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*The Pinkfong Company, Inc.*

UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF NEW YORK

THE PINKFONG COMPANY, INC.,

*Plaintiff*

v.

ADAPIN, ALIU, DUOGO, FEWLIGHT, FICOOTOP-DIRECT,  
HEFEIHEYUKUNSHANGMAOYOUXIANGONGSI,  
HIPI STORE, HIRSEYY, HOMINN-US, HOYINGG,  
HUXING SHANGMAO, JILIMU-US,  
JUNGUOSHANGMAODIAN,  
KUNMINGSUOLIANYUANSHANGMAOYOUXIANG  
ONGSI, LIANGBAOYING2707, LIUXIANZHI,  
PARTYREAL, QULUYAODE,  
SHENJINGSHUODEDIAN, SUN HAO PENG,  
WXUANX,  
YUNCHENGSHIYANHUQUZIXINGSHANGMAOYOU  
XIANGONGSI, ZHANGXUELIANG1997 and 昆明五华  
莞严胜商贸有限公司 a/k/a KUNMING WUHUA  
WANYANSHENG TRADING CO., LTD.,

*Defendants*

**CIVIL ACTION No.**

**DECLARATION OF SU JEONG  
YANG AND ACCOMPANYING  
EXHIBITS IN SUPPORT OF  
PLAINTIFF'S *EX PARTE*  
APPLICATION FOR: 1)  
TEMPORARY RESTRAINING  
ORDER; 2) AN ORDER  
RESTRAINING MERCHANT  
STOREFRONTS AND  
DEFENDANTS' ASSETS WITH  
THE FINANCIAL  
INSTITUTIONS; 3) AN ORDER  
TO SHOW CAUSE WHY A  
PRELIMINARY INJUNCTION  
SHOULD NOT ISSUE; 4) ORDER  
AUTHORIZING BIFURCATED  
AND ALTERNATIVE SERVICE  
AND 5) ORDER AUTHORIZING  
EXPEDITED DISCOVERY  
FILED UNDER SEAL**

**CONFIDENTIAL/FILED UNDER SEAL  
NOT TO BE OPENED EXCEPT BY ORDER OF THE COURT**

**DECLARATION OF SU JEONG YANG<sup>1</sup>**

I, Su Jeong Yang, hereby declare as follows:

1. I am over eighteen (18) years of age. I have never been convicted of a felony or any criminal offense involving moral turpitude, and I am fully competent to testify to the matters stated herein. I have personal knowledge of every statement made in this Declaration and such statements are true and correct.
2. I am the Head of Legal Affairs for The Pinkfong Company, Inc. ("Pinkfong"), a South Korean educational entertainment company.<sup>2</sup> I make and submit this affirmation in connection with Pinkfong's *ex parte* application for: 1) a temporary restraining order; 2) an order restraining Merchant Storefronts and Defendants' Assets with the Financial Institutions; 3) an order to show cause why a preliminary injunction should not issue; 4) an order authorizing bifurcated and alternative service; and 5) an order authorizing expedited discovery against the above-captioned Defendants, Third Party Service Providers and Financial Institutions, in light of Defendants' intentional and willful offerings for sale and/or sales of Counterfeit Products.
3. Pinkfong is a global entertainment company specializing in developing animated and gaming content to deliver high-quality entertainment. Headquartered in Seoul, South Korea, Pinkfong currently has 200+ employees and offices in Los Angeles, Shanghai and Hong Kong. Pinkfong has developed award-winning brands including "Pinkfong", "Monster Super League", "JellyKing" and "Tamago Monsters".

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<sup>1</sup> Where a defined term is referenced herein but not defined, it should be understood as it was defined in the Glossary in the Complaint or Application.

<sup>2</sup> The Pinkfong Company, Inc., formerly known as Smart Study Co., Ltd. is the true and correct current owner.

4. Through its Pinkfong preschool brand, Pinkfong produces modern-day songs and stories to provide stimulating and fun learning experiences to children.
5. One of Pinkfong's most successful creations is the Pinkfong "Baby Shark" song and viral music video with characters, which to date has amassed roughly 14 billion views on YouTube,<sup>3</sup> making the Baby Shark song the most watched on YouTube as well as the first to hit 10 billion views,<sup>4</sup> which also debuted at No. 32 on the Billboard Hot 100 Chart.<sup>5</sup>
6. Pinkfong has developed and initiated an extensive worldwide licensing program for a wide variety of consumer products such as toys, sound books and t-shirts associated with and/or related to the Baby Shark Marks and the Baby Shark Content. Images of the Baby Shark Products are attached hereto as **Exhibit A** and incorporated herein by reference.
7. Pinkfong sells its Baby Shark Products through its online shops accessible through the PINKFONG website at <https://www.pinkfong.com/en/>, to a number of countries, including but not limited to, United States, Greece, Malaysia, Singapore, Portugal, etc. In the United States, Pinkfong sells its Baby Shark Products throughout major retailers and online marketplaces, including, but not limited to Walmart, Target and Amazon.
8. The Baby Shark Products retail from \$16.99 (t-shirts) to \$49.99 (sound toys).
9. The Baby Shark Content and Baby Shark Products have received worldwide attention for their success and popularity and are featured in well-known publications for its recent

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<sup>3</sup> See Pinkfong! Kids' Songs & Stories, *Baby Shark Dance | Sing and Dance! | Animal Songs | PINKFONG Songs for Children*, YOUTUBE, <https://www.youtube.com/watch?v=XqZsoesa55w> (last visited Apr. 9, 2024).

<sup>4</sup> Baby Shark YouTube video is the FIRST to cross 10 bn views (Aug. 21, 2022), HT TECH, <https://tech.hindustantimes.com/tech/news/baby-shark-youtube-video-is-the-first-to-cross-10-bn-views-makes-most-watched-history-71642235033430.html>.

<sup>5</sup> See Kevin Rutherford, *The viral children's song, which spawned a dance challenge following the release of Pinkfong's 2016 version, bows at No. 32.*, BILLBOARD (Jan. 8, 2019), <https://www.billboard.com/articles/columns/chart-beat/8492743/baby-shark-billboard-hot-100-top-40-pinkfong>.

collaborations with famous brands and celebrities and even in major news outlets.<sup>6</sup>

10. While Pinkfong has gained significant common law trademark and other rights in its trademarks through its extensive use, advertising and promotion, Pinkfong has also protected its valuable rights by filing for and obtaining federal trademark registrations.

11. For example, Pinkfong is the owner of the following U.S. Trademark Registration Nos.:

6,834,502 for “BABY SHARK” for a variety of goods in Classes 2, 3, 9, 14, 16, 18, 20, 21, 24, 25, 26, 27, 28, 29 and 30; 5,803,108 for “BABY SHARK” for a variety of goods in Class 28;

6,488,471 for “BABY SHARK” for a variety of goods in Classes 9, 16, 25 and 41;

7,249,577 for “BABY SHARK” for a variety of goods in Class 5; 4,515,238 for “BABY

SHARK U.S.A” for a variety of goods in Class 28; 5,483,744 for “PINKFONG” for a

variety of goods in Classes 3 and 21; 5,327,527 for “PINKFONG” for a variety of goods

in Classes 9, 16 and 28; 4,993,122 for “PINKFONG” for a variety of goods in Classes 9

and 25; 6,487,494 for “PINKFONG” for a variety of goods in Classes 2, 3, 9, 14, 16, 18,

20, 21, 24, 25, 26, 27, 28, 30 and 41; 7,249,570 for registration of “PINKFONG” for goods

in Class 30; 6,138,374 for **pinkfong** for a variety of goods in Class 41; 6,337,210 for

“PINKFONG BABY SHARK” for a variety of goods in Class 21; 6,343,519 for

“PINKFONG BABY SHARK” for a variety of goods in Class 25; 7,299,750 for


“PINKFONG BABY SHARK” for a variety of goods in Class 25; 7,249,578 for

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<sup>6</sup> Ashley Lasimone, *Baby Shark Joins ‘Sesame Street’ for a Musical Collaboration: Watch* (April 16, 2023), BILLBOARD, <https://www.billboard.com/music/music-news/baby-shark-sesame-street-video-1235304146/>; Hattie Lindert, *Cardi B signs on for Baby Shark movie adaptation, along with her entire family* (March 31, 2023), YAHOO! ENTERTAINMENT, <https://www.yahoo.com/entertainment/cardi-b-signs-baby-shark-174800958.html>; Aja Romano, *Baby Shark (doo doo do doo do doo), explained* (March 21, 2019), VOX, <https://www.vox.com/culture/2019/1/11/18177097/what-is-baby-shark-dance-challenge-explained>; AJ Willingham, *Baby Shark has taken over the world. Here’s who’s responsible.* (January 20, 2019), CNN, <https://www.cnn.com/2019/01/15/entertainment/baby-shark-pinkfong-song-trnd/index.html>.



“PINKFONG” for a variety of goods in Class 5; 6,503,438 for “PINKFONG” for a variety of goods in Class 5; and

6,495,600 for  for a variety of goods in Classes 9 and 41. Additionally, Pinkfong also owns U.S. Trademark Serial Application No.: 88/530,086 for registration of “BABY SHARK” for a variety of goods in Classes 2, 3, 9, 14, 16, 18, 20, 21, 24, 25, 26, 27, 28, 29, 30, 32 and 41. True and correct copies of the registration certificates and application covering the Baby Shark Marks are attached hereto as **Exhibit B** and incorporated herein by reference.

12. The Baby Shark Marks are currently in use in commerce in connection with the Baby Shark Products.
13. In addition, Pinkfong is the owner of registered copyrights in and related to the Baby Shark Content and Baby Shark Products. For example, Pinkfong is the owner of the following U.S. Copyright Registrations Nos.: VA 2-130-856, covering Baby Shark; VA 2-130-847, covering Daddy Shark; VA 2-130-854, covering Mommy Shark; VA 2-131-983, covering Pink Fong Mascot, as well as numerous common law copyrights. True and correct copies of the registration certificates covering the Baby Shark Works are attached hereto as **Exhibit C** and incorporated herein by reference.
14. The success of the Baby Shark Products is due in large part to Pinkfong’s marketing, promotion and distribution efforts. These efforts include, but are not limited to, the advertising and promotion of the Baby Shark Products through the product catalogue on Pinkfong’s Website, print and internet-based advertising and publicity for the Baby Shark Products, and placement of the Baby Shark Products at dozens of authorized major retail outlets.

15. Pinkfong's success is also due to its use of high-quality materials and processes in making the Baby Shark Products.
16. Additionally, Pinkfong owes a substantial amount of the success of the Baby Shark Products to its consumers and word-of-mouth buzz that its consumers have generated.
17. Pinkfong's efforts, the quality of its Baby Shark Products, its marketing, promotion and distribution efforts, as well as the word-of-mouth buzz generated by its consumers have made the Baby Shark Products, Baby Shark Marks and Baby Shark Works prominently placed in the minds of the public. Retailers, retail buyers, consumers and members of the public have become familiar with the Baby Shark Products and associate them exclusively with Pinkfong.
18. As a result of such associations, Pinkfong, its Baby Shark Products, Baby Shark Marks and Baby Shark Works have acquired a valuable reputation and goodwill among the public.
19. Pinkfong has gone to great lengths to protect its interests in and to the Baby Shark Products, Baby Shark Marks and Baby Shark Works. No one other than Pinkfong is authorized to manufacture, import, export, advertise, offer for sale or sell any goods utilizing the Baby Shark Marks and/or Baby Shark Works without the express written permission of Pinkfong.
20. Particularly in light of Pinkfong's success, its Baby Shark Products, as well as the reputation it has gained, Pinkfong and its Baby Shark Products have become targets for unscrupulous individuals and entities who wish to capitalize on the goodwill, reputation and fame that Pinkfong has amassed in its Baby Shark Products, Baby Shark Marks and Baby Shark Works. Pinkfong routinely investigates and enforces against such activities.
21. As part of these efforts, Pinkfong authorized Epstein Drangel to investigate and research

manufacturers and/or third-party merchants offering for sale and/or selling Counterfeit Products on online marketplace platforms such as Amazon, which allows manufacturers and third-party merchants, like Defendants, to advertise, distribute, offer for sale, sell and ship retail products, originating primarily from China, among other locations, directly to consumers worldwide and specifically to consumers residing in the U.S., including New York.

22. Through Epstein Drangel's investigative and enforcement efforts, Pinkfong learned of Defendants' infringing and counterfeiting actions, which vary and include, but are not limited to, manufacturing, importing, exporting, advertising, marketing, promoting, distributing, displaying, offering for sale and/or selling Counterfeit Products to U.S. consumers, including those located in New York, through Defendants' User Accounts and Merchant Storefronts on Amazon.
23. Through visual inspection of Defendants' Infringing Listings, we confirmed that each Defendant displays the Baby Shark Marks and/or uses the Baby Shark Works in the Infringing Listings without authorization, and that the products that each Defendant offers for sale using and featuring virtually identical copies of Pinkfong's Baby Shark Marks or Baby Shark Works are, in fact, Counterfeit Products.
24. We have also confirmed that all Defendants are not, nor have they ever been, authorized distributors or licensees of the Baby Shark Products. Pinkfong never consented to Defendants' use of the Baby Shark Marks and/or Baby Shark Works, nor did Pinkfong consent to Defendants' use of any identical or confusingly or substantially similar marks or artwork.
25. Pinkfong uses high-quality materials and processes in making the Baby Shark Products to



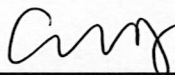
meet or exceed U.S. requirements and standards.

26. Our inspection of the Infringing Listings revealed, among other things, improper packaging, incorrect labeling, wrong coloring and below-market pricing.
27. One of the principal reasons Pinkfong instituted an active anti-counterfeiting/enforcement program is to protect its consumers from purchasing counterfeit and/or infringing consumer products that wrongly bear or are sold/offered for sale in connection with Pinkfong's name, the Baby Shark Marks and/or Baby Shark Works and which may be unsafe or of poor quality, which is of particular concern because the target market for the Baby Shark Products is children.
28. Defendants' intentional and deceitful misconduct has likely resulted in lost profits to Plaintiff and has damaged the inherent value of the Baby Shark Marks and Baby Shark Works, impaired Plaintiff's reputation for providing high-quality products and services and diluted Plaintiff's brands and the goodwill associated therewith, thereby negatively affecting Plaintiff's relationships with current customers (including both retail customers as well as end consumers) and its abilities to attract new customers.
29. Plaintiff keeps its procedures to determine Counterfeit Products confidential to streamline and ensure accuracy of the identification process for Plaintiff and its anti-counterfeiting team. Plaintiff has trained Epstein Drangel to identify infringing and/or counterfeit Baby Shark Products. Epstein Drangel is available and able to identify additional differences between the Counterfeit Products and the Baby Shark Products upon request of the Court.
30. Neither I, nor anyone else at Pinkfong, to the best of my knowledge, have publicized this Application or Pinkfong's intent to seek entry of a temporary restraining order against Defendants to any third party.



I declare under the penalty of perjury under the laws of the United States of America that to the best of my knowledge the foregoing is true and correct.

Executed on this 22 day of April 2024 in Seoul, South Korea.

By:   
Su Jeong Yang

# EXHIBIT A







# **EXHIBIT B**

# United States of America

## United States Patent and Trademark Office

# BABY SHARK

**Reg. No. 6,834,502**

**Registered Aug. 30, 2022**

**Int. Cl.: 2, 3, 9, 14, 16, 18, 20,  
21, 24, 25, 26, 27, 28, 29, 30**

**Trademark**

**Principal Register**

THE PINKFONG COMPANY, INC. (KOREA, REPUBLIC OF LIMITED CORPORATION)

5TH FLOOR, 94, MYEONGDAL-RO, SEOCHO-GU,  
SEOUL, REPUBLIC OF KOREA 137871

CLASS 2: Bathtub paints

FIRST USE 11-1-2019; IN COMMERCE 11-1-2019

CLASS 3: Shower gel and bath gel; body wash; 3 in 1 body wash; bubble bath; non-medicated bubble bath preparations; bath foam; hair shampoo; hair conditioner; hair detangling preparations

FIRST USE 4-1-2020; IN COMMERCE 4-1-2020

CLASS 9: Eyewear; children's novelty sunglasses

FIRST USE 10-11-2019; IN COMMERCE 1-1-2020

CLASS 14: Slap bracelets; jewelry; children's jewelry

FIRST USE 3-18-2019; IN COMMERCE 3-18-2019

CLASS 16: Bath activity sets, namely, crayons; stickers; modeling clay for children; collectible trading cards, rubber erasers; posters; arts and craft clay kits; color pencils; markers; party goods, namely, paper napkins, tablecloths of paper, paper towels, paper gift bags, gift bags, fabric gift bags, gift boxes, party favor gift boxes sold empty, gift boxes made of cardboard, printed party invitations, thank you notes and cards, in the nature of greeting cards, decorative table centerpieces of paper, decorative paper bows for wrapping, paper party decorations, paper banners, paper cake toppers, paper cake decorations, life-size cutout figures of paper; greeting cards; children's storybooks; gift wrapping paper; books printed on thick paperboard; figures made of paper; writing implements containing invisible ink

FIRST USE 10-3-2018; IN COMMERCE 5-1-2019

CLASS 18: Umbrellas; reusable tote bags

FIRST USE 8-1-2019; IN COMMERCE 8-1-2019



*Katherine Kelly Vidal*

Director of the United States  
Patent and Trademark Office



CLASS 20: Plastic cake decorations; toddler and kids slumber bags; nap mats; hooded slumber bags

FIRST USE 8-1-2019; IN COMMERCE 8-1-2019

CLASS 21: Toothbrush holders; hairbrushes; bath products, namely, washing cloths; paper plates; paper cups; plastic buckets; disposable plastic dinnerware, namely, plates, household containers for holding candy, cups, bowls, dishers for ice cream, disposable serving spoons, plastic drinkware

FIRST USE 9-16-2019; IN COMMERCE 9-16-2019

CLASS 24: bath towels; beach towels; bedding, namely, bed blankets, bed covers, bed linen, bed sheets, pillow cases, toddler and kids throws in all sizes and fabrications, namely, fleece and plush raschel, novelty throws, throws sold as a set, hooded throws; toddler and kids bedding and bed accessories in all fabrications, namely, bed sheets, comforters, bedspreads, quilts, dust ruffles, bed canopies, pillowcases, shams, bed blankets in all sizes and fabrications including fleece and plush raschel and snuggle wraps; plastic table covers

FIRST USE 5-1-2019; IN COMMERCE 5-1-2019

CLASS 25: Halloween costumes; Halloween costumes and masks sold in connection therewith; swimwear; clothing, namely, sleepwear, layettes, bibs not of paper, t-shirts, fashion tops as clothing, hoodies, sweaters, jackets, jumpers, jeans, pants, trousers, shorts, shirts, skirts, dresses, rain coats, puddle suits being rainwear, warm-up suits, waterproof sets being rainwear and fleece bottoms, jackets, pullovers, shorts, tops, vests; hosiery, namely, stockings and tights; socks; cold weather accessories, namely, hats, gloves, scarves, mittens, ear and neck warmers and muffs, arm warmers, slippers, snow suits, ski masks; headwear; ponchos; rain slickers; children's underwear; shoes

FIRST USE 1-1-2019; IN COMMERCE 4-25-2019

CLASS 26: Hair accessories, namely, hair ties, hair scrunchies, hair bows, hair bands, hair pins; charms for shoes

FIRST USE 2-1-2020; IN COMMERCE 2-1-2020

CLASS 27: Paper wall coverings; hanging decorations and décor items of paper

FIRST USE 10-15-2019; IN COMMERCE 10-15-2019

CLASS 28: Trading cards for games; Games, toys and playthings, namely, water toys, musical toys, sketching toys and paper toy figures; toy animals and accessories therefor; dolls; Christmas tree ornaments; plush toys; battery operated action toys; electronic action toys; bathtub toys; toys, namely, plush toys and plastic action figures with sound; collectable toy figures; molded toy figures; card games; playing cards; board games; playsets for toy figures; rubber character toys; plastic character toys; balls for sports; toy vehicle playsets; puzzles; stuffed dolls; children's multiple activity toys; toy stamps; games, namely, birthday party supply pack consisting of balloons, party favor hats, and paper party favors; foam balls; rubber balls; sporting articles other than golf articles or climbing articles, namely, nets for sports, footballs, baseballs, baseball bats, basketballs, tennis balls, rackets for tennis or badminton, swimming jackets and swimming floats; Toy foam items, namely, ethylene vinyl acetate (EVA) foam shapes in the nature of foam animals, alphabets, numbers; Toy robots; toy vehicles; bath toys; play tents; ride-on toys and accessories therefor; costume masks; balloons; bowling set made of plastic and comprised of bowling balls and plastic pins; basketball goal sets; balls for playing indoor and outdoor games; kites, party goods, namely, printed crepe paper streamers; party masks being paper face masks; party blowouts; Piñatas and piñata fillers in the nature of toys; party favor figures in the nature of small toys

FIRST USE 12-1-2018; IN COMMERCE 12-1-2018

CLASS 29: Fruit based snacks

FIRST USE 1-2-2021; IN COMMERCE 1-2-2021

CLASS 30: bakery goods; confectionery, namely, frozen confectioneries, chocolate confections, confectionery made of sugar, and jelly confections being fruit jelly candy; breakfast cereal

FIRST USE 8-15-2019; IN COMMERCE 8-15-2019

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 88-983,317, FILED 07-23-2019



## **REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

### **Requirements in the First Ten Years\***

#### **What and When to File:**

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

### **Requirements in Successive Ten-Year Periods\***

#### **What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

### **Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

**NOTE:** A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

# United States of America

## United States Patent and Trademark Office

# Baby Shark

**Reg. No. 5,803,108**

**Registered Jul. 16, 2019**

**Int. Cl.: 28**

**Trademark**

**Principal Register**

Smart Study Co., Ltd. (KOREA, REPUBLIC OF LIMITED COMPANY (LTD.))  
(seocho-dong, 5th Floor)  
94, Myeongdal-ro, Seocho-gu  
Seoul, REPUBLIC OF KOREA

CLASS 28: Toys, namely, rubber character toys; Butterfly nets; Toys for pets; Sporting articles other than golf and climbing articles, namely, tennis rackets, nets for sports, balls for sports, baseball bats; Golf bags with or without wheels; Golf gloves; Golf balls; Golf clubs; Fishing tackle; Twirling batons; Portable games with liquid crystal display

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

OWNER OF KOREA, REPUBLIC OF , REG. NO. 40-1290916, DATED 09-29-2017, EXPIRES 09-29-2027

No claim is made to the exclusive right to use the following apart from the mark as shown: "SHARK" FOR TOYS, NAMELY, RUBBER CHARACTER TOYS

SER. NO. 87-778,476, FILED 01-31-2018



*Andrei Iancu*

Director of the United States  
Patent and Trademark Office

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- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

### **Requirements in Successive Ten-Year Periods\***

#### **What and When to File:**

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# United States of America

## United States Patent and Trademark Office

# Baby Shark

**Reg. No. 6,488,471**

**Registered Sep. 21, 2021**

**Int. Cl.: 9, 16, 25, 41**

**Service Mark**

**Trademark**

**Principal Register**

Smart Study Co., Ltd. (KOREA, REPUBLIC OF CORPORATION)  
5th Floor, 94, Myeongdal-ro,  
Seocho-gu, Seoul, REPUBLIC OF KOREA

CLASS 9: Downloadable computer game software; downloadable computer game software for use on mobile and cellular phones; downloadable computer application software for mobile phones, namely, software for mobile phone application to download video games, music, and movies, and to enable the streaming of movies, music, and television shows; recorded computer game programs; downloadable computer game programs, provided from online; downloadable computer game software for use on mobile and cellular phones; downloadable computer software for wireless content delivery; electronic publications, namely, books, magazines, and manuals featuring education or entertainment for children recorded on computer media; downloadable electronic publications in the nature of books, magazines, and manuals in the field of education or entertainment for children; mini beam projector; video projectors; downloadable electronic study books or papers in the field of education or entertainment for children; pre-recorded non-musical electronic media, excluding computer software, namely, digital media, namely, pre-recorded video cassettes, digital video discs, digital versatile discs, downloadable audio and video recordings, DVDs, and high definition digital discs featuring children's animated programs and children's educational programs; video disks and video tapes with recorded animated cartoons; pre-recorded music electronic media, namely, digital media, namely, pre-recorded video cassettes, digital video discs, digital versatile discs, downloadable audio and video recordings, DVDs, and high definition digital discs featuring children's animated programs and children's educational programs; downloadable music files; mobile telephones; electric audio and visual apparatus and instruments, namely, radios, DVD players, CD players, televisions, smart phones, laptop computers, tablet computers with smart pens, computer monitors, and audio speakers; digital cameras; safety goggles; microphones; floatation vests; swim floats for safety purposes; virtual reality headsets; headsets for mobile phones; wireless cellular phone headsets for telephones; headset; blank CD-ROMS for sound or video recording; life jackets; computer programs, downloadable software, namely, downloadable computer software for computer games, database management, digital images, music, movies, television shows, and education for children; mouse being computer peripheral; eyeglasses; pre-recorded music compact discs; electronic memories; electric batteries; computers

CLASS 16: Stationery; office requisites, except furniture, namely, binders, staplers, elastic bands for office use, clips for office use, franking machines, glue for office use, hole punches, perforators, finger-stalls, paper binding machines for office use, paper folding machines, paper shredders for office use, protractors for office use, rubber finger tips, staples, pens, pencils, and printer paper; school supplies being stationery; printed books in the field of education or entertainment for children; printed publications, namely, brochures, booklets, and teaching materials in the field of education or



*Dennis H. H. [Signature]*

Performing the Functions and Duties of the  
Under Secretary of Commerce for Intellectual Property and  
Director of the United States Patent and Trademark Office





entertainment for children; table decorations of paper, namely, decorative paper centerpieces; printed matters except books and periodicals, namely, printed advertising boards of paper, printed identification tags, printed timetables, and printed sheet music in the field of children's educational television shows; pictures; printed photographs; paper; toilet paper; paper tissues; stickers being stationery; stickers; picture books; baby books being memory books; children's pop-up books; bibs of paper for infant; wrapping paper for gift; packaging containers of paper; printed tickets

CLASS 25: Footwear; mufflers; socks; hats; money belts being clothing; hanbok being Korean traditional clothing; underwear; neckties; winter gloves; scarves; stockings; headbands being clothing; waterproof clothing, namely, waterproof jackets and waterproof smocks; belts being clothing; leather belts being clothing; suspenders; bathing suits; footwear for sports; clothing for sports, namely, sports shirts, sports jackets, sports jerseys, sports shoes, sports caps and hats, and sports vests; outerclothing, namely, outerwear jackets; children's clothing, namely, bathing suits for children, children's headwear, children's shoes, children's socks, children's underwear, children's shirts, children's pants; overcoats, except wear for exclusive use for sports and Korean traditional dress; infants' clothing, namely, infant wear; shirts; sweaters; rain wear; ear muffs being clothing; winter face masks being clothing; ski gloves; snowboarding gloves

CLASS 41: Electronic publication of texts and printed matter, other than publicity texts, on the Internet; conducting of children field study for educational purposes, namely, to allow children to investigate biodiversity in the meadows, ponds, and woodlands; conducting of children field study for educational purposes, namely, to develop educational children's mental health programs; conducting of children field study for educational purposes, namely, to understand childhood learning methods; conducting of children field study for educational purposes, namely, conducting courses of instruction at the elementary school level; providing of photographic or video content via a website on the internet for educational purposes, namely, providing a website featuring non-downloadable videos in the field of education or entertainment for children; providing electronic publications in the nature of books, magazines, and manuals in the field of education or entertainment for children from a global computer network or the Internet, not downloadable; production of animated films; production of cartoons, namely, animated films; film distribution, namely, distribution of cartoons; production of animation programmes; game services provided on-line from a mobile phone network in the nature of conducting online computer game tournaments; arranging and conducting of mobile game competitions, namely, organization of electronic game competitions; planning and production of musicals; production and distribution of animation TV series; production and presentation and distribution of animated films, namely, non-downloadable videos in the field of education or entertainment for children; production of animations; providing entertainment and educational services at children's play schools, namely, non-downloadable videos in the field of education or entertainment for children; multimedia publishing of printed matter, books, magazines, journals, newspapers, newsletters, tutorials, maps, graphics, photographs, videos, music and electronic publications; publishing of electronic publications; electronic publishing services, namely, publication of text and graphic works of others on CD, DVD, or on-line featuring education or entertainment for children; arranging and conducting of concert, musical and video performances, namely, entertainment in the form of live musical concerts and live screening of children's educational videos and movies; providing amusement arcade services; providing of gaming facilities, namely, providing sports facilities; recreation facilities services, namely, providing children's educational camps; providing recreation facilities; organising of cultural events for cultural purposes; children's adventure playground services, namely, provision of children's playgrounds at service stations; entertainment services, namely, providing information in the field of musical entertainment for children via a website

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

PRIORITY DATE OF 12-28-2018 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1452578 DATED 01-02-2019,  
EXPIRES 01-02-2029

SEC.2(F)

SER. NO. 79-253,035, FILED 01-02-2019

## **REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

### **Requirements in the First Ten Years\***

#### **What and When to File:**

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

### **Requirements in Successive Ten-Year Periods\***

#### **What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

### **Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

**NOTE:** A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

# United States of America

United States Patent and Trademark Office

## BABY SHARK

**Reg. No. 7,249,577**

**Registered Dec. 19, 2023**

**Int. Cl.: 5**

**Trademark**

**Principal Register**

THE PINKFONG COMPANY, INC. (KOREA, REPUBLIC OF LIMITED CORPORATION)

5TH FLOOR, 94, MYEONGDAL-RO, SEOCHO-GU,  
SEOUL, REPUBLIC OF KOREA 06668

CLASS 5: Baby food; Baby food made from agricultural products; food for babies; disposable baby diapers; paper diapers for babies; paper diapers for infants and toddlers; adhesive bandages; adhesive bandages for skin wounds; disinfectants for hygiene purposes; vitamin and mineral dietary supplements; tissues impregnated with antibacterial preparations

FIRST USE 9-1-2022; IN COMMERCE 9-1-2022

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 88-594,122, FILED 08-27-2019

*Katherine Kelly Vidal*

Director of the United States  
Patent and Trademark Office



## **REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

### **Requirements in the First Ten Years\***

#### **What and When to File:**

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

### **Requirements in Successive Ten-Year Periods\***

#### **What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

### **Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

**NOTE:** A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.



# United States of America

United States Patent and Trademark Office

## BABY SHARK U.S.A

**Reg. No. 4,515,238**

**Registered Apr. 15, 2014**

**Int. Cl.: 25**

**TRADEMARK**

**PRINCIPAL REGISTER**

FELILAKI, INC. (CALIFORNIA CORPORATION)  
1221 S. HACIENDA BOULEVARD, SUITE B23  
HACIENDA HEIGHTS, CA 91745

FOR: BABIES' PANTS; BABY LAYETTES FOR CLOTHING; BIBS NOT OF CLOTH OR PAPER; BOTTOMS; CHILDREN'S AND INFANTS' CLOTH BIBS; CHILDREN'S CLOTH EATING BIBS; CLOTHING FOR BABIES, TODDLERS AND CHILDREN, TREATED WITH FIRE AND HEAT RETARDANTS, NAMELY, PAJAMAS, JACKETS, SHIRTS, PANTS, JUMPERS; GLOVES AS CLOTHING; HEADBANDS FOR CLOTHING; HOODS; INFANT AND TODDLER ONE PIECE CLOTHING; JACKETS; JERSEYS; SWADDLING CLOTHES; TOPS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 11-29-2013; IN COMMERCE 11-29-2013.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BABY" AND "U.S.A", APART FROM THE MARK AS SHOWN.

SN 85-603,861, FILED 4-20-2012.

ANNE FARRELL, EXAMINING ATTORNEY



*Michelle K. Lee*

Deputy Director of the United States  
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***  
**What and When to File:**

***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.\*  
*See* 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***  
**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.**

# United States of America

## United States Patent and Trademark Office

# PINKFONG

**Reg. No. 5,483,744**

**Registered Jun. 05, 2018**

**Int. Cl.: 3, 21**

**Trademark**

**Principal Register**

Smart Study Co., Ltd. (KOREA, REPUBLIC OF limited company (ltd.) )  
94, Myeongdal-ro, Seocho-gu  
Seoul, REPUBLIC OF KOREA

CLASS 3: Cosmetics, namely, compacts, lip sticks, skin lotion and creams, and suncream; Baby lotions; Baby milk lotion; Baby oil; Baby skin creams; Lip balm; Eye make-up; Hair conditioners for babies; Hair creams; Perfumes; Perfumery for household purposes; Baby wipes for cosmetic use; Pre-moistened cosmetic tissues; Powder laundry detergents; Beauty soap; Shampoos; Dentifrices

CLASS 21: Cosmetic utensils, namely, brushes; Toothbrushes; Toothbrush holders; Toothbrush cases; Cleaning tools and washing utensils other than electric, namely, cleaning pads; Milk jugs; Cups; Cups for baby food; Buckets; Reusable stainless steel water bottles sold empty; Potties for children; Coin banks; Candy boxes; Electric toothbrush replacement heads; Gloves for household purposes; Bath brushes; Works of art of porcelain, earthenware or glass

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

PRIORITY CLAIMED UNDER SEC. 44(D) ON KOREA, REPUBLIC OF APPLICATION NO. 40-2017-0330, FILED 03-14-2017, REG. NO. 1312638, DATED 12-13-2017, EXPIRES 12-13-2027

PRIORITY CLAIMED UNDER SEC. 44(D) ON KOREA, REPUBLIC OF APPLICATION NO. 40-2017-0033, FILED 03-14-2017, REG. NO. 1312639, DATED 12-13-2017, EXPIRES 12-13-2027

SER. NO. 87-379,178, FILED 03-21-2017



Director of the United States  
Patent and Trademark Office

## **REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

### **Requirements in the First Ten Years\***

#### **What and When to File:**

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

### **Requirements in Successive Ten-Year Periods\***

#### **What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

### **Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.**

**NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.**

# United States of America

## United States Patent and Trademark Office

# PINKFONG

**Reg. No. 5,327,527**

**Registered Nov. 07, 2017**

**Int. Cl.: 9, 16, 28**

**Trademark**

**Principal Register**

Smart Study Co., Ltd. (KOREA, REPUBLIC OF limited company (ltd.) )  
94, Myeongdal-ro, Seocho-gu  
Seoul, REPUBLIC OF KOREA

CLASS 9: Downloadable electronic publications in the nature of study books or papers in the field of education and entertainment; Digital media, namely, pre-recorded DVDs, downloadable audio and video recordings, and CDs for child education and entertainment; Video disks, video tapes, DVDs, downloadable audio and videos recordings featuring audio-visual children's entertainment programs and CDs with recorded animated cartoons; Pre-recorded CDs for child education and entertainment; Electronic memories; Computer mice; Computers; Computer software for use in recording and reproducing of sound, data or images in the field of education and entertainment; Mobile telephones; Electric audio and visual apparatus and instruments, namely, digital video and audio recorders, televisions and MP3-players for use in recording and reproducing of sound, data or images in the field of education and entertainment; Electric batteries; Eyeglasses; Spectacles; Digital cameras; Goggles for sports

CLASS 16: Stationery; Office requisites, namely, document files, jackets for papers, whiteboards, blackboards and hanging folders; School supplies, namely, stationery; Printed publications, namely, books, soundbooks, and workbooks in the field of education and entertainment; Printed matter, namely, news bulletins, newspaper cartoons, advertising boards of paper and calendars in the field of education and entertainment; Pictures; Photographs; Paper; Toilet paper; Paper tissues

CLASS 28: Toys, namely, water toys, plush toys, musical toys, sketching toys and paper toy figures; Dolls; Butterfly nets; Toys for pets; Christmas tree ornaments; Fairground ride apparatus; Games, namely, birthday party supply pack consisting of balloons, party favor hats, and paper party favors; Sporting articles other than golf articles or climbing articles, namely, footballs, baseballs, basketballs, tennis balls, rackets for tennis or badminton, swimming jackets and swimming floats; Golf bags with or without wheels; Golf gloves; Golf balls; Golf clubs; Fishing tackle; Twirling batons; Portable games with liquid crystal displays

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

OWNER OF KOREA, REPUBLIC OF , REG. NO. 1185867, DATED 06-21-2016, EXPIRES 06-21-2026

OWNER OF KOREA, REPUBLIC OF , REG. NO. 1185869, DATED 06-21-2016, EXPIRES 06-21-2026

OWNER OF KOREA, REPUBLIC OF , REG. NO. 1185868, DATED 06-21-2016, EXPIRES 06-21-2026



*Joseph Matal*

Performing the Functions and Duties of the  
Under Secretary of Commerce for  
Intellectual Property and Director of the  
United States Patent and Trademark Office



## **REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

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### **Requirements in the First Ten Years\***

#### **What and When to File:**

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

### **Requirements in Successive Ten-Year Periods\***

#### **What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

### **Grace Period Filings\***

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**United States of America**  
United States Patent and Trademark Office

**PINKFONG**

**Reg. No. 4,993,122**

**Registered July 5, 2016**

**Int. Cls.: 9 and 25**

**TRADEMARK**

**PRINCIPAL REGISTER**

SMART STUDY CO., LTD. (REPUBLIC OF KOREA CORPORATION)  
94, MYEONGDAL-RO, SEOCHO-GU  
SEOUL, REPUBLIC OF KOREA

FOR: CHILDREN'S EDUCATIONAL SOFTWARE; CHILDREN'S EDUCATIONAL MUSIC CDS AND DVDS; COMPUTER PROGRAMS FOR PROCESSING DIGITAL MUSIC FILES; DIGITAL MUSIC DOWNLOADABLE FROM THE INTERNET; DOWNLOADABLE MUSIC FILES; COMPUTER APPLICATION SOFTWARE FOR MOBILE PHONES, NAMELY, SOFTWARE FOR THE EDUCATION OF CHILDREN AND CHILDREN'S ENTERTAINMENT, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 8-29-2014; IN COMMERCE 8-29-2014.

FOR: CLOTHING AND FOOTWEAR, NAMELY, ATHLETIC SHOES, BABY PANTS, BELTS, BLOUSES, CAPS, COATS, DRESSES, EXERCISE SUITS, FOOTWEAR, GLOVES, HATS, JACKETS, JUMPERS, LEGGINGS, LEOTARDS, MITTENS, OVERALLS, PANTS, POLO SHIRTS, SANDALS, SHIRTS, SHOES, SHORTS, SKIRTS, SLEEPWEAR, SLIPPERS, SNEAKERS, SNOWSUITS, SOCKS, SPORT SHIRTS, SWEATERS, SWEATSHIRTS, SWIMWEAR, T-SHIRTS, TIGHTS, WARM-UP SUITS; BABY BIBS, NOT OF PAPER, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 9-4-2015; IN COMMERCE 9-4-2015.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 86-819,812, FILED 11-13-2015.

DREW SANDER, EXAMINING ATTORNEY



*Michelle K. Lee*

Director of the United States  
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

**First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

**Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.\*  
*See* 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

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# United States of America

## United States Patent and Trademark Office

# PINKFONG

**Reg. No. 6,487,494**

**Registered Sep. 14, 2021**

**Int. Cl.: 2, 3, 9, 14, 16, 18, 20,  
21, 24, 25, 26, 27, 28, 30, 41**

**Service Mark**

**Trademark**

**Principal Register**

Smart Study Co., Ltd. (KOREA, REPUBLIC OF limited company (ltd.) )  
Seocho-dong, 5th Floor  
94, Myeongdal-ro, Seocho-gu  
Seoul, REPUBLIC OF KOREA 06668

CLASS 2: Bathtub paints

FIRST USE 11-1-2019; IN COMMERCE 11-1-2019

CLASS 3: Shower gel and bath gel; body wash; 3 in 1 body wash; bubble bath; non-medicated bubble bath preparations; bath foam; hair shampoo; hair conditioner; hair detangling preparations

FIRST USE 10-1-2019; IN COMMERCE 10-1-2019

CLASS 9: Eyewear; children's novelty sunglasses

FIRST USE 10-11-2019; IN COMMERCE 1-1-2020

CLASS 14: Slap bracelets; jewelry; children's jewelry; watches; clocks

FIRST USE 7-15-2019; IN COMMERCE 7-15-2019

CLASS 16: Bath activity sets, namely, crayons; stickers; modeling clay for children; posters; arts and craft clay kits; markers; Party goods, namely, paper napkins, tablecloths of paper, party goodie bags of paper or plastic, party favor gift box sold empty, printed party invitations, thank you notes and cards in the nature of greeting cards, printed paper signs; paper banners, decorative table centerpieces of paper, gift wrap paper, paper gift bags, paper boxes, decorative paper bows for wrapping, life size cutout figures of paper; greeting cards; children's storybooks; gift wrapping paper; books printed on thick paperboard; figures made of paper; writing implements containing invisible ink

FIRST USE 11-1-2019; IN COMMERCE 11-1-2019

CLASS 18: Umbrellas; reusable tote bags

FIRST USE 4-1-2020; IN COMMERCE 4-1-2020

CLASS 20: Plastic cake decorations; toddler and kids slumber bags; nap mats; hooded



*Donna H. H. H.*

Performing the Functions and Duties of the  
Under Secretary of Commerce for Intellectual Property and  
Director of the United States Patent and Trademark Office



slumber bags

FIRST USE 10-1-2019; IN COMMERCE 10-1-2019

CLASS 21: hair combs; hairbrushes; washing cloths; paper plates; paper cups; disposable and non-disposable plastic dinnerware, namely, plates, household containers for holding candy, plates, cups, bowls, utensils being dishers for serving or portioning cupcake batter, scoops for ice cream, utensils for barbecues, namely, forks, tongs and turners, household utensils, namely, spatulas, household food containers, bento boxes; plastic drinkware

FIRST USE 11-1-2019; IN COMMERCE 11-1-2019

CLASS 24: bath towels; beach towels; bedding, namely, bed blankets, bed covers, bed linen, bed sheets, pillow cases, toddler and kids throws in all sizes and fabrications, namely, fleece and plush raschel, embroidered throws, novelty throws, throws sold as a set, hooded throws; toddler and kids bedding and bed accessories in all fabrications, namely, bed sheets, comforters, bedspreads, quilts, dust ruffles, bed canopies, pillowcases, shams, bed blankets in all sizes and fabrications including fleece and plush raschel and snuggle wraps; plastic table covers

FIRST USE 6-1-2019; IN COMMERCE 6-1-2019

CLASS 25: Halloween costumes; Halloween costumes and masks sold in connection therewith; swimwear; clothing, namely, sleepwear, layettes, bibs not of paper, t-shirts, fashion tops as clothing, hoodies, sweaters, jackets, jumpers, jeans, pants, trousers, shorts, shirts, skirts, dresses, rain coats, coats, puddle suits being rainwear, warm-up suits, waterproof sets being rainwear and fleece tops, bottoms, jackets, pullovers, shorts, vests; hosiery, namely, socks, tights and leggings; cold weather accessories, namely, hats, gloves, scarves, mittens, ear and neck warmers and muffs, arm warmers, slippers, snow suits; headwear; children's underwear; shoes

FIRST USE 4-25-2019; IN COMMERCE 4-25-2019

CLASS 26: Hair accessories, namely, hair ties, hair scrunchies, hair bows, hair bands, hair pins; charms for shoes

FIRST USE 4-1-2020; IN COMMERCE 4-1-2020

CLASS 27: Paper wall coverings; hanging decorations and décor items of paper

FIRST USE 10-15-2019; IN COMMERCE 10-15-2019

CLASS 28: Games, toys and playthings, namely, water toys, musical toys, sketching toys and paper toy figures; toy animals and accessories therefor; dolls; toys for pets; plush toys; battery operated action toys; electronic action toys; bathtub toys; action figure toys with sound; collectable toy figures; molded toy figures; card games; playing cards; board games; playsets for toy figures; rubber character toys; plastic character toys; balls for sports; toy vehicle playsets; puzzles; stuffed dolls; children's multiple activity toys; toy stamps; games, namely, birthday party supply pack consisting of balloons, party favor hats, and paper party favors; foam balls; rubber balls; sporting articles other than golf articles or climbing articles, namely, nets for sports, footballs, baseballs, baseball bats, basketballs, tennis balls, rackets for tennis or badminton, swimming jackets and swimming floats; Toy foam items, namely, ethylene vinyl acetate (EVA) foam shapes in the nature of foam animals, alphabets, numbers; Toy robots; toy vehicles; bath toys; play tents; trading cards for games; ride-on toys and accessories therefor; costume masks; balloons; bowling set made of plastic and comprised of bowling balls and plastic pins; basketball goal sets; balls for playing indoor and outdoor games; kites; party games; printed crepe paper streamers; party blowouts; Piñatas and piñata fillers in the nature of toys; party favor figures in the nature of small toys

FIRST USE 12-1-2018; IN COMMERCE 12-1-2018

CLASS 30: breakfast cereals

FIRST USE 8-15-2019; IN COMMERCE 8-15-2019

CLASS 41: Entertainment in the nature of live stage performances in the nature of plays, concerts, musicals, dances; provision of information relating to live performances; entertainment, namely, live music concerts

FIRST USE 7-1-2017; IN COMMERCE 10-3-2019

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 88-980,876, FILED 07-23-2019

## **REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

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### **Requirements in the First Ten Years\***

#### **What and When to File:**

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- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

### **Requirements in Successive Ten-Year Periods\***

#### **What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

### **Grace Period Filings\***

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# United States of America

United States Patent and Trademark Office

# PINKFONG

**Reg. No. 7,249,570**

**Registered Dec. 19, 2023**

**Int. Cl.: 30**

**Trademark**

**Principal Register**

THE PINKFONG COMPANY, INC. (KOREA, REPUBLIC OF LIMITED CORPORATION)

5TH FLOOR, 94, MYEONGDAL-RO, SEOCHO-GU,  
5TH FLOOR, 94, MYEONGDAL-RO, SEOCHO-GU,  
SEOUL, REPUBLIC OF KOREA N/A

CLASS 30: cookies

FIRST USE 6-1-2022; IN COMMERCE 6-1-2022

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 88-529,984, FILED 07-23-2019

*Katherine Kelly Vidal*

Director of the United States  
Patent and Trademark Office





## **REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

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### **Requirements in the First Ten Years\***

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- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

### **Requirements in Successive Ten-Year Periods\***

#### **What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

### **Grace Period Filings\***

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# United States of America

## United States Patent and Trademark Office

# pinkfong

**Reg. No. 6,138,374**

**Registered Sep. 01, 2020**

**Int. Cl.: 41**

**Service Mark**

**Principal Register**

Smart Study Co., Ltd. (KOREA, REPUBLIC OF CORPORATION)  
5th Floor, 94, Myeongdal-ro  
Seocho-gu Seoul  
REPUBLIC OF KOREA

CLASS 41: Providing amusement arcade services; Providing of gaming facilities, namely, providing facilities for recreation activities including sports; electronic publication of texts and printed matter, other than publicity texts, on the internet; Providing of photographic or video content via a website on the internet for educational purposes in the field of early childhood education, namely, providing non-downloadable videos in the field of early childhood education; providing of photographic or video content via a website on the internet for educational purposes, namely, providing a website featuring non-downloadable videos in the field of education or entertainment for children; Conducting children field study for educational purposes, namely, conducting out-of-classroom educational experiences in the nature of educational excursions in the field of physical education, music, science, the arts, nature, history, guided tours of museums and demonstrations; conducting of children field study for educational purposes, namely, out-of-classroom educational experiences in the nature of educational excursions and demonstrations to allow children to investigate biodiversity in the meadows, ponds, and woodlands; conducting of children field study for educational purposes, namely, out-of-classroom educational experiences in the nature of educational excursions and demonstrations to develop educational children's mental health programs; conducting of children field study for educational purposes, namely, out-of-classroom educational experiences in the nature of educational excursions and demonstrations to understand childhood learning methods; conducting of children field study for educational purposes, namely, out-of-classroom educational experiences in the nature of educational courses of instruction at the elementary school level; Providing electronic publications from a global computer network or the internet, not downloadable, in the nature of story books, animation books, magazines, catalogues; recreation facilities services; providing recreation facilities; production of animated films; production of cartoons in film, animated films, television series, online content or other media; distribution of cartoons in film, animated films, television series, online content, or other media; Production of animated programs; game services provided on-line from a mobile phone network; arranging and conducting of mobile game competitions; organising of cultural events; planning and production of musicals; production and distribution of animation TV series; production and presentation and distribution of animated films; Animation production services; Educational and entertainment services for children, namely, providing interactive play areas, instructional classes at the preschool and elementary levels and social gatherings for children; provision of children's playgrounds; entertainment services, namely, providing information in the field of musical entertainment for children via a website; multimedia publishing of printed matter, books, magazines, journals, newspapers, newsletters, tutorials, maps, graphics, photographs, videos, music and electronic publications; publishing of electronic publications; electronic publishing services, namely, publication of text and graphic works of others on CD, DVD, or on-line featuring education or entertainment for children; entertainment services in the nature of concerts, musical and video performances, namely, arranging and conducting of concerts, presentation of musical performances, and presentation of recorded musical performances



Director of the United States  
Patent and Trademark Office



THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

PRIORITY DATE OF 09-06-2018 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1452088 DATED 01-02-2019, EXPIRES 01-02-2029

SER. NO. 79-252,869, FILED 01-02-2019

## REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

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### Requirements in Successive Ten-Year Periods\*

#### What and When to File:

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

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# United States of America

## United States Patent and Trademark Office

### pinkfong Baby Shark

**Reg. No. 6,337,210**

**Registered May 04, 2021**

**Int. Cl.: 21**

**Trademark**

**Principal Register**

Smart Study Co., Ltd. (KOREA, REPUBLIC OF CORPORATION)  
5th Floor, 94, Myeongdal-ro,  
Seocho-gu, Seoul, REPUBLIC OF KOREA

CLASS 21: Baby bath basins being baby bathtubs; plastic bathtubs for children; plastic buckets for storing bath toys; bath brushes; water bottles sold empty; vacuum bottles being insulated bottles for keeping beverages hot or cold, sold empty; non-electric cleaning tools and washing utensils, namely, cleaning sponges and cleaning rags; cleaners for spectacles being eyeglass cleaning cloths; tableware set for children being table plates; potties for children; milk jugs; water bottles for infants, sold empty; cups for baby food; works of art of porcelain, earthenware and glass; coin banks; toothbrushes, electric; toothbrushes; toothbrush holders; candy boxes; cups; cosmetic utensils, namely, cosmetic brushes and spatulas; gloves for household purposes

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

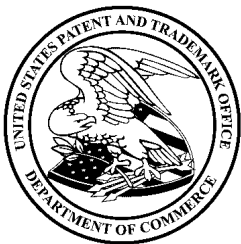
OWNER OF U.S. REG. NO. 4515238

PRIORITY DATE OF 07-10-2018 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1443884 DATED 10-16-2018, EXPIRES 10-16-2028

No claim is made to the exclusive right to use the following apart from the mark as shown: "BABY"

SER. NO. 79-249,403, FILED 10-16-2018



*Dennis H. H. H.*

Performing the Functions and Duties of the  
Under Secretary of Commerce for Intellectual Property and  
Director of the United States Patent and Trademark Office



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### **Requirements in Successive Ten-Year Periods\***

#### **What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

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# United States of America

## United States Patent and Trademark Office

### PINKFONG BABY SHARK

**Reg. No. 6,343,519**

**Registered May 04, 2021**

**Int. Cl.: 25**

**Trademark**

**Principal Register**

Smart Study Co., Ltd. (KOREA, REPUBLIC OF limited company (ltd.) )  
94, Myeongdal-ro, Seocho-gu  
Seocho-dong, 5th Floor  
Seoul, REPUBLIC OF KOREA 06668

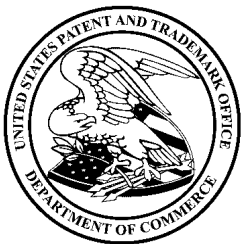
CLASS 25: Clothing and footwear, namely, athletic shoes, baby pants, caps, coats, dresses, footwear, gloves, hats, jackets, jumpers, leggings, mittens, pants, sandals, shirts, shoes, shorts, skirts, sleepwear, slippers, sneakers, sweatshirts, swimwear, t-shirts, baby bibs, not of paper; socks; hats, underwear, winter gloves; waterproof clothing, namely, jackets; bathing suits; footwear for sports; clothing for sports, namely, sweatpants, sweatshirts, hooded sweatshirts; outer clothing, namely, hats, gloves and coats; children's clothing, namely, t-shirts, jackets, pants, shorts, pajamas, shirts, skirts, dresses, socks, coats, underwear, sweatshirts, sweatpants and hooded sweatshirts; infants' clothing, namely, one piece garments, hats, shirts, socks, pants, cloth bibs, snap crotch shirts, rompers and jumpers; shirts; rain wear

FIRST USE 11-28-2017; IN COMMERCE 11-28-2017

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

No claim is made to the exclusive right to use the following apart from the mark as shown: "BABY"

SER. NO. 88-980,951, FILED 04-22-2019



*Dennis H. H. [Signature]*

Performing the Functions and Duties of the  
Under Secretary of Commerce for Intellectual Property and  
Director of the United States Patent and Trademark Office





## **REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

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### **Requirements in Successive Ten-Year Periods\***

#### **What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

### **Grace Period Filings\***

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**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

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**NOTE:** A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

# United States of America

United States Patent and Trademark Office

## PINKFONG BABY SHARK

**Reg. No. 7,299,750**

**Registered Feb. 06, 2024**

**Int. Cl.: 25**

**Trademark**

**Principal Register**

THE PINKFONG COMPANY, INC. (REPUBLIC OF KOREA LIMITED CORPORATION)

5TH FLOOR, 94, MYEONGDAL-RO, SEOCHO-GU,  
SEOUL, REPUBLIC OF KOREA 06668

CLASS 25: Waterproof clothing, namely, shorts; overcoats excluding wear for exclusive use for sports and Korean traditional dress; waterproof clothing, namely, hooded pullovers; clothing for sports, namely, sports jerseys, shorts, pants

FIRST USE 9-1-2020; IN COMMERCE 9-1-2020

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

No claim is made to the exclusive right to use the following apart from the mark as shown: "BABY"

SER. NO. 88-396,786, FILED 04-22-2019

*Katherine Kelly Vidal*

Director of the United States  
Patent and Trademark Office



## **REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

### **Requirements in the First Ten Years\***

#### **What and When to File:**

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

### **Requirements in Successive Ten-Year Periods\***

#### **What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

### **Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

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# United States of America

United States Patent and Trademark Office

# PINKFONG

**Reg. No. 7,249,578**

**Registered Dec. 19, 2023**

**Int. Cl.: 5**

**Trademark**

**Principal Register**

THE PINKFONG COMPANY, INC. (KOREA, REPUBLIC OF LIMITED CORPORATION)

5TH FLOOR, 94, MYEONGDAL-RO, SEOCHO-GU,  
SEOUL, REPUBLIC OF KOREA 06668

CLASS 5: Food for babies; disposable baby diapers; paper diapers for babies; vitamin and mineral dietary supplements

FIRST USE 9-1-2022; IN COMMERCE 9-1-2022

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 88-594,141, FILED 08-27-2019

*Katherine Kelly Vidal*

Director of the United States  
Patent and Trademark Office



## **REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

### **Requirements in the First Ten Years\***

#### **What and When to File:**

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

### **Requirements in Successive Ten-Year Periods\***

#### **What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

### **Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

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# United States of America

United States Patent and Trademark Office

# PINKFONG

**Reg. No. 6,503,438**

**Registered Sep. 28, 2021**

**Int. Cl.: 5**

**Trademark**

**Principal Register**

Smart Study Co., Ltd. (HONG KONG limited company (Ltd.) )  
Seocho-dong, 5th Floor  
94, Myeongdal-ro, Seocho-gu  
Seoul, REPUBLIC OF KOREA 06668

CLASS 5: Baby food; baby food made from agricultural products; adhesive bandages; adhesive bandages for skin wounds; disinfectants for hygiene purposes; tissues impregnated with antibacterial preparations

FIRST USE 3-20-2020; IN COMMERCE 3-20-2020

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 88-982,409, FILED 08-27-2019



*Donna H. H. H.*

Performing the Functions and Duties of the  
Under Secretary of Commerce for Intellectual Property and  
Director of the United States Patent and Trademark Office



## **REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

### **Requirements in the First Ten Years\***

#### **What and When to File:**

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

### **Requirements in Successive Ten-Year Periods\***

#### **What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

### **Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

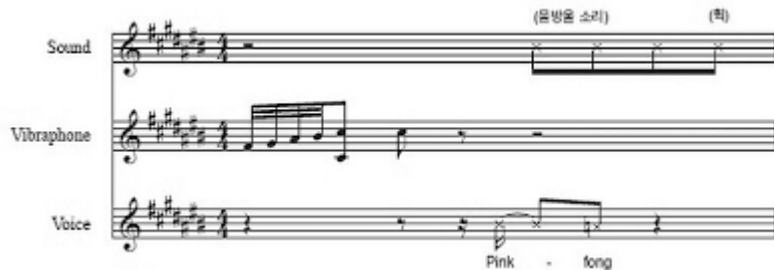
**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

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# United States of America

## United States Patent and Trademark Office



**Reg. No. 6,495,600**

**Registered Sep. 28, 2021**

**Int. Cl.: 9, 41**

**Service Mark**

**Trademark**

**Principal Register**

Smart Study Co., Ltd. (KOREA, REPUBLIC OF Limited Company )  
5th Floor, 94, Myeongdal-ro,  
Seocho-gu Seoul  
REPUBLIC OF KOREA

CLASS 9: Motion picture video recordings featuring children's entertainment; pre-recorded video discs featuring music; pre-recorded video recordings featuring children's entertainment; downloadable digital video recordings featuring children's entertainment; downloadable multimedia files containing video relating to animation; downloadable video files featuring children's entertainment; downloadable video recordings featuring animation; downloadable music files; downloadable electronic fairytale books; computer software applications, downloadable, for viewing videos featuring children's entertainment and education; pre-recorded video disc featuring animation; pre-recorded video cassette featuring animation; pre-recorded video tape featuring animation; downloadable recorded MP3 file featuring music; pre-recorded audio recordings featuring audio books in the nature of children's stories; recorded CDs featuring audio books in the nature of children's stories; recorded DVDs featuring animation; downloadable video recordings featuring animated cartoons; video disks with recorded animated cartoons; video disks and video tapes with recorded animated cartoons; downloadable computer software for wireless content delivery; downloadable computer software for viewing videos featuring children's entertainment and education; data carriers for computers having software recorded thereon, namely, recorded software for viewing videos featuring children's entertainment and education; downloadable educational software for children; downloadable computer software for transmitting and broadcasting audio, video, and multimedia contents; electronic media in the nature of prerecorded CDs and DVDs featuring music performance; compact discs featuring music; downloadable video recordings featuring music; music recordings recorded on electronic media; pre-recorded electronic media, namely, video tapes and DVDs featuring animated cartoons; pre-recorded DVDs featuring music videos; downloadable computer software for transmission of sound and video messages; downloadable computer software for electronic publishing of digital videos; downloadable computer software to enhance the audio-visual capabilities of multimedia applications, namely, for the integration of text, audio, graphics, still images and moving pictures; recorded electronic documents in the field of children's entertainment and education provided via a website; electronic publications, downloadable, namely, children's books; downloadable electronic publications in the nature of children's books; downloadable electronic study guides in the form of books or papers

CLASS 41: Providing online videos featuring children's entertainment, not



*Donna H. H. H.*

Performing the Functions and Duties of the  
Under Secretary of Commerce for Intellectual Property and  
Director of the United States Patent and Trademark Office



downloadable; production and distribution of animation TV series; production of animations or animated films; production and distribution of animated films; production of animated television programs; production and distribution of sound, movie and video recordings in the field of children's entertainment; multimedia publishing of books, magazines, journals, newspapers, newsletters, tutorials, maps, graphics, photographs, videos, music and electronic publications; providing online electronic publications, not downloadable, in the nature of cartoons, books, magazines and brochures in the field of children's entertainment and education; publishing of electronic publications; entertainment, namely, live music concerts and musical performances; providing digital music, not downloadable, on the Internet

The mark is a sound mark. The mark consists of sound effects, a vibraphone, and a voice in the key of C-sharp major in four-four time. The sound begins with a vibraphone playing four thirty-second notes, F4-sharp, G4-sharp, A4-sharp, and B4-sharp, followed by a C5-sharp and C4-sharp double stop. The sound effect consists of a half rest note while the vibraphone plays followed by three eighth notes making water drop sounds and one eighth note making a swish sound after. The voice starts after quarter and a dot eighth rests and consists of a child shouting "PINK FONG" with "FONG" pitched lower than "PINK". In this regard, the sound corresponding to "PINK" is composed of a dotted eighth note, while "FONG" is composed of an eighth note.

PRIORITY DATE OF 04-24-2020 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1554670 DATED 06-02-2020,  
EXPIRES 06-02-2030

SER. NO. 79-295,533, FILED 06-02-2020

## **REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

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## Trademark/Service Mark Application, Principal Register

Serial Number: 88530086

Filing Date: 07/23/2019

The table below presents the data as entered.

Input Field	Entered
<b>SERIAL NUMBER</b>	88530086
<b>MARK INFORMATION</b>	
<b>*MARK</b>	<a href="#">BABY SHARK</a>
<b>STANDARD CHARACTERS</b>	YES
<b>USPTO-GENERATED IMAGE</b>	YES
<b>LITERAL ELEMENT</b>	BABY SHARK
<b>MARK STATEMENT</b>	The mark consists of standard characters, without claim to any particular font style, size, or color.
<b>REGISTER</b>	Principal
<b>APPLICANT INFORMATION</b>	
<b>*OWNER OF MARK</b>	Smart Study Co., Ltd.
<b>INTERNAL ADDRESS</b>	Seocho-dong, 5th Floor
<b>*STREET</b>	94, Myeongdal-ro, Seocho-gu
<b>*CITY</b>	Seoul
<b>*COUNTRY</b>	Korea, South
<b>*ZIP/POSTAL CODE</b> (Required for U.S. and certain international addresses)	06668
<b>LEGAL ENTITY INFORMATION</b>	
<b>TYPE</b>	limited company (ltd.)
<b>STATE/COUNTRY WHERE LEGALLY ORGANIZED</b>	Korea, South
<b>GOODS AND/OR SERVICES AND BASIS INFORMATION</b>	
<b>INTERNATIONAL CLASS</b>	003
	Shower Gel and bath gel; Body Wash; 3 in 1 Body Wash; Bubble Bath; non-medicated bubble bath preparations; Bath Foam; Body Spray; Scented Body Spray; fragrances; non-medicated skin care preparation, namely, body mist; body lotion; bath fizzies; bath confetti; non-medicated hand soaps; hair shampoo; hair conditioner; hair detangling preparations; Gift sets consisting of body lotion, shower gel and fragrances; body art stickers; nail art stickers; temporary tattoo transfers for use as cosmetics; Eyewear; children's novelty sunglasses; Slap bracelets; jewelry; children's jewelry; watches; clocks Bath Activity Sets, including bathtub paints and crayons; stickers modeling clay for children; trading cards; rubber erasers; posters; arts and crafts; color pencils; markers; party

<p><b>*IDENTIFICATION</b></p>	<p>goods; greeting cards; children's storybooks; children's books sets; gift wrapping paper; books printed on thick paperboard; Umbrellas; reusable tote bags; Toothbrush holders; hair combs; hairbrushes; bath products, namely, bath sponges, loofah sponges; bath and shower caddies; molded decanters; washing cloths; paper plates; paper cups; plastic buckets; plastic dinnerware; glass dinnerware; plastic drinkware; glass drinkware; Bath Mitts; bath towels; beach towels; bedding; Halloween costumes; Halloween costumes and masks sold in connection therewith; swimwear; clothing; socks; cold weather accessories; headwear; ponchos; rain slickers; children's underwear; shoes; Hair Accessories; charms for shoes; Games, toys and playthings namely, water toys, musical toys, sketching toys and paper toy figures; toy animals and accessories therefor; dolls; butterfly nets; toys for pets; Christmas tree ornaments; Fairground ride apparatus, namely, amusement park rides; plush toys; wind-up toys; toy tools; toy building blocks; battery operated action toys; electronic action toys; bathtub toys; battery operated action toys; toys with sound; collectable toy figures; molded toy figures; card games; playing cards; board games; playsets for toy figures; portable games with liquid crystal displays; rubber character toys; plastic character toys; balls for sports; toy vehicle playsets; puzzles; stuffed dolls; children's multiple activity toys; toy stamps; games, namely, birthday party supply pack consisting of balloons, party favor hats, and paper party favors; foam balls; rubber balls; sporting articles other than golf articles or climbing articles, namely, nets for sports, footballs, baseballs, baseball bats, basketballs, tennis balls, rackets for tennis or badminton, swimming jackets and swimming floats; golf bags with or without wheels; golf gloves; golf balls; golf clubs; golf bags with or without wheels; fishing tackle; twirling batons; Toy foam items, namely, EVA Shapes; Toy robots; toy vehicles; play tents; trading cards for games; ride-on toys and accessories therefor; costume masks; balloons ; bowling set made of plastic; basketball set; toy shovel; inflatable bop bag; balls; boxing gloves; kites; invisible ink; fruit-based snacks; nut and dried fruit-based snack bars; candied fruit snacks; fruit-based organic food snacks; dehydrated fruit snacks; ice creams, frozen yogurts, and sorbets; bakery goods; confectionery, namely, frozen confectioneries, chocolate confections, confectionery made of sugar, and jelly confections; chocolate; sweet coatings, namely, frosting; condiments, namely, sauces, ketchup, mustard, salsas, and dipping sauces; chocolates; chocolate-coated nuts, cocoa spreads, hot chocolate mixes, chocolate based spreads; chocolate bars, chocolate candies, chocolate based ready to eat snacks; cones for ice cream; ice cream sundaes; ice cream bars; ice cream sandwiches; candy toppings for ice cream; vegan ice cream; snack cakes; cookies; vegan cookies; cereal; non-alcoholic beverages, namely, carbonated beverages, mineral and aerated waters, mineral and aerated flavored waters, drinking water, spring water, coconut water, fruit drinks and fruit juices, vegetable juices; Entertainment in the nature of live stage performances; provision of information relating to live performances; entertainment, namely, live music concerts</p>
<p><b>FILING BASIS</b></p>	<p><b>SECTION 1(b)</b></p>
<p><b>ATTORNEY INFORMATION</b></p>	
<p><b>NAME</b></p>	<p>Dwana S. Dixon</p>

ATTORNEY DOCKET NUMBER	4490-520
FIRM NAME	Epstein Drangel LLP
STREET	60 E. 42nd Street, Suite 2520
CITY	New York
STATE	New York
COUNTRY	United States
ZIP/POSTAL CODE	10165
PHONE	212-292-5390
FAX	212-292-5391
EMAIL ADDRESS	mail@ipcounselors.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
OTHER APPOINTED ATTORNEY	Robert L. Epstein, Jason M. Drangel, William C. Wright, Ashly E. Sands, Kimberly Klibert, Kerry B. Brownlee, Annmary Ittan, Brieanne Scully, Danielle S. Yamali
<b>CORRESPONDENCE INFORMATION</b>	
NAME	Dwana S. Dixon
FIRM NAME	Epstein Drangel LLP
STREET	60 E. 42nd Street, Suite 2520
CITY	New York
STATE	New York
COUNTRY	United States
ZIP/POSTAL CODE	10165
PHONE	212-292-5390
FAX	212-292-5391
*EMAIL ADDRESS	mail@ipcounselors.com
*AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
<b>FEE INFORMATION</b>	
APPLICATION FILING OPTION	TEAS RF
NUMBER OF CLASSES	1
APPLICATION FOR REGISTRATION PER CLASS	275
*TOTAL FEE DUE	275
*TOTAL FEE PAID	275
<b>SIGNATURE INFORMATION</b>	
SIGNATURE	NOT PROVIDED
SIGNATORY'S NAME	NOT PROVIDED
SIGNATORY'S POSITION	NOT PROVIDED
DATE SIGNED	NOT PROVIDED



## Trademark/Service Mark Application, Principal Register

**Serial Number: 88530086**

**Filing Date: 07/23/2019**

### To the Commissioner for Trademarks:

**MARK:** BABY SHARK (Standard Characters, see [mark](#))

The literal element of the mark consists of BABY SHARK.

The mark consists of standard characters, without claim to any particular font style, size, or color.

The applicant, Smart Study Co., Ltd., a limited company (Ltd.) legally organized under the laws of Korea, South, having an address of  
Seocho-dong, 5th Floor  
94, Myeongdal-ro, Seocho-gu  
Seoul 06668  
Korea, South

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 003: Shower Gel and bath gel; Body Wash; 3 in 1 Body Wash; Bubble Bath; non-medicated bubble bath preparations; Bath Foam; Body Spray; Scented Body Spray; fragrances; non-medicated skin care preparation, namely, body mist; body lotion; bath fizzies; bath confetti; non-medicated hand soaps; hair shampoo; hair conditioner; hair detangling preparations; Gift sets consisting of body lotion, shower gel and fragrances; body art stickers; nail art stickers; temporary tattoo transfers for use as cosmetics; Eyewear; children's novelty sunglasses; Slap bracelets; jewelry; children's jewelry; watches; clocks Bath Activity Sets, including bathtub paints and crayons; stickers modeling clay for children; trading cards; rubber erasers; posters; arts and crafts; color pencils; markers; party goods; greeting cards; children's storybooks; children's books sets; gift wrapping paper; books printed on thick paperboard; Umbrellas; reusable tote bags; Toothbrush holders; hair combs; hairbrushes; bath products, namely, bath sponges, loofah sponges; bath and shower caddies; molded decanters; washing cloths; paper plates; paper cups; plastic buckets; plastic dinnerware; glass dinnerware; plastic drinkware; glass drinkware; Bath Mitts; bath towels; beach towels; bedding; Halloween costumes; Halloween costumes and masks sold in connection therewith; swimwear; clothing; socks; cold weather accessories; headwear; ponchos; rain slickers; children's underwear; shoes; Hair Accessories; charms for shoes; Games, toys and playthings namely, water toys, musical toys, sketching toys and paper toy figures; toy animals and accessories therefor; dolls; butterfly nets; toys for pets; Christmas tree ornaments; Fairground ride apparatus, namely, amusement park rides; plush toys; wind-up toys; toy tools; toy building blocks; battery operated action toys; electronic action toys; bathtub toys; battery operated action toys; toys with sound; collectable toy figures; molded toy figures; card games; playing cards; board games; playsets for toy figures; portable games with liquid crystal displays; rubber character toys; plastic character toys; balls for sports; toy vehicle playsets; puzzles; stuffed dolls; children's multiple activity toys; toy stamps; games, namely, birthday party supply pack consisting of balloons, party favor hats, and paper party favors; foam balls; rubber balls; sporting articles other than golf articles or climbing articles, namely, nets for sports, footballs, baseballs, baseball bats, basketballs, tennis balls, rackets for tennis or badminton, swimming jackets and swimming floats; golf bags with or without wheels; golf gloves; golf balls; golf clubs; golf bags with or without wheels; fishing tackle; twirling batons; Toy foam items, namely, EVA Shapes; Toy robots; toy vehicles; play tents; trading cards for games; ride-on toys and accessories therefor; costume masks; balloons ; bowling set made of plastic; basketball set; toy shovel; inflatable bop bag; balls; boxing gloves; kites; invisible ink; fruit-based snacks; nut and dried fruit-based snack bars; candied fruit snacks; fruit-based organic food snacks; dehydrated fruit snacks; ice creams, frozen yogurts, and sorbets; bakery goods; confectionery, namely, frozen confectioneries, chocolate confections, confectionery made of sugar, and jelly confections; chocolate; sweet coatings, namely, frosting; condiments, namely, sauces, ketchup, mustard, salsas, and dipping sauces; chocolates; chocolate-coated nuts, cocoa spreads, hot chocolate mixes, chocolate based spreads; chocolate bars, chocolate candies, chocolate based ready to eat snacks; cones for ice cream; ice cream sundaes; ice cream bars; ice cream sandwiches; candy toppings for ice cream; vegan ice cream; snack cakes; cookies; vegan cookies; cereal; non-alcoholic beverages, namely, carbonated beverages, mineral and aerated waters, mineral and aerated flavored waters, drinking water, spring water, coconut water, fruit drinks and fruit juices, vegetable juices; Entertainment in the nature of live stage performances; provision of information relating to live performances; entertainment, namely, live music concerts

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.

The applicant's current Attorney Information:

Dwana S. Dixon and Robert L. Epstein, Jason M. Drangel, William C. Wright, Ashly E. Sands, Kimberly Klibert, Kerry B. Brownlee,



Annmary Ittan, Brieanne Scully, Danielle S. Yamali of Epstein Drangel LLP 60 E. 42nd Street, Suite 2520  
New York, New York 10165  
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212-292-5390(phone)  
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The attorney docket/reference number is 4490-520.

The applicant's current Correspondence Information:

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**E-mail Authorization:** I authorize the USPTO to send e-mail correspondence concerning the application to the applicant, the applicant's attorney, or the applicant's domestic representative at the e-mail address provided in this application. I understand that a valid e-mail address must be maintained and that the applicant or the applicant's attorney must file the relevant subsequent application-related submissions via the Trademark Electronic Application System (TEAS). Failure to do so will result in the loss of TEAS Reduced Fee status and a requirement to submit an additional processing fee of \$125 per international class of goods/services.

A fee payment in the amount of \$275 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 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.

**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 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: Not Provided Date: Not Provided

Signatory's Name: Not Provided

Signatory's Position: Not Provided

Payment Sale Number: 88530086

Payment Accounting Date: 07/23/2019

BABY SHARK

# EXHIBIT C

# Certificate of Registration



This Certificate issued under the seal of the Copyright Office in accordance with title 17, *United States Code*, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

Acting United States Register of Copyrights and Director

**Registration Number**

**VA 2-130-847**

**Effective Date of Registration:**

December 20, 2018

## Title

**Title of Work:** Daddy Shark

## Completion/Publication

**Year of Completion:** 2017

**Date of 1st Publication:** September 15, 2017

**Nation of 1st Publication:** Korea, South

## Author

- Author:** Smart Study Co., Ltd.
- Author Created:** sculpture
- Work made for hire:** Yes
- Citizen of:** Korea, South

## Copyright Claimant

**Copyright Claimant:** Smart Study Co., Ltd.  
5F, 94 Myeongdal-ro, Seocho-gu, Seoul, 06668, Korea, South

## Rights and Permissions

**Organization Name:** Epstein Drangel LLP  
**Name:** Jason M. Drangel  
**Email:** mail@ipcounselors.com  
**Telephone:** (212)292-5390  
**Address:** 60 E. 42nd Street  
Suite 2520  
New York, NY 10165 United States

## Certification

**Name:** Dwana S. Dixon  
**Date:** December 20, 2018

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# Certificate of Registration



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*Kary A. Lush*

Acting United States Register of Copyrights and Director

Registration Number

**VA 2-130-854**

Effective Date of Registration:

December 19, 2018

## Title

Title of Work: Mommy Shark

## Completion/Publication

Year of Completion: 2017

Date of 1st Publication: September 15, 2017

Nation of 1st Publication: Korea, South

## Author

• Author: Smart Study Co., Ltd.  
Author Created: sculpture  
Work made for hire: Yes  
Citizen of: Korea, South

## Copyright Claimant

Copyright Claimant: Smart Study Co., Ltd.  
5F, 94 Myeongdal-ro, Seocho-gu, Seoul, 06668, Korea, South

## Rights and Permissions

Organization Name: Epstein Drangel LLP  
Name: Jason M. Drangel  
Email: mail@ipcounselors.com  
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Address: 60 E. 42nd Street  
Suite 2520  
New York, NY 10165 United States

## Certification

**Name:** Dwana S. Dixon  
**Date:** December 19, 2018

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*Kay A. Leahy*

Acting United States Register of Copyrights and Director

Registration Number

**VA 2-130-856**

Effective Date of Registration:

December 19, 2018

## Title

Title of Work: Baby Shark

## Completion/Publication

Year of Completion: 2017

Date of 1st Publication: September 15, 2017

Nation of 1st Publication: Korea, South

## Author

• Author: Smart Study Co., Ltd.  
Author Created: sculpture  
Work made for hire: Yes  
Citizen of: Korea, South

## Copyright Claimant

Copyright Claimant: Smart Study Co., Ltd.  
5F, 94 Myeongdal-ro, Seocho-gu, Seoul, 06668, Korea, South

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New York, NY 10165 United States

## Certification



**Name:** Dwana S. Dixon  
**Date:** December 19, 2018

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\*0000VA00021308560202\*

# Certificate of Registration



This Certificate issued under the seal of the Copyright Office in accordance with title 17, *United States Code*, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

*Kay A. Lusk*

Acting United States Register of Copyrights and Director

Registration Number

**VA 2-131-983**

Effective Date of Registration:

December 28, 2018

## Title

Title of Work: Pink Fong Mascot

## Completion/Publication

Year of Completion: 2017  
Date of 1st Publication: September 15, 2017  
Nation of 1st Publication: Korea, South

## Author

• Author: Smart Study Co., Ltd.  
Author Created: sculpture  
Work made for hire: Yes  
Citizen of: Korea, South

## Copyright Claimant

Copyright Claimant: Smart Study Co., Ltd.  
5F, 94 Myeongdal-ro, Seocho-gu, Seoul, 06668, Korea, South

## Rights and Permissions

Organization Name: Epstein Drangel LLP  
Name: Jason M. Drangel  
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Suite 2520  
New York, NY 10165 United States

## Certification



**Name:** Dwana S. Dixon  
**Date:** December 28, 2018

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