

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK APPLICATION — PRINCIPAL REGISTER
BASED ON INTENT TO USE
COMPANY APPLICANT**

Mark: GAMEDAY
International Class: 025
Attorney Docket No: ONCP-2-0004

TO THE COMMISSIONER FOR TRADEMARKS:

ONCEPT LLC, A DELAWARE LIMITED LIABILITY COMPANY
526 E 5th St
New York, New York 10009
United States of America

The above-identified Applicant requests registration of the mark GAMEDAY in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. § 1051, et seq., as amended), for use or in connection with the noted “goods”:

Int’l Class 025: High-fashion sneakers

Description of the mark:

The mark consists of the word: GAMEDAY. No claim is made to any particular font style, size, or color.

Intent to use:

The Applicant has a *bona fide* intention to use the mark in commerce for or in connection with the above-identified “goods” in a manner customary in the trade.

Power of Attorney:

The Applicant appoints the firm of BAMERT REGAN PLLC, including John J. Bamert, WSBA No. 48,128; Michael J. Folise, OSBA No. 14,088; Kevin E. Regan, WSBA No. 44,565; and all other attorneys of the firm, as its attorneys with full power of substitution and revocation to prosecute this application, to transact all related business in the Patent and Trademark Office or the Courts, and to receive the Certificate of Registration.

Direct all communications to:

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The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements may jeopardize the validity of this application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the Applicant; that the Applicant has a bona fide intention to use the mark in commerce on or in connection with the above-identified goods or services; that he/she believes the Applicant is entitled to use the mark in commerce on or in connection with the goods or services specified in the application; that to the best of the signatory's knowledge and belief, no other person has the right to use the mark in commerce, either in identical form or in such near resemblance as to be likely, when applied to the goods or services of such other person, to cause confusion or mistake or to deceive; and that all statements made herein of his/her own knowledge are true and that all statements made on information and belief are believed to be true.

MANUEL NICOLE LUCIO

Date: Sep 21, 2022

/ Manuel Lucio /
President, ONCEPT LLC