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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	86670074
Applicant	QVC, Inc.
Applied for Mark	DENIM & CO.
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Date	03/24/2020

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In re Application of QVC, Inc.

Mark: **DENIM & CO.**

Class: **25**

Serial No. 86/670,074

Filed: June 22, 2015

Examining Attorney: David I, Law Office 114

**APPLICANT'S
NOTICE OF CIVIL ACTION**

PLEASE TAKE NOTICE that, pursuant to 15 U.S.C. § 1071(b), 37 C.F.R. § 2.145(c)(2) and Trademark Trial and Appeal Board Manual of Procedure § 903, Applicant QVC, Inc. (“Applicant”) hereby notifies the Board that, on March 23, 2020, Applicant filed a complaint in the United States District Court for the Eastern District of Virginia, under the caption QVC, Inc. v. Iancu, Case No. 1:20-cv-00319, a copy of which is attached hereto as Exhibit 1, seeking judicial review of the Board’s decision dated January 21, 2020 affirming the partial refusal of the above-captioned Application (TTABVue No. 18) (the “Decision”), including the findings, determinations, orders, decisions, rulings and opinions contained in the Decision.

Dated: New York, New York
March 24, 2020

Respectfully submitted,
COWAN LIEBOWITZ & LATMAN, P.C.
Attorneys for Applicant QVC, Inc.


By: 
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Exhibit 1

**UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF VIRGINIA
Alexandria Division**

QVC, Inc.

1200 Wilson Drive
West Chester, PA 19380)

Plaintiff,

vs.

CASE NO. _____

ANDREI IANCU,

In his official capacity as Director of the
United States Patent and Trademark Office,

600 Dulany Street, Madison East
Concourse Level
Alexandria, VA 22314

Defendant.

COMPLAINT

QVC, Inc. (“Plaintiff” or “QVC”), by counsel, as and for its Complaint against Defendant, Andrei Iancu, in his capacity as the Director of the United States Patent and Trademark Office (the “Director”), alleges as follows:

PARTIES, JURISDICTION AND VENUE

1. QVC, Inc. is a Delaware Corporation with its principal headquarters at 1200 Wilson Drive, West Chester, Pennsylvania 19380.
2. Andrei Iancu is the Director of the U.S. Patent and Trademark Office with an

address at 600 Dulany Street, Madison East, Concourse Level, Alexandria, VA 22314.

3. This Court has jurisdiction over the subject matter of this action pursuant to Section 21(b) of the U.S. Trademark Act of 1946 (the “Lanham Act”), as amended, 15 U.S.C. § 1071(b), which provides that a party dissatisfied with a final decision of the Trademark Trial and Appeal Board (“TTAB”) may institute a new civil action in a Federal District Court challenging such decision. This Court also has subject matter jurisdiction pursuant to 28 U.S.C. § 1331.

4. Venue is proper in this district pursuant to 28 U.S.C. § 1391(e)(1)(A).

FACTUAL BACKGROUND

QVC, Inc.

5. QVC is one of the world’s largest multimedia retailers and broadcasters. Headquartered in the United States, QVC offers direct response retail services primarily by means of television, including cable, satellite and over-the-air broadcasts, as well as via the Internet.

6. QVC was founded in 1986 by entrepreneur Joseph Segel, who saw an opportunity for a new kind of retail service built upon technology, yet guided by three customer-focused principles: quality, value and convenience.

7. Within its first year of operations, QVC set a new record for first full-year fiscal sales by a new public company in the U.S., garnering over U.S. \$112 million in revenue.

8. The first live QVC broadcast took place in the U.S. on November 24, 1986. Initially, QVC’s live broadcast ran for 16 hours per day. Today, QVC’s live programs in the U.S. are now broadcast 24 hours per day, 7 days per week, and are live 364 days out of the year.

9. QVC now has three television networks: QVC, QVC2, and QVC3.

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