IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:

Bliss World LLC

Serial No:

86/978,623

Mark:

bliss

Allowed:

July 19, 2016

Our Ref:

BLSW 1600721

ALLEGATION OF USE

FEE Commissioner for Trademarks P.O. Box 1451 Alexandria, VA 22313-1451

Applicant is the owner of the mark sought to be registered and is now using the mark in commerce on or in connection with the following goods identified in the Notice of Allowance for this application and 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:

<u>Class 25</u>: yoga shirts; tops; shirts; robes; sports bras; yoga pants; tank tops; jackets; hooded sweatshirts; pants; shorts; crop pants; crop tops; socks; hosiery; underwear; lingerie; gloves; headwear; footwear; sandals; sneakers; slippers; flip flops

The mark was first used on the goods anywhere at least as early as July 10,2015___ and in commerce at least as early as July 10, 2015.

One specimen showing the mark as used in commerce on or in connection with the goods is presented herewith.

Please <u>delete</u> from the application the above lined-through goods, as well as all the remaining goods in the application.

DECLARATION

I have read all of the statements below before signing.

- The applicant is the owner of the mark sought to be registered.
- For a trademark or service mark application, the mark is in use in commerce on or in connection with all the goods/services in the application or notice of allowance, or as subsequently modified.

For a collective trademark, collective service mark, collective membership mark application, the applicant is exercising legitimate control over the use of the mark in commerce by members on or in connection with all the goods/services/collective membership organization in the application or notice of allowance, or as subsequently modified.

For a certification mark application, the applicant is exercising legitimate control over the use of the mark in commerce by authorized users on or in connection with the all goods/services in the application or notice of allowance, or as subsequently modified, and the applicant is not engaged in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant.

- The specimen(s) shows the mark as used on or in connection with the goods/services/collective membership organization in commerce.
- To the best of the signatory's knowledge and belief, no other persons, except, if
 applicable, authorized users, members, and/or 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/collective
 membership organization 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 that all statements made on information and belief are believed to be true.

Bliss World/LC//
By:
[signature]
Name: Michael Miller
T'
Title: Chief Financial Officer
Date: 2/28/17