

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

TRADEMARK : PEUGEOT & Design
APPLICANT : Automobiles Peugeot
APP. SERIAL NO. : 88/099,662
CLASSES : 12, 36, 37, and 39
FILING DATE : August 30, 2018
EXAMINING ATTORNEY : Barney L. Charlon

TRADEMARK : PEUGEOT & Design
APPLICANT : Automobiles Peugeot
APP. SERIAL NO. : 88/099,606
CLASSES : 9, 35, 38, and 42
FILING DATE : August 30, 2018
EXAMINING ATTORNEY : Barney L. Charlon

LETTER OF CONSENT

Pursuant to TMEP Section 1201.07(b), Peugeot Automobiles S.A., e, formerly known Peugeot Citroën Automobiles SA, a French *société anonyme*, having a place of business at Route de Gisy F-78140, Velizy-Villacoublay, France, and the owner of U.S. Registration No. 4333233 (“**Registrant**”), hereby consents to the use and registration of the above-referenced applications owned by Automobiles Peugeot, a French *société anonyme* (“**Applicant**”).


Registrant believes that confusion is unlikely to occur as a result of Applicant’s registration of the above-referenced marks for the following reasons:

- Registrant and Applicant are sister corporations that are both 99.9% owned by Peugeot S.A.
- Both Registrant and Applicant are part of the PEUGEOT group of companies.

- The PEUGEOT trade name appearing in the applied-for mark identifies the entire group of companies owned by the Peugeot S.A. holding company.
- Based on the foregoing, the public will view all users of PEUGEOT marks in the automotive industry as a single source.
- Because the goods and services identified by the applied-for marks relate to the automotive industry, and because the PEUGEOT mark is so well-known in that industry, those encountering the applied-for marks will immediately recognize the goods and services as emanating from the PEUGEOT group of companies.
- Registrant agrees to cooperate with Applicant to ensure that no confusion will occur as a result of the parties' respective use and registration of PEUGEOT-formative marks.

For the foregoing reasons, Registrant does not believe that confusion is likely, and hereby consents to the use and registration of Applicant's marks.

PSA AUTOMOBILES, formerly known as PEUGEOT CITROËN AUTOMOBILES SA

By: 
Name: Catherine MENES
Title: Attorney-in-fact
Date: May 2nd, 2019