

Joseph S. Bird, III

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205.521.8473 direct



May 18, 2018

By U.S. Mail

Mr. Bew White, III
Gabriella White, LLC
3140 Pelham Parkway
Pelham, AL 35124

**Re: U.S. Trademark – WHITE LABEL
Registration No. – 5,456,744
Registration Date – May 1, 2018
REGISTRATION CERTIFICATE & Notice of Future Requirements**

Dear Bew:

I am pleased to enclose for your files the **original** trademark registration certificate for the WHITE LABEL trademark, covering “furniture,” which now bears Registration No. 5,456,744. This mark has a registration date effective as of May 1, 2018. You should maintain this in a location of safe keeping as a title document. Congratulations on the issuance of this registration.

Notice & Marking: Now that the mark is registered, Gabriella White can and should use the ® registration symbol on all uses of the mark that concern any goods or services listed in the registration certificate. Such marking serves an important notice function, and under the trademark statute the absence of this marking can prejudice your ability to recover damages from infringers. Please carefully review the certificate to ensure that it meets with your expectations regarding the goods and services covered.

Renewals & Deadlines: All federal trademark registrations require certain maintenance filings and payments following the date of registration in order to remain in force. In particular, between the fifth and sixth anniversaries of registration (here, **by May 1, 2024**) you must file a statement that the mark remains in use, along with the appropriate filing fees. Failure to make this required statement and pay these fees will result in cancellation of the registration. Additionally, between the ninth and tenth anniversaries (before May 1, 2028) and every ten years thereafter, you must file another statement swearing the mark remains in use, together with a request for renewal.

Please ensure that you track these dates internally with your own corporate long-range calendar. You should also ensure that the calendar includes reminders prior to these dates (such as at three months and six months before the deadlines) to allow time for instructing and completing the filings. We may enter the deadlines into our records for our own internal purposes, and we may remind you of the approaching deadlines, but because of the length of time between deadlines and the possibility for changing interests and representation, we cannot undertake an

obligation to do so. **The ultimate responsibility for docketing, tracking, and meeting any post registration requirements lies with Gabriella White.**

If you would like information regarding third party “annuity services” that may assist you with identifying, calendaring, or meeting post registration deadlines, we would be happy to put you in touch with businesses that may offer these services. By way of example, two companies that offer such services are Computer Patent Annuities (website at www.cpaglobal.com) and Computer Packages Inc. (website at www.computerpackages.com). We are not affiliated with these companies in any way, and we do not endorse their products or services, nor can we be responsible for their performance, so even if you hire one of these services, you will still need to keep your own calendar of these deadlines.

Whether or not you elect to engage an annuity service, we highly recommend that on a yearly basis you prepare and maintain a proof of use packet for this trademark (and every other trademark you own, regardless of whether or not registered). Such packet should contain documentary (and dated) evidence showing that the mark is in use in the relevant jurisdiction (e.g., the U.S.) on the date the packet is prepared, and should include specimens of packaging, advertising, and a sampling of invoices showing sales and shipment of the products. By so doing, you will be armed with at least some evidence to respond to cancellation actions, prove use for administrative filings, and support challenges to third parties.

Do not hesitate to contact me if you have any questions or concerns.

Very truly yours,



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Enclosure

cc: William White (w/encl)
Amy Myers (w/encl)
LeeAlice Hamm (w/encl)

United States of America

United States Patent and Trademark Office

WHITE LABEL

Reg. No. 5,456,744

Registered May 01, 2018

Int. Cl.: 20

Trademark

Principal Register

Gabriella White, LLC (DELAWARE LIMITED LIABILITY COMPANY)
3140 Pelham Parkway
Pelham, ALABAMA 35124

CLASS 20: Furniture

FIRST USE 7-14-2015; IN COMMERCE 7-14-2015

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

SER. NO. 87-392,533, FILED 03-30-2017



Andrei Iancu

Director of the United States
Patent and Trademark Office

USPTO Emails vs. Potentially Misleading Offers and Notices from Private Companies

Make sure you receive our emails about your registration

We will send you email reminders when your deadline approaches to file the necessary maintenance filings to keep your registration active. We do **not** send reminders by regular mail. We will also use an authorized owner's email address to serve notice if a petition to cancel your registration is filed with the Trademark Trial and Appeal Board.

To receive emails:

- Authorize receipt of correspondence by email by checking the designated box on the Trademark Electronic Application System (TEAS) Change of Correspondence Address and Change of Owner's Address Forms on <https://www.uspto.gov/trademarks/teas/>.
- Make sure the USPTO is on your "approved senders list" and that email from the USPTO is not treated as junk mail.
- Let us know if your email address changes.

To update your email address:

- Use the TEAS Change of Correspondence Address and Change of Owner's Address Forms on <https://www.uspto.gov/trademarks/teas/>.
- If an attorney represented you before your mark was registered but no longer represents you, use the TEAS Attorney Revocation/Appointment Form to remove your prior attorney's name and to add your email address so that the email reminders come directly to you.

Beware of potentially misleading offers and notices

All **official correspondence** about your registration will be from the "**United States Patent and Trademark Office**" in Alexandria, VA, and, if by email, from the domain "**@uspto.gov.**" Our email reminders will direct you to make the necessary filings and pay the associated fees online through TEAS, and will not request any fees by mail.

Private companies **not** associated with the USPTO often use trademark application and registration information from our databases to mail or email trademark-related offers and notices. These offers and notices may include legal services, trademark monitoring services, recording trademarks with U.S. Customs and Border Protection, and "registering" trademarks in a private registry. Most companies require "fees" to be paid.

These companies may have names similar to the USPTO. Their names may include the terms "United States," "U.S.," "Trademark," "Patent," "Registration," "Office," or "Agency." Some companies attempt to make their offers and notices look like official government documents by using official government data publicly available from USPTO records.

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Please note that U.S. Customs & Border Protection (CBP), a bureau of the Department of Homeland Security, maintains a trademark recordation system for marks registered at the United States Patent and Trademark Office. Parties who register their marks on the Principal Register may record these marks with CBP, to assist CBP in its efforts to prevent the importation of goods that infringe registered marks. The recordation database includes information regarding all recorded marks, including images of these marks. CBP officers monitor imports to prevent the importation of goods bearing infringing marks, and can access the recordation database at each of the 317 ports of entry.

In October 2005, CBP released the **Intellectual Property Rights e-Recordation (IPRR)** system. This new system allows right holders to electronically file IPR recordation applications, thus significantly reducing the amount of time normally required to process paper applications. Some additional benefits of the new system include:

- Elimination of paper applications and supporting documents.
- Copies of the certificate issued by the registering agency (U.S. Patent and Trademark Office or the Copyright Office) are retained by the right holder, not submitted to CBP.
- Payment by credit card (preferred), check or money order.
- Ability to upload images of the protected work or trademark, thus obviating the need to send samples to CBP.
- Reduced time from filing of the application to enforcement by field personnel.

Information about how to obtain a recordation, and about CBP's **Intellectual Property Rights** (<https://www.cbp.gov/trade/priority-issues/ipr/protection>) border enforcement program, is available at CBP's web site, www.cbp.gov. Or, go directly to the **CBP recordation page**.

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