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# BLUE IVY CARTER

### Word Mark BLUE IVY CARTER

**Goods and Services** IC 003. US 001 004 006 050 051 052. G & S: Fragrances, cosmetics, skin care products, namely, non-medicated skin care preparations, non-medicated skin care creams and lotions, namely, body cream, hand cream, skin lotion, body lotions, skin moisturizers, skin emollient, skin cleansing creams, skin cleansing lotions, all for adults and infants; hair care products, namely, non-medicated hair care preparations, non-medicated hair gel, shampoo, conditioner, hair mousse, hair oils, hair pomades, hair spray

IC 006. US 002 012 013 014 023 025 050. G & S: Metal key chains and metal key rings

IC 009. US 021 023 026 036 038. G & S: DVDs, CDs, and audio and visual sound recordings featuring musical performances; musical sound recordings; computer application software for mobile phones, portable media players, and handheld computers for use in downloading music, ring tones and video games; handheld and mobile digital electronic devices, namely, tablet PCs, cellular phones, laptops, portable media players, handheld computers; cases and covers for mobile phones and mobile digital electronic devices, namely, laptops, cell phones, radio pagers, mobile computers; downloadable web-based application software in the nature of a mobile application downloadable to handheld and mobile digital electronic devices for use in downloading music, ring tones and video games; decorative magnets, eyewear, eyeglass cases; computer bags; graduated glassware

IC 010. US 026 039 044. G & S: Baby teething rings

IC 012. US 019 021 023 031 035 044. G & S: Baby carriages, baby strollers

IC 016. US 002 005 022 023 029 037 038 050. G & S: Books in the field of music, motion pictures, musical performers; photographs; posters; baby books; stickers; print materials, namely, art prints, color prints, concert programs, calendars, pens, post cards; gift bags; paper flags; trading cards; paper baby bibs

IC 018. US 001 002 003 022 041. G & S: Bags, namely, tote bags, beach bags, handbags, diaper bags, baby carriers worn on the body, pouch baby carriers, luggage; small leather goods, namely, leather cases, leather bags and wallets, leather purses, leather billfolds, leather key chains, leather key cases

IC 020. US 002 013 022 025 032 050. G & S: Plastic key chains and plastic key rings; small leather goods, namely, leather picture frames, leather key fobs, and leather key holders; plastic flags; vinyl banners, baby bouncers, baby

changing mats, baby changing tables, high chairs for babies, playpens for babies

IC 021. US 002 013 023 029 030 033 040 050. G & S: Mugs; beverage glassware; plastic water bottles sold empty; hair accessories, namely, hair combs; baby bathtubs; drinking cups for babies

IC 024. US 042 050. G & S: Banners of cloth, nylon; flags, namely, cloth flags, nylon flags; towels; baby bedding, namely, bundle bags, swaddling blankets, crib bumpers, fitted crib sheets, crib skirts, crib blankets; baby blankets

IC 026. US 037 039 040 042 050. G & S: Hair accessories, namely, hair ties, hair scrunchies, barrettes, hair bands, hair bows, hair clips, hair pins, hair ribbons, ponytail holders; novelty button; hair accessories, namely, electric hair- curlers, other than hand implements

IC 028. US 022 023 038 050. G & S: Playing cards, balls, namely, basketballs, baseballs, footballs, kick balls, rubber balls, beach balls, golf balls, hand balls, tennis balls, racquet balls, soccer balls, sport balls; dolls, baby multiple activity toys, baby rattles, baby swings

IC 035. US 100 101 102. G & S: Product merchandising for others; online retail store services featuring music, musical recordings, motion pictures, clothing and clothing accessories, novelty items; Entertainment marketing services, namely, marketing, promotion and advertising for recording and performing artists

IC 041. US 100 101 107. G & S: Entertainment services, namely, providing online video games, dance events by a recording artist, multimedia production services; Entertainment services in the nature of live musical performances; production of motion picture films, fan clubs

**Standard  
Characters  
Claimed**

**Mark  
Drawing  
Code** (4) STANDARD CHARACTER MARK

**Serial  
Number** 86883293

**Filing Date** January 22, 2016

**Current  
Basis** 1B

**Original  
Filing  
Basis** 1B

**Published  
for  
Opposition** January 10, 2017

**Owner** (APPLICANT) BGK Trademark Holdings, LLC LIMITED LIABILITY COMPANY DELAWARE c/o GSO Business Management, LLC 15260 Ventura Blvd., Suite 2100 Sherman Oaks CALIFORNIA 91403

**Attorney  
of Record** Brad D. Rose,

**Type of  
Mark** TRADEMARK. SERVICE MARK

**Register** PRINCIPAL

**Other Data** The name(s), portrait(s), and/or signature(s) shown in the mark identifies a particular living individual, whose consent(s) to register is made of record.

**Live/Dead  
Indicator** LIVE

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