

**Declaration in Support of Application for
MEITUPIC Serial No. 79147497**

Pursuant to 28 U.S.C. §1746, ROSE JIN, hereby declares as follows:

1. I am a Trademark Attorney with Beijing Gaowo IP Firm. I am fluent in both Chinese and English. My firm represents Xiamen Meitu Technology Co., Ltd. (the “Applicant”) in connection with its application to register MEITUPIC as a trademark (“Applicant’s Mark”). As such, I am personally familiar with the facts and circumstances set forth in this declaration.

2. I submit this declaration in support of Applicant’s response to the Office Action that was issued by the Examining Attorney on January 20, 2015, in connection with Applicant’s Mark, Serial No. 79147497, in IC 009, 038, and 042 (the “Application”), which response will be filed in the United States Patent and Trademark Office by Ruskin Moscou Faltischek, P. C.

3. The Examining Attorney issued a partial refusal as to “cameras” and “downloadable computer programs for use in video and picture processing” in IC 009 on the grounds that Applicant’s Mark was merely descriptive as to those items. The Examining Attorney based his decision on the translation of MEITU provided by the Applicant, namely, “beautiful and vivid pictures.”

4. In response to an earlier Office Action issued on June 7, 2014, in connection with the Application, we confirmed to the Trademark Office that the English translation of MEITU in the mark is “beautiful and vivid pictures.” That same translation was used in a prior application for a separate mark MEITU which was registered in IC

009 on June 2, 2015 (Reg. No. 4746041) in connection with the same and similar goods, such a cameras, camcorders, and video telephones.

5. While we previously stated that the literal translation of MEITU from Chinese to English is “beautiful and vivid pictures,” we wish to clarify that there is no word in the Chinese language MEITU. MEITU was the result of the Applicant combining two Chinese characters, MEI (beautiful) and TU (picture) that are not otherwise used together by Chinese speakers. Thus, MEITU has no meaning in the Chinese language other than that created by the Applicant. Similarly, MEITUPIC is not a Chinese word and has no meaning in Chinese.

6. If MEITU was registrable in IC 009 for cameras and video devices, there should be no reason not to register MEITUPIC in IC 009 for the same and similar goods.

7. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Executed on July 18, 2015.

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ROSE JIN

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