

**Trademark/Service Mark Application, Principal Register
Handwritten Signature**

To the Commissioner for Trademarks:

MARK: Rakuten unima (Standard Characters, see below)

Rakuten unima

The literal element of the mark consists of Rakuten unima. The mark consists of standard characters, without claim to any particular font style, size, or color.

The applicant, Rakuten, Inc., a corporation of Japan, having an address of
1-14-1 Tamagawa
Setagaya-ku, Tokyo 158-0094
Japan
ip-trademark-us@mail.rakuten.com

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: Wholesale, retail and online wholesale and retail store services featuring general merchandise, office products and general consumer goods of others; retail on-line ordering services featuring general merchandise, office products and general consumer goods of others; on-line trading services to facilitate the sale of goods and services by others via a computer network; infomediary services, namely, facilitating transactions between buyers and sellers through providing buyers with information about sellers, goods, and/or services; providing consumer product information via the Internet, terminals, web sites, mobile phones and electronic bulletin boards; order fulfillment services; electronic processing of orders for others; administrative processing of purchase orders; invoicing services; mediation and conclusion of commercial transactions for others; business management services in the fields of sales of goods, inventory, transport, delivery and customer services; arranging for pickup, delivery, storage and transportation of documents, packages, freight and parcels via ground and air carriers; freight management services, namely, shipment processing, preparing shipping documents and invoices, tracking documents, packages and freight over computer networks, intranets and the internet for business purposes; customs clearance services; administrative services relating to customs clearance; import-export agencies; business management services, namely, managing logistics, reverse logistics, supply chain services, supply chain visibility and synchronization, supply and demand forecasting and product distribution processes for others; return management, namely, management of returned merchandise; assistance, advice, consultancy and providing information with regard to order taking, packaging, delivery, after-sales service, inventory management and payment management; advertising and marketing; sales promotion for others.

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 036: Financial customs brokerage services; customs agency services,

namely, customs tax payment processing and reclamation of import duties for others; electronic payment services involving electronic processing and subsequent transmission of bill payment data; financial transaction services, namely, providing secure commercial transactions and payment options; electronic foreign exchange payment processing; financial management of reimbursement payments for others; providing purchase protection insurance for goods purchased using credit cards.

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 039: Transport, delivery, packaging, and storage of goods; shipping and delivery services, namely, pickup, transportation, and delivery of packages and letters by various modes of transportation; supply chain logistics and reverse logistics services, namely, storage, transportation and delivery of goods for others by air, rail, ship or truck; freight and transport brokerage; import and export services, namely, transportation of the merchandise of others in the field of general consumer merchandise; providing information relating to the transportation of freight; providing information relating to the delivery of documents, letters and parcels; warehousing services; temporary storage of deliveries.

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.

Claim of Active Prior Registration(s)

The applicant claims ownership of active prior U.S. Registration Number(s) 4088493, 4995651, 5985424, and others.

The owner's/holder's proposed attorney information: Anna Kurian Shaw. Other appointed attorneys are Celine J. Crowson, Lauren C. Chamblee, Katherine Bastian, Lauren B. Cury, Brendan C. Quinn. Anna Kurian Shaw of Hogan Lovells US LLP, is a member of the District of Columbia bar, admitted to the bar in 2000, bar membership no. 465665, and the attorney(s) is located at

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202-637-5600(phone)
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DCPTOTrademarkMail@hoganlovells.com

The docket/reference number is 1Y0049.266.

Anna Kurian Shaw 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's current Correspondence Information:

Anna Kurian Shaw

PRIMARY EMAIL FOR CORRESPONDENCE:
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SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES):
HLDCTMGroup@hoganlovells.com; dctmfiling@hoganlovells.com

Requirement for Email and Electronic Filing: I understand that a valid email address must be maintained by the applicant owner/holder and the applicant owner's/holder's attorney, if appointed, and that all official trademark correspondence must be submitted via the Trademark Electronic Application System (TEAS).

A fee payment in the amount of \$825 will be submitted with the application, representing payment for 3 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 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 and had a bona fide intention to use the mark in commerce as of the application filing date 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: Makoto Watanabe

Signatory's Position: Executive Officer, General Manager, Intellectual Property Department

Signatory's Phone Number: 202-637-5600

Date Signed: November 11, 2020