

UNITED STATES PATENT AND TRADEMARK OFFICE
APPLICATION FOR REGISTRATION OF A TRADEMARK OR SERVICE MARK

MARK:



CLASS: 35, 36 and 37

APPLICANT: Philip Morris Products S.A.

ADDRESS: Quai Jeanrenaud 3
Neuchâtel 2000
Switzerland

ENTITY: a *sociedad anonima* organized and existing under the laws of Switzerland

OUR REF: PMPS 1904723

The above-identified applicant has a bona fide intention to use the above mark in commerce on or in connection with the following services, 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 under Section 44:

Class	Services
35	Customer relationship management; customer service management; customer loyalty services; all these services being exclusively related to electronic cigarettes, tobacco heating devices, electronic smoking devices and batteries and battery chargers for electronic cigarettes, tobacco heating devices and electronic smoking devices
36	Insurance services; insurance services relating to the service and repair of apparatus; warranty services; all these services being exclusively related to electronic cigarettes, tobacco heating devices, electronic smoking devices and batteries and battery chargers for electronic cigarettes, tobacco heating devices and electronic smoking devices
37	Maintenance and repair of electronic cigarettes, tobacco heating devices and electronic smoking devices; maintenance and repair of batteries and battery chargers for electronic cigarettes, tobacco heating devices and electronic smoking devices; all these services being exclusively related to electronic cigarettes, tobacco heating devices, electronic smoking devices and batteries and battery chargers for electronic cigarettes, tobacco heating devices and electronic smoking devices

The mark was registered in Switzerland, Registration No. 728311 on March 14, 2019, and said registration is now in full force and effect. A copy of such registration is filed herewith, along with an English translation.

Application to register said mark in Switzerland was filed on October 8, 2018 under Application No. 79738/2018. Applicant asserts a claim of priority based upon this application in accordance with Section 44(d).

The mark consists of the word IQOS in stylized font with the word CAREPLUS in larger stylized font directly below. The terms IQOS and PLUS appear in gray, and the term CARE appears in blue.

The colors gray and blue are claimed as a feature of the mark.

IQOS appearing in the mark has no significance nor is it a term of art in the relevant trade or industry or as used in connection with the services listed in the application, or any geographical significance.

ADDRESS FOR CORRESPONDENCE

Applicant requests that all correspondence in connection with this application be directed to its attorneys, the law firm of Fross Zelnick Lehrman & Zissu, P.C., 4 Times Square, 17th Floor, New York, New York 10036, Attention: Tamar Niv Bessinger (Telephone 212-813-5900).

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Fross Zelnick Lehrman & Zissu, P.C., 4 Times Square, 17th Floor, New York, New York 10036 (Telephone: 212-813-5900), is hereby designated applicant's representative upon whom notices or process in proceedings affecting the mark may be served.

INTENTION AS OF FILING DATE

If this application is signed after the application filing date, the applicant verifies that it had a bona fide intention to use the mark in commerce on or in connection with the services listed in this application as of the application filing date.

DECLARATION

I have read all of the statements below before signing.

- **If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a):**
 - The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;

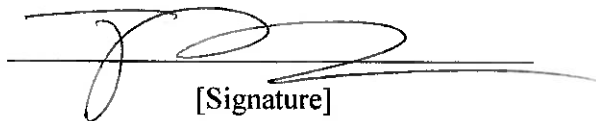
- The mark is in use in commerce on or in connection with the goods/services in the application;
- The specimen(s) shows the mark as used on or in connection with the goods/services in the application; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e):

- The signatory believes that the applicant is entitled to use the mark in commerce;
 - The applicant has a bona fide intention to use the mark in commerce on or in connection with the goods/services in the application; and
 - To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.
- To the best of the signatory's knowledge and belief, no other persons, except, if applicable, 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 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 all statements made on information and belief are believed to be true.

Philip Morris Products S.A.

By: _____


[Signature]

Name: JONATHAN CRITCHLEY

[Printed or Typed]

Title: AUTHORISED ATTORNEY

Date: 26 SEPTEMBER 2019

Philip Morris Products S.A.

By: *J Axelson*

[Signature]

Name: JESSICA AXELSON

[Printed or Typed]

Title: AUTHORISED ATTORNEY

Date: 26 SEPTEMBER 2019