

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM664169

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Brand Matter, LLC		07/30/2021	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	ELLEN TRACY HOLDINGS LLC		
Street Address:	3 Empire Blvd		
City:	S. Hackensack		
State/Country:	NEW JERSEY		
Postal Code:	07606		
Entity Type:	Limited Liability Company: NEW JERSEY		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	1780391	ELLEN TRACY	
Registration Number:	2863810	ELLEN TRACY	
Registration Number:	3112534	ELLEN TRACY	
Registration Number:	5891783	ELLEN TRACY	
Registration Number:	4422145	COMPANY ELLEN TRACY	
CORRESPONDENCE DATA			
Fax Number:	2125304488		
<i>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.</i>			
Phone:	2125304400		
Email:	john@bozlaw.com		
Correspondent Name:	John P. Bostany		
Address Line 1:	3 World Financial Center, 24th Floor		
Address Line 4:	NEW YORK, NEW YORK 10281		
NAME OF SUBMITTER:	John P. Bostany		
SIGNATURE:	/JPB/		
DATE SIGNED:	08/02/2021		
Total Attachments: 17			
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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of July 30, 2021 (the "Effective Date") by and between Brand Matter, LLC, a Delaware limited liability company ("Assignor"), and Ellen Tracy Holdings, LLC, a New Jersey limited liability company ("Assignee"). Assignor and Assignee are individually referred to herein as a "Party," and collectively as the "Parties."

WHEREAS, Assignor and Assignee have entered into the Sale and Purchase Agreement, dated as of the date hereof (the "Purchase Agreement");

WHEREAS, capitalized terms used herein and not otherwise defined have the meanings ascribed to such terms in the Purchase Agreement;

WHEREAS, in connection with the Purchase Agreement, and in partial consideration therefor, Assignor has agreed to transfer to Assignee, among other things, all right, title and interest of Assignor in and to the Purchased Trademarks set forth on Attachment 1 hereto (together with all goodwill associated therewith and symbolized thereby in each case) (collectively, the "Assigned Trademarks"); and

WHEREAS, Assignee has provided consideration to Assignor to acquire all of Assignor's right, title and interest in and to the Assigned Trademarks, and Assignor wishes to assign such right, title and interest in and to such Assigned Trademarks to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties, intending legally to be bound, hereby agree as follows:

1. Transfer of Assigned Trademarks. Assignor does hereby irrevocably sell, transfer, convey, assign and deliver to Assignee and its successors and assigns, and Assignee does hereby unconditionally accept: (a) all of Assignor's right, title and interest in and to the Assigned Trademarks; (b) all licenses and similar contractual rights or permissions, whether exclusive or nonexclusive, to the extent such licenses, rights or permissions are (i) granted in respect of any of the Assigned Trademarks and (ii) sublicenseable or assignable; (c) all royalties, fees, income, payments, and other proceeds due from and after the Closing Date or payable to the Assignor with respect to any of the foregoing; (d) other rights accruing under the Assigned Trademarks or pertaining thereto Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, including, all claims, causes of action and enforcement rights with respect to the Assigned Trademarks, including all rights to damages, injunctive relief and other remedies for past, current and future infringement of the Assigned Trademarks; and (e) all other rights, privileges, protections or obligations, liabilities and responsibilities of any kind whatsoever of Assignor accruing under any of the foregoing as of the date hereof or hereafter.

2. Further Assurances. Assignor covenants and agrees that, at any time and from time to time upon the request of Assignee, at Assignee's expense, Assignor shall provide any further necessary documentation and do all further acts reasonably requested by Assignee to confirm and perfect title in and to the Assigned Trademarks in Assignee, its successors and assigns.

3. Recordation. Assignor authorizes the Commissioner for Trademarks of the United States Patent and Trademark Office and any other Government authority to record and register this Assignment upon request by Assignee.

4. Entire Agreement. This Assignment, and the Purchase Agreement, reflect the entire understanding of the Parties relating to the sale, assignment, transfer, conveyance and delivery of the Assigned Trademarks from Assignor to Assignee, and supersedes all prior agreements, understandings or letters of intent between or among the Parties regarding the subject matter of this Assignment and the Purchase Agreement.

5. Successors and Assigns. This Assignment shall be binding upon and inure to the benefit of the Parties and their respective successors and assigns.

6. Governing Law and Venue. This Assignment shall be interpreted, construed, governed and enforced in all respects in accordance with the laws of the State of New York of the United States of America, without giving effect to its conflicts of laws provisions. Neither Party shall commence or prosecute any action, suit, or claim arising under or by reason of this Assignment other than in the state or federal courts located in the Borough of Manhattan in New York, New York. The Parties irrevocably consent to the jurisdiction and venue of the courts identified in the preceding sentence in connection with any action, suit, proceeding, or claim arising under or by reason of this Assignment.

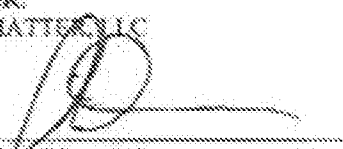
7. Counterparts. This Agreement may be executed in multiple counterparts, and on separate counterparts, each of which shall be deemed an original, but all of which taken together shall constitute one and the same instrument and exchanged by facsimile or e-mail, which will constitute an original and be legally binding on the Parties when one or more counterparts have been signed by each of the parties and delivered to the other party.

8. Purchase Agreement Shall Control. Nothing in this Assignment shall change, amend, limit, extend or alter (nor shall it be deemed or construed as changing, amending, extending or altering) the terms or conditions of the Purchase Agreement or any liability or obligation of Assignor or Assignee arising under the Purchase Agreement, which shall govern the representations, warranties and obligations of the Parties with respect to the Assigned Trademarks. In the event that any of the provisions of this Assignment are determined to conflict with the terms of the Purchase Agreement, the terms of the Purchase Agreement shall control.

[Signature page follows.]

IN WITNESS WHEREOF, each of the Parties hereto has caused this Agreement to be executed as of the date first above written.

ASSIGNOR:
BRAND MATTER, LLC

By: 
Name: Chad Wagenheim
Title: President

[Trademark Assignment Agreement Signature Page]

IN WITNESS WHEREOF, each of the Parties hereto has caused this Agreement to be executed as of the date first above written.

ASSIGNEE:
ELLEN TRACY HOLDINGS, LLC

By: [Signature]
Name: George Alfie
Title: Member

[Trademark Assignment Agreement Signature Page]

Attachment 1
ASSIGNED TRADEMARKS

[See attached.]

ELLEN TRACY

Trademark Report By Country

REFERENCE #	MARK	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS
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ARGENTINA

ELLEN-00001AR.03	ELLEN TRACY	11/20/2014 3369431	2/5/2016 2784194	REGISTERED
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Goods: 03 - Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery; essential oils, cosmetics, hair lotions; dentifrices

ELLEN-00001AR	ELLEN TRACY	2/4/2015 3384613	7/29/2016 2823030	REGISTERED
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Goods: 14 - Necklaces, bracelets, earrings, pins (brooches), and rings, with express exclusion of watches

ARUBA

ELLEN-00001AW	ELLEN TRACY	8/22/2012 IM12082214	2/22/2013 30852	REGISTERED
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Goods: 25 - Clothing, footwear, headgear

AUSTRALIA

ELLEN-00001AU	COMPANY ELLEN TRACY	1/15/2010 1340833	10/18/2010 1340833	REGISTERED
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Goods: 14 - Watches, watch bands, clocks and jewellery including costume jewellery
 18 - Handbags, wallets, luggage, key cases, umbrellas, change purses, clutch purses, briefcase-type portfolios, cosmetic and toiletry cases sold empty; briefcases, and attache cases
 25 - Clothing, footwear, and headgear

ELLEN-00002AU	ELLEN TRACY	1/15/2010 1340822	10/18/2010 1340822	REGISTERED
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Goods: 03 - Potpourri; perfumes, colognes, toilet soap, skin moisturizing cream, face powder, lipstick, nail enamel, eye shadow, mascara, liquid foundation, tanning oil, hair shampoos, hair conditioners, hair rinses; perfumed talc, after shave lotion, shaving lotion, personal deodorant and bath soap; cosmetics; body products including bath and shower gels, bath oils, soaps, shampoo, bath foams and bubble bath; room fragrances and non-electric room fragrance diffusers sold as a set
 14 - Watches, watch bands, clocks and jewelry including costume jewelry
 25 - Clothing, footwear and headgear; retail store services for clothing, footwear, headgear, fashion accessories, leather goods, fragrances, cosmetics and jewelry
 35 - Retail services

ELLEN-00002AU.01	ELLEN TRACY	3/27/2017 1834336	3/27/2017 1834336	REGISTERED
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Goods: 09 - Eyewear, namely sunglasses and eyeglasses, readers and cases

BRAZIL

ELLEN-00001BR	ELLEN TRACY	4/11/2017 912566345	9/11/2018 912566345	REGISTERED
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Goods: 09 - sunglasses and eyeglasses, readers, and cases.

CANADA

ELLEN-00002CA	COMPANY ELLEN TRACY	3/26/2002 1135343	2/2/2004 TMA601091	REGISTERED
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Goods: 25 - Clothing namely, skirts, shirts, blouses, pants, jackets, vests, sweaters, dresses, jumpsuits, shorts, jeans, jerseys, culottes, scarves, tunics, blazers, neckwear, belts, coats, gloves, pantyhose, dress hosiery, sport hosiery, socks, underwear, intimate apparel namely, brassieres, panties, camisoles, teddies and slips, bodywear namely, leotards and tights, mufflers, bow ties, ties, collars and dickies, rainwear, swimsuits and cover-ups, bikini and tankini tops and bottoms, sleepwear namely, nightgowns, pajamas, sleepshirts, robes and bedjackets, and sport clothing; footwear namely, shoes, sandals, slippers, sneakers and boots; headgear namely, hats, caps and hoods

ELLEN-00001CA.01	ELLEN TRACY	11/17/1986 572891	3/5/1993 TMA408935	REGISTERED
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Goods: 25 - Women's outer clothing, namely, blouses, shirts, tops, vests, skirts, pants, suits, separates, namely, coats, t-shirts, dresses, sweaters, jackets; and belts. Women's neckwear, namely, scarves, mufflers, shawls, stoles, capes and neckwear items, namely, jabots, ties, bows; Shoes, sneakers, sandals, boots, slippers, casual footwear and evening footwear

REFERENCE #	MARK	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS
<i>CANADA continued.....</i>				
ELLEN-00001CA	ELLEN TRACY	4/2/1991 678960	4/24/1998 TMA493711	REGISTERED
Goods: 09 - eyeglass cases 18 - ladies' handbags made of leather, textile and synthetic material and small leather good items, namely, wallets, billfolds, key cases, cigarette cases 25 - Female hosiery and female socks 27 - Wallpaper				
ELLEN-00001CA.02	ELLEN TRACY	2/19/1990 651251	9/10/1997 TMA482343	REGISTERED
Goods: 03 - perfume, skincare products, namely, after shave, bath gels, body lotions, potpourris, colognes and toilet waters; make-up products, namely, shampoos, conditioners, hair spray and hair styling aids, deodorants, anti-perspirants, hair colours, permanent waves and hair strengtheners; nail enamels; nail hardeners and cuticle treatments 08 - manicure and pedicure implements 09 - sunglasses, eyeglasses, eyewear cords, eyewear chains and eyewear cases 11 - hair dryers and related beauty equipment, namely, blow dryers, hair curlers and curling and crimping irons 14 - jewellery and watches 25 - Furs, fashion accessory items, namely, hats, lingerie, swimwear, jeans, gloves 26 - hair pieces, hair clips, hair bands, wigs and hair pieces				

CAYMAN ISLANDS

ELLEN-00001KY	ELLEN TRACY	8/13/2012 N/A	9/11/2012 CT3116944	REGISTERED
Goods: 25 - Clothing, footwear, headgear				

CHILE

ELLEN-00001CL	ELLEN TRACY	11/29/2006 753633	6/20/2007 790527	REGISTERED
Goods: 25 - Clothing namely, shirts, pants, sweaters, skirts, dresses, coats, suits, neckties, belts, swimwear, rainwear, sleepwear; namely, nightgowns, pajamas and robes, lingerie, underwear, bras, socks, hosiery, gloves, mittens and scarves; footwear; headgear				

CHINA

ELLEN-00002CN	COMPANY ELLEN TRACY	1/23/2002 3077268	5/14/2003 3077268	REGISTERED
Goods: 25 - Clothing; Footwear; Headgear				

ELLEN-00001CN.01	ELLEN TRACY	3/26/2014 14250048	5/28/2015 14250048	REGISTERED
Goods: 21 - Kitchen utensils, glassware for everyday's use (including cups, plate, pot, jar), porcelain ware, artwork of porcelain, terra cotta or glass, Drinking vessels, toilet utensils, Perfume burners, combs, brush, Bristles (Animal -) [brushware], toothbrushes, toothpicks, cosmetic utensils, heat-insulated containers, instruments and materials for cleaning purposes (hand operated), glass, unworked or semi-worked (except building glass), cages for pets, Tanks [indoor aquaria], Traps (Insect)				

ELLEN-00001CN.07	ELLEN TRACY	7/3/2009 7517676	2/21/2011 7517676	REGISTERED
Goods: 09 - Ophthalmic glasses and sunglasses; eyeglass and sunglass cases				

ELLEN-00001CN.08	ELLEN TRACY	1/30/2004 3899912	7/7/2006 3899912	REGISTERED
Goods: 14 - Clocks and watches; jewelry, namely; necklaces, bracelets, earrings, jewelry pins, rings, anklets, cufflinks, pendants; pillboxes				

ELLEN-00001CN.06	ELLEN TRACY	3/26/2014 14250044	3/21/2018 14250044	REGISTERED
Goods: 03 - Soap; cleaning preparations; polishing preparations; abrasive materials; perfumes; cosmetics; toothpaste; incense; animal cosmetics; air fragrances				

ELLEN-00001CN.03	ELLEN TRACY	1/30/2004 3899911	2/28/2007 3899911	REGISTERED
Goods: 18 - Handbags, wallets, clutch purse, luggage, cosmetic and toiletry cases, animal skins, umbrellas, canes saddlery, backpacks				

REFERENCE #	MARK	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS
<i>CHINA continued.....</i>				
ELLEN-00001CN.02	ELLEN TRACY	3/26/2014 14250045	5/28/2015 14250045	REGISTERED
Goods: 04 - Industrial grease, fuel, firelighters, industrial wax, candles, dust removing preparations, electrical energy				
ELLEN-00001CN.05	ELLEN TRACY	3/26/2014 14250047	5/21/2015 14250047	REGISTERED
Goods: 20 - Furniture, non-metallic containers used for transport and storage, tool handles, not of metal, mirrors (looking glasses), plaited straw (except matting), works of art of wood, wax, plaster or plastic, domestic pet nest box, identification bracelets, not of metal, for hospital purposes, coffin, furniture parts, not of metal, cushion, window fittings, not of metal, identity plates not of metal, wheat straw craftwork				
ELLEN-00001CN	ELLEN TRACY	5/3/1995 95054030	2/21/1997 949288	REGISTERED
Goods: 25 - Blouses, shirts, tops, vests, skirts, pants, suits and jackets, dresses, sweaters, cover-ups, cloth coats and raincoats, womens' neckwear namely, scarves, mufflers, shawls, stoles, capes and ties				
ELLEN-00001CN.04	ELLEN TRACY	3/26/2014 14250046	5/28/2015 14250046	REGISTERED
Goods: 16 - Paper, Waxed paper, hygienic paper, Cardboard articles, Printed matter, Cigar bands, printed publications, Newspapers, pictures, bags (envelopes, pouches) of paper or plastics, for packaging, Bookbinding apparatus and machines [office equipment], stationery, ink, seals (stamps), writing instruments, adhesives for stationery or household purposes, drawing instruments, artists materials, typewriter (electric or non-electric), teaching materials (except apparatus), modeling materials, chaplets				

COLOMBIA

ELLEN-00001CO	ELLEN TRACY	9/20/2012 12163453	6/9/2015 511914	REGISTERED
Goods: 25 - Clothing namely, skirts, shirts, sweatshirts, pants, shorts, suits and jackets, vests, sweaters, dresses, jumpsuits, shorts, jerseys, culottes; tunics, blazers, belts, coats, gloves, hosiery, sleepwear; namely, nightgowns, pajamas and robes, lingerie, underwear, bras, socks; cover-ups, coats, raincoats, scarves, mufflers, shawls, stoles, capes and ties, kerchiefs; mittens, swimwear, footwear, namely, boots and shoes				

COSTA RICA

ELLEN-00001CR	ELLEN TRACY	11/20/2012 2012011072	6/17/2013 227769	REGISTERED
Goods: 25 - Clothing, footwear, headgear				

DOMINICAN REPUBLIC

ELLEN-00001DO	ELLEN TRACY	9/21/2012 201224550	12/18/2012 199971	REGISTERED
Goods: 25 - Clothing, footwear, headgear				

ECUADOR

ELLEN-00001EC	ELLEN TRACY	8/22/2012 IEPIUIOPISD201226 8	11/6/2013 682813	REGISTERED
Goods: 25 - Clothing, footwear, headgear				

EL SALVADOR

ELLEN-00001SV	ELLEN TRACY	7/16/2010 2010102370	7/27/2011 0005900173	REGISTERED
Goods: 09 - Sunglasses and Glasses, including cases				

EUROPEAN UNION (EUTM & RCD)

ELLEN-00002EU	COMPANY ELLEN TRACY	1/22/2002 2544799	3/7/2003 2544799	REGISTERED
Goods: 25 - Clothing; Footwear; Headgear				
ELLEN-00002EU.01	COMPANY ELLEN TRACY	10/31/2003 3511995	2/17/2005 3511995	REGISTERED

REFERENCE #	MARK	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS
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EUROPEAN UNION (EUTM & RCD) continued.....

COMPANY ELLEN TRACY continued.....

Goods: 09 - Eyewear
 14 - Jewellery and watches
 18 - Handbags, wallets, change purses, luggage

ELLEN-00001EU.01	ELLEN TRACY	5/17/2004 3837499	2/16/2006 3837499	REGISTERED
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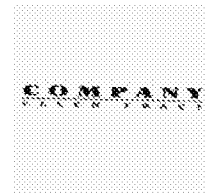
Goods: 35 - Retail store services; retail store services by mail order; internet services, namely rendering retail services via a global computer

ELLEN-00001EU	ELLEN TRACY	4/1/2003 3116944	9/9/2004 3116944	REGISTERED
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Goods: 03 - Perfumes, colognes and cosmetic and beauty care items of all kinds
 09 - Sunglasses, eyeglasses, frames, cases and cords therefor
 14 - Jewelry of all kinds and watches
 18 - Handbags, wallets, change purses, clutch purses, briefcase type portfolios, cosmetic and toiletry cases sold empty, key cases and attaché cases
 25 - Clothing, namely, skirts, shirts, blouses, pants, jackets, vests, sweaters, dresses, jumpsuits, shorts, jeans, jerseys, culottes, scarves, tunics, blazers, neckwear, belts, coats, hats, caps; hoods, gloves and mittens; pantyhose, dress hosiery, sport hosiery, socks; underwear; bodywear, namely, leotards and tights; mufflers, bow ties, collars and dickies; rainwear, swimsuits and cover-ups, footwear, namely, shoes, boots slippers, sandals and sneakers

FRANCE

ELLEN-00001FR	COMPANY ELLEN TRACY and Design	10/6/1994 94539118	10/6/1994 94539118	REGISTERED
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Goods: 25 - Clothing; Footwear; Headgear

GERMANY

ELLEN-00001DE	ELLEN TRACY	10/11/1994 T37344	3/28/1995 2903908	REGISTERED
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Goods: 14 - Precious metals and their alloys and goods in precious metals or coated therewith, not included in other classes; jewelry, precious stones; horological and chronometric instruments.
 18 - Leather and imitations of leather, and goods made of these materials and not included in other classes; whips, harness and saddlery; umbrellas, parasols and walking sticks; trunks and travelling bags.

GUATEMALA

ELLEN-00001GT	ELLEN TRACY	8/21/2012 2012007355	5/16/2014 197080	REGISTERED
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Goods: 25 - Clothing, footwear, headgear

HONDURAS

ELLEN-00001HN	ELLEN TRACY	8/13/2012 282552012	6/26/2013 125009	REGISTERED
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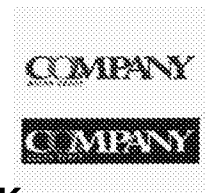
Goods: 25 - Clothing, footwear, headgear

HONG KONG

ELLEN-00002HK	COMPANY ELLEN TRACY	1/23/2002 200200956	7/5/2002 200208379	REGISTERED
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Goods: 25 - Clothing; Footwear; Headgear

ELLEN-00003HK.01	COMPANY ELLEN TRACY and Design	5/9/1997 062481997	6/29/2000 200009085	REGISTERED
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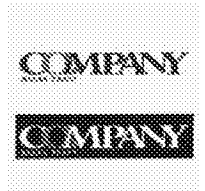
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HONG KONG continued.....

COMPANY ELLEN TRACY and Design continued.....

Goods: 18 - Cosmetic cases for carrying lingerie, jewelry bags, change purses, overnight bags, waist pouches, bags designed especially for being carried aboard an airplane, handbags and tote bags

ELLEN-00003HK	COMPANY ELLEN TRACY and Design	3/13/1997 033891997	11/3/2000 200014642	REGISTERED
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Goods: 25 - Blouses, shirts, tops, vests, skirts, pants, suits and jackets, dresses, sweaters, cover-ups, cloth coats and raincoats, women's, neckwear namely, scarves, mufflers, shawls, stoles, capes and ties

ELLEN-00001HK	ELLEN TRACY	1/24/2014 302878723	6/13/2014 302878723	REGISTERED
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Goods: 14 - Jewelry and Watches

ELLEN-00001HK.01	ELLEN TRACY	12/2/1994 144231994	4/11/1996 199603235	REGISTERED
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Goods: 18 - Handbags

ELLEN-00001HK.02	ELLEN TRACY	5/9/1997 062491997	5/25/1999 199906409	REGISTERED
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Goods: 18 - Cosmetic cases for carrying ladies' intimate apparel; bags for carrying jewellery, change purses, overnight bags, waist pouches, carry-on luggage bags and tote bags

ELLEN-00001HK.03	ELLEN TRACY	4/15/1992 103311992	9/15/1993 199303778AA	REGISTERED
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Goods: 03 - Cosmetics, skin care preparations, perfumes and toiletries.
09 - Eyeglasses, sunglasses, parts and cases therefor.
25 - Men's, women's and children's clothing.

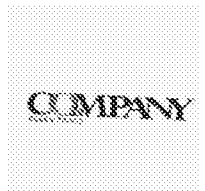
INDIA

ELLEN-00001IN	ELLEN TRACY	2/14/2005 1338352	1/17/2008 1338352	REGISTERED
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Goods: 35 - Retail Store services

INDONESIA

ELLEN-00002ID.01	COMPANY ELLEN TRACY and Design	11/20/1996 D9625637	10/20/1997 IDM000102273	REGISTERED
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Goods: 25 - Women's outer clothing; namely, blouses, shirts, tops, vests, skirts, pants, suits, separates; namely, skirts, pants, shirts, blouses and jackets, dresses, sweaters, jackets, belts, swimwear and swimwear cover-ups, cloth coats and raincoats

ELLEN-00001ID.01	ELLEN TRACY	12/6/1996 D9627013	11/12/1997 IDM000102272	REGISTERED
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Goods: 25 - All kinds of clothing for women namely blouses, shirts, outer clothing, vests, skirts, pants, suits, sweater, jackets, belts, swimwear and swimwear cover-ups, coats, raincoats, neckwear namely, scarves, mufflers, shawls, stoles, capes, jabots, neckties, women's footwear namely, boots and shoes

ELLEN-00001ID	ELLEN TRACY	12/5/2003 D0020033378434131	7/28/2005 IDM000043441	REGISTERED
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Goods: 09 - Eyeglasses, sunglasses, eyeglass frames, eyeglass cases, eyeglass retainer cords and cellular telephone cases

REFERENCE #	MARK	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS
ITALY				
ELLEN-00001IT	ELLEN TRACY	8/7/1992 TO2012C002423	4/21/1995 1516100	REGISTERED
Goods: 27 - All goods in this class				
JAMAICA				
ELLEN-00001JM	ELLEN TRACY	8/20/2012 60968	4/2/2013 60968	REGISTERED
Goods: 25 - Clothing, footwear, headgear				
JAPAN				
ELLEN-00003JP	COMPANY ELLEN TRACY	1/22/2002 20023431	12/20/2002 4631037	REGISTERED
Goods: 25 - Clothing, footwear, headgear.				
ELLEN-00001JP.02	ELLEN TRACY	2/26/1992 192821992	7/29/2004 2687319	REGISTERED
Goods: 25 - Clothing				
ELLEN-00001JP.04	ELLEN TRACY	2/26/1992 192811992	3/31/1994 2641067	REGISTERED
Goods: 03 - Face powders, cake powders, toilet waters, other cosmetics; soaps; dentifrices; incenses, other fragrances and flavorings				
ELLEN-00001JP.01	ELLEN TRACY	2/26/1992 192851992	7/29/1994 2690820	REGISTERED
Goods: 16 - Paper, stationery 24 - Labels of cloth				
ELLEN-00001JP.03	ELLEN TRACY	2/26/1992 192831992	3/31/1995 2705797	REGISTERED
Goods: 18 - Umbrellas and parasols 25 - Footwear				
ELLEN-00001JP	ELLEN TRACY	2/26/1992 192841992	7/29/1994 2690818	REGISTERED
Goods: 09 - Spectacles (eyeglasses) 14 - Watches and clocks				
ELLEN-00002JP.03	ELLEN TRACY (with Katakana)	8/19/1983 2007504948	3/26/1986 1851455	REGISTERED



Goods: 14 - Personal ornaments; Jewels and their imitations
18 - Bags, Sacks; Portable cases for cosmetic utensils
25 - Garters, Stocking suspenders, Suspenders, Bands, Belts
26 - Armbands; Emblems for clothing (exclusive of those made of precious metal), Badges for clothing (exclusive of those made of precious metal), Buckles for clothing, Broaches for clothing, Sash bands, Bonnet pins (exclusive of those made of precious metal), Wappen, Brassards; Head adornments; Buttons; Artificial flowers (exclusive of wreaths of artificial flowers); False beards, False moustaches, Hair curlers (exclusive of electric hair curlers)

MACAO

ELLEN-00001MO.02	ELLEN TRACY	1/23/2006 N020774	8/10/2006 N020774	REGISTERED
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Goods: 14 - Clocks and watches; jewelry, namely; necklaces, bracelets, earrings, jewelry pins, rings, anklets, cufflinks, pendants; pillboxes of precious metal

REFERENCE #	MARK	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS
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MACAO continued.....

ELLEN-00001MO.01	ELLEN TRACY	1/23/2006 N020775	8/10/2006 N020775	REGISTERED
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Goods: 18 - Handbags, purses, wallets, key cases, credit card cases, cosmetic cases sold empty, backpacks, sport bags, briefcases, luggage, umbrellas

ELLEN-00001MO	ELLEN TRACY	1/23/2006 N020776	8/10/2006 N020776	REGISTERED
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Goods: 25 - Clothing namely, shirts, pants, sweaters, skirts, dresses, coats, suits, neckties, belts, swimwear, rainwear, sleepwear; namely, nightgowns, pajamas and robes, lingerie, underwear, bras, socks, hosiery, gloves, mittens and scarves; footwear; headwear

MALAYSIA

ELLEN-00001MY	ELLEN TRACY	4/5/1997 9708181	6/19/1997 9708181	REGISTERED
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Goods: 25 - Articles of clothing for men, women and children, footwear and headgear

MEXICO

ELLEN-00002MX.02	COMPANY ELLEN TRACY	6/18/2013 1384222	6/5/2014 1460575	REGISTERED
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Goods: 03 - Bleaching preparations and other substances for laundry; cleaning polishing, grease-removing and abrasive preparations; soaps; perfumery and essential oils, cosmetics, hair lotion; dentifrices.

ELLEN-00002MX	COMPANY ELLEN TRACY	6/25/2003 607015	8/10/2010 1172712	REGISTERED
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Goods: 25 - Clothing, footwear and headgear, specially clothing for women

ELLEN-00001MX.01	ELLEN TRACY	11/26/2003 631193	11/29/2013 1416067	REGISTERED
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Goods: 18 - Handbags, wallets, purses, garment bags for travel and valises

ELLEN-00001MX	ELLEN TRACY	6/18/2013 1384221	6/5/2014 1460574	REGISTERED
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Goods: 14 - Precious metals and their alloys, as well as products from these materials or coated not included in other classes; jewelry, costume jewelry, precious stones; horological articles and chronometric instruments.

ELLEN-00001MX.02	ELLEN TRACY	6/11/2003 604981	12/17/2009 1136406	REGISTERED
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Goods: 25 - Clothing, footwear and headgear, specially clothing for women

ELLEN-00001MX.04	ELLEN TRACY	11/26/2003 631194	11/29/2013 1416068	REGISTERED
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Goods: 35 - Retail sales stores services, mainly clothing, headgear and handbags retail sales stores.

PANAMA

ELLEN-00001PA	ELLEN TRACY	11/6/2012 21818801	8/6/2013 218188	REGISTERED
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Goods: 25 - Clothing, footwear, headgear.

PARAGUAY

ELLEN-00001PY	ELLEN TRACY	2/25/2013 80602013	8/28/2019 490974	REGISTERED
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Goods: 25 - Clothing, footwear, headgear.

PERU

ELLEN-00001PE	ELLEN TRACY	8/15/2012 504125	12/12/2012 194137	REGISTERED
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Goods: 25 - Clothing, footwear, headgear.

REFERENCE #	MARK	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS
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RUSSIA

ELLEN-00001RU	ELLEN TRACY	3/27/2017 2017711179	2/21/2018 645703	REGISTERED
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Goods: 09 - sunglasses and eyeglasses, readers, and cases.

SINGAPORE

ELLEN-00001SG.04	ELLEN TRACY	2/15/1995 T9501339H	2/15/1995 T9501339H	REGISTERED
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Goods: 25 - Blouses, shirts tops, vests, skirts, pants, suits and jackets; dresses, sweaters, cover-ups, cloth coats and raincoats; women's neckwear, scarves, mufflers, shawls, stoles, capes, jabots and ties; belts (clothing), hosiery, footwear

ELLEN-00001SG.02	ELLEN TRACY	2/15/1995 T9501336C	2/15/1995 T9501336C	REGISTERED
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Goods: 03 - Fragrances and cosmetics

ELLEN-00001SG.01	ELLEN TRACY	2/15/1995 T9501338Z	4/30/1999 T9501338Z	REGISTERED
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Goods: 14 - Jewelry

ELLEN-00001SG	ELLEN TRACY	7/31/1997 T9709224D	11/23/1999 T9709224D	REGISTERED
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Goods: 18 - Cosmetic cases; cases for carrying ladies intimate apparel; jewelry boxes; purses; overnight bags; waist pouches; handbags; carry-on bags; and tote bags

ELLEN-00001SG.03	ELLEN TRACY	2/15/1995 T9501337A	8/12/1999 T9501337A	REGISTERED
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Goods: 09 - Eyeglasses and sunglasses

SOUTH AFRICA

ELLEN-00001ZA	ELLEN TRACY	5/29/1995 9506784	7/6/2000 9506784	REGISTERED
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Goods: 25 - Clothing, footwear, headgear.

SOUTH KOREA

ELLEN-00002KR	COMPANY ELLEN TRACY	1/21/2002 20023068	12/13/2002 537241	REGISTERED
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Goods: 25 - Blouses, dress shirts, sports shirts, polo shirts, sweatshirts, body shirts, t-shirts, undershirts, tank tops, tube tops, vests, skirts, trousers, suits, pants suits, jackets, sweaters, shorts, blue jeans, bathing suits, evening dresses, daytime

ELLEN-00001KR	ELLEN TRACY	2/26/1992 924833	4/8/1993 260513	REGISTERED
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Goods: 09 - Spectacles, sunglasses, spectacle cases, spectacle glasses, spectacle frames

ELLEN-00001KR.01	ELLEN TRACY	11/10/1994 9444669	9/11/1997 374457	REGISTERED
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Goods: 18 - Handbags

ELLEN-00001KR.02	ELLEN TRACY	2/26/1992 924832	4/16/1993 261016	REGISTERED
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Goods: 18 - Umbrellas
25 - Leather shoes, low shoes, rain shoes, vinyl shoes, sandals, sneakers

TAIWAN

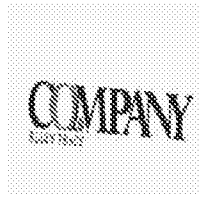
ELLEN-00002TW	COMPANY ELLEN TRACY	1/21/2002 91002508	1/1/2003 1028720	REGISTERED
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Goods: 25 - Clothes, scarf, headscarf, shawl, long shawl, hats and caps; shoes, plastic shoes, rain boots, boots, slippers, sandals, plastic sole sports shoes

REFERENCE #	MARK	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS
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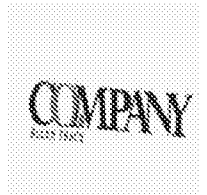
TAIWAN continued.....

ELLEN-00003TW.01	COMPANY ELLEN TRACY and Design	6/14/1997 86029913	12/16/1998 831853	REGISTERED
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Goods: 25 - Tops, shirts, polo shirts, vests, pants and jackets, dresses, jackets and raincoats, scarves, ties, shawls, long shawls, hats, caps, neckline muffles (clothing accessories) and ties

ELLEN-00003TW	COMPANY ELLEN TRACY and Design	4/18/1997 86018953	7/16/1999 859826	REGISTERED
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Goods: 18 - Vanity case, linen handbag, jewelry bags, purse, traveling bags, side bag, hand carry traveling bag, large hand carry made of leather or artificial material

ELLEN-00001TW.02	ELLEN TRACY	11/7/1994 83068013	12/1/1995 698415	REGISTERED
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Goods: 09 - Eyeglasses, sunglasses

ELLEN-00001TW.06	ELLEN TRACY	11/7/1994 83068012	9/16/1995 689966	REGISTERED
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Goods: 03 - Fragrances and perfumes

ELLEN-00001TW.05	ELLEN TRACY	11/7/1994 83068015	12/1/1995 698935	REGISTERED
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Goods: 18 - Handbags, purse

ELLEN-00001TW	ELLEN TRACY	11/7/1994 83068014	12/1/1995 698705	REGISTERED
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Goods: 14 - Jewelry

ELLEN-00001TW.04	ELLEN TRACY	6/14/1997 86029912	12/16/1998 831852	REGISTERED
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Goods: 25 - Tops, shirts, polo shirts, vests, pants and jackets, dresses, jackets and raincoats, scarves, ties, shawls, hats, caps, neckline muffles (clothing accessories) and ties

ELLEN-00001TW.03	ELLEN TRACY	1/6/1995 84000418	11/1/1995 695050	REGISTERED
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Goods: 25 - Shirts, blouses, vests, skirts, trousers, suits, jackets, dress, sweaters, coats, rain coats, kerchiefs, scarves, veils, shawls, rectangular scarf, cape, ties, boots, shoes, socks, belts for clothing

ELLEN-00001TW.01	ELLEN TRACY	4/18/1997 86018952	7/16/1999 859825	REGISTERED
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Goods: 18 - Vanity case, linen handbag, jewelry bags, purse, traveling bags, side bag, hand carry traveling bag, large hand carry made of leather or artificial material

THAILAND

ELLEN-00001TH	ELLEN TRACY	3/2/1995 281661	3/3/2005 TM38021	REGISTERED
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Goods: 25 - Blouses, shirts, tops, vests, skirts, pants, suits and jackets; dresses, sweaters, cover-ups, cloth coats and raincoats; women's neckwear, namely scarves, mufflers, shawls, stoles, capes, jabots and ties

TRINIDAD & TOBAGO

ELLEN-00001TT	ELLEN TRACY	8/16/2012 45717	8/16/2012 45717	REGISTERED
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Goods: 25 - Clothing, footwear, headgear (all for general purpose wear)

REFERENCE #	MARK	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS
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TURKEY

ELLEN-00001TR	ELLEN TRACY	6/30/2005 200527099	7/11/2006 200527099	REGISTERED
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Goods: 18 - Processed or unprocessed leather and hides; artificial leather, kids, leather for lining, processed leather, unprocessed leather and leather used in clothing, shoemaking, furnishing, bookbinding and saddlery; animal skins and hides; goods made of leather, imitations of leather or other materials and not included in other classes; bags, sport bags, travelling trunks and suitcases, wallets, portfolio, sling bags for carrying infants, infant carriers, trunks and boxes of leather or kids, cases for cheque book, card cases, empty toilet bags, empty instrument bags, key cases of leather, coin wallets, document bags, briefcases, purses, bags, backpacks, briefcases, shopping and school bags; umbrellas, sun and beach umbrellas, parasols, walking sticks; whips, harnesses, saddlery, saddle straps and stirrup leathers; gut for making sausages; artificial guts for making sausages and salami

25 - Clothing (inner and outer clothing) made from all kinds of material, except clothing for protective purposes; clothing made from cotton, knitwear, denim, leather, paper and similar materials; sports clothing; bath and beach clothing; underwear, gloves; socks; footwear; shoes, high boots, boots, slippers, bootees and parts thereof, sports shoes and pegs thereof, shoe parts namely, soles, heels, legs and upper parts; headgear, hats, berets, caps, caps with visor; special articles included in this class for babies; cloths made of textile for babies, dipper cloth made of textile for babies, baby shirts, nylon underwear, bibs (except paper bibs); neckties, bow-ties, foulards, shawls, head scarves, pareos, false collars, bandanas, wrist bands, muffs, arm bands, head bands, wrist bands; belts, pant suspenders, garters

UNITED KINGDOM

ELLEN-00001GB.05	COMPANY ELLEN TRACY	1/22/2002 902544799	3/7/2003 902544799	REGISTERED
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Goods: 25 - Clothing; Footwear; Headgear

ELLEN-00001GB.06	COMPANY ELLEN TRACY	10/31/2003 903511995	2/17/2005 903511995	REGISTERED
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Goods: 09 - Eyewear
14 - Jewelry and watches
18 - Handbags, wallets, change purses, luggage

ELLEN-00001GB.01	ELLEN TRACY	3/2/1992 1493227	9/2/1994 1493227	REGISTERED
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Goods: 25 - Articles of outer clothing; dresses, skirts, blouses, trousers, jackets; knitwear; hosiery; footwear; head scarves

ELLEN-00001GB.02	ELLEN TRACY	8/1/2016 3177751	10/28/2016 3177751	REGISTERED
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Goods: 25 - Clothing, footwear, headgear; blouses, shirts, tops, vests, skirts, pants, suits, jackets, dresses, sweaters, belts, swimwear and swimwear cover-ups, coats and raincoats; scarves, mufflers, shawls, stoles, capes, jabots and ties; footwear namely, slippers, boots and shoes; lingerie, underwear, sleepwear, gloves, socks, stockings and leggings

ELLEN-00001GB	ELLEN TRACY	10/31/1994 1588082	12/22/1995 1588082	REGISTERED
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Goods: 03 - Toilet preparations; preparations, all for the care of the skin, scalp and body; soaps; cleaning preparations; cleansing preparations; preparations, all for use in the bath and shower; lotions and creams, all for use on the skin; nail care preparations; preparations for the hair, hair spray, hair gels; shaving preparations; creams; aftershave lotions; perfumes; eau de cologne, toilet water; essential oils; cosmetics, cosmetic preparations; non-medicated suntan preparations; anti-perspirants; deodorants for personal use; depilatory preparations; dentifrices;

09 - Optical articles, apparatus and instruments; lenses, spectacles, eye glasses, sunglasses, spectacle frames, cases, chains and cords; parts and fittings for all the aforesaid goods

14 - Articles made wholly or principally of precious metals or coated therewith; jewellery and imitation jewellery; precious stones; semi-precious stones; imitation precious stones; horological and chronometric instruments; parts and fittings for all the aforesaid goods;

18 - Articles made of leather or of imitation leather; bags, cases, articles of luggage, holdalls, rucksacks, travel bags, sports bags, briefcases, document cases, purses, wallets, handbags, umbrellas, parasols, walking sticks; parts and fittings for all the aforesaid

27 - Wallpaper; wall covering; ceiling paper; ceiling coverings; borders; wall hangings

ELLEN-00001GB.03	ELLEN TRACY	4/1/2003 903116944	9/9/2004 903116944	REGISTERED
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REFERENCE #	MARK	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS
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UNITED KINGDOM continued.....

ELLEN TRACY continued.....

Goods: 03 - Perfumes, colognes and cosmetic and beauty care items of all kinds
 09 - Sunglasses, eyeglasses, frames, cases and cords therefor
 14 - Jewelry of all kinds and watches
 18 - Handbags, wallets, change purses, clutch purses, briefcase type portfolios, cosmetic and toiletry cases sold empty, key cases and attaché cases
 25 - Clothing, namely, skirts, shirts, blouses, pants, jackets, vests, sweaters, dresses, jumpsuits, shorts, jeans, jerseys, culottes, scarves, tunics, blazers, neckwear, belts, coats, hats, caps; hoods, gloves and mittens; pantyhose, dress hosiery, sport hosiery, socks; underwear; bodywear, namely, leotards and tights; mufflers, bow ties, collars and dickies; rainwear, swimsuits and cover-ups, footwear, namely, shoes, boots slippers, sandals and sneakers

ELLEN-00001GB.04	ELLEN TRACY	5/17/2004 903837499	2/16/2006 903837499	REGISTERED
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Goods: 35 - Retail store services; retail store services by mail order; internet services, namely rendering retail services via a global computer

ELLEN-00002GB	ELLEN TRACY COMPANY (Stylized)	10/12/1994 1587992	1/26/1996 1587992	REGISTERED
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Goods: 25 - Blouses, shirts, tops, vests, skirts, pants, suits and jackets; dresses, sweaters, cover-ups, cloth coats and raincoats; women's neckwear, namely scarves, mufflers, shawls, stoles, capes, jabots and ties

UNITED STATES

ELLEN-00002US	COMPANY ELLEN TRACY	2/26/2009 77679016	10/22/2013 4422145	REGISTERED
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Goods: 25 - Clothing, namely, shirts, pants, sleepwear, lingerie, loungewear

ELLEN-00001US	ELLEN TRACY	10/28/1992 74326572	7/6/1993 1780391	REGISTERED
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Goods: 25 - Women's outer clothing; namely, blouses, shirts, tops, vests, skirts, pants, suits, separates; namely, skirts, pants, shirts, blouses and jackets, dresses, sweaters, jackets, belts, swimwear and swimwear cover-ups, cloth coats and raincoats; women's neckwear; namely, scarves, mufflers, shawls, stoles, capes, jabots and ties; women's footwear; namely, boots and shoes

ELLEN-00001US.03	ELLEN TRACY	9/30/2002 78169120	7/4/2006 3112534	REGISTERED
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Goods: 25 - Pantyhose, socks and coats
 35 - Online retail services featuring eyewear and clothing

ELLEN-00001US.01	ELLEN TRACY	9/30/2002 78975375	7/13/2004 2863810	REGISTERED
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Goods: 03 - perfumes
 09 - sunglasses, eyeglasses, eyeglass frames, eyeglass cases
 14 - necklaces, earrings, bracelets, rings being jewelry
 18 - cosmetic and toiletry cases sold empty;
 35 - retail store services

ELLEN-00001US.05	ELLEN TRACY	7/28/2017 87546865	10/22/2019 5891783	REGISTERED
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Goods: 20 - Pillows; decorator pillows
 24 - bedding, namely, sheets, comforters, blankets, throws,curtains, draperies, towels, shower curtains

ELLEN-00003US	WOMEN-HYPHENATED	8/4/2015 86714420	9/6/2016 5034609	REGISTERED
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Goods: 41 - Production of documentaries and other media, namely, videos recognizing and honoring the many roles of women today

VENEZUELA

ELLEN-00002VE.04	COMPANY ELLEN TRACY	5/14/2003 603903	7/30/2004 P253215	REGISTERED
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REFERENCE #	MARK	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS
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VENEZUELA continued.....

COMPANY ELLEN TRACY continued.....

Goods: 03 - Soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices

(Local Class 6)

ELLEN-00002VE.01	COMPANY ELLEN TRACY	5/14/2003 604303	7/30/2004 P253219	REGISTERED
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Goods: 25 - Clothing, footwear, headgear.

(Local Class 39)

ELLEN-00002VE.02	COMPANY ELLEN TRACY	5/14/2003 604003	7/30/2004 P253216	REGISTERED
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Goods: 09 - Photographic, cinematographic, optical, apparatus and instruments

(Local Class 24)

ELLEN-00002VE	COMPANY ELLEN TRACY	5/14/2003 604203	7/30/2004 P253218	REGISTERED
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Goods: 18 - Leather and imitations of leather, and goods made of these materials and not included in other classes; animal skins, hides; trunks and travelling bags; whips, harness and saddlery (umbrellas, parasols and walking sticks)

(Local Classes 3 and 41)

ELLEN-00002VE.03	COMPANY ELLEN TRACY	5/14/2003 604103	7/30/2004 P253217	REGISTERED
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Goods: 14 - Precious metals and their alloys and goods in precious metals or coated therewith, not included in other classes; jewellery, precious stones; (horological and chronometric instruments)

(Local Classes 27 and 28)

ELLEN-00001VE.01	ELLEN TRACY	5/14/2003 603603	7/30/2004 P253212	REGISTERED
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Goods: 14 - Precious metals and their alloys and goods in precious metals or coated therewith, not included in other classes; jewellery, precious stones; (horological and chronometric instruments)

(Local Classes 27 and 28)

ELLEN-00001VE.03	ELLEN TRACY	5/14/2003 603503	7/30/2004 P253211	REGISTERED
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Goods: 09 - Photographic, cinematographic, optical, apparatus and instruments

(Local Class 24)

ELLEN-00001VE.02	ELLEN TRACY	5/14/2003 603703	7/30/2004 P253213	REGISTERED
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Goods: 18 - Leather and imitations of leather, and goods made of these materials and not included in other classes; animal skins, hides; trunks and travelling bags; whips, harness and saddlery (umbrellas, parasols and walking sticks)

(Local Classes 3 and 41)

ELLEN-00001VE.04	ELLEN TRACY	5/14/2003 603803	7/30/2004 P253214	REGISTERED
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Goods: 25 - Clothing, footwear, headgear.

(Local Class 39)

ELLEN-00001VE	ELLEN TRACY	5/14/2003 603403	7/30/2004 P253210	REGISTERED
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Goods: 03 - Soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices

(Local Class 6)

END OF REPORT

TOTAL ITEMS SELECTED = 117

RECORDED: 08/02/2021

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TRADEMARK
REEL: 007373 FRAME: 0019