing, so that the *one complete page* can be scanned to create an acceptable image file. It is recommended that you copy-and-paste the entire text form into another document, manipulate the spacing there to move the declaration and signature section to a separate page, and then print this new version of the text form to send to the signatory.