

**From:** TEAS@uspto.gov  
**Subject:** Serial number 90018880: Received Your Trademark/Service Mark Application, Principal Register  
**Date:** June 24, 2020 at 4:38 PM  
**To:** mdresner@bsquaredlicensing.com, info@bsquaredlicensing.com, hsrosenthal@bsquaredlicensing.com



## **Filing Receipt for Trademark/Service Mark Application for Registration on the Principal Register and Next Steps in the Application Process**

Thank you for submitting your trademark application to the U.S. Patent and Trademark Office (USPTO). This filing receipt confirms your mark and serial number, describes next steps in the application process, and includes the information submitted in your application. Please read this receipt carefully and keep a copy for your records.

For an overview of important things to know after filing your application, visit our website to read the [After You File](#) page and watch video number 9 "[After You File](#)."

**1. Your mark.** Get Used By Elie (stylized and/or with design, MRK260420001383494c34a649c6c217860-155439487\_.\_get\_used\_by\_elie.jpg)

The literal element of the mark consists of Get Used By Elie. The applicant is not claiming color as a feature of the mark. The mark consists of The stylized phrase GET USED BY ELIE written in all capitalized black letters.

**2. Your serial number.** Your application was assigned serial number '90018880'. You must refer to your serial number in all communications about your application.

**3. What happens next—legal examination.** Your mark will not be registered automatically. In approximately three months, your application will be assigned to a USPTO examining attorney for review. The attorney will determine if your application meets all applicable legal requirements, and if it doesn't you will be notified in an email with a link to the official Office action (official letter from the USPTO). Visit our website for an explanation of [application process timelines](#).

If your mark includes a design element, we will assign it one or more [design search codes](#). We will notify you of these codes within the next few weeks and you can suggest that we add or delete a design search code from your file.

**4. Keep your addresses current in USPTO records.** We do not extend filing deadlines if you do not receive USPTO mail or email. If your postal address or email address changes, you must update the correspondence or owner's address using the [address forms](#) on our website.

**5. Check your application status in our database every three to four months.** To be sure that you don't miss an important email from us, and to avoid the possible [abandonment](#) of your application, check your application status and review your documents in our database, [Trademark Status and Document Retrieval \(TSDR\)](#), every three to four months.

**6. Warning about private companies offering trademark-related services.** Private companies may send you communications that resemble official USPTO communications. These private companies are not associated with the USPTO. All official correspondence will be from the "United States Patent and Trademark Office" in Alexandria, Virginia, and from emails with the domain "uspto.gov." If you are unsure about whether the correspondence is from us, check your records in our database, [TSDR](#). Visit our website for more information on trademark-related [communications that may resemble official USPTO communications](#).

**7. Questions?** Please visit our [website](#), [email us](#), or call us at 1-800-786-9199 and select option 1.

**8. Application data.** If you find an error in the data below, visit the [After You File](#) page on our website for information on correcting errors.

**The information submitted in the application appears below:**

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PTO Form 1478 (Rev 09/2006)

OMB No. 0651-0009 (Exp 02/28/2021)

Trademark/Service Mark Application, Principal Register

**TEAS Plus Application**

**NOTE:** Data fields with the \* are mandatory. The wording "(if applicable)" appears where the field is only mandatory under the facts of the particular application.

The table below presents the data as entered.

Input Field	Entered
<b>TEAS Plus</b>	<b>YES</b>
<b>MARK INFORMATION</b>	
*MARK	MRK260420001383494c34a649c6c217860-155439487_.get_used_by_elie.jpg
*SPECIAL FORM	YES
USPTO-GENERATED IMAGE	NO
LITERAL ELEMENT	Get Used By Elie
*COLOR MARK	NO
*COLOR(S) CLAIMED (If applicable)	
*DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of The stylized phrase GET USED BY ELIE written in all capitalized black letters.
PIXEL COUNT ACCEPTABLE	YES
PIXEL COUNT	510 x 398
<b>APPLICANT INFORMATION</b>	
*OWNER OF MARK	Brand Squared LLC
DBA/AKA/TA/FORMERLY	DBA Brand licensing
INTERNAL ADDRESS	77 Sands Street, Brooklyn, NY 11201
*MAILING ADDRESS	77 Sands Street
*CITY	Brooklyn
*STATE (Required for U.S. applicants)	New York
*COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
*ZIP/POSTAL CODE (Required for U.S. and certain international addresses)	11201
*DOMICILE	222 W 83RD ST APT 7E New York, NY 10024
PHONE	917-770-4316
FAX	212-690-7000

**FAX** 347 6209700  
**\*EMAIL ADDRESS** mdresner@bsquaredlicensing.com  
**WEBSITE ADDRESS** www.brandsquaredlicensing.com

**LEGAL ENTITY INFORMATION**

**\*TYPE** LIMITED LIABILITY COMPANY

**\* STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY WHERE LEGALLY ORGANIZED** New York

**GOODS AND/OR SERVICES AND BASIS INFORMATION**

**\*INTERNATIONAL CLASS** 025  
Footwear; Apparel for dancers, namely, tee shirts, sweatshirts, pants, leggings, shorts and jackets; Clothing wraps; Clothing, namely, khakis; Footwear for men; Footwear for women; Belts; Bottoms as clothing; Children's and infant's apparel, namely, jumpers, overall sleepwear, pajamas, rompers and one-piece garments; Children's and infants' apparel treated with fire and heat retardants, namely, jumpers, overall sleepwear, pajamas, rompers and one-piece garments; Gloves for apparel; Hoods; Jackets

**\*IDENTIFICATION**

**\*FILING BASIS** SECTION 1(b)

**ADDITIONAL STATEMENTS SECTION**

**\*TRANSLATION**  
(if applicable)

**\*TRANSLITERATION**  
(if applicable)

**\*CLAIMED PRIOR REGISTRATION**  
(if applicable)

**\*CONSENT (NAME/LIKENESS)**  
(if applicable)

**\*CONCURRENT USE CLAIM**  
(if applicable)

**CORRESPONDENCE INFORMATION**

**NAME** Brand Squared LLC

**PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE** mdresner@bsquaredlicensing.com

**SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)** info@bsquaredlicensing.com;  
hsrosenthal@bsquaredlicensing.com

**FEE INFORMATION**

**APPLICATION FILING OPTION** TEAS Plus

**NUMBER OF CLASSES** 1

**APPLICATION FOR REGISTRATION PER CLASS** 225

**\*TOTAL FEES DUE** 225

\*TOTAL FEES PAID 225

**SIGNATURE INFORMATION**

\* SIGNATURE /Michael Dresner/  
\* SIGNATORY'S NAME Michael Dresner  
\* SIGNATORY'S POSITION Partner  
SIGNATORY'S PHONE NUMBER 917-770-4316  
\* DATE SIGNED 06/24/2020

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PTO Form 1478 (Rev 09/2006)

OMB No. 0651-0009 (Exp 02/28/2021)

**Trademark/Service Mark Application, Principal Register**

**TEAS Plus Application**

**Serial Number: 90018880**

**Filing Date: 06/24/020**

**To the Commissioner for Trademarks:**

The applicant, Brand Squared LLC, DBA Brand licensing, a limited liability company legally organized under the laws of New York, having an address of

77 Sands Street, Brooklyn, NY 11201

77 Sands Street

Brooklyn, New York 11201

United States

917-770-4316(phone)

3476209706(fax)

mdresner@bsquaredlicensing.com

Domiciled at: 222 W 83RD ST APT 7E New York, NY 10024

requests registration of the trademark/service mark identified above 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:

International Class 025: Footwear; Apparel for dancers, namely, tee shirts, sweatshirts, pants, leggings, shorts and jackets; Clothing wraps; Clothing, namely, khakis; Footwear for men; Footwear for women; Belts; Bottoms as clothing; Children's and infant's apparel, namely, jumpers, overall sleepwear, pajamas, rompers and one-piece garments; Children's and infants' apparel treated with fire and heat retardants, namely, jumpers, overall sleepwear, pajamas, rompers and one-piece garments; Gloves for apparel; Hoods; Jackets  
Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services. (15 U.S.C. Section 1051(b)).

For informational purposes only, applicant's website address is: [www.brandsquaredlicensing.com](http://www.brandsquaredlicensing.com)

The applicant's current Correspondence Information:

Brand Squared LLC

PRIMARY EMAIL FOR CORRESPONDENCE: [mdresner@bsquaredlicensing.com](mailto:mdresner@bsquaredlicensing.com)

SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): info@bsquaredlicensing.com;  
hsrosenthal@bsquaredlicensing.com

**Requirement for Email and Electronic Filing:** I understand that a valid email address must be maintained by the applicant owner/holder and the applicant owner's/holder's attorney, if appointed, and that all official trademark correspondence must be submitted via the Trademark Electronic Application System (TEAS).

A fee payment in the amount of \$225 has been submitted with the application, representing payment for 1 class(es).

#### Declaration

**Basis:**  
**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 and was in use in commerce as of the filing date of the application 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 was used on or in connection with the goods/services in the application as of the application filing date; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

#### And/Or

**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 and had a bona fide intention to use the mark in commerce as of the application filing date 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.

#### Declaration Signature

Signature: /Michael Dresner/ Date: 06/24/2020

Signatory's Name: Michael Dresner

Signatory's Position: Partner

Signatory's Phone Number: 917-770-4316

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Thank you

Thank you,

The TEAS support team

Wed Jun 24 16:38:23 ET 2020

STAMP: USPTO/FTK-2604:2000:1383:494c:34a6:49c6:c21:7860-20200624163823448599-90018880-71030aaf0c869e5f4a33eee9ed0ff984888abb07dea608e5486ebccceb5662d3b-CC-38227049-20200624155439487252