

Generated on: This page was generated by TSDR on 2019-05-21 21:40:45 EDT

Mark: HEYDAY



heyday

US Serial Number: 87671355

Application Filing Date: Nov. 03, 2017

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Trademark

Status: Notice of Allowance (NOA) sent (issued) to the applicant. Applicant must file a Statement of Use or Extension Request within six months of the NOA issuance date.

Status Date: Mar. 05, 2019

Publication Date: Jan. 08, 2019

Notice of Allowance Date: Mar. 05, 2019

Mark Information

Mark Literal Elements: HEYDAY

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of a face with eyes and mouth in a horizontal rectangle with rounded corners stacked on top of the word "HEYDAY" in lower case letters.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s): 02.11.16 - Faces, smiley; Smiley faces

26.11.21 - Rectangles that are completely or partially shaded

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Cases, covers, and fitted plastic films known as skins for mobile phones, MP3 players, tablet computers, hand-held computing devices, and keyboards; protective cases for audio equipment in the nature of speakers and headphones; televisions; tote bags, handbags, purses, backpacks and carrying bags specially adapted to hold, carry and charge portable electronic devices, namely, mobile phones, MP3 players, tablet computers, hand-held computing devices, and their accessories, namely, computer peripherals, devices for hands-free use of mobile phones, cell phone auxiliary cables and cell phone battery chargers, excluding gaming apparatuses; sleeves for laptops and portable electronic devices, excluding gaming apparatuses; bags adapted for laptops; harnesses, specialty holsters, and stands for handheld digital electronic devices, namely, mobile phones, MP3 players, tablet computers and hand-held computing devices, excluding gaming apparatuses; display screen protectors specially adapted to electronic devices, namely, laptops, cell phones, and personal digital assistants, excluding gaming apparatuses; mobile phone cases featuring rechargeable batteries; batteries and battery chargers; carrying cases, holders, protective cases and stands featuring power supply connectors, adaptors, speakers, and battery charging devices specially adapted for use with handheld electronic devices, namely, phones, MP3 players, tablet computers, and hand-held computing devices, excluding gaming apparatuses; mobile phone straps and backplates; devices for hands-free use of mobile phones; headsets for mobile phones; cell phone battery chargers; sound bars; wireless speakers; audio speakers; earphones and headphones; cameras; radios; monopods for mobile phones, MP3 players, tablet computers, and hand-held computing devices, excluding gaming apparatuses; armbands specially adapted for personal electronic devices, namely, mobile phones, MP3 players; USB cables and blank flash drives; wearable activity trackers; smartwatch straps and bands; computer hardware; mobile phones, PC tablets, personal digital assistants (PDA); Computer mice and computer mouse pads; computer keyboards; portable photo and document printers; record players; cassette and CD players; microphones; power strips, electric cables and extension cords; electric outlet covers; cell phone lenses, clips and stands; portable multimedia projectors; converters; electrical adapters; virtual reality headsets, glasses, headphones, and handheld controllers; USB wall chargers; electrical outlets, adapters, and plugs; Computer applications to control network products and internet of things (IoT) products, namely, smart home and wearable products in the nature of wearable activity trackers, security systems, lighting fixtures, electronic thermostats; wearable computers; wearable computer peripherals; wearable activity trackers for men, women, and children; computer application software for mobile phones for measuring, tracking, analyzing, displaying, uploading, and transmitting data from the smart watches or wearable computers or wearable activity

trackers; baby monitors; electronic devices for use in monitoring home environments, namely, the monitoring of temperatures, the functioning of security systems, lighting, heating, ventilation, and air conditioning (HVAC), and the functioning of electronic air purification systems; downloadable software for connecting, operating, and managing networked devices and Internet of Things (IOT) home products, namely, kitchen appliances, and HVAC systems; remote controls for controlling computers, alarms and security systems, smoke and carbon monoxide detection devices, energy-savings devices in the nature of full house electricity monitors, programmable thermostats, standby savers, window coverings, garage doors, and electric appliances, namely, laundry machines, toaster ovens, cooking ranges; electronic security monitoring systems; remote controls for lighting devices, fans, sound systems, and door locks; digital photo frames

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(b)

Basis Information (Case Level)

Filed Use: No	Currently Use: No	Amended Use: No
Filed ITU: Yes	Currently ITU: Yes	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: Target Brands, Inc.

Owner Address: 1000 Nicollet Mall
Minneapolis, MINNESOTA 55403
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: MINNESOTA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Renee S. Kraft

Attorney Primary Email Address: us.trademarks@target.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: RENEE S. KRAFT
TARGET BRANDS, INC.
1000 NICOLLET MALL, TPS-3165
MINNEAPOLIS, MINNESOTA 55403
UNITED STATES

Phone: 612-696-7804

Correspondent e-mail: us.trademarks@target.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 05, 2019	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 08, 2019	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jan. 08, 2019	PUBLISHED FOR OPPOSITION	
Dec. 19, 2018	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Nov. 27, 2018	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 28, 2018	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Aug. 27, 2018	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Aug. 27, 2018	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 26, 2018	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325

Feb. 26, 2018	NON-FINAL ACTION E-MAILED	6325
Feb. 26, 2018	NON-FINAL ACTION WRITTEN	92453
Feb. 14, 2018	ASSIGNED TO EXAMINER	92453
Nov. 15, 2017	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Nov. 14, 2017	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 07, 2017	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney: DEBUS, MERIDITH E.

Law Office Assigned: LAW OFFICE 111

File Location

Current Location: INTENT TO USE SECTION

Date in Location: Mar. 05, 2019