

UNITED STATES PATENT AND TRADEMARK OFFICE  
APPLICATION FOR REGISTRATION OF A TRADEMARK AND SERVICE MARK

MARK:



CLASSES: 9, 16, 21, 25, 28, 41, and 42

APPLICANT: LEGO Juris A/S

ADDRESS: Koldingvej 2  
DK-7190 Billund  
Denmark

ENTITY: corporation organized and existing under the laws of Denmark

OUR REF.: LEGJ 1909828

The above-identified applicant has a bona fide intention to use the above mark in commerce on or in connection with the following goods and asserts a claim of priority based upon the application identified below in accordance with Section 44(d):

**Class 9:** Scientific, research, navigation, surveying, photographic, cinematographic, audiovisual, optical, weighing, measuring, signaling, detecting, testing, inspecting, life-saving and teaching apparatus and instruments; Apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling the distribution or use of electricity; Apparatus and instruments for recording, transmitting, reproducing or processing sound, images or data; Recorded and downloadable media, computer software, blank digital or analogue recording and storage media; Computers and computer peripheral devices; eyeglasses; eyeglass cases; magnets; magnetizers and demagnetizers; Application software for wireless devices; Mobile application software; Computer application software; Games software; Augmented reality software; Augmented reality game software; Interactive software; Recorded computer game programs; Scanners; Downloadable publications; recorded content; data processing equipment; data capture apparatus; programmable on-

board electronic control, motors, sensors, electronic computer interface and electrical power transformer for designing, building and controlling motorized toys and educational products, resources and materials; downloadable educational media; downloadable educational course materials; downloadable video game program; cases for smartphones; sunglass cases; DVD cases; CD cases; camera cases; phone cases; laptop cases; remote control apparatus; animated cartoons; electronic chips

**Class 16:** Paper and cardboard; Printed matter; Photographs; Stationery and office requisites, except furniture; Adhesives for stationery or household purposes; Drawing materials and materials for artists; Instructional and teaching materials; Plastic sheets, films and bags for wrapping and packaging; magazines; books; educational brochures; manuals for designing, building and controlling motorized toys and educational products, resources and materials; paper; cards; note books; printed publications; prospectuses; posters; wrapping paper; writing instruments

**Class 21:** Household or kitchen utensils and containers; Cookware and tableware, except forks, knives and spoons; Combs and sponges; Brushes, except paintbrushes; Brush-making materials; Articles for cleaning purposes; Unworked or semi-worked glass, except building glass; Glassware, porcelain and earthenware; drinking vessels; ice cube molds; cake molds; candle sticks; salt shakers, not of precious metal; coasters; mugs; pots; tableware (other than knives, forks, and spoons), not of precious metal; toilet utensils; money boxes, not of metal. figurines [statuettes] of porcelain, ceramic, clay, terracotta or glass; boxes for dispensing paper towels; toothbrushes; toothpick holders; toilet cases; heat-insulated containers; cleaning instruments, hand-operated

**Class 25:** Clothing; footwear; headgear; shower caps; sleep masks.

**Class 28:** Games, toys and playthings; Video game apparatus; Gymnastic and sporting articles; Decorations for Christmas trees; construction toys; building toys; apparatus for games; electronic game devices.

**Class 41:** Education; Providing of training; Entertainment; Sporting and cultural activities; Interactive entertainment services; Production of entertainment in the form of a television series; provision of education, instruction and entertainment services; providing online electronic publications; providing online courses of instruction; arranging and conducting of online colloquiums and workshops; fan club services; organization of conferences, exhibitions and competitions; lending books and other publications; toy rental; games equipment rental; providing a game place for children; providing on-line videos, not downloadable; video production

**Class 42:** Scientific and technological services and research and design relating thereto; Industrial analysis and industrial research services; Design and

development of computer hardware and software; Software as a service; Software development; Product development; upgrading and maintenance of computer software; design and development of multimedia products; animation design for others; software design of mobile phones; software updating of mobile phones; design and development of virtual reality software; multimedia device programming; technical research; quality control

Application to register said mark in the European Union was filed on July 4, 2019 under Application No. 018091551. Applicant requests that said mark be registered in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946.

The mark consists of vertically non-Latin characters. To the right of this is a dividing line that, for its first and fourth quarters, is colored yellow with red and yellow stripes at either end. In between, the dividing line is colored red. To the right of this is the wording MONKIE in a stylized yellow font, followed by KID in a stylized red font with a yellow dot of the letter "i". Each letter is rotated 90 degrees to have its base facing left. Between the two wordings is a stylized illustration of a monkey's face outlined in yellow, with black fur on its forehead, yellow eyebrows, white outline of its face below its eyebrows, black eyes signified by upward-pointing arches, black triangle nose, and a wide band of white teeth. On either end of the row of teeth is a red ear.

The non-Latin characters transliterate to Wu Kong Xiao Xia and translate to Monkie Kid.

### ADDRESS FOR CORRESPONDENCE

Applicant requests that all correspondence in connection with this application be directed to its attorneys, the law firm of Fross Zelnick Lehrman & Zissu, P.C., 151 West 42<sup>nd</sup> Street, 17<sup>th</sup> Floor, New York, New York 10036, Attention: Charles T. J. Weigell (Telephone 212-813-5900).

### APPOINTMENT OF DOMESTIC REPRESENTATIVE

Fross Zelnick Lehrman & Zissu, P.C., 151 West 42<sup>nd</sup> Street, 17<sup>th</sup> Floor, New York, New York 10036 (Telephone: 212-813-5900), is hereby designated applicant's representative upon whom notices or process in proceedings affecting the mark may be served.

### INTENTION AS OF FILING DATE

If this application is signed after the application filing date, the applicant verifies that it had a bona fide intention to use the mark in commerce on or in connection with the goods and services listed in this application as of the application filing date.

### DECLARATION

- 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 and 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.

LEGO Juris A/S

By: R. Scott Slefka

Name: R. SCOTT SLEFKA

Title: VP

Date of Signature: 11/13/19