

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM550546

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
True Religion Apparel, Inc.		11/15/2019	Corporation: DELAWARE
Guru Denim LLC		11/15/2019	Limited Liability Company: CALIFORNIA

RECEIVING PARTY DATA

Name:	Crystal Financial LLC
Street Address:	Two International Place
Internal Address:	17th Floor
City:	Boston
State/Country:	MASSACHUSETTS
Postal Code:	02110
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 32

Property Type	Number	Word Mark
Registration Number:	5738461	U
Registration Number:	3963295	TRUE RELIGION
Registration Number:	3628973	TRUE RELIGION
Registration Number:	3884465	TRUE RELIGION
Registration Number:	3162615	TRUE RELIGION
Registration Number:	3162614	TRUE RELIGION
Registration Number:	4486450	TRUE RELIGION
Registration Number:	3120797	TRUE RELIGION BRAND JEANS
Registration Number:	3120798	TRUE RELIGION BRAND JEANS
Registration Number:	3978250	
Registration Number:	4897409	U
Registration Number:	3482001	
Registration Number:	5200144	U
Registration Number:	4956225	U
Registration Number:	4723775	BE SO BOLD
Registration Number:	3862183	
Registration Number:	3720222	

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	3607799	
Registration Number:	3561465	
Registration Number:	3397067	U
Registration Number:	3774711	U
Registration Number:	3561466	
Registration Number:	3147244	
Registration Number:	5121711	
Registration Number:	3219110	
Registration Number:	5581566	LAST STITCH
Registration Number:	4547355	TRBJ
Registration Number:	4723750	TRUE RELIGION
Registration Number:	3282490	TRUE RELIGION BRAND JEANS
Registration Number:	2917187	TRUE RELIGION BRAND JEANS WORLD TOUR FAS
Registration Number:	3959347	TRUE RELIGION DRIFTER
Registration Number:	4723782	TRUE STYLE IS FEARLESS

CORRESPONDENCE DATA

Fax Number: 6172484000
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.
Phone: 617-248-5000
Email: tmadmin@choate.com
Correspondent Name: Daniel L. Scales
Address Line 1: Two International Place
Address Line 4: Boston, MASSACHUSETTS 02110

ATTORNEY DOCKET NUMBER:	2011597-0028
NAME OF SUBMITTER:	Daniel L. Scales
SIGNATURE:	/daniel l. scales/
DATE SIGNED:	11/22/2019

Total Attachments: 32
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TRADEMARK SECURITY AGREEMENT

This TRADEMARK SECURITY AGREEMENT (this “Trademark Security Agreement”), dated as of November 15, 2019, is by and between the Grantors listed on the signature pages hereof (collectively, the “Grantors”), and **CRYSTAL FINANCIAL LLC**, in its capacity as administrative agent and collateral agent for the Secured Parties (in such capacities, together with its successors, the “Agent”).

W I T N E S S E T H:

WHEREAS, the Grantors are party to an ABL Loan and Security Agreement, dated as of the date hereof (as it may be from time to time amended, restated, modified or supplemented, the “Loan Agreement”), in favor of the Agent pursuant to which the Grantors are required to execute and deliver this Trademark Security Agreement.

Now, THEREFORE, in consideration of the premises and to induce the Agent, for the benefit of the Secured Parties, to enter into the Loan Agreement, the Grantors hereby agree with the Agent as follows:

SECTION 1. Defined Terms. Unless otherwise defined herein, terms defined in the Loan Agreement and used herein have the meaning given to them in the Loan Agreement.

SECTION 2. Grant of Security Interest in Trademark Collateral. Each Grantor hereby pledges and grants to the Collateral Agent for the benefit of the Secured Parties a lien on and security interest in and to all of its right, title and interest in, to and under all trademarks of such Grantor, whether now owned or at any time hereafter acquired by such Grantor, including those listed on Schedule I attached hereto (the “Trademarks”).

SECTION 3. Loan Agreement. The security interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interest granted to the Agent pursuant to the Loan Agreement and the Grantors hereby acknowledge and affirm that the rights and remedies of the Agent with respect to the security interest in the Trademarks made and granted hereby are more fully set forth in the Loan Agreement (and are expressly subject to the terms and conditions thereof), the terms and provisions of which are incorporated by reference herein as if fully set forth herein. In the event that any provision of this Trademark Security Agreement is deemed to conflict with the Loan Agreement, the provisions of the Loan Agreement shall control.

SECTION 4. Authorization to Supplement. If Grantors shall obtain rights to any new trademarks, the provisions of this Trademark Security Agreement shall automatically apply thereto. Grantors shall give prompt notice in writing to the Agent with respect to any such new trademarks or renewal or extension of any trademarks registration. Without limiting Grantors’ obligations under this Section, Grantors hereby authorize the Agent unilaterally to modify this Trademark Security Agreement by amending Schedule I to include any such new trademarks rights of each Grantor. Notwithstanding the foregoing, no failure to so modify this Trademark Security Agreement or amend Schedule I shall in any way affect, invalidate or detract from the Agent's continuing security interest in the Grantors’ Trademarks, whether or not listed on Schedule I.

SECTION 5. Termination. Upon the payment in full of the Obligations and termination of the Loan Agreement, the Agent shall, at the expense of the Grantor, execute, acknowledge, and deliver to the Grantors an instrument in writing in recordable form releasing the collateral pledge, grant, assignment, lien and security interest in the Trademarks under this Trademark Security Agreement.

SECTION 6. Counterparts. This Trademark Security Agreement may be executed in any number of counterparts, all of which shall constitute one and the same instrument, and any party hereto may execute this Trademark Security Agreement by signing and delivering one or more counterparts.

SECTION 7. Governing Law. This Trademark Security Agreement and the rights and obligations of the parties hereto shall be governed by, and construed and interpreted in accordance with, the laws of the State of New York; provided, however, that if the laws of any jurisdiction other than the State of New York shall govern in regard to the validity, perfection or effect of perfection of any Lien or in regard to procedural matters affecting enforcement of any Liens in the Trademarks, such laws of such other jurisdictions shall continue to apply to that extent.

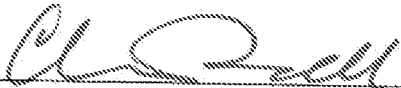
SECTION 8. Recordation. Each Grantor authorizes and requests that the United States Patent and Trademark Office and the Canadian Intellectual Property Office record this Trademark Security Agreement against the Trademarks.

[signature pages follow]

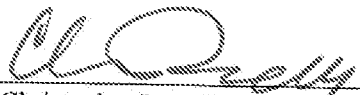
IN WITNESS WHEREOF, each Grantor has caused this Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

GRANTORS:

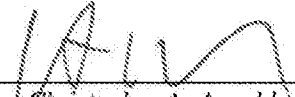
TRUE RELIGION APPAREL, INC.

By: 
Name: Christopher Powell
Title: Vice President and Controller

GURU DENIM LLC

By: 
Name: Christopher Powell
Title: Vice President and Controller

CRYSTAL FINANCIAL LLC, as Agent

By: 
Name: Christopher A. Arnold
Title: Senior Managing Director

[Signature Page to Trademark Security Agreement]

TRADEMARK
REEL: 006801 FRAME: 0664

SCHEDULE I

U.S. Trademarks: See attached.

Canadian Trademarks:

Current Owner/ Applicant	Trademark	Registration Date	Registration No./Application No.
Guru Denim LLC	TRUE RELIGION	2018-04-17	TMA994578 App. No. 1582750
Guru Denim LLC	BUDDHA FACE LOGO	2018-12-21	App. No. 1937728
Guru Denim LLC	TRUE RELIGION WORLD TOUR FASHION FOR THE SENSES SECTION ROW SEAT & DESIGN	2018-12-21	App. No. 1937731
Guru Denim LLC	TRUE RELIGION BRAND JEANS	2011-02-01	TMA789226 App. No. 1472196
Guru Denim LLC	U Design	2010-03-31	TMA763227 App. No. 1409837
Guru Denim LLC	TRUE RELIGION & Design	2006-01-11	TMA656297 App. No. 1237085
Guru Denim LLC	TRUE RELIGION BRAND JEANS WORLD TOUR and Design	2014-01-10	TMA868822 App. No. 1571270
Guru Denim LLC	U Design	2008-11-21	TMA729199 App. No. 1324859
Guru Denim LLC	MYRLGN	2019-01-18	App. No. 1941573
Guru Denim LLC	FULL BUDDHA AND GUITAR DESIGN	2018-12-21	App. No. 1937840
Guru Denim LLC	TRUE RLGN	2018-12-21	App. No. 1937726

Client Name: True Religion Apparel, Inc.

Trademark Name	Case Number	Country Name	SubCase	Case Type	Application No.	Filing Date	Publication No.	Publication Date	Registration No.	Registration Date	Status	Next Renewal
TRUE RLGN	73444 01000	United States of America		PRI	88/058 595	30-Jul-2018	09-Apr-2019				Allowed*	

MarkType: Trademark
 Owner Name: Guru Denim LLC

Status Date: 6/4/2019 12:00:00AM
 Attorneys: 5595 LA

Agent Name:
 Matter Name: US TM TRUE RLGN

Client Reference:
 Agent Reference:
 Noticed TimeKeepers: 1298 (Fralley, Robert Lee); 393:

Class(es): 03 Int., 09 Int., 14 Int., 18 Int., 25 Int., 35 Int.

Links And Images:

MYRLGN	73444 01100	United States of America		PRI	88/058 607	30-Jul-2018	09-Apr-2019				Allowed*	
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MarkType: Trademark
 Owner Name: Guru Denim LLC

Status Date: 6/4/2019 12:00:00AM
 Attorneys: 5595 LA

Agent Name:
 Matter Name: US TM MYRLGN

Client Reference:
 Agent Reference:
 Noticed TimeKeepers: 1298 (Fralley, Robert Lee); 393:

Class(es): 03 Int., 09 Int., 14 Int., 18 Int., 25 Int., 35 Int.

Links And Images:

U	73444 01300	United States of America		PRI	88/078 146	14-Aug-2018	12-Feb-2019		5,738,461	30-Apr-2019	Registered	30-Apr-2029
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MarkType: Trademark
 Owner Name: Guru Denim LLC

Status Date: 5/6/2019 12:00:00AM
 Attorneys: 5595 LA

Agent Name:
 Matter Name: US TM HORSESHOE and Design - Class 25

Client Reference:
 Agent Reference:
 Noticed TimeKeepers: 1298 (Fralley, Robert Lee); 393:

Class(es): 25 Int.

Links And Images: Link/Image Title

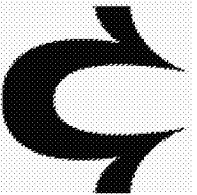
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Link/Image File: 390996.png

Image Type
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Image Date
 17-Aug-2018

Source



Client Name: True Religion Apparel, Inc.

Trademark Name	Case Number	Country Name	SubCase	Case Type	Application No.	Publication No.	Registration No.	Status
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TRUE RELIGION WORLD TOUR FASHION FOR THE SENSES SECTION ROW SEAT	73444 01400	United States of America		PRI	88/223,602	16-Apr-2019		Allowed*
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MarkType: Trademark

Owner Name: Guru Denim LLC

Status Date: 6/11/2019 12:00:00AM

Attorneys: 5595

LA

Client Reference:

Agent Reference:

Matter Name: US TM IC25 New SRS Label

Noticed Timekeepers: 5595 (Alvarez, Dax)

Class(es): 25 Int.

Links And Images: Link/Image Title

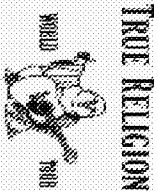
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Image Type

Image Date

Source



Buddha Face Design



73444 01500

United States of America

PRI

88/223,607

10-Dec-2018

07-May-2019

Allowed*

MarkType: Trademark

Owner Name: Guru Denim LLC

Status Date: 7/2/2019 12:00:00AM

Attorneys: 5595

LA

Client Reference:

Agent Reference:

Matter Name: US TM IC25 Buddha Face Logo

Noticed Timekeepers: 5595 (Alvarez, Dax)

Class(es): 25 Int.

Links And Images: Link/Image Title

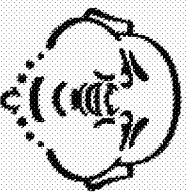
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Source



Client Name: True Religion Apparel, Inc.

Trademark Name	Case Number	Country Name	SubCase	Case Type	Application No.	Filing Date	Publication No.	Publication Date	Registration No.	Registration Date	Status	Next Renewal
TRUE RELIGION	73444 01700	United States of America		PRI	78/918 258	27-Jun-2006		18-Dec-2007	3,963,295	17-May-2011	Registered	17-May-2021

MarkType: Divisional - Parent
 Owner Name: Guru Denim LLC

Status Date: 1/16/2019 12:00:00AM
 Attorneys: 5595 LA

Agent Name:

Matter Name: US TM IC25 TRUE RELIGION

Class(es): 25 Int.

Noticed TimeKeepers: 5595 (Alvarez, Dax)

Links And Images:

TRUE RELIGION	73444 01717	United States of America		PRI	78/981 010	27-Jun-2006		18-Dec-2007	3,628,973	26-May-2009	Renewed	26-May-2029
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MarkType: Divisional - Child
 Owner Name: Guru Denim LLC

Status Date: 5/16/2019 12:00:00AM
 Attorneys: 5595 LA

Agent Name:

Matter Name: US TM TRUE RELIGION

Class(es): 03 Int., 18 Int., 25 Int.

Noticed TimeKeepers: 5595 (Alvarez, Dax)

Links And Images:

TRUE RELIGION	73444 01736	United States of America		PRI	78/981 807	27-Jun-2006			3,884,465	30-Nov-2010	Registered	30-Nov-2020
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MarkType: Trademark
 Owner Name: Guru Denim LLC

Status Date: 6/9/2019 12:00:00AM
 Attorneys: 5595 LA

Agent Name:

Matter Name: US TM IC9 TRUE RELIGION

Class(es): 09 Int.

Noticed TimeKeepers: 5595 (Alvarez, Dax)

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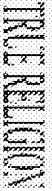
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Image Date

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Client Name: True Religion Apparel, Inc.

Trademark Name	Case Number	Country Name	SubCase	Case Type	Application No.	Filing Date	Publication No.	Publication Date	Registration No.	Registration Date	Status	Next Renewal
TRUE RELIGION	73444.01800	United States of America		PRI	78769353	08-Dec-2005			3162615	24-Oct-2006	Renewed	24-Oct-2026

MarkType:

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US SM IC35 TRUE RELIGION

Class(es): 35 Int.

Status Date: 6/9/2019 12:00:00AM

Attorneys: 5595 LA

Client Reference:

Agent Reference:

Links And Images: Link/Image Title

Mark (Standard)

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Image Type

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Image Date

01-Aug-2019

Source



TRUE RELIGION	73444.01900	United States of America		PRI	78769351	08-Dec-2005			3,162,614	24-Oct-2006	Renewed	24-Oct-2026
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MarkType: Trademark

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US TM IC25 TRUE RELIGION

Class(es): 25 Int.

Status Date: 1/22/2019 12:00:00AM

Attorneys: 5595 LA

Client Reference:

Agent Reference:

Links And Images:

TRUE RELIGION	73444.02000	United States of America		PRI	850980806	23-Jan-2013			4,486,450	18-Feb-2014	Registered	18-Feb-2024
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MarkType: Divisional - Child

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US TM IC14 TRUE RELIGION

Class(es): 14 Int.

Status Date: 1/22/2019 12:00:00AM

Attorneys: 5595 LA

Client Reference:

Agent Reference:

Links And Images:

Client Name: True Religion Apparel, Inc.

Trademark Name	Case Number	Country Name	SubCase	Case Type	Application No.	Filing Date	Publication No.	Publication Date	Registration No.	Registration Date	Status	Next Renewal
TRUE RELIGION BRAND JEANS	73444 02100	United States of America		PRI	78/769 345	08-Dec-2005	02-May-2006	02-May-2006	3,120,797	25-Jul-2006	Renewed	25-Jul-2026

MarkType: Trademark

Owner Name: Guru Denim LLC

Status Date: 1/22/2019 12:00:00AM

Attorneys: 5595 LA

Client Reference:

Agent Reference:

Matter Name: US TM IC25 TRUE RELIGION BRAND JEANS

Noticed Timekeepers: 5595 (Alvarez, Dax)

Class(es): 25 Int.

Links And Images:

TRUE RELIGION BRAND JEANS	73444 02200	United States of America		PRI	78/769 347	08-Dec-2005	02-May-2006	02-May-2006	3,120,798	25-Jul-2006	Renewed	25-Jul-2026
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MarkType: Service Mark

Owner Name: Guru Denim LLC

Status Date: 1/22/2019 12:00:00AM

Attorneys: 5595 LA

Client Reference:

Agent Reference:

Matter Name: US SM IC35 TRUE RELIGION BRAND JEANS

Noticed Timekeepers: 5595 (Alvarez, Dax)

Class(es): 35 Int.

Links And Images:

Buddha And Guitar Design	73444 02300	United States of America		PRI	85/192 668	07-Dec-2010	29-Mar-2011	29-Mar-2011	3,978,250	14-Jun-2011	Registered	14-Jun-2021
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MarkType: Service Mark

Owner Name: Guru Denim LLC

Status Date: 1/22/2019 12:00:00AM

Attorneys: 5595 LA

Client Reference:

Agent Reference:

Matter Name: US SM IC35 Buddha and Guitar Design

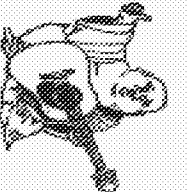
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Class(es): 35 Int.

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Client Name: True Religion Apparel, Inc.

Trademark Name	Case Number	Country Name	SubCase	Case Type	Application No.	Filing Date	Publication No.	Publication Date	Registration No.	Registration Date	Status	Next Renewal
U Design	73444 02400	United States of America		PRI	86/504,839	15-Jan-2015	24-Nov-2015	09-Feb-2016	4,897,409	09-Feb-2016	Registered	09-Feb-2026

MarkType: Trademark
Owner Name: Guru Denim LLC

Status Date: 1/22/2019 12:00:00AM
Attorneys: 5595 LA

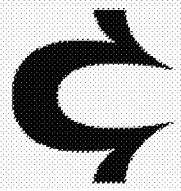
Agent Name:
Matter Name: US TM IC3835 Horseshoe Design
Class(es): 03 Int., 35 Int.

Client Reference:
Agent Reference:
Noticed Timekeepers: 5595 (Alvarez, Dax)

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Image Type Image Date
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Link/Image File: 427447.png



U Design	73444 02500	United States of America		PRI	78/168,317	26-Sep-2002	23-Oct-2007	05-Aug-2008	3,482,001	05-Aug-2008	Renewed	05-Aug-2028
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MarkType: Trademark
Owner Name: Guru Denim LLC

Status Date: 1/22/2019 12:00:00AM
Attorneys: 5595 LA

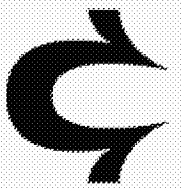
Agent Name:
Matter Name: US TM IC25 Horseshoe Design
Class(es): 25 Int.

Client Reference:
Agent Reference:
Noticed Timekeepers: 5595 (Alvarez, Dax)

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 Mark Stylized

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Client Name: True Religion Apparel, Inc.

Trademark Name	Case Number	Country Name	SubCase	Case Type	Application No.	Filing Date	Publication No.	Publication Date	Registration No.	Registration Date	Status
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U	73444 02600	United States of America		PRI	85/830 296	23-Jan-2013	18-Jun-2013		5,200,144	09-May-2017	Registered
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MarkType: Divisional - Parent

Owner Name: Guru Denim LLC

Status Date: 5/29/2019 12:00:00AM

Attorneys: 5595

LA

Agent Name:

Matter Name: US TM IC14 Horseshoe Design

Noticed TimeKeepers: 5595 (Alvarez, Dax)

Class(es): 14 Int.

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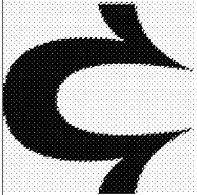


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Image Date
29-May-2019

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U Design

73444.02700
United States of America

PRI

85/983,584

23-Jan-2013

18-Jun-2013

5,200,144

09-May-2017

Registered
09-May-2027

MarkType: Divisional - Parent

Owner Name: Guru Denim LLC

Status Date: 1/22/2019 12:00:00AM

Attorneys: 5595

LA

Agent Name:

Matter Name: US TM IC18 Horseshoe Design

Noticed TimeKeepers: 5595 (Alvarez, Dax)

Class(es): 18 Int.

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Mark Stylized

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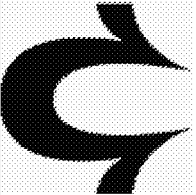


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22-Jan-2019

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Client Name: True Religion Apparel, Inc.

Trademark Name	Case Number	Country Name	SubCase	Case Type	Application No.	Filing Date	Publication No.	Publication Date	Registration No.	Registration Date	Status	Next Renewal
U Design	73444.02717	United States of America		PRI	85/984,091	23-Jan-2013		18-Jun-2013	4,956,225	10-May-2016	Registered	10-May-2026

MarkType: Divisional - Child
 Owner Name: Guru Denim LLC

Status Date: 1/22/2019 12:00:00AM
 Attorneys: 5595 LA

Agent Name:
 Matter Name: US TM IC:18 Horseshoe Design
 Class(es): 18 Int.

Client Reference:
 Agent Reference:
 Noticed TimeKeepers: 5595 (Alvarez, Dax)

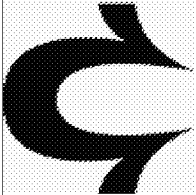
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Image Type
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Image Date
 22-Jan-2019

Source

Link/Image File: 427476.png



BE SO BOLD	73444.02800	United States of America		PRI	86/399,329	18-Sep-2014		03-Feb-2015	4,723,775	21-Apr-2015	Registered	21-Apr-2025
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MarkType: Service Mark
 Owner Name: Guru Denim LLC

Status Date: 1/14/2019 12:00:00AM
 Attorneys: 5595 LA

Agent Name:
 Matter Name: US SM IC:35 BE SO BOLD
 Class(es): 35 Int.

Client Reference:
 Agent Reference:
 Noticed TimeKeepers: 5595 (Alvarez, Dax)

Links And Images:

Buddha and Guitar Design	73444.03000	United States of America		PRI	78/918,251	27-Jun-2006		30-Oct-2007	3,862,183	12-Oct-2010	Registered	12-Oct-2020
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MarkType: Divisional - Parent
 Owner Name: Guru Denim LLC

Status Date: 1/14/2019 12:00:00AM
 Attorneys: 5595 LA

Agent Name:
 Matter Name: US TM IC:25 Buddha and Guitar Design
 Class(es): 25 Int.

Client Reference:
 Agent Reference:
 Noticed TimeKeepers: 5595 (Alvarez, Dax)

Client Name: True Religion Apparel, Inc.

Trademark Name	Case Number	Country Name	SubCase	Case Type	Application No.	Publication No.	Registration No.	Status
					Filing Date <td>Publication Date <td>Registration Date <td>Next Renewal</td> </td></td>	Publication Date <td>Registration Date <td>Next Renewal</td> </td>	Registration Date <td>Next Renewal</td>	Next Renewal

Links And Images: Link/Image Title

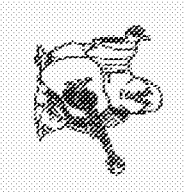
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Image Type
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Image Date
14-Jan-2019

Source

Link/Image File: 425110.png



Buddha and Guitar Design

73444.03017
United States of America

PRI
78/981.254
27-Jun-2006

30-Oct-2007

3,720,222
01-Dec-2009

Registered
01-Dec-2019

MarkType: Divisional - Child

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US TM Buddha and Guitar Design

Class(es): 03 Int., 09 Int., 18 Int., 25 Int.

Noticed TimeKeepers: 5595 (Alvarez, Dax)

Agent Reference:

Attorneys: 5595 LA

Links And Images: Link/Image Title

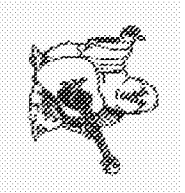
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Image Date
14-Jan-2019

Source

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Buddha and Guitar Design

73444.03036
United States of America

PRI
78/980.963
27-Jun-2006

30-Oct-2007

3,607,799
14-Apr-2009

Renewed
14-Apr-2029

MarkType: Trademark

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US TM IC25 Buddha and Guitar Design

Class(es): 25 Int.

Noticed TimeKeepers: 5595 (Alvarez, Dax)

Agent Reference:

Attorneys: 5595 LA

Status Date: 3/28/2019 12:00:00AM

Client Name: True Religion Apparel, Inc.

Trademark Name	Case Number	Country Name	SubCase	Case Type	Application No.	Publication No.	Registration No.	Status
					Filing Date <td>Publication Date <td>Registration Date <td>Next Renewal</td> </td></td>	Publication Date <td>Registration Date <td>Next Renewal</td> </td>	Registration Date <td>Next Renewal</td>	Next Renewal

Links And Images: Link/Image Title

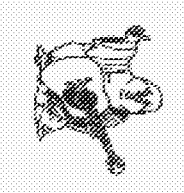
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Image Date
14-Jan-2019

Source

Link/Image File: 425059.png



Horseshoe and Pocket Design

73444.03100
United States of America

PRI

76/658,114
10-Apr-2006

24-Jun-2008

3,561,465
13-Jan-2009

Renewed
13-Jan-2029

MarkType: Trademark

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US TM IC25 Horseshoe and Pocket Design

Class(es): 25 Int.

Agent Reference:

Noticed TimeKeepers: 5595 (Alvarez, Dax)

Links And Images: Link/Image Title

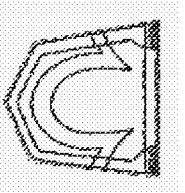
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Image Type
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Image Date
14-Jan-2019

Source

Link/Image File: 424837.png



Horseshoe Design - Red

73444.03300
United States of America

PRI

77/044,078
14-Nov-2006

01-Jan-2008

3,397,067
18-Mar-2008

Renewed
18-Mar-2028

MarkType: Trademark

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US TM IC25 Horseshoe Design - Red

Class(es): 25 Int.

Agent Reference:

Noticed TimeKeepers: 5595 (Alvarez, Dax)

Client Name: True Religion Apparel, Inc.

Trademark Name	Case Number	Country Name	SubCase	Case Type	Application No.	Filing Date	Publication No.	Publication Date	Registration No.	Registration Date	Status	Next Renewal
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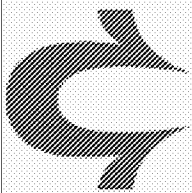
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Mark Stylized

Image Type
DRAWING

Image Date
14-Jan-2019

Source



Horseshoe Design	73444.03600	United States of America		PRI	77/817.393	01-Sep-2009	26-Jan-2010	13-Apr-2010	13-Apr-2020	Registered	
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MarkType: Trademark

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US TM IC25 Horseshoe Design

Class(es): 25 Int.

Status Date: 1/14/2019 12:00:00AM

Attorneys: 5595 LA

Client Reference:

Agent Reference:

Noticed TimeKeepers: 5595 (Alvarez, Dax)

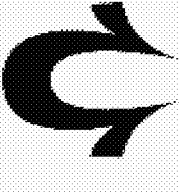
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Mark Stylized

Image Type
DRAWING

Image Date
14-Jan-2019

Source



Horseshoe and Buttoned Pocket Design	73444.03700	United States of America		PRI	76/658.121	10-Apr-2006	29-Apr-2008	13-Jan-2009	13-Jan-2029	Renewed	
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MarkType: Trademark

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US TM IC25 Horseshoe & Button Pocket

Class(es): 25 Int.

Status Date: 1/14/2019 12:00:00AM

Attorneys: 5595 LA

Client Reference:

Agent Reference:

Noticed TimeKeepers: 5595 (Alvarez, Dax)

Client Name: True Religion Apparel, Inc.

Trademark Name	Case Number	Country Name	SubCase	Case Type	Application No.	Filing Date	Publication No.	Publication Date	Registration No.	Registration Date	Status	Next Renewal
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Links And Images: Link/Image Title

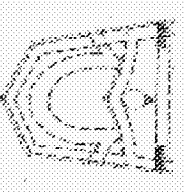
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Image Type
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Image Date
14-Jan-2019

Source

Link/Image File: 424895.png



Horseshoe and Pocket Design

73444.03800
United States of America

PRI
76/633.022
09-Mar-2005

04-Jul-2006

3,147,244
26-Sep-2006

Renewed
26-Sep-2026

MarkType: Trademark

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US TM IC25 Horseshoe and Pocket Design

Class(es): 25 Int.

Agent Reference:

Noticed TimeKeepers: 5595 (Alvarez, Dax)

Links And Images: Link/Image Title

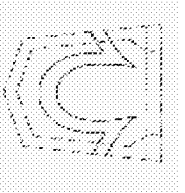
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Image Type

Image Date

Source

Link/Image File: 425174.png



Jeans Design

73444.04200
United States of America

PRI
86/421.142
10-Oct-2014

15-Dec-2015

5,121,711
17-Jan-2017

Registered
17-Jan-2027

MarkType: Trademark

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US TM IC25 Jeans Design

Class(es): 25 Int.

Agent Reference:

Noticed TimeKeepers: 5595 (Alvarez, Dax)

Client Name: True Religion Apparel, Inc.

Trademark Name	Case Number	Country Name	SubCase	Case Type	Application No.	Publication No.	Registration No.	Status
					Filing Date <td>Publication Date <td>Registration Date <td>Next Renewal</td> </td></td>	Publication Date <td>Registration Date <td>Next Renewal</td> </td>	Registration Date <td>Next Renewal</td>	Next Renewal

Links And Images: Link/Image Title

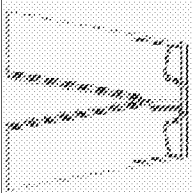
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Link/Image File: 425194.png

Image Type
DRAWING

Image Date
14-Jan-2019

Source



Jeans Design

73444_04300
United States of America

PRI

78/769,338
08-Dec-2005

15-Jun-2017

3,219,110
13-Mar-2007

Renewed
13-Mar-2027

Mark Type: Trademark

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US TM IC25 Jeans Design

Class(es): 25 Int.

Status Date: 1/14/2019 12:00:00AM

Attorneys: 5595 LA

Agent Reference:

Noticed TimeKeepers: 5595 (Alvarez, Dax)

Links And Images: Link/Image Title

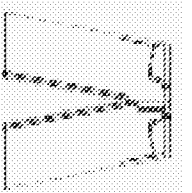
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Image Type
DRAWING

Image Date
14-Jan-2019

Source



LAST STITCH

73444_04400
United States of America

PRI

87/363,084
08-Mar-2017

18-Jul-2017

5,581,566
09-Oct-2018

Registered
09-Oct-2028

Mark Type: Service Mark

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US SM IC35 LAST STITCH

Class(es): 35 Int.

Status Date: 1/14/2019 12:00:00AM

Attorneys: 5595 LA

Agent Reference:

Noticed TimeKeepers: 5595 (Alvarez, Dax)

Links And Images:

Client Name: True Religion Apparel, Inc.

Trademark Name	Case Number	Country Name	SubCase	Case Type	Application No.	Filing Date	Publication No.	Publication Date	Registration No.	Registration Date	Status	Next Renewal
TRBU	73444 04500	United States of America		PRI	86/089 993	11-Oct-2013	25-Mar-2014	10-Jun-2014	4,547,355	10-Jun-2014	Registered	10-Jun-2024
<u>MarkType:</u> Trademark <u>Owner Name:</u> Guru Denim LLC <u>Agent Name:</u> <u>Matter Name:</u> US TM IC25 TRBU <u>Class(es):</u> 25 Int. <u>Status Date:</u> 1/14/2019 12:00:00AM <u>Attorneys:</u> 5595 LA <u>Client Reference:</u> <u>Agent Reference:</u> <u>Noticed TimeKeepers:</u> 5595 (Alvarez, Dax)												

Links And Images:

TRUE RELIGION	73444 04700	United States of America		PRI	86/395 300	15-Sep-2014	03-Feb-2015	21-Apr-2015	4,723,750	21-Apr-2015	Registered	21-Apr-2025
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MarkType: Trademark
Owner Name: Guru Denim LLC
Agent Name:
Matter Name: US TM IC25&35 TRUE RELIGION Stylized
Class(es): 25 Int., 35 Int.
Status Date: 1/15/2019 12:00:00AM
Attorneys: 5595 LA
Client Reference:
Agent Reference:
Noticed TimeKeepers: 5595 (Alvarez, Dax)

Links And Images:

Link/Image Title	Image Type	Image Date	Source
Mark Stylized	DRAWING	15-Jan-2019	
Link/Image File: 425487.png			



TRUE RELIGION BRAND JEANS	73444 04800	United States of America		PRI	78/685 223	03-Aug-2005	17-Oct-2006	21-Aug-2007	3,282,490	21-Aug-2007	Renewed	21-Aug-2027
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MarkType: Trademark
Owner Name: Guru Denim LLC
Agent Name:
Matter Name: US TM TRUE RELIGION BRAND JEANS & Design
Class(es): 25 Int.
Status Date: 1/15/2019 12:00:00AM
Attorneys: 5595 LA
Client Reference:
Agent Reference:
Noticed TimeKeepers: 5595 (Alvarez, Dax)

Client Name: True Religion Apparel, Inc.

Trademark Name	Case Number	Country Name	SubCase	Case Type	Application No.	Filing Date	Publication No.	Publication Date	Registration No.	Registration Date	Status	Next Renewal
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Links And Images: Link/Image Title

Mark Stylized

Image Type
DRAWING

Image Date
15-Jan-2019

Source

Link/Image File: 425505.png



TRUE RELIGION BRAND JEANS WORLD TOUR FASHION	73444.05000	United States of America		PRI	78/168.436	26-Sep-2002	23-Mar-2004	2,917,187	11-Jan-2005	11-Jan-2025	Renewed	
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FOR THE SENSES SECTION ROW SEAT

MarkType: Trademark

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US TM IC25 Old SRS Label

Class(es): 25 Int.

Status Date: 1/15/2019 12:00:00AM

Attorneys: 5595 LA

Client Reference:

Agent Reference:

Noticed TimeKeepers: 5595 (Alvarez, Dax)

Links And Images: Link/Image Title

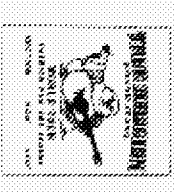
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Image Date
15-Jan-2019

Source

Link/Image File: 425531.png



TRUE RELIGION DRIFTER	73444.05100	United States of America		PRI	77/961.262	17-Mar-2010	10-Aug-2010	3,959,347	10-May-2011	10-May-2021	Registered	
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MarkType: Trademark

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US TM IC3 TRUE RELIGION DRIFTER

Class(es): 03 Int.

Status Date: 1/15/2019 12:00:00AM

Attorneys: 5595 LA

Client Reference:

Agent Reference:

Noticed TimeKeepers: 5595 (Alvarez, Dax)

Links And Images:

Client Name: True Religion Apparel, Inc.

Trademark Name	Case Number	Country Name	SubCase	Case Type	Application No.	Filing Date	Publication No.	Publication Date	Registration No.	Registration Date	Status	Next Renewal
TRUE STYLE IS FEARLESS	73444.05200	United States of America		PRI	86/400.716	19-Sep-2014	03-Feb-2015	4,723,782	21-Apr-2015	21-Apr-2025	Registered	

MarkType: Service Mark

Owner Name: Guru Denim LLC

Status Date: 1/15/2019 12:00:00AM

Attorneys: 5595 LA

Client Reference:

Agent Reference:

Noticed Timekeepers: 5595 (Alvarez, Dax)

Matter Name: US SM IC35 TRUE STYLE IS FEARLESS

Class(es): 35 Int.

Links And Images:

TRUE RELIGION ELEVATED	73444.05700	United States of America		PRI	88/374.001	05-Apr-2019	11-Jun-2019				Allowed*	
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MarkType: Trademark

Owner Name: Guru Denim LLC

Status Date: 8/6/2019 12:00:00AM

Attorneys: 5595 LA

Client Reference:

Agent Reference:

Noticed Timekeepers: 5595 (Alvarez, Dax)

Matter Name: US TM IC 25 TRUE RELIGION ELEVATED

Class(es): 25 Int.

Links And Images:

TRUE RELIGION ELEVATED	73444.05800	United States of America		PRI	88/374.006	05-Apr-2019	11-Jun-2019				Published*	
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MarkType: Trademark

Owner Name: Guru Denim LLC

Status Date: 5/22/2019 12:00:00AM

Attorneys: 5595 LA

Client Reference:

Agent Reference:

Noticed Timekeepers: 5595 (Alvarez, Dax)

Matter Name: US TM IC34 TRUE RELIGION ELEVATED

Class(es): 34 Int.

Links And Images:

Buddha & Guitar Design	73444.08000	United States of America		PRI	88/410.156	30-Apr-2019	27-Aug-2019				Published*	
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MarkType: Trademark

Owner Name: Guru Denim LLC

Status Date: 8/7/2019 12:00:00AM

Attorneys: 5595 LA

Client Reference:

Agent Reference:

Noticed Timekeepers: 5595 (Alvarez, Dax)

Matter Name: US TM IC14 Buddha and Guitar Design

Class(es): 14 Int.

Client Name: True Religion Apparel, Inc.

Trademark Name	Case Number	Country Name	SubCase	Case Type	Application No.	Filing Date	Publication No.	Publication Date	Registration No.	Registration Date	Status	Next Renewal
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Links And Images: Link/Image Title

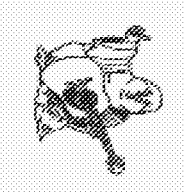
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Image Type
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Image Date
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Source

Link/Image File: 457350.png



U 73444.08100 United States of America PRI 88/410.158 30-Apr-2019 27-Aug-2019 Published*

MarkType: Trademark

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US TM IC3 New Horseshoe Logo

Class(es): 03 Int.

Status Date: 8/7/2019 12:00:00AM

Attorneys: 5595 LA

Client Reference:

Agent Reference:

Noticed TimeKeepers: 5595 (Alvarez, Dax)

Links And Images: Link/Image Title

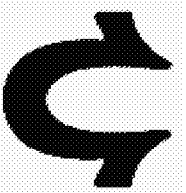
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Image Type
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Image Date
02-Jun-2019

Source

Link/Image File: 457351.png



U 73444.08200 United States of America PRI 88/410.163 30-Apr-2019 27-Aug-2019 Published*

MarkType: Trademark

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US TM IC9 New Horseshoe Logo

Class(es): 09 Int.

Status Date: 8/7/2019 12:00:00AM

Attorneys: 5595 LA

Client Reference:

Agent Reference:

Noticed TimeKeepers: 5595 (Alvarez, Dax)

Client Name: True Religion Apparel, Inc.

Trademark Name	Case Number	Country Name	SubCase	Case Type	Application No.	Filing Date	Publication No.	Publication Date	Registration No.	Registration Date	Status	Next Renewal
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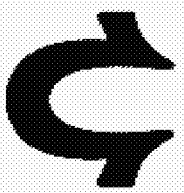
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Image Type
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Image Date
02-Jun-2019

Source



Link/Image File: 457352.png

U	73444.08300	United States of America		PRI	88/410,168	30-Apr-2019		27-Aug-2019			Published*	
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Mark Type: Trademark

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US TM IC14 New Horseshoe Logo

Class(es): 14 Int.

Status Date: 8/7/2019 12:00:00AM

Attorneys: 5595 LA

Client Reference:

Noticed TimeKeepers: 5595 (Alvarez, Dax)

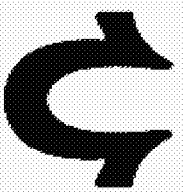
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Image Type
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Image Date
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Source



Link/Image File: 457353.png

U	73444.08400	United States of America		PRI	88/410,169	30-Apr-2019		20-Aug-2019			Published*	
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Mark Type: Trademark

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US TM IC18 New Horseshoe Logo

Class(es): 18 Int.

Status Date: 7/31/2019 12:00:00AM

Attorneys: 5595 LA

Client Reference:

Noticed TimeKeepers: 5595 (Alvarez, Dax)

Client Name: True Religion Apparel, Inc.

Trademark Name	Case Number	Country Name	SubCase	Case Type	Application No.	Filing Date	Publication No.	Publication Date	Registration No.	Registration Date	Status	Next Renewal
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Links And Images: Link/Image Title

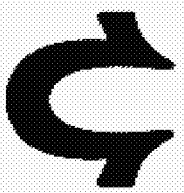
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Image Type
DRAWING

Image Date
02-Jun-2019

Source

Link/Image File: 457354.png



U	73444.08500	United States of America		PRI	88/410.172	30-Apr-2019		27-Aug-2019			Published*	
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Mark Type: Trademark

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US TM IC25 New Horseshoe Logo

Class(es): 25 Int.

Status Date: 8/7/2019 12:00:00AM

Attorneys: 5595 LA

Client Reference:

Agent Reference:

Noticed TimeKeepers: 5595 (Alvarez, Dax)

Links And Images: Link/Image Title

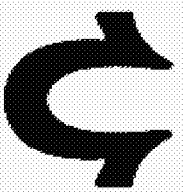
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Image Type
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Image Date
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Source

Link/Image File: 457355.png



U	73444.08600	United States of America		PRI	88/410.173	30-Apr-2019		20-Aug-2019			Published*	
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Mark Type: Service Mark

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US SM IC35 New Horseshoe Logo

Class(es): 35 Int.

Status Date: 7/31/2019 12:00:00AM

Attorneys: 5595 LA

Client Reference:

Agent Reference:

Noticed TimeKeepers: 5595 (Alvarez, Dax)

Client Name: True Religion Apparel, Inc.

Trademark Name	Case Number	Country Name	SubCase	Case Type	Application No.	Publication No.	Registration No.	Status
					Filing Date <td>Publication Date <td>Registration Date <td>Next Renewal</td> </td></td>	Publication Date <td>Registration Date <td>Next Renewal</td> </td>	Registration Date <td>Next Renewal</td>	Next Renewal

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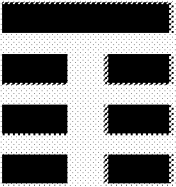
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Image Type
DRAWING

Image Date
23-Aug-2019

Source



1888 Logo

73444.09400
United States of America

PRI 88/567,383
05-Aug-2019

Pending*

MarkType: Trademark

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US TM IC14 1888 Logo

Class(es): 14 Int.

Agent Reference:

Noticed TimeKeepers: 5595 (Alvarez, Dax)

Links And Images: Link/Image Title

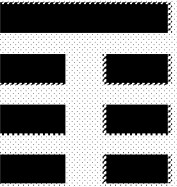
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1888 Logo

73444.09500
United States of America

PRI 88/567,387
05-Aug-2019

Pending*

MarkType: Trademark

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US TM IC18 1888 Logo

Class(es): 18 Int.

Agent Reference:

Noticed TimeKeepers: 5595 (Alvarez, Dax)

Client Name: True Religion Apparel, Inc.

Trademark Name	Case Number	Country Name	SubCase	Case Type	Application No.	Publication No.	Registration No.	Status
					Filing Date <td>Publication Date <td>Registration Date <td>Next Renewal</td> </td></td>	Publication Date <td>Registration Date <td>Next Renewal</td> </td>	Registration Date <td>Next Renewal</td>	Next Renewal

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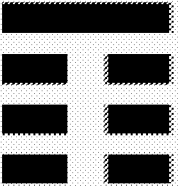
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Image Date
23-Aug-2019

Source



1888 Logo

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United States of America

PRI 88/567,391
05-Aug-2019

Pending*

MarkType: Trademark

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US TM IC25 1888 Logo

Class(es): 25 Int.

Status Date: 8/5/2019 12:00:00AM

Attorneys: 5595 LA

Client Reference:

Agent Reference:

Noticed TimeKeepers: 5595 (Alvarez, Dax)

Links And Images: Link/Image Title

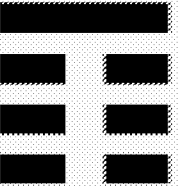
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Image Type
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Image Date
23-Aug-2019

Source



Retro TR Logo

73444.09700
United States of America

PRI 88/567,392
05-Aug-2019

Pending*

MarkType: Trademark

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US TM IC3 Retro TR Logo

Class(es): 03 Int.

Status Date: 8/26/2019 12:00:00AM

Attorneys: 5595 LA

Client Reference:

Agent Reference:

Noticed TimeKeepers: 5595 (Alvarez, Dax)

Client Name: True Religion Apparel, Inc.

Trademark Name	Case Number	Country Name	SubCase	Case Type	Application No.	Publication No.	Registration No.	Status
					Filing Date <td>Publication Date <td>Registration Date <td>Next Renewal</td> </td></td>	Publication Date <td>Registration Date <td>Next Renewal</td> </td>	Registration Date <td>Next Renewal</td>	Next Renewal

Links And Images: Link/Image Title

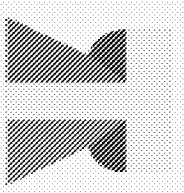
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Image Date
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Source

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Retro TR Logo

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United States of America

PRI
88/567.396
05-Aug-2019

Pending*

Mark Type:

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US TM IC9 Retro TR Logo

Class(es): 09 Int.

Status Date: 8/26/2019 12:00:00AM

Attorneys: 5595 LA

Agent Reference:

Noticed TimeKeepers: 5595 (Alvarez, Dax)

Links And Images: Link/Image Title

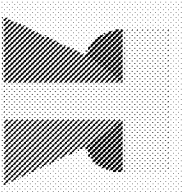
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Image Date
26-Aug-2019

Source

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Retro TR Logo

73444.09900
United States of America

PRI
88/567.399
05-Aug-2019

Pending*

Mark Type: Trademark

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US TM IC14 Retro TR Logo

Class(es): 14 Int.

Status Date: 8/26/2019 12:00:00AM

Attorneys: 5595 LA

Agent Reference:

Noticed TimeKeepers: 5595 (Alvarez, Dax)

Client Name: True Religion Apparel, Inc.

Trademark Name	Case Number	Country Name	SubCase	Case Type	Application No.	Publication No.	Registration No.	Status
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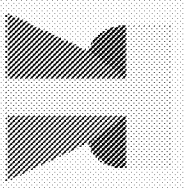
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Link/Image File: 461932.png

Image Type: DRAWING
Image Date: 26-Aug-2019

Source



Retro TR Logo 73444.10000 United States of America PRI 88/567.401 05-Aug-2019 Pending*

MarkType: Trademark

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US TM IC:18 Retro TR Logo

Class(es): 18 Int.

Status Date: 8/26/2019 12:00:00AM

Attorneys: 5595 LA

Agent Reference:

Noticed TimeKeepers: 5595 (Alvarez, Dax)

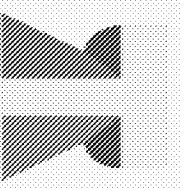
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Link/Image File: 461938.png

Image Type: DRAWING
Image Date: 26-Aug-2019

Source



Retro TR Logo 73444.10100 United States of America PRI 88/567.405 05-Aug-2019 Pending*

MarkType: Trademark

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US TM IC:25 Retro TR Logo

Class(es): 25 Int.

Status Date: 8/27/2019 12:00:00AM

Attorneys: 5595 PHX

Client Reference:

Agent Reference:

Noticed TimeKeepers: 5595 (Alvarez, Dax)

Client Name: True Religion Apparel, Inc.

Trademark Name	Case Number	Country Name	SubCase	Case Type	Application No.	Publication No.	Registration No.	Status
					Filing Date <td>Publication Date <td>Registration Date <td>Next Renewal</td> </td></td>	Publication Date <td>Registration Date <td>Next Renewal</td> </td>	Registration Date <td>Next Renewal</td>	Next Renewal

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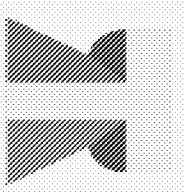
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Link/Image File: 462106.png

Image Type
DRAWING

Image Date
27-Aug-2019

Source



TRUE RELIGION 1888

73444.10200
United States of America

PRI
88/616.444
13-Sep-2019

Pending*

MarkType: Trademark

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US TM IC3 TRUE RELIGION 1888

Class(es): 03 Int.

Status Date: 9/13/2019 12:00:00AM

Attorneys: 5595 LA

Agent Reference:

Noticed TimeKeepers: 5595 (Alvarez, Dax)

Links And Images: Link/Image Title

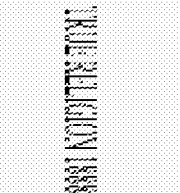
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Image Date
18-Sep-2019

Source



TRUE RELIGION 1888

73444.10300
United States of America

PRI
88/616.450
13-Sep-2019

Pending*

MarkType: Trademark

Owner Name: Guru Denim LLC

Agent Name:

Matter Name: US TM IC9 TRUE RELIGION 1888

Class(es): 09 Int.

Status Date: 9/13/2019 12:00:00AM

Attorneys: 5595 LA

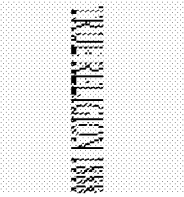
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Noticed TimeKeepers: 5595 (Alvarez, Dax)

Client Name: True Religion Apparel, Inc.

Trademark Name	Case Number	Country Name	SubCase	Case Type	Application No.	Filing Date	Publication No.	Publication Date	Registration No.	Registration Date	Status
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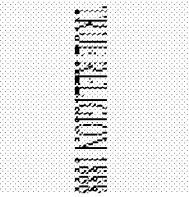
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TRUE RELIGION 1888	73444.10600	United States of America			PRI	88/616.470					Pending*
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Mark Type: Trademark
Owner Name: Guru Denim LLC
Agent Name:
Matter Name: US TM IC25 TRUE RELIGION 1888
Class(es): 25 Int.
Status Date: 9/13/2019 12:00:00AM
Attorneys: 5595 LA
Client Reference:
Agent Reference:
Noticed TimeKeepers: 5595 (Alvarez, Dax)

Links And Images: Link/Image Title	Image Type	Image Date	Source
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* Denotes Intent to Use