

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application Serial No.: 88807302

Attorney Docket: 20038.0008

Mark: LIZIQI

Applicant: SICHUAN ZIQI CULTURE  
COMMUNICATION CO., LTD.

Examining Attorney: Rebecca A. Smith

**RESPONSE TO OFFICE ACTION**

The Office Action states the filing dates of pending U.S. Application Serial Nos. 88729248, 88731199, and 88753655, precede applicant's filing date. If one or more of the marks in the referenced applications register, applicant's mark may be refused registration under Trademark Act Section 2(d) because of a likelihood of confusion with the registered mark(s).

LIZIQI and its corresponding Chinese characters are Miss Li ZiQi's English and Chinese names. Miss Li is a Chinese food and country-life blogger, entrepreneur, and internet celebrity. Sichuan ZiQi Culture Communication Co., Ltd. has the exclusive worldwide rights of Miss Li's personality rights, e.g., name, image, likeness, or other unequivocal identifiers.

The Applicants of Serial Nos. 88729248, 88731199, and 88753655 do not have permission or license to use Miss Li's personality rights, and Miss Li does not consent to the registration of her name by the Applicants of Serial Nos. 88729248, 88731199, and 88753655.

Applicant submits that Serial Nos. 88729248, 88731199, and 88753655 do not present a bar to registration of Applicant's mark.

Dated: August 9, 2020

Respectfully submitted,

Nguyen & Chen, LLP

By /Feng Shan/  
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