

Trademark/Service Mark Application, Principal Register
Handwritten Signature

To the Commissioner for Trademarks:

MARK: PEUGEOT (stylized and/or with design, see below)



PEUGEOT

The literal element of the mark consists of PEUGEOT. The applicant is not claiming color as a feature of the mark. The mark consists of the stylized wording "PEUGEOT" under an image of a lion in profile standing on its hind paws with its front paws reaching to the left.

The applicant, AUTOMOBILES PEUGEOT, a société anonyme (sa) legally organized under the laws of France, having an address of
CcVV1403
Route de Gisy
Vélizy-Villacoublay 78140
France

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 009: Transmitters and receivers to locate vehicles by satellite; satellite-aided navigational systems; vehicle radios; navigation apparatus for vehicles (on-board computers); vehicle remote control apparatus, namely, keyless entry system and keyless ignition switch system for automotive vehicles comprised of a microprocessor, electronic signal receiver, and keyfob with electronic signal transponder; telephone apparatus for vehicles; vehicle data processing apparatus; apparatus and monitoring devices for vehicles, namely, on-board vehicular surveillance system comprised of cameras and monitors for exposing and eliminating the blind spots on both sides of the vehicle; apparatus and monitoring devices, namely, vehicle tracking devices comprised of cellular radio modules, computer software and computer hardware, sensors, transmitters, receivers and global positioning satellite receivers, all for use in connection with vehicle tracking, vehicle monitoring and anti-theft vehicle alarms; automatic alarm indicators of low pressure in vehicle tires; acoustic sound alarms; batteries for lighting and electric batteries for vehicles; autonomous electronics box containing control circuits for theft prevention and theft reporting; vehicles' pressure indicator plugs for valves; starter cables for vehicles motors; electric cables for vehicles; calculators for vehicles; cinematographic cameras for vehicles; blank USB flash drive; pre-recorded USB flash drive featuring software for tracking vehicle location for theft recovery purposes, tracking vehicle maintenance and repairs, and monitoring vehicle status; revolution counters for vehicles, namely, odometers; meters/counters for vehicles, namely, odometers; condensers and electric resistances; speed checking apparatus for vehicles, namely, speedometers; tire balancing units and machines for vehicles; water and oil level indicators for vehicles; speed indicators for vehicles; optical character readers, namely, data processing equipment; spectacles; computer memories; computers; modems; gasoline gauges for vehicles; on board computers for vehicles and their operating software; audio and video receivers for vehicles; voltage regulators for vehicles; gauge rheostats for vehicles; luminous signs for vehicles; simulators for the steering and control of vehicles; thermostats for vehicles; vehicle breakdown warning triangles; individual reflector discs for the prevention of traffic accidents; computer software and computer programs for tracking vehicle location for theft recovery purposes, tracking vehicle maintenance and repairs, and monitoring vehicle status; software applications for cellular phones, namely, software for tracking vehicle location for theft recovery purposes, tracking vehicle maintenance and repairs, and monitoring vehicle status; smartphones; PDAs; mobile electronic apparatus software applications, namely, software for tracking vehicle location for theft recovery purposes, tracking vehicle maintenance and repairs, and monitoring vehicle status; software and computer applications in the maintenance, repairing, managing and vehicle location fields, namely, for tracking vehicle location for theft recovery purposes, tracking vehicle maintenance and repairs, and monitoring vehicle status; holographic apparatus for vehicles, namely, electronic machines used to apply holographic overlay and to set up and control holograms and verification thereof; antennas for vehicles; fire extinguishers for vehicles; projection screens for vehicles; microprocessors for vehicles; sonars for vehicles; electronic scoreboards for vehicles; optical glasses

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.

International Class 035: The bringing together, excluding the transport thereof, for the benefit of others, vehicles and used vehicles, and their parts and accessories, enabling customers to conveniently view and purchase those goods; advertising and marketing for vehicles and used vehicles; promoting the vehicles and used vehicles of others; presentation of new vehicles and of used vehicles, their parts and accessories on any communication media for both wholesale and retail purposes; organization of exhibitions for commercial and advertising purposes; business organizational consulting services; public and corporate affairs in the automotive sector, namely, publicity consultation and corporate image consulting services; consumer information and commercial product advice for consumers in relation with vehicles

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.

International Class 038: Telecommunications services, communications and network communications services, namely, transmission of voice, data, graphics, sound and video by means of telecommunications networks, wireless communication networks, and the Internet; global communication services in relation with vehicles, namely, providing Internet access, satellite network transmission of sounds, images, signals, and data, and telephony communication services; electronic mail services; electronic data transmission; broadcasting information via electronic means, namely, global communication networks services similar to the Internet, data communication networks, and the Internet; telematics services, namely, telematic sending of information; telecommunication services, namely, information transmission by telephone and via the Internet in connection with urgent technical support and assistance; information transmission services by satellite and computer networks

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.

International Class 042: Engineering services, namely, evaluations, energy efficiency estimates and scientific and technological research; design and development of computer hardware and software; research and development of new products for third parties; technical project study, namely, research in the fields of vehicle engineering, tracking, efficiency, monitoring and design; architectural services; design of interior decor; developing and designing software; software installation; computer services, namely, remote and on-site management of software for others; software updating; renting software; computer programming; computer consulting; data and computer program conversion other than physical conversion; data and document conversion from physical to electronic media; vehicle roadworthiness testing; graphic design services; industrial design services; authenticating art work; industrial research services in the field of renewable energy; design of new products, namely, vehicles, using ecology and new technologies; testing and research services in the field of vehicles pollution control; vehicles quality control services for others; technological consulting services on renewable energy resources; consulting services on renewable energy research

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.

The applicant's current Attorney Information:

Jennifer L. Dean and Robert Cannuscio, Brian Coleman, Melissa Dillenbeck, Darren Cahr, Tore T. DeBella, Jennifer T. Criss, Kelly M. Horein and Renato Perez of Drinker Biddle & Reath LLP

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The applicant hereby appoints Jennifer L. Dean of Drinker Biddle & Reath 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:

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E-mail Authorization: I authorize the USPTO to send e-mail correspondence concerning the application to the applicant, the applicant's attorney, or the applicant's domestic representative at the e-mail address provided in this application. I understand that a valid e-mail 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: Catherine MENES

Signatory's Position: Attorney In-Fact

Date Signed: 28/08/2018