

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

TRADEMARK: AREA
INTERNATIONAL CLASS: 25
APPLICANT: Area Studio LLC
STATE OF FORMATION: New York

Trademark Examiners
Law Office 117

**Application for Concurrent Use Registration on the Principal
Register Based on Actual Use**

Dear Ms. Gandara:

The above-identified Applicant hereby 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 (15 U.S.C. Section 1051 *et. seq.*, as amended) for the following services:

1. Goods and Services: International Class 25 Applicant designs, manufactures, markets, and sells affordable luxury apparel (dresses, pants, t-shirts, jackets, shirts) and accessories (shoes, earrings, necklaces).
2. Geographic Area: Applicant has continuously sold product in the United States, Europe, and Asia.
3. Mode of Use of Mark: Mark has been continuously used in marketing, social media, digital and print media, product hang tags and tags, website, and all Applicant branding.
4. Concurrent Users: DB50 LLC, Serial No. 8726816. Applicant has exhaustively conducted a review and cannot find any commercial use of the concurrent use as claimed by DB50 LLC.
5. Date Used: Applicant first used the mark in International Class 25 at least as early as January 1, 2010; and first used the mark in interstate commerce, since at least as early as January 1, 2010.

Power of Attorney

Applicant, by the undersigned, hereby appoints Denning Rodriguez of the law firm Holland & Knight LLP, whose address is

31 West 52nd Street
New York, New York 10019

an attorney admitted to practice before the New York and Georgia, its attorney to prosecute this Application for registration, with full power of substitution and revocation, to transact all business in the Patent and Trademark Office in connection therewith, and to receive the Certificate of Registration.

Respectfully submitted,

Area Studio LLC

By:  _____

Name: Beckett Fogg

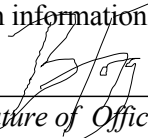
Title: Owner

Dated: 12-08-17

Declaration

Beckett Fogg, being duly warned 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, document or any registration resulting therefrom, declares that she is Owner of Applicant and is authorized to make this declaration on behalf of Applicant; that he believes Applicant to be the owner of the mark sought to be registered; that to the best of his knowledge and belief no other person, firm, corporation or association has the right to use the mark in commerce, either in the identical form or in such near resemblance thereto as may be likely, when used on or in connection with the goods of such other person, to cause confusion, or to cause mistake, or to deceive, with the exception of DB50 LLC 275 North Wyoming Avenue South Orange Jersey ("User") which purportedly has used the AREA name in connection with apparel; that the accompanying specimens show the mark as used in commerce in connection with Applicant's goods or services; that all statements made herein of his own knowledge are true and that all statements made on information and belief are believed to be true.

Date: 12-08-17



Signature of Officer

Name: Beckett Fogg
Title: Owner
Applicant: Area Studio LLC