

## **STATEMENT OF USE**

“VILÁ & LOGO” CI 32

The specimen includes the following as proof that the Trademark is in current use in the US:

- Instagram screenshots
- Facebook screenshots
- Website screenshots

Original Specimen



PRODUCT

MARK

vila\_ecuador • Seguir

vila\_ecuador Aportamos con un granito de arena para el cuidado del medio ambiente. Nuestros envases son 100% reutilizables.

1 sem

majoyasbek 🍌🍌🍌

1 sem 1 Me gusta Responder

9 Me gusta

HACE 7 DÍAS

Agrega un comentario... Publicar

Substitute Specimen (1)

vila\_ecuador Seguir

106 publicaciones 2,316 seguidores 56 seguidos

Vilá  
Eco-drink, deliciosa, saludable, la medida precisa y amigable con tu entorno.  
¡Únete al Healthy Style! 🥗  
Haz tu pedido por WhatsApp bit.ly/DimprokelEcuador

En Ecuador

TRADEMARK  
LOGO

MARK

Substitute Specimen (2)



PRODUCTS

MARK

Substitute Specimen (3)



MARK

Vila\_ecuador  
Producto/servicio

Enviar mensaje

MARK

### Substitute Specimen (4)



MARK

PRODUCT

### Substitute Specimen (5)



PRODUCTS

MARK

## Substitute Specimen (6)



[INICIO](#) [SOBRE NOSOTROS](#) [HEAD BOARD](#) [PORTAFOLIO](#) [CONTACTO](#)



# NUESTRO PORTAFOLIO

Nuestro portafolio de marcas y representaciones:

PPS Petroleum Procurement Services® / Houssy® / Vilá®/ Immuse®/ SugarBear® /  
NEURO®



E.E.U.U  
5040 NW 7TH ST MIAMI, FL 33126  
ECUADOR  
El Telégrafo E788 y Últimas Noticias, Quito  
PERÚ  
Torre Real 2, Via Principal 133, San Isidro, Lima  
EL SALVADOR  
71 Ave. Norte y 3a Calle Poniente #3698, San Salvador

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LOGO



**Mark:** VILÁ

**Products:** Aloe vera drinks, aloe vera juices

**Analysis:** Original Specimen is described as “Instagram screenshot” and appears to be showing one of the products, particularly a bottle. The product is referenced in the picture and the connection between the trademark and the product is clear. On the right side, there appears a brief phrase, which states “We contribute to the environment. Our packaging is 100% reusable”. In the picture there is also a shape of a heart with some words on it saying “Eco drink”. The mark appears on the product itself and on the lower right side as well, therefore, it can be inferred that this kind of drink directly related to the trademark.

**Analysis:** Substitute Specimen (1) and (2) are described as “Instagram screenshots”. Substitute Specimen (2) shows some of the products offered (particularly, two specific types of drinks). The mark is placed below the publication and on the products. On the right side there is a phrase stating “Chía or carrot? Which one is your favourite?”, making reference to the drinks’ flavours shown on the left side. Trademark name and logo can be seen in both screenshots. Recent activity is shown on the lower right side (3 days ago).

**Analysis:** Substitute Specimen (4) is described as “Facebook screenshot” and shows a way the product can be consumed. There appears a brief explanation above the picture stating the following: “Sharing with you a delicious way of enjoying Vilá. Prepare this smoothie of zalu.vidasana and tell us what you think. Just blend the contents of one Vila\_ecuador carrot drink with orange pulp plus one and a half cup of your favourite fruits. It’s that easy and delicious! Join the healthy lifestyle of Vilá”. The mark is placed on the picture, therefore the connection between the trademark and the product is clear to the consumer.

**Analysis:** Substitute Specimen (6) is described as “Website screenshot” [<https://www.dimprokel.com/portafolio>] and shows the trademark is being used in the US considering that there appears an address in Miami on the lower left side. The name of the website is the same as that of the owner of the trademark.

Mark-product association is present because the mark is used directly in connection with the products in textual statements describing the products and is placed immediately above explicit references to the products.