

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
APPLICATION FOR TRADEMARK AND SERVICE MARK REGISTRATION
UNDER SECTION 1(a)
PRINCIPAL REGISTER

MARK : STRENGTH CELEBRATED
CLASS(ES) : 5, 35

COMMISSIONER FOR TRADEMARKS:

Applicant Vitalize, LLC is a Delaware limited liability company whose address is Attn: Legal Department, 5777 N. Meeker Avenue, Boise, Idaho 83713.

Applicant has adopted and is using in commerce the mark shown in the accompanying drawing on or in connection with goods and services as follows:

NUTRITIONAL SUPPLEMENTS in Class 5;

ONLINE RETAIL STORE SERVICES IN THE FIELD OF NUTRITIONAL SUPPLEMENTS in Class 35;

and requests that the mark be registered in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946, as amended.

The mark is in standard characters and no claim is made to any particular font style, size, or color.

The mark was first used on or in connection with the goods in Class 5 at least as early as March 10, 2019; was first used in commerce with the goods on Class 5 at least as early as March 10, 2019; and is now in use in commerce by applicant.

The mark was first used in connection with the services in Class 35 at least as early as March 10, 2019; was first used in commerce with the services in Class 35 at least as early as March 10, 2019; and is now in use in such commerce by applicant.

One specimen showing the mark as actually used in each class is presented herewith.

POWER OF ATTORNEY

Applicant hereby appoints the following members of the Bar and attorneys of the law firm Lewis Roca Rothgerber Christie LLP, with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected with this application, including the execution of verifications or declarations for this document, or any other document, on the applicant's behalf:

David A. Dillard	Constantine Marantidis	Joshua T. Chu	Sami I. Schilly
Thomas J. Daly	Gary J. Nelson	Justin O. Ehresmann	S. Drew Wilson
Edward R. Schwartz	Raymond R. Tabandeh	Shaun P. Lee	Michael A. Koplow
David A. Plumley	Josephine E. Chang	Ryan M. Swank	John Carson
Gregory S. Lampert	Jun-Young E. Jeon	Dustin R. Szakalski	Cameron A. Cushman
Mark Garscia	Peter C. Hsueh	Katherine L. Quigley	D. Stuart Bartow
Syed A. Hasan	Oliver S. Bajracharya	Michael J. Curry	Cindy A. Villanueva
Robert A. Green	Lauren E. Schneider	Abazar Miresghhi	Daniel A. Salgado
Michael J. MacDermott	G. Warren Bleeker	Kyle W. Kellar	David M. Zamora
Anne Wang	Jason C. Martone	Martin W. Regehr	Nancy R. Snow

The authority under this Power of Attorney of each person named above shall automatically terminate and be revoked upon such person ceasing to be a member or associate of or of counsel to that law firm.

Please address all correspondence and the registration to **LEWIS ROCA ROTHGERBER CHRISTIE LLP, P.O. Box 29001, Glendale, California 91209-9001.**

Docket No. 171137

DECLARATION

I, the undersigned, declare that I am authorized to execute this application on behalf of said applicant; I believe said applicant to be the owner of the mark sought to be registered; to the best of my knowledge and belief no other person, firm, corporation, or association has the right to use said mark in commerce, either in the identical form or in such near resemblance thereto as to be likely, when applied to or used in connection with the goods or services of such other person, to cause confusion, or to cause mistake, or to deceive; that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true, and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any registration resulting therefrom.

VITALIZE, LLC

Date May 2, 2019

By 

Bill Carter
Chief Legal Officer

MM/rwo

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