

# **BULKY DOCUMENTS**

(exceeds 200 pages)

**Proceeding/Serial No:** 91165891

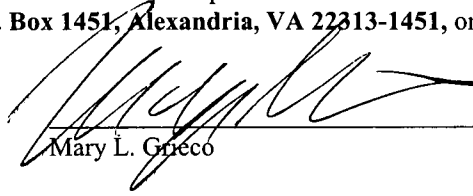
**Filed:** 01-06-2006

**Title:** Opposer's Memorandum Of Law In Support Of  
It's Opposition To Applicant's Motion for  
Summary Judgment

**Part 1 of 1**

Certificate of Mailing by Express Mail

I hereby certify that this correspondence, and all the papers referenced herein, is being deposited with the United States Postal Services as Express Mail in an envelope addressed to: **Commissioner for Trademarks, Trademark Trial and Appeal Board, P.O. Box 1451, Alexandria, VA 22313-1451**, on this date December 27, 2005

  
Mary L. Greco  
Date 12/27/05

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

In the Matter of Trademark Application No. 78442894  
For the Mark: TOMGIRL  
Published: June 14, 2005



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: TOMMY HILFIGER LICENSING, INC., :  
: :  
: Opposer, :  
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: DANA LURIE, :  
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: Applicant. :  
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01-06-2006  
U.S. Patent & TMO/TM Mail Rpt Ct #11

Opposition No. 91165891

**OPPOSER'S MEMORANDUM OF LAW IN SUPPORT OF ITS OPPOSITION  
TO APPLICANT'S MOTION FOR SUMMARY JUDGMENT**

Opposer, Tommy Hilfiger Licensing, Inc. ("Hilfiger") submits this memorandum of law in opposition to Applicant, Dana Lurie's ("Applicant") Motion for Summary Judgment (the "Motion"). Hilfiger respectfully requests that the Board deny Applicant's Motion in its entirety because Applicant has failed to illustrate that there are no material issues to be tried. On the contrary, material issues of fact exist as to whether there is a likelihood of confusion between Applicant's Mark and Hilfiger's Marks.

## INTRODUCTION

Hilfiger submits this opposition to Applicant's Motion on the grounds that there are triable issues of fact as to whether a likelihood of confusion between Applicant's marks and Hilfiger's marks. Under these circumstances, Applicant's Motion should be denied in its entirety.

## STATEMENT OF UNCONTROVERTED FACTS

### Tommy Hilfiger Licensing, Inc.

1. Hilfiger is one of the most well-known fashion companies in the United States and throughout the world. For over 20 years, Hilfiger<sup>1</sup> has been engaged in the manufacture, distribution and sale of all types of apparel, apparel-related accessories, fragrance products, home products, and many other types of products. Hilfiger sells its products in over 1,200 department stores and specialty retail stores throughout the United States. In addition, Hilfiger operates its own retail and specialty stores, as well as an Internet site, through which it sells its products. Hilfiger has current annual worldwide sales of almost \$1.8 billion per year. *See* Declaration of Jade Huang ("Huang Dec.") ¶ 4, submitted herewith; Huang Decl. Exhibit A.

2. Since its inception, Hilfiger has manufactured, distributed, and sold its products under the mark TOMMY HILFIGER, and shortly thereafter under the mark TOMMY, alone and in combination with other words and various designs, stylized lettering, and logos (hereinafter collectively the "TOMMY Marks"). *See* Huang Decl. ¶ 5; Huang Decl. Exhibit B.

3. Additionally, in 1996, Hilfiger began using the mark TOMMY GIRL for fragrances, toiletries and clothing. Since that time, Hilfiger's TOMMY GIRL fragrance products have

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<sup>1</sup> References to "Hilfiger" also include Hilfiger's licensees, subsidiaries and affiliates.

consistently been among the best selling and most well-known fragrance products in the world.

See Huang Decl. ¶ 6; Huang Decl. Exhibit C.

4. Hilfiger has obtained numerous U.S. trademark registrations for the TOMMY Marks and also specifically for the TOMMY GIRL mark. See Declaration of Mary Grieco (“Grieco Dec.”), Exhibit A, submitted herewith.

5. Hilfiger has filed several intent-to-use applications for its TOMMY Marks for which Notices of Allowance have been issued. Grieco Decl. Exhibit B

6. Hilfiger has several pending applications for its TOMMY Marks. Grieco Decl. Exhibit C.

**The TOMMY GIRL and the TOMMY Marks Are Famous Marks**

7. Since it began using the TOMMY GIRL mark and TOMMY Marks, Hilfiger has engaged in extensive marketing and advertising of its products in virtually all types of media including, but not limited to: print ads, outdoor and transit ads, trade advertising, store advertising, television and cinema advertising, retail and in-store promotions such as brochures and mailing cards. Huang Decl. ¶ 7.

8. During that time, Hilfiger has expended substantial sums of money on advertising and sales promotion for such products bearing the TOMMY GIRL mark and TOMMY Marks throughout the United States. Hilfiger currently expends over \$35 million in advertising and marketing. Moreover, Hilfiger’s licensees and retailers carrying Hilfiger merchandise expend additional money on advertising and marketing that is not reflected in the figure above. See Huang Decl. ¶ 8; Huang Decl. Exhibit A.



9. Sales of TOMMY GIRL fragrance products alone were in excess of \$42 million in 2004 and almost \$41 million in 2005. Moreover, the amount spent by Hilfiger's licensees on the advertising and promotion of TOMMY GIRL and TOMMY products was approximately \$23.9 million in 2004 and approximately \$27.3 million in 2005. Hilfiger also contributes significant funds to the advertising and promotion of TOMMY GIRL and TOMMY products; however, these amounts are not broken up by brand. In addition, Hilfiger has sponsored events using the TOMMY GIRL Mark, including the recent sponsoring of a cheerleading competition in which it named the Tommy Girl All-American Cheerleading Squad. Huang Decl. ¶ 9; Huang Decl. Exhibit D.

10. As a result of Hilfiger's extensive sales and expenditures for advertising and promotion of its apparel and other products, Hilfiger's TOMMY GIRL mark and TOMMY Marks are famous marks and have come to signify products originating with Hilfiger and to symbolize Hilfiger's goodwill. See Huang Decl. ¶ 10.

11. Apparel and other products bearing Hilfiger's TOMMY GIRL mark and TOMMY Marks have become extremely well-known leading brands of such products in the United States. A Google search of the words "Tommy Girl" and "Tommy Hilfiger" results in 486,000 hits. See Huang Decl. ¶ 11; Huang Decl. Exhibit E.

12. In addition, Hilfiger often receives unsolicited press coverage. See Huang Decl. ¶ 12; Huang Decl. Exhibit F.

**Applicant's "TOMGIRL" Mark**

13. On June 14, 2005, Applicant's application for the mark TOMGIRL for "T-shirts, girl's tops, shorts, sweatshirts, and caps" in International Class 25 ("TOMGIRL") was published for opposition in the Official Gazette.

14. The application was filed based on intent to use under Section 1(b) of the Trademark Act on July 6, 2004.

15. Applicant's Mark is confusingly similar to Hilfiger's TOMMY GIRL mark in particular and to Hilfiger's TOMMY marks in general. *See* Huang Decl. ¶ 13.

16. The goods for which Applicant seeks to register TOMGIRL in International Class 25 are identical and/or closely related to the goods and services for which Hilfiger uses and/or has registered its TOMMY GIRL and TOMMY Marks. *See* Huang Decl. ¶ 14.

17. Applicant's goods will likely be marketed through the same channels of trade and to the same class of consumers as the goods and services of Hilfiger. *See* Huang Decl. ¶ 15.

18. The consuming public is likely to erroneously believe that Applicant's goods are endorsed, licensed, or produced by or under the authority of Hilfiger, or to erroneously assume that there is some other trade connection between Hilfiger and Applicant. *See* Huang Decl. ¶ 16.

#### I. SUMMARY JUDGMENT STANDARD

Summary judgment is only appropriate where "there is **no genuine issue as to any material fact.**"<sup>2</sup> *Copelands' Enterprises Inc. v. CNV Inc.*, 945 F.2d 1563, 1565 (Fed. Cir. 1991)(citing Fed.R.Civ.P. 56(c)(emphasis added)). On a summary judgment motion, the movant bears the burden of demonstrating the absence of any genuine issue of material fact, and that it is entitled to judgment as a matter of law. *See Copelands' Enterprises Inc.*, 945 F.2d at 1565 (moving party's conclusory statement as to intent insufficient). In determining whether summary judgment is appropriate, the Board shall consider "the pleadings, depositions, answers to interrogatories, and admissions on file, together with the affidavits, if any" and summary

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<sup>2</sup> "The Trademark Rule of Practice, 37 C.F.R. § 2.116(a), makes Rule 56, Fed.R.Civ.P. applicable to all inter parties proceedings before the Board." *Levi Strauss & Co. v. Genesco, Inc.*, 742 F.2d 1401, 1403 (Fed. Cir. 1984).

judgment shall only be granted where there is “no genuine issue as to any material fact”.

Fed.R.Civ.P. 56(c)(emphasis added).

When considering a motion for summary judgment, the evidence must be viewed in a light most favorable to the nonmovant and **all reasonable inferences must be drawn in the nonmovant’s favor**. *Copelands’ Enterprises Inc.*, 945 F.2d at 1566 (emphasis added). The nonmoving party “**need only present evidence from which a jury might return a verdict in [its] favor.**” *Id.* (emphasis added) (citing *Anderson v. Liberty Lobby, Inc.*, 477 U.S. 242, 257 (1986)).

Under this controlling standard, the Applicant’s Motion must be denied.

**II. SUMMARY JUDGMENT IS IMPROPER BECAUSE THERE IS A QUESTION OF FACT AS TO WHETHER APPLICANT’S TOMGIRL MARK IS LIKELY TO BE CONFUSED WITH HILFIGER’S TOMMY GIRL AND TOMMY MARKS**

Summary judgment is improper because Applicant has failed to show that no material issues of fact exist. Instead, Applicant relies on conclusory statements with no supporting law and no supporting facts to back up these broad statements. For instance, Applicant generally states that “Opposer (a) has failed to establish a *prima facie* case sufficient to rebut the presumption that the [USPTO’s] Examining Attorney’s approval of Applicant’s Application ... was in accordance with law ... and does not, in any way, infringe (*sic*) on any trademark held or applied for by Opposer and (b) the [USPTO’s] Examining Attorney’s approval of Applicant’s Application for a trademark TOMGIRL was neither arbitrary nor capricious nor a violation of law, rule or regulation. *See* Applicant’s Motion for Summary Judgment (“SJ Motion”), at 1. **Applicant has failed to cite to any law to support her propositions and her assertions are incorrect.**

Applicant states further that “Applicant’s mark TOMGIRL is not in anyway (*sic*) similar, much less confusingly similar, to Opposer’s TOMMY GIRL mark and, or, to Opposer’s TOMMY marks, nor is Applicant’s mark TOMGIRL identical or closely related to any mark Opposer uses and, or, has registered to use.” SJ Motion, at 2. **Applicant has failed to substantiate her argument and the evidence cited herein is to the contrary.**

A review of the evidence cited herein clearly illustrates that Applicant’s TOMGIRL Mark is likely to be confused with Hilfiger’s TOMMY GIRL and TOMMY Marks; there is at least a factual issue as to whether such confusion is likely. “The ultimate question of the likelihood of consumer confusion has been termed a question of fact.” *In re E.I. DuPont DeNemours & Co.*, 476 F.2d 1357, 1361, 177 USPQ 563 (CCPA 1973)(citing *Coca-Cola Co. v. Snow Crest Beverages, Inc.*, 162 F.2d 280 (1st Cir. 1947), cert den. 332 U.S. 809, 68 S.Ct. 110 (1947)).

The factors to be considered in determining whether a likelihood of confusion exists between two marks were enumerated by the *DuPont* Court. *DuPont*, 476 F.2d at 1361. These factors include: 1) the similarity or dissimilarity of the marks in their entireties as to appearance, sound, connotation and commercial impression; 2) the similarity or dissimilarity and nature of the goods or services as described in an application or registration or in connection with which a prior mark is in use; 3) the similarity or dissimilarity of established, likely to continue trade channels; 4) the conditions under which and buyers to whom sales are made, i.e., impulse vs. careful, sophisticated purchasing; 5) the fame of the prior mark (sales, advertising, length of use); 6) the number and nature of similar marks in use on similar goods; 7) the nature and extent of any actual confusion; 8) the length of time during and conditions under which there have been concurrent use without evidence of actual confusion; 9) the variety of goods on which a mark is or is not used; 10) the market interface between applicant and the owner of a prior mark; 11) the extent to which prior user has a

right to exclude others from use of its mark on its goods; 12) the extent of potential confusion, i.e., whether de minimis or substantial; and 13) any other established fact probative of the effect of use. *Id.* at 1361.

The PTO should refuse to register a trademark that so resembles a registered mark “as to be likely, when used on or in connection with the goods of the applicant, to cause confusion, or to cause mistake, or to deceive.” 15 U.S.C. §§1052(d). A likelihood of confusion analysis considers all the *DuPont* factors for which there is evidence but “may focus...on dispositive factors, such as similarity of the marks and relatedness of the goods.” *Han Beauty, Inc. v. Alberto-Culver Co.*, 236 F.3d 1333, 1336, 57 U.S.P.Q.2d 1557, 1559 (Fed. Cir. 2001); *Herbko International Inc. v. Kappa Books Inc.*, 64 U.S.P.Q.2d 1375, 1380 (Fed. Cir. 2002). In this matter, an analysis of all the factors is not necessary since the dispositive factors include the similarity of the marks and the nature of the goods, the likely marketing channels of Applicant’s goods, Hilfiger’s fame, the variety of goods on which the Hilfiger Marks are used and the substantial potential for confusion in the marketplace. Below is a discussion of each of the relevant factors, which clearly illustrates that Applicant’s SJ Motion should be denied.

**A. The Marks And Nature of the Goods Are Almost Identical in Appearance, Sound, Connotation and Commercial Impression**

There is no question that Applicant’s TOMGIRL Mark is almost identical to Hilfiger’s TOMMY GIRL and TOMMY Marks and that the nature of the goods are identical. Indeed, Applicant’s TOMGIRL Mark so resembles Hilfiger’s TOMMY GIRL and TOMMY Marks that, when used on or in conjunction with the goods of Applicant it is likely to (i) cause confusion, or to cause mistake, or to deceive; and (ii) falsely suggest a connection with Hilfiger’s famous marks.

Applicant incorrectly argues that “[a]lthough Opposer alleges it has registered the mark ‘TOMMY GIRL’, Opposer had disclaimed the exclusive right to the word ‘GIRL’ in such U.S.

trademark registrations...and Opposer has not set out the word 'TOMGIRL' in any copyright, trademark or 'intent-to-use' application filed by, or on behalf of, Opposer." See SJ Motion, at 2.

**Applicant is mistaken and this point is irrelevant.**

Although Hilfiger has disclaimed the exclusive right to the word "GIRL", trademarks "it is well settled that marks must be considered in their entirety, not dissected or split into component parts and each part compared with other parts." *Genesco Inc. v. Martz*, 66 U.S.P.Q.2d 1260, 1269 (TTAB 2003). "This is so because it is the entire mark which is perceived by the purchasing public, and therefore, it is the entire mark that must be compared to any other mark. It is the impression created by the involved marks, each considered as a whole, that is important." *Id.*; see also *Kangol Ltd. v. KangaROOS U.S.A. Inc.*, 974 F.2d 161, 23 U.S.P.Q.2d 1386 (TTAB 1992); *Franklin Mint Corp. v. Master Mfg. Co.*, 667 F.2d 1005, 212 U.S.P.Q. 233 (CCPA 1981). When the marks are viewed in their entirety, it is clear that TOMGIRL closely resembles and is almost identical to TOMMY GIRL and the TOMMY Marks. TOMGIRL will likely confuse consumers and falsely suggest that TOMGIRL is connected with Hilfiger.

Moreover, the nature of the goods described in Applicant's application for TOMGIRL are identical to Hilfiger's goods. "It is not necessary for the goods to be identical or even competitive in order for the use of similar marks to be likely to cause confusion, it being sufficient that they are related in some manner so that consumers are likely to ascribe a common source to the products if similar marks are used thereon." *In re Apparel Ventures, Inc.*, 229 U.S.P.Q. 225, 229 (TTAB 1986). **Here, the goods are both identical and competitive and will cause confusion.**

Since its inception, Hilfiger has manufactured, distributed, and sold in commerce in the United States apparel and apparel-related accessories under the TOMMY Marks and Hilfiger has

been using the TOMMY GIRL mark for clothing, fragrances and toiletries since 1996. Huang Decl. ¶¶ 5-6; Huang Decl. Exhibits B and C. Applicant has filed for registration of the TOMGIRL Mark for “T-shirts, girl’s tops, shorts, sweatshirts, and caps” in International Class 25. Since Hilfiger’s TOMMY and TOMMY GIRL Marks are used on apparel, **including t-shirts, girl’s tops, shorts, sweatshirts and caps**, as well as other goods, **the nature of the goods are identical**. See Huang Decl., Exhibits B and C.

These factors clearly weigh heavily in Hilfiger’s favor; at the very least, the factual record viewed in the light most favorable to Hilfiger, indicates that there is a triable issue of fact.

**B. The Goods Are Likely to be Marketed Through the Same Channels of Trade**

As a result of Hilfiger’s world-wide fame, marketing and distribution efforts, Applicant’s goods are likely to be marketed through at least some of the same channels of trade. For over 20 years, Hilfiger has been engaged in the manufacture, distribution and sale of all types of apparel and apparel-related accessories, fragrance products, home products, and many other types of products. Hilfiger sells its products **in over 1,200 department stores and specialty retail stores throughout the United States**. Moreover, Hilfiger operates its own retail and specialty stores, as well as an Internet site, through which it sells its products. Hilfiger has current annual worldwide sales of almost \$1.8 billion per year. Huang Decl. ¶ 4; Huang Decl., Exhibit A.

**C. Hilfiger’s TOMMY GIRL and TOMMY Marks are Famous Marks**

As discussed above, Hilfiger’s TOMMY GIRL and TOMMY Marks have achieved great strength and fame throughout the United States as evidenced by extensive advertising and vast consumer recognition. As strong marks, Hilfiger’s TOMMY GIRL and TOMMY Marks are afforded a broad scope of protection under the Lanham Act. See *Mobil Oil Corp. v. Pegasus Petroleum Corp.*, 818 F.2d 254, 258, 2 U.S.P.Q.2d 1677, 1682 (2d Cir. 1987)(PEGASUS flying

horse symbol); *Giant Food, Inc. v. Nation's Foodservice, Inc.*, 710 F.2d 1565, 1570, 218 U.S.P.Q. 390, 395 (Fed. Cir. 1983)(Opposer's GIANT marks had "acquired considerable fame" in one region of the country, a factor "which weighs in favor in determining likelihood of confusion"). As noted by the Board in *R.J. Reynolds Tobacco Co. v. R. Seeling & Hille*, 201 U.S.P.Q. 856, 860 (T.T.A.B. 1978):

[I]t is well recognized that the law today rewards a famous or well known mark with a larger cloak of protection than in the case of a lesser known mark because of the tendency of the consuming public to associate a relatively unknown mark with one to which they have long been exposed if the mark bears any resemblance thereto.

See also *Specialty Brands Inc. v. Coffee Bean Distributors, Inc.*, 748 F.2d 669, 675, 223 U.S.P.Q. 1281, 1284 (Fed. Cir. 1984)("The fame of a trademark may affect the likelihood purchasers will be confused inasmuch as less care may be taken in purchasing a product under a famous name.").

As Professor McCarthy has stated: "the rationale is that the more distinctive, unique and well-known the mark, the deeper is the impression it creates upon the public's consciousness and the greater the scope of protection to which it is entitled." 2 J. Thomas McCarthy, *McCarthy on Trademarks and Unfair Competition* § 11:73 (4th ed. 2005).

The broad scope of protection afforded to famous marks was highlighted by the Federal Circuit Court of Appeals in *Kenner Parker Toys Inc. v. Rose Art Industries, Inc.*, 963 F.2d 350, 22 U.S.P.Q.2d 1453 (Fed. Cir.) *cert. denied*, 113 S.Ct. 181 (1992), in which the Court held that FUNDOUGH is confusingly similar to PLAY-DOH for modeling compounds. The Court noted that "fame of the prior mark plays a dominant role in cases featuring a famous or strong mark." *Kenner*, 963 F.2d at 352, 22 U.S.P.Q.2d at 1456. The Court further noted that: "a mark with extensive public recognition and renown deserves and receives more legal protection than an obscure or weak mark" and "the Lanham Act's tolerance for similarity between competing marks



varies inversely with the fame of the prior mark. As a mark's fame increases, the Act's tolerance for similarities in competing marks falls." *Kenner*, 963 F.2d at 353, 22 U.S.P.Q.2d at 1456. The strength of a mark is "usually the same as its economic and marketing strength." McCarthy, *McCarthy on Trademarks and Unfair Competition* § 11:73.

As strong marks, Hilfiger's TOMMY GIRL and TOMMY Marks are entitled to the broadest scope of protection under the Lanham Act and this factor weighs heavily in Hilfiger's favor.

#### **D. The Variety of Goods on Which the Marks Are Used**

The wider the use of the marks, the stronger the marks and the more likely confusion will arise when consumers see the mark on goods in the marketplace. *See Uncle Ben's Inc. v. Stubenberg International Inc.*, 47 U.S.P.Q.2d 1310, 1313 (TTAB 1998). In addition to using its marks on apparel, Hilfiger uses the TOMMY and TOMMY GIRL Marks on other items, including, but not limited to apparel-related accessories, fragrance products and home products. *See Huang Decl.* ¶ 4. Thus, this factor weighs heavily in Hilfiger's favor.

#### **E. The Potential Confusion is Substantial**

As discussed above, Hilfiger's TOMMY GIRL and TOMMY Marks have achieved great strength and fame throughout the United States as evidenced by extensive advertising and vast consumer recognition. Because Hilfiger's marks are so well-known and so famous, the potential for confusion is substantial. The consuming public is likely to erroneously believe that Applicant's goods are endorsed, licensed, or produced by or under the authority of Hilfiger, or to erroneously assume that there is some other trade connection between Hilfiger and Applicant. *See Huang Decl.* ¶ 16. Thus, this factor weighs in favor of Hilfiger.

A review of the *DuPont* factors illustrates that there is a likelihood of confusion.

Applicant has not even attempted to evaluate these factors because upon review, they **undisputedly illustrate that there is a likelihood of confusion** between Applicant's TOMGIRL Mark and Hilfiger's TOMMY GIRL and TOMMY Marks; at the very least, the factual record viewed in the light most favorable to Hilfiger, indicates that there is a triable issue of fact. Thus, Applicant's Motion should be denied in its entirety.

### CONCLUSION

Based on the foregoing Hilfiger respectfully requests that Applicant's Motion be denied in its entirety.

Dated: New York, New York  
December 27, 2005

DREIER LLP

By: 

Mary L. Grieco, Esq.  
Safia A. Anand, Esq.  
499 Park Avenue  
New York, New York 10022  
(212) 328-6100

*Attorneys for Opposer*

**CERTIFICATE OF SERVICE**

I hereby certify that on this day, December 27, 2005, a true and correct copy of the foregoing documents, entitled


**OPPOSER'S MEMORANDUM OF LAW IN SUPPORT OF ITS OPPOSITION  
TO APPLICANT'S MOTION FOR SUMMARY JUDGMENT**

**DECLARATION OF JADE H.J. HUANG AND EXHIBITS IN SUPPORT OF TOMMY  
HILFIGER LICENSING, INC.'S OPPOSITION TO APPLICANT'S MOTION FOR  
SUMMARY JUDGMENT**

**DECLARATION OF MARY L. GRIECO AND EXHIBITS IN SUPPORT OF  
TOMMY HILFIGER LICENSING, INC.'S OPPOSITION TO APPLICANT'S MOTION  
FOR SUMMARY JUDGMENT**

were served upon Applicant by prepaid, first class U.S. mail, addressed as follows:

Dana Lurie  
8445 NW 62<sup>nd</sup> Avenue  
Parkland, FL 33067-5021

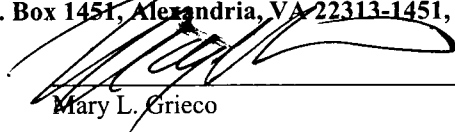


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MARY L. GRIECO

**Certificate of Mailing by Express Mail**

I hereby certify that this correspondence, and all the papers referenced herein, is being deposited with the United States Postal Services as Express Mail in an envelope addressed to: **Commissioner for Trademarks, Trademark Trial and Appeal Board, P.O. Box 1451, Alexandria, VA 22313-1451**, on this date December 27, 2005

  
\_\_\_\_\_  
Mary L. Grieco  
Date 12/27/05

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

In the Matter of Trademark Application No. 78442894

For the Mark: TOMGIRL  
Published: June 14, 2005



01-06-2006

U.S. Patent & TMO/ITM Mail Rpt Dt. #11

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: DANA LURIE, :  
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: Applicant. :  
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Opposition No. 91165891

**DECLARATION OF MARY L. GRIECO AND EXHIBITS IN SUPPORT OF**  
**TOMMY HILFIGER LICENSING, INC.'S OPPOSITION TO APPLICANT'S MOTION**  
**FOR SUMMARY JUDGMENT**

Mary L. Grieco, being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under Section 1001 of Title 18, United States Code, states:

1. I am an attorney licensed to practice law in the States of New York and California and in Washington, D.C. I am an attorney for the Opposer, Tommy Hilfiger Licensing, Inc. and its related entities (hereafter collectively "Hilfiger").

2. I am one of the attorneys responsible for maintaining Hilfiger's trademarks in the United States.

3. Submitted herewith collectively as Exhibit A are true and correct copies of

Certificates of Registration for the following trademarks, which are owned by Hilfiger:

Mark	Reg./Serial No.	Class
TOMMY GIRL	2,499,283	25
TOMMY GIRL	2,145,523	3
TOMMY GIRL	2,159,761	3
TOMMY GIRL	2,409,542	3
TOMMY GIRL	2,449,356	3
TOMMY	1,998,783	3
TOMMY	2,389,024	25
TOMMY	2,387,923	9
TOMMY	2,475,142	25
TOMMY	2,619,392	14
TOMMY	2,772,857	18
TOMMY.COM	2,341,324	42
TOMMY.COM	2,567,913	25
TOMMY'S	2,242,152	3
TOMMY BABY	2,668,186	25
TOMMY SPORT	2,785,929	25
TOMMY HILFIGER	2,617,339	14
TOMMY HILFIGER	1,978,987	3
TOMMY HILFIGER	1,995,802	3, 18, 25
TOMMY HILFIGER	1,398,612	25
TOMMY HILFIGER	1,738,410	25, 42
TOMMY HILFIGER	1,833,391	25
TOMMY HILFIGER	2,162,940	25, 14
TOMMY HILFIGER	2,103,148	9
TOMMY HILFIGER	2,239,844	21, 24
TOMMY HILFIGER	2,275,051	20, 21, 24, 27
TOMMY HILFIGER	2,352,800	21, 24
TOMMY HILFIGER	2,351,825	20
TOMMY HILFIGER	2,286,255	42
TOMMY HILFIGER	2,485,457	14, 20
TOMMY HILFIGER & DESIGN	2,575,670	25
TOMMY HILFIGER & DESIGN	2,648,299	25
TOMMY HILFIGER & DESIGN	2,025,974	3
TOMMY HILFIGER & DESIGN	2,634,237	3
TOMMY HILFIGER & DESIGN	2,522,274	9
TOMMY HILFIGER WOMAN	2,941,277	
TOMMY HILL	1,173,426	25
TOMMY JEANS	1,812,970	25

TOMMY JEANS	2,407,566	25
TOMMY JEANS	2,877,920	3
TOMMYHILFIGER.COM	2,341,325	42
TOMMY HILFIGER & DESIGN	76/167,488	35
TOMMY HILFIGER	76/594,314	16, 24
TOMMY HILFIGER & DESIGN	76/594,313	16, 24

4. Submitted herewith collectively as Exhibit B are true and correct copies of Notices of Allowance, which have been issued for the intent-to-use applications for the following Marks:

Mark	Serial No.	Class
TOMMY GEAR	76/125,596	25
TOMMY.COM	75/752,765	41
TOMMY.COM	75/752,763	35

5. Submitted herewith collectively as Exhibit C are true and correct copies of the following pending trademark applications:

Mark	Serial No.	Class
TOMMY HILFIGER	78/531,780	26
TOMMY HILFIGER & DESIGN	78/520,904	14

I declare under penalty of perjury under the laws of the United States that the foregoing is true and correct.

Executed on this 27th day of December 2005 at New York, New York.

  
 \_\_\_\_\_  
 Mary L. Grieco

**EXHIBIT A**

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,499,283

Registered Oct. 23, 2001

TRADEMARK  
PRINCIPAL REGISTER

TOMMY GIRL

TOMMY HILFIGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
913 N. MARKET STREET  
WILMINGTON, DE 19801

OWNER OF U.S. REG. NOS. 2,124,016, 2,162,940  
AND OTHERS.

FOR: CLOTHING FOR WOMEN AND CHIL-  
DREN, NAMELY, T-SHIRTS, SWEATSHIRTS AND  
CAPS, IN CLASS 25 (U.S. CLS. 22 AND 39).

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "GIRL", APART FROM THE MARK  
AS SHOWN.

SER. NO. 75-441,515, FILED 2-24-1998.

FIRST USE 9-1-1996; IN COMMERCE 9-1-1996.

DAVID H. STINE, EXAMINING ATTORNEY



Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51, and 52

Reg. No. 2,145,523

United States Patent and Trademark Office

Registered Mar. 17, 1998

TRADEMARK  
PRINCIPAL REGISTER

TOMMY GIRL

TOMMY HILFIGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
913 N. MARKET STREET  
WILMINGTON, DE 19801

FIRST USE 9-0-1996; IN COMMERCE  
9-0-1996.

SN 75-976,280, FILED 3-27-1996.

FOR: COLOGNES AND BODY LOTIONS, IN  
CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

EDWARD NELSON, EXAMINING ATTORNEY

Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51, and 52

Reg. No. 2,159,761

United States Patent and Trademark Office

Registered May 19, 1998

**TRADEMARK  
PRINCIPAL REGISTER**

**TOMMY GIRL**

TOMMY HILFIGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
913 N. MARKET STREET  
WILMINGTON, DE 19801

STICK AND LIP GLOSS, IN CLASS 3 (U.S. CLS.  
1, 4, 6, 50, 51 AND 52).  
FIRST USE 9-1-1996; IN COMMERCE  
9-1-1996.

SN 75-977,128, FILED 3-27-1996.

FOR: PERSONAL DEODORANTS AND  
ANTI-PERSPIRANTS; SHOWER GEL; LIP-

EDWARD NELSON, EXAMINING ATTORNEY

Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51, and 52

Reg. No. 2,409,542

**United States Patent and Trademark Office**

Registered Nov. 28, 2000

**TRADEMARK  
PRINCIPAL REGISTER**

**TOMMY GIRL**

TOMMY HILFIGER LICENSING, INC. (DELAWARE  
CORPORATION)  
913 N. MARKET STREET  
WILMINGTON, DE 19801

FIRST USE 3-0-1997; IN COMMERCE 3-0-1997.

SN 75-979,741, FILED 3-27-1996.

EDWARD NELSON, EXAMINING ATTORNEY

FOR: PERFUME; EAU DE TOILETTE; BODY  
CREAMS, AND GELS; SOAPS FOR PERSONAL USE,  
IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51, and 52

**United States Patent and Trademark Office**

Reg. No. 2,449,356

Registered May 8, 2001

**TRADEMARK  
PRINCIPAL REGISTER**

**TOMMY GIRL**

TOMMY HILFIGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
913 N. MARKET STREET  
WILMINGTON, DE 19801

FIRST USE 4-0-1999; IN COMMERCE 4-0-1999.

SN 75-079,319, FILED 3-27-1996.

FOR: SHAMPOO FOR THE HAIR, AND CONDI-  
TIONER FOR THE HAIR AND STYLING GELS, IN  
CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

EDWARD NELSON, EXAMINING ATTORNEY

Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51, and 52

**United States Patent and Trademark Office**

Reg. No. 1,998,783

Registered Sep. 3, 1996

**TRADEMARK  
PRINCIPAL REGISTER**

**TOMMY**

TOMMY HILFIGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
913 N. MARKET STREET  
WILMINGTON, DE 19801

SOAPS FOR PERSONAL USE, IN CLASS 3 (U.S.  
CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 5-0-1995; IN COMMERCE  
5-0-1995.

FOR: COSMETICS, NAMELY COLOGNE, CO-  
LOGNE SPRAY, AFTER-SHAVE AND AFTER-  
SHAVING BALMS, DEODORANTS AND

SN 74-626,649, FILED 1-27-1995.

LINDA E. BLOHM, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

Reg. No. 2,389,024

**United States Patent and Trademark Office**

Registered Sep. 26, 2000

**TRADEMARK  
PRINCIPAL REGISTER**

**TOMMY**

TOMMY HILFIGER LICENSING, INC. (DELAWARE  
CORPORATION)  
913 N. MARKET STREET  
WILMINGTON, DE 19801

JEANS, SHORTS, OVERALLS, HATS, AND CAPS, IN  
CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 12-0-1987; IN COMMERCE 12-0-1987.  
OWNER OF U.S. REG. NOS. 1,398,612, 2,162,940  
AND OTHERS.

FOR: CLOTHING FOR MEN, WOMEN AND CHILDREN,  
NAMESLY, T-SHIRTS, SWEATSHIRTS,  
SWEATERS, SHIRTS, ANORAKS, JACKETS, COATS,

SER. NO. 75-407,975, FILED 12-19-1997.

DAVID H. STINE, EXAMINING ATTORNEY

**Int. Cl.: 9**

**Prior U.S. Cls.: 21, 23, 26, 36 and 38**

**United States Patent and Trademark Office**

**Reg. No. 2,387,923**

**Registered Sep. 19, 2000**

**TRADEMARK  
PRINCIPAL REGISTER**

**TOMMY**

**TOMMY HILFIGER LICENSING, INC. (DELAWARE  
CORPORATION)  
913 N. MARKET STREET  
WILMINGTON, DE 19801**

**OWNER OF U.S. REG. NOS. 1,738,410, 2,162,940  
AND OTHERS.**

**THE NAME IN THE MARK IDENTIFIES A LIVING  
INDIVIDUAL WHOSE CONSENT IS OF RECORD.**

**FOR: SUNGLASSES, EYGLASSES AND EYE-  
GLASS FRAMES, IN CLASS 9 (U.S. CLS. 21, 23,  
26, 36 AND 38).**

**SER. NO. 75-853,396, FILED 11-18-1999.**

**FIRST USE 8-0-1999; IN COMMERCE 8-0-1999.**

**LAVERNE THOMPSON, EXAMINING ATTORNEY**

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,475,142

Registered Aug. 7, 2001

TRADEMARK  
PRINCIPAL REGISTER

TOMMY

TOMMY HILFIGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
913 N. MARKET STREET  
WILMINGTON, DE 19801

FOR: FULL LINE OF APPAREL AND HEAD-  
WEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 12-1-1987; IN COMMERCE 12-1-1987.

OWNER OF U.S. REG. NOS. 1,811,592, 2,286,255  
AND OTHERS.

THE NAME "TOMMY" IDENTIFIES A LIVING  
INDIVIDUAL WHOSE CONSENT IS OF RECORD.

SER. NO. 75-829,479, FILED 10-22-1999.

LAVERNE THOMPSON, EXAMINING ATTORNEY



**Int. Cl.: 14**

**Prior U.S. Cls.: 2, 27, 28 and 50**

**Reg. No. 2,619,392**

**United States Patent and Trademark Office**

**Registered Sep. 17, 2002**

**TRADEMARK  
PRINCIPAL REGISTER**

**TOMMY**

TOMMY HILFIGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
262 CHAPMAN RD STE 103A  
UNIVERSITY PLAZA, BELLEVUE BUILDING  
NEWARK, DE 19702

FOR: WATCHES, IN CLASS 14 (U.S. CLS. 2, 27, 28  
AND 50).

FIRST USE 6-0-1999; IN COMMERCE 6-0-1999.

OWNER OF U.S. REG. NO. 1,998,783 AND OTH-  
ERS.

SER. NO. 75-859,786, FILED 11-30-1999.

CATHERINE KAISER KREBS, EXAMINING AT-  
TORNEY

**Int. Cl.: 18**

**Prior U.S. Cls.: 1, 2, 3, 22 and 41**

**United States Patent and Trademark Office**

**Reg. No. 2,772,857**

**Registered Oct. 14, 2003**

**TRADEMARK  
PRINCIPAL REGISTER**

**TOMMY**

TOMMY HILFIGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
UNIVERSITY PLAZA, BELLEVUE BLDG.  
262 CHAPMAN ROAD, SUITE 103A  
NEWARK, DE 19702

OWNER OF U.S. REG. NO. 1,998,783 AND OTH-  
ERS.

FOR: HANDBAGS, BACK PACKS AND BOOK  
BAGS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

SER. NO. 75-902,543, FILED 1-25-2000.

FIRST USE 10-0-1999; IN COMMERCE 10-0-1999.

JERI J. FICKES, EXAMINING ATTORNEY

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

Reg. No. 2,341,324

**United States Patent and Trademark Office**

Registered Apr. 11, 2000

**SERVICE MARK  
PRINCIPAL REGISTER**

**TOMMY.COM**

TOMMY HILFIGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
913 N. MARKET STREET  
WILMINGTON, DE 19801

FIRST USE 4-19-1999; IN COMMERCE  
4-19-1999.

OWNER OF U.S. REG. NO. 1,998,783 AND  
OTHERS.

FOR: PROVIDING INFORMATION IN THE  
FIELD OF FASHION, LIFESTYLES AND  
OTHER TOPICS OF GENERAL INTEREST BY  
MEANS OF A GLOBAL COMPUTER NET-  
WORK, IN CLASS 42 (U.S. CLS. 100 AND 101).

SER. NO. 75-734,582, FILED 6-23-1999.

GERALD C. SEEGARS, EXAMINING ATTOR-  
NEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,567,913

Registered May 7, 2002

TRADEMARK  
PRINCIPAL REGISTER

TOMMY.COM

TOMMY HILFIGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
913 N. MARKET STREET  
WILMINGTON, DE 19801

FOR: CLOTHING FOR MEN, WOMEN, CHIL-  
DREN, AND INFANTS, NAMELY, SWEATERS,  
SPORTCOATS, DRESSES, SKIRTS, OVERALLS,  
SPORT JACKETS, GOLF JACKETS, WIND RESIS-  
TANT JACKETS, BLAZERS, BELTS, TIES, SUSPEN-  
DERS, SUITS, UNDERSHIRTS, UNDERPANTS,  
BOXER SHORTS, BATHROBES, TUXEDOS, LIN-

GERIE AND PAJAMAS, SHOES AND BOOTS, IN  
CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 8-0-1999; IN COMMERCE 8-0-1999.

OWNER OF U.S. REG. NO. 1,998,783 AND OTH-  
ERS.

SN 75-734,581, FILED 6-23-1999.

LAVERNE THOMPSON, EXAMINING ATTORNEY

Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51, and 52

Reg. No. 2,242,152

United States Patent and Trademark Office

Registered Apr. 27, 1999

**TRADEMARK  
PRINCIPAL REGISTER**

**TOMMY'S**

TOMMY HILFIGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
913 N. MARKET STREET  
WILMINGTON, DE 19801

FOR: FACIAL GEL CLEANSER, MOISTURE  
SHOWER CREAM, HAIR SCULPTING GEL,  
FACE LOTION, BODY CLEANSERS, SHOWER  
GEL, DAILY HAIR SHAMPOO, HAIR CONDI-  
TIONER, HAIR PROTECTING SPRAY,  
CREAMY FACIAL CLEANSER, FACE SCRUB,

NON-MEDICATED FOOT ENERGIZING  
LOTION, SELF-TAN BRONZER, IN CLASS 3  
(U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 11-0-1998; IN COMMERCE  
11-0-1998.

OWNER OF U.S. REG. NOS. 1,998,783,  
2,159,761, AND OTHERS.

SN 75-417,737, FILED 1-14-1998.

STEVEN R. FOSTER, EXAMINING ATTORNEY

Int. Cls.: 24 and 25

Prior U.S. Cls.: 22, 39, 42 and 50

Reg. No. 2,668,186

**United States Patent and Trademark Office**

Registered Dec. 31, 2002

**TRADEMARK  
PRINCIPAL REGISTER**

**TOMMY BABY**

TOMMY HILFIGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
UNIVERSITY PLAZA, BELLEVUE BUILDING  
262 CHAPMAN ROAD, SUITE 103A  
NEWARK, DE 19702

FOR: DECORATIVE TEXTILE WALL COVER-  
INGS, BATH TOWELS, HOODED BATH TOWELS,  
WASH CLOTHS, WASH MITTS; BEDDING, NAME-  
LY, BLANKETS, COMFORTERS, BED SHEETS,  
MATTRESS PADS, CRIB BUMPERS AND CRIB  
CANOPIES, IN CLASS 24 (U.S. CLS. 42 AND 50).

FIRST USE 10-31-2000; IN COMMERCE 10-31-2000.

FOR: CLOTHING FOR INFANTS, TODDLERS  
AND CHILDREN, INCLUDING NEWBORN AND  
INFANT WEAR, NAMELY; BABY BUNTING;  
BATHING SUITS; BATH ROBES; CLOTH BIBS;  
BONNETS; CAPS; BOOTIES; LAYETTES; COVER-  
ALL; BODY SUITS; DIAPER COVERS; COATS;

DRESSES; DRESSING GOWNS; JEANS; JUMPERS;  
JUMPSUITS; SWEAT PANTS; SWEAT SHIRTS;  
NIGHTGOWNS; PAJAMAS; PANTS; ROMPERS;  
SHIRTS; SHORTS; SOCKS; TIGHTS; FLEECE TOPS;  
MITTENS; COATS; JACKETS; SNOW SUITS; TEE  
SHIRTS AND UNDERWEAR, IN CLASS 25 (U.S. CLS.  
22 AND 39).

FIRST USE 10-31-2000; IN COMMERCE 10-31-2000.

OWNER OF U.S. REG. NOS. 2,389,024, 2,452,213  
AND OTHERS.

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

SER. NO. 76-244,516, FILED 4-23-2001.

LAVERNE THOMPSON, EXAMINING ATTORNEY

Int. Cl.: 18

Prior U.S. Cls.: 1, 2, 3, 22 and 41

Reg. No. 2,785,929

United States Patent and Trademark Office

Registered Nov. 25, 2003

**TRADEMARK  
PRINCIPAL REGISTER**

**TOMMY SPORT**

TOMMY HILFIGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
UNIVERSITY PLAZA BELLEVUE BUILDING  
262 CHAPMAN ROAD  
NEWARK, DE 19702

FOR: BOOK BAGS, BACKPACKS, HANDBAGS,  
WALLETS, TRI-FOLD BILLFOLDS, HIPFOLD BILL-  
FOLDS, CREDIT CARD CASES, CREDIT CARD  
MONEY FOLDS, TRAVEL KIT BAGS SOLD EMPTY,  
LUGGAGE, PURSES, COIN PURSES, COSMETIC  
BAGS SOLD EMPTY, TOTE BAGS, CARRY-ON  
TOTE BAGS, BRIEFCASES, TRAVEL BAGS, DUF-  
FEL BAGS, CLOTH SHOPPING BAGS, ALL PUR-  
POSE SPORT BAGS KEY-CASES, TIE CASES, AND

UMBRELLAS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND  
41).

FIRST USE 3-15-2001; IN COMMERCE 3-15-2001.

OWNER OF U.S. REG. NOS. 2,619,392, 2,668,186  
AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "SPORT", APART FROM THE  
MARK AS SHOWN.

SER. NO. 76-464,264, FILED 11-4-2002.

HENRY S. ZAK, EXAMINING ATTORNEY

**Int. Cl.: 14**

**Prior U.S. Cls.: 2, 27, 28 and 50**

**Reg. No. 2,617,339**

**United States Patent and Trademark Office**

**Registered Sep. 10, 2002**

**TRADEMARK  
PRINCIPAL REGISTER**

**TOMMY HILFIGER**

TOMMY HILFIGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
UNIVERSITY PLAZA, BELLEVUE BUILDING  
262 CHAPMAN RD., SUITE 103A  
NEWARK, DE 19702

FOR: WATCHES, IN CLASS 14 (U.S. CLS. 2, 27, 28  
AND 50).

FIRST USE 3-0-2001; IN COMMERCE 3-0-2001.

OWNER OF U.S. REG. NOS. 1,398,612, 2,352,800  
AND OTHERS.

THE NAME SHOWN IN THE MARK IDENTIFIES  
A LIVING INDIVIDUAL WHOSE CONSENT IS EN-  
CLOSED HEREWITH.

SER. NO. 76-226,494, FILED 3-19-2001.

TONYE EPPS, EXAMINING ATTORNEY



Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51, and 52

**United States Patent and Trademark Office**

Reg. No. 1,978,987  
Registered June 4, 1996

**TRADEMARK  
PRINCIPAL REGISTER**

**TOMMY HILFIGER**

TOMMY HILFIGER, INC. (NEW JERSEY CORPORATION)  
25 WEST 39TH STREET  
NEW YORK, NY 10018

OWNER OF U.S. REG. NOS. 1,396,905 AND  
1,398,612.

"TOMMY HILFIGER" IS A LIVING INDIVIDUAL WHOSE CONSENT IS OF RECORD.

FOR: COLOGNE, IN CLASS 3 (U.S. CLS. 1, 4,  
6, 50, 51 AND 52).

SN 74-802,729, FILED 1-30-1991.

FIRST USE 4-17-1995; IN COMMERCE  
4-17-1995.

EDWARD NELSON, EXAMINING ATTORNEY

Int. Cls.: 3, 18, and 25

Prior U.S. Cls.: 1, 2, 3, 4, 6, 22, 39, 41, 50, 51, and 52

**United States Patent and Trademark Office** Reg. No. 1,995,802  
Registered Aug. 20, 1996

**TRADEMARK  
PRINCIPAL REGISTER**

**TOMMY HILFIGER**

TOMMY HILFIGER, INC. (NEW JERSEY CORPORATION)  
25 WEST 39TH STREET  
NEW YORK, NY 10018

FOR: DEODORANTS AND SOAPS FOR PERSONAL USE, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 12-0-1995; IN COMMERCE 12-0-1995.

FOR: ARTICLES OF LEATHER AND IMITATION LEATHER, NAMELY, WALLETS, CREDIT CARD CASES, BILLFOLDS, UMBRELLAS AND TRAVELLING BAGS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 11-0-1994; IN COMMERCE 11-0-1994.

FOR: BATHROBES, TUXEDOS, PAJAMAS, UNDERPANTS AND UNDERSHIRTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 6-0-1994; IN COMMERCE 6-0-1994.

OWNER OF U.S. REG. NOS. 1,396,905 AND 1,398,612.

"TOMMY HILFIGER" IS A LIVING INDIVIDUAL WHOSE CONSENT IS OF RECORD.

SN 74-134,713, FILED 1-30-1991.

EDWARD NELSON, EXAMINING ATTORNEY

*of Patents and  
egistration, unless  
ars, the registrant  
howing that said  
is due to special  
o any intention to  
ist accompany the*

Int. Cl.: 25

Prior U.S. Cl.: 39

**United States Patent and Trademark Office** **Reg. No. 1,398,612**  
Registered June 24, 1986

**TRADEMARK  
PRINCIPAL REGISTER**

**TOMMY HILFIGER**

TOMMY HILFIGER, INC. (NEW JERSEY COR-  
PORATION)  
172 BOONTON AVENUE  
KINNELON, NJ 07405

FOR: CLOTHING FOR MEN AND WOMEN:  
NAMELY, SHIRTS, PANTS, JACKETS, SWEAT-  
ERS, SHORTS, BELTS, VESTS, SPORT JACK-

ETS, COATS, RAIN COATS, PARKAS, IN  
CLASS 25 (U.S. CL. 39).  
FIRST USE 7-0-1982; IN COMMERCE  
7-0-1982.

SER. NO. 566,804, FILED 11-4-1985.

ERIC WACHSPRESS, EXAMINING ATTORNEY

Int. Cls.: 25 and 42

Prior U.S. Cls.: 39 and 101

United States Patent and Trademark Office

Reg. No. 1,738,410

Registered Dec. 8, 1992

TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER

TOMMY HILFIGER

TOMMY HILFIGER, INC. (NEW JERSEY COR-  
PORATION)  
25 WEST 39TH STREET  
NEW YORK, NY 10018

FOR: CLOTHING FOR MEN AND BOYS;  
NAMELY, SHIRTS, SWEATERS, PANTS,  
SWEATSHIRTS, SHORTS, SPORT JACKETS,  
RAINCOATS, PARKAS, OVERCOATS, BATH-  
ING SUITS, VESTS, TURTLENECKS, IN CLASS  
25 (U.S. CL. 39).

FIRST USE 7-0-1982; IN COMMERCE  
7-0-1982.

FOR: RETAIL CLOTHING STORE SERV-  
ICES, IN CLASS 42 (U.S. CL. 101).

FIRST USE 8-0-1985; IN COMMERCE  
8-0-1985.

OWNER OF U.S. REG. NOS. 1,396,905 AND  
1,398,612.

THE NAME "TOMMY HILFIGER" IDENTI-  
FIES A PARTICULAR LIVING INDIVIDUAL  
WHOSE CONSENT IS OF RECORD.

SER. NO. 74-181,688, FILED 7-2-1991.

EDWARD NELSON, EXAMINING ATTORNEY



Int. Cl.: 25

Prior U.S. Cl.: 39

**United States Patent and Trademark Office**

Reg. No. 1,833,391

Registered Apr. 26, 1994

**TRADEMARK  
PRINCIPAL REGISTER**

**TOMMY HILFIGER**

TOMMY HILFIGER, INC. (NEW JERSEY CORPORATION)  
25 WEST 39TH STREET  
NEW YORK, NY 10018

FOR: TIES, SOCKS, SUSPENDERS, HATS,  
CAPS, SUITS AND BLAZERS, IN CLASS 25  
(U.S. CL. 39).  
FIRST USE 7-25-1993; IN COMMERCE  
7-25-1993.

OWNER OF U.S. REG. NOS. 1,396,905 AND  
1,398,612.

"TOMMY HILFIGER" IS A LIVING INDIVIDUAL  
WHOSE CONSENT IS OF RECORD.

SN 74-801,526, FILED 1-30-1991.

EDWARD NELSON, EXAMINING ATTORNEY

Int. Cls.: 14 and 25

Prior U.S. Cls.: 2, 22, 27, 28, 39, and 50

Reg. No. 2,162,940

**United States Patent and Trademark Office**

Registered June 2, 1998

**TRADEMARK  
PRINCIPAL REGISTER**

**TOMMY HILFIGER**

TOMMY HILFIGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
913 N. MARKET STREET  
WILMINGTON, DE 19801

FOR: JEWELRY MADE OF PRECIOUS AND  
NON-PRECIOUS METALS AND STONES,  
NAMESLY, CUFF-LINKS, AND BRACELETS, IN  
CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FIRST USE 11-16-1997; IN COMMERCE  
11-16-1997.

FOR: FOOTWEAR, NAMESLY, SHOES,  
BOOTS, SNEAKERS, SANDALS AND SLIP-  
PERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 1-15-1997; IN COMMERCE  
1-15-1997.

OWNER OF U.S. REG. NOS. 1,173,410,  
1,995,802, AND OTHERS.

"TOMMY HILFIGER" IS A LIVING INDI-  
VIDUAL WHOSE CONSENT TO THE REGIS-  
TRATION OF HIS NAME IS OF RECORD.

SN 75-977,194, FILED 9-6-1996.

EDWARD NELSON, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 2,103,148

United States Patent and Trademark Office

Registered Oct. 7, 1997

**TRADEMARK  
PRINCIPAL REGISTER**

**TOMMY HILFIGER**

TOMMY HILFIGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
913 N. MARKET STREET  
WILMINGTON, DE 19801

FIRST USE 7-0-1996; IN COMMERCE  
7-0-1996.

OWNER OF U.S. REG. NOS. 1,398,612, 1,995,802  
AND OTHERS.

TOMMY HILFIGER IS A LIVING INDIVID-  
UAL WHOSE CONSENT TO THE REGISTRA-  
TION OF HIS NAME IS OF RECORD.

FOR: EYEWEAR, NAMELY, EYEGLASSES,  
SUNGLASSES AND EYEGLASS FRAMES AND  
LENSES AND EYEWEAR ACCESSORIES,  
NAMELY, CASES AND HOLDERS, IN CLASS  
9 (U.S. CLS. 21, 23, 26, 36 AND 38).

SER. NO. 75-161,743, FILED 9-6-1996.

EDWARD NELSON, EXAMINING ATTORNEY

Int. Cls.: 21 and 24

Prior U.S. Cls.: 2, 13, 23, 29, 30, 33, 40, 42, and 50

Reg. No. 2,239,844

**United States Patent and Trademark Office**

Registered Apr. 13, 1999

**TRADEMARK  
PRINCIPAL REGISTER**

**TOMMY HILFIGER**

TOMMY HILFIGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
913 N. MARKET STREET  
WILMINGTON, DE 19801

FOR: HOUSEHOLD UTENSILS, NAMELY,  
SPONGES, BRUSHES, COMBS, IN CLASS 21  
(U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 9-1-1998; IN COMMERCE  
9-1-1998.

FOR: BED AND TABLE COVERS, NAMELY,  
FITTED SHEETS, NON-FITTED SHEETS, PIL-  
LOWCASES, SHAMS, BED SPREADS, DUST

RUFFLES, TOWELS, WASH CLOTHS AND  
CURTAINS, IN CLASS 24 (U.S. CLS. 42 AND 50).  
FIRST USE 9-1-1998; IN COMMERCE  
9-1-1998.

OWNER OF U.S. REG. NOS. 1,173,410,  
1,995,802, AND OTHERS.

"TOMMY HILFIGER" IS A LIVING INDI-  
VIDUAL WHOSE CONSENT TO THE REGIS-  
TRATION OF HIS NAME IS OF RECORD.

SN 75-978,068, FILED 9-6-1996.

EDWARD NELSON, EXAMINING ATTORNEY



Int. Cls.: 20, 21, 24, and 27

Prior U.S. Cls.: 2, 13, 19, 20, 22, 23, 25, 29, 30, 32,  
33, 37, 40, 42, and 50

Reg. No. 2,275,051

**United States Patent and Trademark Office**

Registered Aug. 31, 1999

**TRADEMARK  
PRINCIPAL REGISTER**

**TOMMY HILFIGER**

TOMMY HILFIGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
913 N. MARKET STREET  
WILMINGTON, DE 19801

FOR: PILLOWS, IN CLASS 20 (U.S. CLS. 2, 13,  
22, 25, 32 AND 50).

FIRST USE 3-1-1998; IN COMMERCE  
3-1-1998.

FOR: SOAP HOLDERS, SOAP DISHES, SOAP  
DISPENSERS, TRASH CANS, IN CLASS 21 (U.S.  
CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 3-1-1998; IN COMMERCE  
3-1-1998.

FOR: BED ACCESSORIES, NAMELY, BED  
SPREADS, BED BLANKETS, COMFORTERS,  
QUILTS, BED CANOPIES, DUST RUFFLES,  
DUVET COVERS, FITTED AND NON-FITTED  
SHEETS, PILLOW CASES; TEXTILE BATH  
MATS, TERRY-CLOTH BATH MATS, BATH

LINENS, SHOWER CURTAINS, TOWELS;  
COTTON FABRIC, UPHOLSTERY AND CUR-  
TAIN FABRICS, FABRIC CASCADES , IN  
CLASS 24 (U.S. CLS. 42 AND 50).

FIRST USE 3-1-1998; IN COMMERCE  
3-1-1998.

FOR: RUGS, IN CLASS 27 (U.S. CLS. 19, 20, 37,  
42 AND 50).

FIRST USE 3-1-1997; IN COMMERCE  
3-1-1997.

OWNER OF U.S. REG. NOS. 195,802 AND  
1,398,612.

THE NAME "TOMMY HILFIGER" SHOWN  
IN THE MARK IDENTIFIES A PARTICULAR  
LIVING INDIVIDUAL.

SN 75-978,447, FILED 9-30-1997.

GERALD C. SEEGARS, EXAMINING ATTOR-  
NEY

Int. Cls.: 21 and 24

Prior U.S. Cls.: 2, 13, 23, 29, 30, 33, 40, 42, and  
50

**United States Patent and Trademark Office**

Reg. No. 2,352,800

Registered May 23, 2000

**TRADEMARK  
PRINCIPAL REGISTER**

**TOMMY HILFIGER**

TOMMY HILFIGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
913 N. MARKET STREET  
WILMINGTON, DE 19801

FOR: PLASTIC CUPS, IN CLASS 21 (U.S. CLS.  
2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 5-1-1999; IN COMMERCE 5-1-1999.

FOR: BED ACCESSORIES, NAMELY, SWAGS, IN  
CLASS 24 (U.S. CLS. 42 AND 50).

FIRST USE 5-1-1998; IN COMMERCE 5-1-1998.  
OWNER OF U.S. REG. NOS. 195,802 AND  
1,398,612.

THE NAME "TOMMY HILFIGER" SHOWN IN  
THE MARK IDENTIFIES A PARTICULAR LIVING  
INDIVIDUAL.

SN 75-979,207, FILED 9-30-1997.

GERALD C. SEEGARS, EXAMINING ATTORNEY

**Int. Cl.: 20**

**Prior U.S. Cls.: 2, 13, 22, 25, 32 and 50**

**United States Patent and Trademark Office**

**Reg. No. 2,351,825**

**Registered May 23, 2000**

**TRADEMARK  
PRINCIPAL REGISTER**

**TOMMY HILFIGER**

TOMMY HILFIGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
913 N. MARKET STREET  
WILMINGTON, DE 19801

FOR: KEY LANYARDS, IN CLASS 20 (U.S. CLS.  
2, 13, 22, 25, 32 AND 50).  
FIRST USE 1-1-1999; IN COMMERCE 1-1-1999.

OWNER OF U.S. REG. NOS. 1,833,391, 2,162,940  
AND OTHERS.

THE NAME IN THE MARK IDENTIFIES A LIVING  
INDIVIDUAL WHOSE CONSENT IS OF RECORD.

SER. NO. 75-739,290, FILED 6-29-1999.

LAVERNE THOMPSON, EXAMINING ATTORNEY

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

**United States Patent and Trademark Office**

Reg. No. 2,286,255

Registered Oct. 12, 1999

**SERVICE MARK  
PRINCIPAL REGISTER**

**TOMMY HILFIGER**

TOMMY HILFIGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
913 N. MARKET STREET  
WILMINGTON, DE 19801

FOR: PROVIDING INFORMATION IN THE  
FIELD OF FASHION, LIFESTYLES AND  
OTHER TOPICS OF GENERAL INTEREST BY  
MEANS OF A GLOBAL COMPUTER NET-  
WORK, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 4-19-1999; IN COMMERCE  
4-19-1999.

OWNER OF U.S. REG. NOS. 1,398,612,  
1,995,802, AND OTHERS.

"TOMMY HILFIGER" IS THE NAME OF A  
LIVING INDIVIDUAL. A WRITTEN CONSENT  
FROM MR. HILFIGER ACCOMPANIES THIS  
APPLICATION.

SN 75-351,497, FILED 9-4-1997.

GERALD C. SEEGARS, EXAMINING ATTOR-  
NEY

Int. Cls.: 14 and 20

Prior U.S. Cls.: 2, 13, 22, 25, 27, 28, 32, and 50

United States Patent and Trademark Office

Reg. No. 2,485,457  
Registered Sep. 4, 2001

**TRADEMARK  
PRINCIPAL REGISTER**

**TOMMY HILFIGER**

TOMMY HILFIGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
913 N. MARKET STREET  
WILMINGTON, DE 19801

FOR: JEWELRY, NAMELY, NECKLACES, BROO-  
CHES, RINGS AND CLOCKS, IN CLASS 14 (U.S. CLS.  
2, 27, 28 AND 50).

FIRST USE 6-0-2000; IN COMMERCE 6-0-2000.

FOR: PILLOWS, IN CLASS 20 (U.S. CLS. 2, 13, 22, 25,  
32 AND 50).

FIRST USE 6-0-1998; IN COMMERCE 6-0-1998.

OWNER OF U.S. REG. NOS. 1,173,410, 1,995,802,  
AND OTHERS.

"TOMMY HILFIGER" IS A LIVING INDIVIDUAL  
WHOSE CONSENT TO THE REGISTRATION OF HIS  
NAME IS OF RECORD.

SN 75-161,742, FILED 9-6-1996.

EDWARD NELSON, EXAMINING ATTORNEY

Int. Cl.: 25

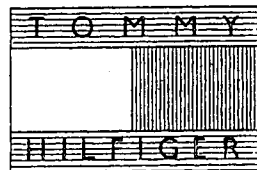
Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,575,670

Registered June 4, 2002

TRADEMARK  
PRINCIPAL REGISTER



TOMMY HILFINGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
913 N. MARKET STREET  
WILMINGTON, DE 1980

FOR: FULL LINE OF APPAREL, FOOTWEAR  
AND HEADWEAR, IN CLASS 25 (U.S. CLS. 22 AND  
39).

FIRST USE 1-1-1985; IN COMMERCE 1-1-1985.

OWNER OF U.S. REG. NOS. 1,460,988, 2,381,662  
AND OTHERS.

THE APPLICANT CLAIMS THE COLOR RED  
AND BLUE FOR THE MARK AND ENCLOSES A  
COLOR PRINT OF THE MARK, AS WELL AS A  
DRAWING PAGE WITH THE MARK LINED FOR  
COLOR.

THE NAME SHOWN IN THE MARK IDENTIFIES  
A LIVING INDIVIDUAL WHOSE CONSENT IS EN-  
CLOSED HERewith.

SER. NO. 76-175.693, FILED 12-5-2000.

TONYE EPPS, EXAMINING ATTORNEY

Int. Cl.: 18

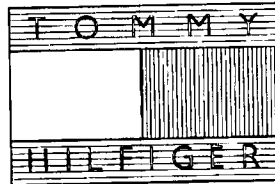
Prior U.S. Cls.: 1, 2, 3, 22 and 41

United States Patent and Trademark Office

Reg. No. 2,648,299

Registered Nov. 12, 2002

TRADEMARK  
PRINCIPAL REGISTER



TOMMY HILFIGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
UNIVERSITY PLAZA, BELLEVUE BUILDING  
262 CHAPMAN ROAD, SUITE 103 A  
NEWARK, DE 19702

FOR: LUGGAGE; ALL-PURPOSE SPORT BAGS;  
ATHLETE BAGS; DUFFEL BAGS; BOOK BAGS;  
BACKPACKS; HANDBAGS; CLOTH SHOPPING  
BAGS; TOTE BAGS; TRAVEL KIT BAGS SOLD  
EMPTY; BRIEFCASES; WALLETS; PURSES; AND  
COSMETIC CASES SOLD EMPTY, IN CLASS 18 (U.S.  
CLS. 1, 2, 3, 22 AND 41).

FIRST USE 6-1-1998; IN COMMERCE 6-1-1998.

OWNER OF U.S. REG. NOS. 1,460,988, 2,381,662  
AND OTHERS.

THE DRAWING IS LINED FOR THE COLOR(S)  
RED AND BLUE.

THE NAME "TOMMY HILFIGER" IDENTIFIES A  
LIVING INDIVIDUAL WHOSE CONSENT IS OF  
RECORD.

SER. NO. 76-175,696, FILED 12-5-2000.

DARRYL SPRUILL, EXAMINING ATTORNEY

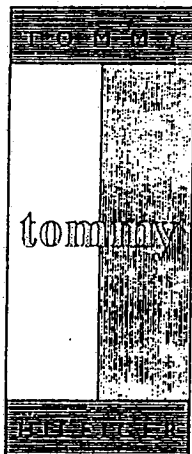
Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51, and 52

Reg. No. 2,025,974

United States Patent and Trademark Office Registered Dec. 24, 1996

TRADEMARK  
PRINCIPAL REGISTER



TOMMY HILFIGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
913 N. MARKET STREET  
WILMINGTON, DE 19801

FOR: COSMETICS, NAMELY, COLOGNE,  
COLOGNE SPRAY, AFTER-SHAVE LOTION  
AND AFTER-SHAVING BALMS, AND SOAPS  
FOR PERSONAL USE, IN CLASS 3 (U.S. CLS. 1,  
4, 6, 50, 51 AND 52).

FIRST USE 5-0-1995; IN COMMERCE  
5-0-1995.

OWNER OF U.S. REG. NOS. 1,398,612,  
1,738,410, AND 1,833,391.

THE MARK IS LINED FOR THE COLORS  
RED, BLUE AND SILVER.

"TOMMY HILFIGER" IS A LIVING INDI-  
VIDUAL WHOSE CONSENT IS OF RECORD.

SN 74-631,867, FILED 2-9-1995.

JEFFREY MARTIN, EXAMINING ATTORNEY



Int. Cl.: 3

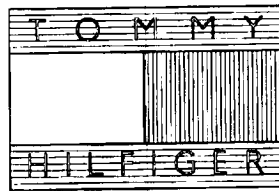
Prior U.S. Cls.: 1, 4, 6, 50, 51 and 52

United States Patent and Trademark Office

Reg. No. 2,634,237

Registered Oct. 15, 2002

TRADEMARK  
PRINCIPAL REGISTER



TOMMY HILFINGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
UNIVERSITY PLAZA - BELLEVUE BLDG.  
262 CHAPMAN RD, STE 103 A  
NEWARK, DE 19702

FOR: FULL LINE OF SKIN, NAIL AND NON-  
MEDICATED HAIR CARE PREPARATIONS; A  
FULL LINE OF MAKEUP, COSMETICS AND SKIN  
CARE PRODUCTS, NAMELY A FULL LINE OF  
TOILETRIES; SOAPS; DENTIFRICES; ROOM FRA-  
GRANCES AND SPRAYS; POTPOURRI; FRA-  
GRANCED SPRAYS; POTPOURRI; FRAGRANCED  
BEADS FOR USE IN THE HOME; AND SCENTED

SPRAYS TO BE APPLIED TO LINEN, IN CLASS 3  
(U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 6-1-1994; IN COMMERCE 6-1-1994.

OWNER OF U.S. REG. NOS. 1,460,988, 2,381,662  
AND OTHERS.

THE DRAWING IS LINED FOR THE COLORS  
RED AND BLUE.

SER. NO. 76-175,694, FILED 12-5-2000.

DARRYL SPRUILL, EXAMINING ATTORNEY

Int. Cl.: 9

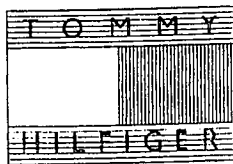
Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 2,522,274

United States Patent and Trademark Office

Registered Dec. 25, 2001

TRADEMARK  
PRINCIPAL REGISTER



TOMMY HILFINGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
913 N MARKET STREET  
WILMINGTON, DE 19801

OWNER OF U.S. REG. NOS. 1,460,988 AND  
2,381,662.

FOR: FULL LINE OF EYEWEAR, NAMELY EYE-  
GLASSES, SUNGLASSES, AND ACCESSORIES  
USED THEREFORE, IN CLASS 9 (U.S. CLS. 21, 23,  
26, 36 AND 38).

THE DRAWING IS LINED FOR THE COLORS  
RED AND BLUE.

SER. NO. 76-175,695, FILED 12-5-2000.

FIRST USE 7-0-1996; IN COMMERCE 7-0-1996.

TONYE EPPS, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

Reg. No. 2,941,277

**United States Patent and Trademark Office**

Registered Apr. 19, 2005

**TRADEMARK  
PRINCIPAL REGISTER**

**TOMMY HILFIGER WOMAN**

TOMMY HILFIGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
UNIVERSITY PLAZA, BELLEVUE BUILDING  
STE. 103-A, 262 CHAPMAN ROAD  
NEWARK, DE 19702

FOR: WOMEN'S CLOTHING, NAMELY, ANOR-  
AKS; BLAZERS; COATS; PARKAS; RAINCOATS;  
JACKETS; JERSEYS; JUMPERS; PANTS; SHIRTS;  
BLOUSES; KNIT TOPS; WOVEN TOPS; HALTER  
TOPS; GOLF SHIRTS; SWEATERS; T-SHIRTS; TANK  
TOPS; TURTLENECKS; SKIRTS; SHORTS; MINIS-  
KIRTS; DRESSES; GOWNS; SLACKS; JEANS; TROU-  
SERS; SWEAT SHIRTS; SWEAT PANTS; WARM-UP  
SUITS; SWIMWEAR; BIKINIS; OVERALLS;  
GLOVES; SCARVES; HOSIERY; SOCKS; LEGGINGS;  
SLEEPWEAR; PAJAMAS; NIGHTGOWNS; ROBES;  
LINGERIE; BRAS; PANTIES; BRIEFS; SHAPEWEAR  
AND SUPPORT FOUNDATION GARMENTS,  
NAMELY, GIRDLES, SLIPS AND CAMISOLES;

HATS; CAPS; VISORS; SHOES; BOOTS; SANDALS;  
SNEAKERS; AND SLIPPERS, IN CLASS 25 (U.S. CLS.  
22 AND 39).

FIRST USE 7-31-2001; IN COMMERCE 7-31-2001.

OWNER OF U.S. REG. NOS. 1,398,612, 1,995,802  
AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "WOMAN", APART FROM THE  
MARK AS SHOWN.

THE NAME TOMMY HILFIGER IN THE MARK  
REPRESENTS A LIVING INDIVIDUAL.

SER. NO. 76-558,403, FILED 10-27-2003.

JULIE WATSON, EXAMINING ATTORNEY

**Int. Cl.: 25**

**Prior U.S. Cl.: 39**

**United States Patent and Trademark Office**

**Reg. No. 1,173,426**

**Registered Oct. 13, 1981**

**TRADEMARK**  
**Principal Register**

**TOMMY HILL**

Shaad Enterprises, Ltd. (New York corporation)  
900 Broadway  
New York, N.Y. 10003

For: MEN'S WEARING APPAREL—NAME-  
LY, SPORTS SHIRTS AND DRESS SHIRTS,  
WOMEN'S SPORTSWEAR—NAMELY, SHIRTS  
AND BLOUSES, in CLASS 25 (U.S. Cl. 39).

First use Feb. 27, 1980; in commerce Feb. 27,  
1980.

"Tommy Hill" is a fictitious name and not the  
name of any living individual.

Ser. No. 260,455, filed May 1, 1980.

DAVID C. REIHNER, Primary Examiner

Int. Cl.: 25



Prior U.S. Cl.: 39

Reg. No. 1,812,970

**United States Patent and Trademark Office** Registered Dec. 21, 1993

**TRADEMARK  
PRINCIPAL REGISTER**

**TOMMY JEANS**

TOMMY HILFIGER, INC. (NEW JERSEY CORPORATION)  
25 WEST 39TH STREET  
NEW YORK, NY 10018

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "JEANS", APART FROM THE  
MARK AS SHOWN.

FOR: PANTS, IN CLASS 25 (U.S. CL. 39).  
FIRST USE 7-15-1991; IN COMMERCE  
7-15-1991.

SN 74-137,316, FILED 2-7-1991.

MICHAEL HICKS, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

Reg. No. 2,407,566

**United States Patent and Trademark Office**

Registered Nov. 28, 2000

**TRADEMARK  
PRINCIPAL REGISTER**

**TOMMY JEANS**

TOMMY HILFIGER LICENSING, INC. (DELAWARE  
CORPORATION)  
913 N. MARKET STREET  
WILMINGTON, DE 19801

FOR: CLOTHING FOR MEN, WOMEN AND CHILDREN, NAMELY, T-SHIRTS, SWEATSHIRTS, SWEATERS, SHIRTS, ANORAKS, JACKETS, COATS, JEANS, SHORTS, OVERALLS, HATS, AND CAPS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 12-0-1995; IN COMMERCE 12-0-1995.  
OWNER OF U.S. REG. NOS. 1,173,410, 1,995,802  
AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT  
TO USE "JEANS", APART FROM THE MARK AS  
SHOWN.

SER. NO. 75-378,962, FILED 10-24-1997.

DAVID H. STINE, EXAMINING ATTORNEY

**Int. Cl.: 3**

**Prior U.S. Cls.: 1, 4, 6, 50, 51, and 52**

**United States Patent and Trademark Office**

**Reg. No. 2,877,920**

**Registered Aug. 24, 2004**

**TRADEMARK  
PRINCIPAL REGISTER**

**TOMMY JEANS**

TOMMY HILFIGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
UNIVERSITY PLAZA, BELLEVUE BUILDING  
262 CHAPMAN ROAD, STE. 103-A  
NEWARK, DE 19702

FOR: COLOGNE; PERFUME; EAU DE TOILETTE;  
FRAGRANCES FOR PERSONAL USE; BODY  
CREAMS; SOAPS FOR PERSONAL USE; SHOWER  
GELS; SKIN CLEANSING CREAM; SKIN AND  
BODY LOTIONS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50,  
51 AND 52).

FIRST USE 9-30-2003; IN COMMERCE 9-30-2003.

OWNER OF U.S. REG. NOS. 1,812,970 AND  
2,407,566.

SN 76-495,732, FILED 3-3-2003.

DAVID ELTON, EXAMINING ATTORNEY

**Int. Cl.: 42**

**Prior U.S. Cls.: 100 and 101**

**Reg. No. 2,341,325**

**United States Patent and Trademark Office**

**Registered Apr. 11, 2000**

**SERVICE MARK  
PRINCIPAL REGISTER**

**TOMMYHILFIGER.COM**

**TOMMY HILFIGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
913 N. MARKET STREET  
WILMINGTON, DE 19801**

**FIRST USE 4-19-1999; IN COMMERCE  
4-19-1999.**

**OWNER OF U.S. REG. NOS. 1,833,391, 2,162,940  
AND OTHERS.**

**FOR: PROVIDING INFORMATION IN THE  
FIELD OF FASHION, LIFESTYLES AND  
OTHER TOPICS OF GENERAL INTEREST BY  
MEANS OF A GLOBAL COMPUTER NET-  
WORK , IN CLASS 42 (U.S. CLS. 100 AND 101).**

**SER. NO. 75-734,583, FILED 6-23-1999.**

**GERALD C. SEEGARS, EXAMINING ATTOR-  
NEY**



Int. Cl.: 35

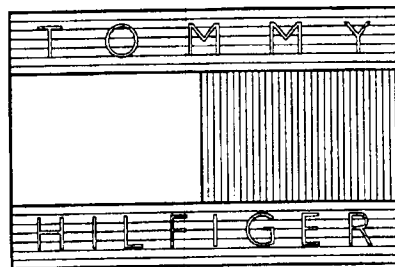
Prior U.S. Cls.: 100, 101, and 102

Reg. No. 3,015,837

United States Patent and Trademark Office

Registered Nov. 15, 2005

**SERVICE MARK  
PRINCIPAL REGISTER**



TOMMY HILFIGER LICENSING, INC. (DELA-  
WARE CORPORATION)  
UNIVERSITY PLAZA, BELLEVUE BUILDING  
262 CHAPMAN ROAD, SUITE 103 A  
NEWARK, DE 19702

FOR: COMPUTERIZED ON-LINE RETAIL STORE  
SERVICES IN THE FIELDS OF APPAREL, ACCES-  
SED BY A GLOBAL COMPUTER NETWORK , IN  
CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 8-29-2005; IN COMMERCE 8-29-2005.

OWNER OF U.S. REG. NOS. 1,460,988 AND  
2,381,662.

THE DRAWING IS LINED FOR THE COLORS  
RED AND BLUE AND APPLICANT CLAIMS THE  
COLORS AS A FEATURE OF THE MARK.

THE NAME SHOWN IN THE MARK IDENTIFIES  
A LIVING INDIVIDUAL WHOSE CONSENT IS EN-  
CLOSED HEREWITH.

SN 76-167,488, FILED 11-17-2000.

DARRYL SPRUILL, EXAMINING ATTORNEY

Int. Cls.: 16 and 24

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 42 and 50

Reg. No. 3,019,274

United States Patent and Trademark Office

Registered Nov. 29, 2005

**TRADEMARK  
PRINCIPAL REGISTER**

**TOMMY HILFIGER**

TOMMY HILFIGER LICENSING, INC. (DELAWARE CORPORATION)  
UNIVERSITY PLAZA, BELLEVUE BUILDING  
262 CHAPMAN ROAD, STE. 103-A  
NEWARK, DE 19702

FOR: PUBLICATIONS AND PRINTED MATTER NAMELY, TAGS AND LABELS MADE OF PAPER; PERSONAL ORGANIZERS AND PLANNERS; ADDRESS BOOKS; AGENDAS; PHOTO ALBUMS AND FRAMES; CALENDARS; STATIONERY; DESK ACCESSORIES COMPRISING PENCIL HOLDERS, PENCIL CASES, ERASERS, PENCILS AND PENS, PENCIL SHARPENERS; PAPER FOLDERS/PORTFOLIOS; BOOK MARKS; POSTCARDS; STICKERS; GIFT WRAPPING PAPER; GIFT BOXES MADE OF CARDBOARD; TISSUE PAPER FOR PACKAGING; SHOPPING BAGS MADE OF PAPER; AND CATALOGS AND NEWSLETTER IN THE FIELDS OF FASHION, LIFESTYLES AND OTHER TOPICS OF GENERAL INTEREST NAMELY CULTURE, SPORTS, MODELING, COSMETICS, MUSIC AND ENTERTAINMENT; MOUNTED AND UNMOUNTED PHOTOGRAPHS AND POSTERS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 7-31-1982; IN COMMERCE 7-31-1982.

FOR: BED AND BATH LINEN INCLUDING; BED COVERS, EIDERDOWNS, DUVETS, DUVET COVERS, BED BLANKETS, BED SHEETS, BED QUILTS, DUST RUFFLES AND PILLOW CASES, PILLOW SHAMS, MATTRESS COVERS; COVERS FOR TOILET SEATS, TOWELS, FACE CLOTHS, TABLE COVERS, TABLE CLOTHS, TABLE NAPKINS, PLACE MATS, CURTAINS, AND DRAPERIES, ALL MADE OF TEXTILE MATERIALS OR OF PLASTICS, TEXTILE PIECE GOODS AND CLOTH LABELS, IN CLASS 24 (U.S. CLS. 42 AND 50).

FIRST USE 7-31-1982; IN COMMERCE 7-31-1982.

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

OWNER OF U.S. REG. NOS. 1,738,410, 2,575,670 AND OTHERS.

THE NAME TOMMY HILFIGER IDENTIFIES A LIVING INDIVIDUAL WHOSE CONSENT IS OF RECORD.

SER. NO. 76-594,314, FILED 5-24-2004.

MONIQUE MILLER, EXAMINING ATTORNEY

Int. Cls.: 16 and 24

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 42 and 50

United States Patent and Trademark Office

Reg. No. 3,019,273

Registered Nov. 29, 2005

TRADEMARK  
PRINCIPAL REGISTER



TOMMY HILFIGER LICENSING, INC. (DELAWARE CORPORATION)  
UNIVERSITY PLAZA, BELLEVUE BUILDING  
262 CHAPMAN ROAD, STE. 103-A  
NEWARK, DE 19702

FOR: PUBLICATIONS AND PRINTED MATTER NAMELY, TAGS AND LABELS MADE OF PAPER; PERSONAL ORGANIZERS AND PLANNERS; ADDRESS BOOKS; AGENDAS; PHOTO ALBUMS, CALENDARS; STATIONERY; DESK ACCESSORIES COMPRISING PENCIL HOLDERS, PENCIL CASES, ERASERS, PENCILS AND PENS, PENCIL SHARPENERS; PAPER FOLDERS/PORTFOLIOS; BOOK MARKS; POSTCARDS; STICKERS; GIFT WRAPPING PAPER; GIFT BOXES MADE OF CARDBOARD; TISSUE PAPER FOR PACKAGING; SHOPPING BAGS MADE OF PAPER; AND CATALOGS AND NEWSLETTER IN THE FIELDS OF FASHION, LIFESTYLES AND OTHER TOPICS OF GENERAL INTEREST NAMELY CULTURE, SPORTS, MODELING, COSMETICS, MUSIC AND ENTERTAINMENT; MOUNTED AND UNMOUNTED PHOTOGRAPHS AND POSTERS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 7-31-1982; IN COMMERCE 7-31-1982.

FOR: BED AND BATH LINEN INCLUDING: BED COVERS, EIDERDOWNS, DUVETS, DUVET COVERS, BED BLANKETS, BED SHEETS, BED QUILTS, DUST RUFFLES AND PILLOW CASES, PILLOW

SHAMS, MATTRESS COVERS; COVERS FOR TOILET SEATS, TOWELS, FACE CLOTHS, TABLE COVERS, TABLE CLOTHS, TABLE NAPKINS, PLACE MATS, CURTAINS, AND DRAPERIES, ALL MADE OF TEXTILE MATERIALS OR OF PLASTICS, TEXTILE PIECE GOODS AND CLOTH LABELS, IN CLASS 24 (U.S. CLS. 42 AND 50).

FIRST USE 7-31-1982; IN COMMERCE 7-31-1982.

OWNER OF U.S. REG. NOS. 1,738,410, 2,575,670 AND OTHERS.

THE NAME TOMMY HILFIGER IDENTIFIES A LIVING INDIVIDUAL WHOSE CONSENT IS OF RECORD.

THE COLOR(S) RED, WHITE & BLUE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

THE MARK CONSISTS OF THE DESIGN ELEMENT WHICH IS A FLAG WITH BLUE BARS AT THE TOP AND BOTTOM, A RED BLOCK IN THE MIDDLE SECTION OF THE MARK TO THE RIGHT AND A WHITE BLOCK TO THE LEFT.

SER. NO. 76-594,313, FILED 5-24-2004.

MONIQUE MILLER, EXAMINING ATTORNEY

**EXHIBIT B**

Document Description: **Notice of Allowance**

Mail / Create Date: **14-Mar-2003**

**U.S. Patent and Trademark Office (PTO)  
NOTICE OF ALLOWANCE**

(NOTE: If any data on this notice is incorrect, please submit a written request for correction of the NOA to: Assistant Commissioner for Trademarks, Box ITU, 2900 Crystal Drive, Arlington, VA 22202-3513. Please include the serial number of your application on ALL correspondence with the PTO. 15 U.S.C. 1063(b)(2))

**ISSUE DATE OF NOA:** Mar 25, 2003

Steven R. Gursky  
1350 Broadway, 11th FL.  
New York, NY 10018

**\*\* IMPORTANT INFORMATION: 6 MONTH DEADLINE \*\***

To avoid ABANDONMENT of this application, either a "Statement of Use" (a.k.a. "Allegation of Use") or a "Request for Extension of Time to File a Statement of Use" (a.k.a. "Extension Request") and the appropriate fee(s) must be received in the PTO within six months of the issue date of this Notice of Allowance (NOA) for those goods and/or services based on intent to use. Failure to do so will result in the ABANDONMENT of this application.

Please note that both the "Statement of Use" and "Extension Request" have many legal requirements, including fees. These requirements are explained in the PTO booklet "Basic Facts About Trademarks", which can be obtained upon request at (703)308-9000. In addition, there are printed forms contained in this booklet (for "Statement of Use" and "Extension Requests") for your use.

**The following information should be reviewed for accuracy:**

SERIAL NUMBER: 76/125596  
MARK: TOMMY GEAR  
OWNER: Tommy Hilfiger Licensing, Inc.  
University Plaza, Bellevue Building  
262 Chapman Road, Suite 103 A  
Newark, DELAWARE 19702

This application has the following bases, but not necessarily for all listed goods/services:

Section 1(a): NO

Section 1(b): YES

Section 44(e): NO

**GOODS/SERVICES BY INTERNATIONAL CLASS**

025 - Housemark for a full line of apparel, footwear and headwear

ALL OF THE GOODS/SERVICES IN EACH CLASS ARE LISTED

**ADDITIONAL INFORMATION MAY BE PRESENT IN THE PTO RECORDS**

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*If you need help:*

- *Call the Trademark Assistance Center at 571.272.9250 for help on trademark matters.*
- *Send questions about USPTO programs to the USPTO Contact Center (UCC).*
- *If you have technical difficulties or problems with this application, please e-mail them to Electronic Business Support Electronic Applications or call 1 800-786-9199.*

Document Description: **Notice of Allowance**  
 Mail / Create Date: **09-Jan-2004**

**U.S. Patent and Trademark Office (USPTO)**  
**NOTICE OF ALLOWANCE**

NOTE: If any data on this notice is incorrect, please fax a request for correction to the Intent to Use Unit at 703-746-3400. Please include the serial number of your application on ALL correspondence with the USPTO.

**ISSUE DATE:** Jan 20, 2004

STEVEN R. GURSKY  
 GURSKY & EDERER  
 1350 BROADWAY  
 11TH FLOOR  
 NEW YORK, NY 10018

ATTORNEY  
 REFERENCE NUMBER

TH56 USA A41

**\*\* IMPORTANT INFORMATION: 6 MONTH DEADLINE \*\***

You filed the trademark application identified below based upon a bona fide intention to use the mark in commerce. You must use the mark in commerce and file a Statement of Use (a.k.a. Allegation of Use) before the USPTO will register the mark. You have six (6) MONTHS from the ISSUE DATE of this Notice of Allowance (NOA) to file either a Statement of Use, or if you are not yet using the mark in commerce, a Request for Extension of Time to File a Statement of use ("Extension Request"). If you file an extension request, you must continue to file a new request every six months until the Statement of Use is filed. Applicant may file a total of five (5) extension requests. **FAILURE TO FILE A REQUIRED DOCUMENT DURING THE APPROPRIATE TIME PERIOD WILL RESULT IN THE ABANDONMENT OF YOUR APPLICATION.**

Please note that both the "Statement of Use " and "Extension Request" have many legal requirements including fees. Therefore, we encourage use of the USPTO forms, available online at <http://www.uspto.gov/teas/index.html> (under "File a PRE-registration form"), to avoid the possible omission of important informaton. Please note that the Trademark Electronic Application System (TEAS) provides line-by-line help instructions for completing the Extension Request or Statement of Use forms online. If you do not have access to the Internet, you may call 1-800-786-9199 to request the printed form(s).

**The following information should be reviewed for accuracy:**

SERIAL NUMBER: 75/752765  
 MARK: TOMMY.COM  
 OWNER: Tommy Hilfiger Licensing, Inc.  
 913 N. Market Street  
 Wilmington , DELAWARE 19801

This application has the following bases, but not necessarily for all listed goods/services:

Section 1(a): NO

Section 1(b): YES

Section 44(e): NO

**GOODS/SERVICES BY INTERNATIONAL CLASS**

041 - Entertainment services in the nature of on going television and radio programs and live performances in the fields of fashion and

lifestyles

ALL OF THE GOODS/SERVICES IN EACH CLASS ARE LISTED

ADDITIONAL INFORMATION MAY BE PRESENT IN THE USPTO RECORDS

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*If you need help:*

- *Call the Trademark Assistance Center at 571.272.9250 for help on trademark matters.*
- *Send questions about USPTO programs to the [USPTO Contact Center \(UCC\)](#).*
- *If you have technical difficulties or problems with this application, please e-mail them to [Electronic Business Support Electronic Applications](#) or call 1 800-786-9199.*



Document Description: **Notice of Allowance**Mail / Create Date: **09-Jan-2004****U.S. Patent and Trademark Office (USPTO)****NOTICE OF ALLOWANCE**

NOTE: If any data on this notice is incorrect, please fax a request for correction to the Intent to Use Unit at 703-746-3400. Please include the serial number of your application on ALL correspondence with the USPTO.

ISSUE DATE: Jan 20, 2004

MARY L. GRIECO  
GURSKY & EDERER  
1350 BROADWAY, 11TH FLOOR  
NEW YORK, NY 10018

ATTORNEY  
REFERENCE NUMBER

TH56 USA A35

**\*\* IMPORTANT INFORMATION: 6 MONTH DEADLINE \*\***

You filed the trademark application identified below based upon a bona fide intention to use the mark in commerce. You must use the mark in commerce and file a Statement of Use (a.k.a. Allegation of Use) before the USPTO will register the mark. You have six (6) MONTHS from the ISSUE DATE of this Notice of Allowance (NOA) to file either a Statement of Use, or if you are not yet using the mark in commerce, a Request for Extension of Time to File a Statement of use ("Extension Request"). If you file an extension request, you must continue to file a new request every six months until the Statement of Use is filed. Applicant may file a total of five (5) extension requests. FAILURE TO FILE A REQUIRED DOCUMENT DURING THE APPROPRIATE TIME PERIOD WILL RESULT IN THE ABANDONMENT OF YOUR APPLICATION.

Please note that both the "Statement of Use " and "Extension Request" have many legal requirements including fees. Therefore, we encourage use of the USPTO forms, available online at <http://www.uspto.gov/teas/index.html> (under "File a PRE-registration form"), to avoid the possible omission of important informaton. Please note that the Trademark Electronic Application System (TEAS) provides line-by-line help instructions for completing the Extension Request or Statement of Use forms online. If you do not have access to the Internet, you may call 1-800-786-9199 to request the printed form(s).

**The following information should be reviewed for accuracy:**

SERIAL NUMBER: 75/752763  
MARK: TOMMY.COM  
OWNER: Tommy Hilfiger Licensing, Inc.  
913 N. Market Street  
Wilmington , DELAWARE 19801

This application has the following bases, but not necessarily for all listed goods/services:

Section 1(a): NO

Section 1(b): YES

Section 44(e): NO

**GOODS/SERVICES BY INTERNATIONAL CLASS**

035 - Computerized on-line retail store services in the fields of apparel, household accessories, cosmetics, eyewear, and related accessories; mail order catalog services featuring apparel, household accessories, cosmetics, eyewear, books, art pictures,

photos, cards, calendars, posters, prints, stickers and cartoon prints, and related accessories

ALL OF THE GOODS/SERVICES IN EACH CLASS ARE LISTED

ADDITIONAL INFORMATION MAY BE PRESENT IN THE USPTO RECORDS

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- *Send questions about USPTO programs to the [USPTO Contact Center \(UCC\)](#).*
- *If you have technical difficulties or problems with this application, please e-mail them to [Electronic Business Support Electronic Applications](#) or call 1 800-786-9199.*

**EXHIBIT C**

Document Description: **Trademark Application**

Mail / Create Date: **13-Dec-2004**

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You are currently on page 1 of 3



PTO Form 1478 (Rev 4/98)

OMB Control #0651-0009 (Exp. 06/30/2005)

## Trademark/Service Mark Application, Principal Register

**Serial Number: 78531780**

**Filing Date: 12/13/2004**

**The table below presents the data as entered.**

Input Field	Entered
<b>MARK SECTION</b>	
MARK	TOMMY HILFIGER
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	TOMMY HILFIGER
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
<b>OWNER SECTION</b>	
NAME	Tommy Hilfiger Licensing, Inc.
STREET	University Plaza Bellevue Building, 262 Chapman Road, Ste. 103-A
CITY	Newark
STATE	DE
ZIP/POSTAL CODE	19702
COUNTRY	United States
PHONE	212-548-1742
FAX	212-548-1958
EMAIL	nfischer@tommy-usa.com
AUTHORIZED EMAIL COMMUNICATION	Yes

**LEGAL ENTITY SECTION**

TYPE	CORPORATION
STATE/COUNTRY OF INCORPORATION	Delaware

**GOODS AND/OR SERVICES SECTION**

INTERNATIONAL CLASS	026
DESCRIPTION	Buttons, shirt buttons, rivet buttons, clothing buttons attached by clips, zipper pulls and zippers, snap fasteners, clothing hooks, eyes, slide fasteners, hang tags, clothing buckles, clasps, shoe buckles, belt buckles, cloth patches for repairing clothing, ornamental cloth patches, embroidered patches for clothing, trimmings for clothing, badges for wear not of precious metal and ornamental novelty badges, brooches not made of precious metal.
FILING BASIS	Section 1(a)
FIRST USE ANYWHERE DATE	07/31/1982
FIRST USE IN COMMERCE DATE	07/31/1982
SPECIMEN FILE NAME(S)	\\TICRS\EXPORT11\IMAGEOUT_11\785\317\78531780\xml1\ APP0003.JPG
SPECIMEN DESCRIPTION	DIGITAL IMAGE OF SNAP SHOWING THE TOMMY HILFIGER TRADEMARK.

**SIGNATURE SECTION**

SIGNATURE	/Jade H.J. Huang/
SIGNATORY NAME	Jade H.J. Huang
SIGNATORY DATE	12/13/2004
SIGNATORY POSITION	Attorney for Applicant

**PAYMENT SECTION**

NUMBER OF CLASSES	1
NUMBER OF CLASSES PAID	1
SUBTOTAL AMOUNT	335
TOTAL AMOUNT	335

**ATTORNEY**

NAME	Jade H.J. Huang
FIRM NAME	Tommy Hilfiger Licensing, Inc.

STREET	25 W. 39th Street
CITY	New York
STATE	NY
ZIP/POSTAL CODE	10018
COUNTRY	United States
PHONE	212-548-1724
FAX	212-548-1958
AUTHORIZED EMAIL COMMUNICATION	No
<b>CORRESPONDENCE SECTION</b>	
NAME	Jade H.J. Huang
FIRM NAME	Tommy Hilfiger Licensing, Inc.
STREET	25 W. 39th Street
CITY	New York
STATE	NY
ZIP/POSTAL CODE	10018
COUNTRY	United States
PHONE	212-548-1724
FAX	212-548-1958
AUTHORIZED EMAIL COMMUNICATION	No
<b>FILING INFORMATION</b>	
SUBMIT DATE	Mon Dec 13 18:09:30 EST 2004
TEAS STAMP	USPTO/BAS-423177147-20041 213180930557585-78531780- 200c8266e655243e2cdccf913 8bbf820df-DA-475-20041213 180520514858

PTO Form 1478 (Rev 4/98)  
OMB Control #0651-0009 (Exp. 06/30/2005)

## Trademark/Service Mark Application, Principal Register

**Serial Number: 78531780**

**Filing Date: 12/13/2004**

### To the Commissioner for Trademarks:

**MARK:** (Standard Characters, see mark)

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

The literal element of the mark consists of TOMMY HILFIGER.

The applicant, Tommy Hilfiger Licensing, Inc., a corporation of Delaware, residing at University Plaza Bellevue Building, 262 Chapman Road, Ste. 103-A, Newark, DE, United States, 19702, requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended.

The applicant, or the applicant's related company or licensee, is using the mark in commerce, and lists below the dates of use by the applicant, or the applicant's related company, licensee, or predecessor in interest, of the mark on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended.

International Class 026: Buttons, shirt buttons, rivet buttons, clothing buttons attached by clips, zipper pulls and zippers, snap fasteners, clothing hooks, eyes, slide fasteners, hang tags, clothing buckles, clasps, shoe buckles, belt buckles, cloth patches for repairing clothing, ornamental cloth patches, embroidered patches for clothing, trimmings for clothing, badges for wear not of precious metal and ornamental novelty badges, brooches not made of precious metal.

In International Class 026, the mark was first used at least as early as 07/31/1982, and first used in commerce at least as early as 07/31/1982, and is now in use in such commerce. The applicant is submitting or will submit one specimen for *each class* showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) DIGITAL IMAGE OF SNAP SHOWING THE TOMMY HILFIGER TRADEMARK..

#### Specimen - 1

The applicant hereby appoints Jade H.J. Huang of Tommy Hilfiger Licensing, Inc. 25 W. 39th Street, New York, NY, United States, 10018 to submit this application on behalf of the applicant.

The USPTO is authorized to communicate with the applicant or its representative at the following email address: [nfischer@tommy-usa.com](mailto:nfischer@tommy-usa.com).

A fee payment in the amount of \$335 will be submitted with the application, representing payment for 1 class(es).

#### Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /Jade H.J. Huang/ Date: 12/13/2004  
Signatory's Name: Jade H.J. Huang  
Signatory's Position: Attorney for Applicant

Mailing Address:  
Jade H.J. Huang  
25 W. 39th Street  
New York, NY 10018

RAM Sale Number: 475  
RAM Accounting Date: 12/14/2004

Serial Number: 78531780  
Internet Transmission Date: Mon Dec 13 18:09:30 EST 2004  
TEAS Stamp: USPTO/BAS-423177147-20041213180930557585  
-78531780-200c8266e655243e2cdccf9138bbf8  
20df-DA-475-20041213180520514858

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- *If you have technical difficulties or problems with this application, please e-mail them to [Electronic Business Support Electronic Applications](#) or call 1 800-786-9199.*



# TOMMY HILFIGER



Document Description: **Trademark Application**

Mail / Create Date: **22-Nov-2004**

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You are currently on page **1** of **3**



PTO Form 1478 (Rev 4/98)  
 OMB Control #0651-0009 (Exp. 06/30/2005)

## Trademark/Service Mark Application, Principal Register

**Serial Number: 78520904**

**Filing Date: 11/22/2004**

**The table below presents the data as entered.**

Input Field	Entered
<b>MARK SECTION</b>	
MARK FILE NAME	\\TICRS\EXPORT1\IMAGEOUT 11\785\209\78520904\xml1\ APP0002.JPG
STANDARD CHARACTERS	NO
USPTO-GENERATED IMAGE	NO
LITERAL ELEMENT	TOMMY HILFIGER
COLOR MARK	NO
DESCRIPTION OF THE MARK	The mark consists of a design element which is a Flag with blue bars at the top and bottom, a red block in the middle section of the mark to the right and a white block to the left.
PIXEL COUNT ACCEPTABLE	YES
PIXEL COUNT	816 x 532
<b>OWNER SECTION</b>	
NAME	Tommy Hilfiger Licensing, Inc.
INTERNAL ADDRESS	University Plaza - Bellevue Building
STREET	262 Chapman Rd., Suite 103A
CITY	Newark
STATE	DE
ZIP/POSTAL CODE	19702
COUNTRY	United States

AUTHORIZED EMAIL COMMUNICATION	No
<b>LEGAL ENTITY SECTION</b>	
TYPE	CORPORATION
STATE/COUNTRY OF INCORPORATION	Delaware
<b>GOODS AND/OR SERVICES SECTION</b>	
INTERNATIONAL CLASS	014
DESCRIPTION	Watches, tie tacks, jewelry made of precious and non-precious stones, jewelry made of precious and non-precious metals; cuff links; bracelets; necklaces; brooches and rings
FILING BASIS	Section 1(b)
<b>SIGNATURE SECTION</b>	
SIGNATORY FILE	\\TICRS\EXPORT1\IMAGEOUT 11\785\209\78520904\xml1\ APP0003.JPG
SIGNATORY NAME	Steven R. Gursky
SIGNATORY POSITION	Secretary
<b>PAYMENT SECTION</b>	
NUMBER OF CLASSES	1
NUMBER OF CLASSES PAID	1
SUBTOTAL AMOUNT	335
TOTAL AMOUNT	335
<b>ATTORNEY</b>	
NAME	Steven R. Gursky
FIRM NAME	Gursky & Partners, LLP
INTERNAL ADDRESS	11th Floor
STREET	1350 Broadway
CITY	New York
STATE	NY
ZIP/POSTAL CODE	10018
COUNTRY	United States
PHONE	(212) 904-1234
FAX	(212) 967-4465

EMAIL	mgrieco@gurskypartners.com
AUTHORIZED EMAIL COMMUNICATION	Yes
ATTORNEY DOCKET NUMBER	TH1/4 USA A14(a)
OTHER APPOINTED ATTORNEY(S)	Mary L. Grieco
<b>CORRESPONDENCE SECTION</b>	
NAME	Steven R. Gursky
FIRM NAME	Gursky & Partners, LLP
INTERNAL ADDRESS	11th Floor
STREET	1350 Broadway
CITY	New York
STATE	NY
ZIP/POSTAL CODE	10018
COUNTRY	United States
PHONE	(212) 904-1234
FAX	(212) 967-4465
EMAIL	mgrieco@gurskypartners.com
AUTHORIZED EMAIL COMMUNICATION	Yes
<b>FILING INFORMATION</b>	
SUBMIT DATE	Mon Nov 22 12:38:45 EST 2004
TEAS STAMP	USPTO/BAS-20723717567-200 41122123845471178-7852090 4-200d58286e628fcad877922 347381d45660-DA-1189-2004 1122123713842280

PTO Form 1478 (Rev 4/98)

OMB Control #0651-0009 (Exp. 06/30/2005)

**Trademark/Service Mark Application, Principal Register****Serial Number: 78520904****Filing Date: 11/22/2004****To the Commissioner for Trademarks:****MARK:** TOMMY HILFIGER (stylized and/or with design, see mark)

The literal element of the mark consists of TOMMY HILFIGER.

The mark consists of a design element which is a Flag with blue bars at the top and bottom, a red block in the middle section of the mark to the right and a white block to the left.

The applicant, Tommy Hilfiger Licensing, Inc., a corporation of Delaware, residing at University Plaza - Bellevue Building, 262 Chapman Rd., Suite 103A, Newark, DE, United States, 19702, requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended.

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051 (b)).

International Class 014: Watches, tie tacks, jewelry made of precious and non-precious stones, jewelry made of precious and non-precious metals; cuff links; bracelets; necklaces; brooches and rings

The applicant hereby appoints Steven R. Gursky and Mary L. Grieco of Gursky &amp; Partners, LLP, 11th Floor, 1350 Broadway, New York, NY, United States, 10018 to submit this application on behalf of the applicant. The attorney docket/reference number is TH1/4 USA A14(a).

The USPTO is authorized to communicate with the applicant or its representative at the following email address: mgrieco@gurskypartners.com.

A fee payment in the amount of \$335 will be submitted with the application, representing payment for 1 class(es).

**Declaration**

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own

knowledge are true; and that all statements made on information and belief are believed to be true.

Signature:

Signatory's Name: Steven R. Gursky

Signatory's Position: Secretary

Signatory's Signature: Signature

Mailing Address:

Steven R. Gursky

11th Floor

1350 Broadway

New York, NY 10018

RAM Sale Number: 1189

RAM Accounting Date: 11/22/2004

Serial Number: 78520904

Internet Transmission Date: Mon Nov 22 12:38:45 EST 2004

TEAS Stamp: USPTO/BAS-20723717567-200411221238454711

78-78520904-200d58286e628fcad87792234738

1d45660-DA-1189-20041122123713842280

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*If you need help:*

- *Call the Trademark Assistance Center at 571.272.9250 for help on trademark matters.*
- *Send questions about USPTO programs to the [USPTO Contact Center \(UCC\)](#).*
- *If you have technical difficulties or problems with this application, please e-mail them to [Electronic Business Support Electronic Applications](#) or call 1 800-786-9199.*

T O M M Y

H I L F I G E R



## Trademark/Service Mark Application, Principal Register

**APPLICANT NAME:** Tommy Hilfiger Licensing, Inc.**MARK:** TOMMY HILFIGER (stylized and/or with design)**Declaration**

The undersigned, being hereby warned that willful false statements and the like so made by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful statements and the like, may jeopardize the validity of the application or any resulting registration, he/she is properly authorized to execute this application on behalf of the applicant; he/she is the applicant to be the owner of the trademark/service mark sought to be registered, or, if being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use the mark in commerce; to the best of his/her knowledge and belief no other person, firm, or corporation has the right to use the mark in commerce, either in the identical form thereof or in a form so similar to the mark as to be likely, when used on or in connection with the goods/services of the person, to cause confusion, or to cause mistake, or to deceive; and that all statements made on information and belief are true; and that all statements made on information and belief are true.

Signature: \_\_\_\_\_

Signatory's Name: Steven R. Gursky

Signatory's Position: Secretary

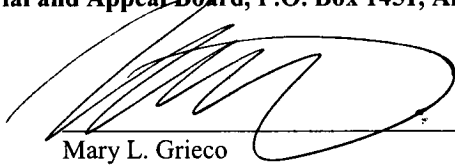
Date: \_\_\_\_\_

11/19/04

Go Back

**Certificate of Mailing by Express Mail**

I hereby certify that this correspondence, and all the papers referenced herein, is being deposited with the United States Postal Services as Express Mail in an envelope addressed to: **Commissioner for Trademarks, Trademark Trial and Appeal Board, P.O. Box 1451, Alexandria, VA 22313-1451**, on this date December 27, 2005



Mary L. Grieco

12/27/05  
Date



3. When I joined Hilfiger, I was responsible for familiarizing myself with the company history and all of Hilfiger's trademarks and other intellectual properties. In this regard, I worked closely with my predecessor and the executives to learn about the business of the company and the history and current status of all the various trademarks and design directives. I also reviewed numerous documents and files to make myself fully aware of Hilfiger's trademark portfolio and other aspects of the business.

4. Hilfiger is one of the most famous and successful fashion companies in the United States and throughout the world. For over 20 years, Hilfiger<sup>1</sup> has been engaged in the manufacture, distribution and sale of all types of apparel, apparel-related accessories, fragrance products, home products, and many other types of products. Hilfiger sells its products in over 1,200 department stores and specialty retail stores throughout the United States. In addition, Hilfiger operates its own retail and specialty stores, as well as an Internet site, through which it sells its products. Hilfiger has current annual worldwide sales of almost \$1.8 billion per year.<sup>2</sup> See relevant pages of Hilfiger's 2005 Form 10-K, submitted herewith as Exhibit A.

5. Since its inception, Hilfiger has manufactured, distributed, and sold its products under the mark TOMMY HILFIGER, and shortly thereafter under the mark TOMMY, alone and in combination with other words and various designs, stylized lettering, and logos (hereinafter collectively the "TOMMY Marks"). Submitted herewith as Exhibit B are photographs of various products, which bear the TOMMY Marks.

6. Additionally, in 1996, Hilfiger began using the mark TOMMY GIRL for fragrances, toiletries and clothing. Since that time, Hilfiger's TOMMY GIRL fragrance

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<sup>1</sup> References to "Hilfiger" also include Hilfiger's licensees, subsidiaries and affiliates.

<sup>2</sup> The dollar figures in the Form 10-K are stated in the thousands.

products have consistently been among the best selling and most well-known fragrance products in the world. Submitted herewith as Exhibit C are photographs of some of the products, which bear the TOMMY GIRL Mark.

7. Since it began using the TOMMY GIRL mark and TOMMY Marks, Hilfiger has engaged in extensive marketing and advertising of its products in virtually all types of media including, but not limited to: print ads, outdoor and transit ads, trade advertising, store advertising, television and cinema advertising, retail and in-store promotions such as brochures and mailing cards.

8. During that time, Hilfiger has expended substantial sums of money on advertising and sales promotion for such products bearing the TOMMY GIRL mark and TOMMY Marks throughout the United States. Hilfiger currently expends over \$35 million in advertising and marketing. Moreover, Hilfiger's licensees and retailers carrying Hilfiger merchandise expend additional money on advertising and marketing that is not reflected in the figure above. *See Exhibit A.*

9. Sales of TOMMY GIRL fragrance products alone were in excess of \$42 million in 2004 and almost \$41 million in 2005. Moreover, the amount spent by Hilfiger's licensees on the advertising and promotion of TOMMY GIRL and TOMMY products was approximately \$23.9 million in 2004 and approximately \$27.3 million in 2005. Hilfiger also contributes significant funds to the advertising and promotion of TOMMY GIRL and TOMMY products; however, these amounts are not broken up by brand. In addition, Hilfiger has sponsored events using the TOMMY GIRL Mark, including the recent sponsoring of a cheerleading competition in which it named the Tommy Girl All-American Cheerleading Squad. *See, Exhibit D attached hereto which is an article describing this competition.*

10. As a result of Hilfiger's extensive sales and expenditures for advertising and promotion of its apparel and other products, Hilfiger's TOMMY GIRL mark and TOMMY Marks are famous marks and have come to signify products originating with Hilfiger and to symbolize Hilfiger's goodwill.

11. Apparel and other products bearing Hilfiger's TOMMY GIRL mark and TOMMY Marks have become extremely well-known leading brands of such products in the United States. A Google search of the words "Tommy Girl" and "Tommy Hilfiger" results in 486,000 hits. Attached hereto as Exhibit E is a true and correct copy of pages from the Google website illustrating the above.

12. In addition, Hilfiger often receives unsolicited press coverage. Submitted herewith as Exhibit F is a collection of just some of the many articles and news stories, which have been written about TOMMY GIRL or which reference TOMMY GIRL products.

13. Based upon my years of experience in the fashion industry, I believe that Applicant's TOMGIRL Mark for clothing is confusingly similar to Hilfiger's TOMMY GIRL mark in particular and to Hilfiger's TOMMY marks in general.

14. The goods for which Applicant seeks to register TOMGIRL in International Classes 25 are identical and/or closely related to the goods and services for which Opposer uses and/or has registered its TOMMY GIRL and TOMMY Marks.

15. Based upon my years of experience in the fashion industry and the numerous channels Hilfiger's goods are sold, I believe that Applicant's goods will likely be marketed through the same channels of trade and to the same class of consumers as the goods and services of Hilfiger.

16. I believe that the consuming public is likely to erroneously believe that Applicant's goods are endorsed, licensed, or produced by or under the authority of Hilfiger, or to erroneously assume that there is some other trade connection between Hilfiger and Applicant.

I declare under penalty of perjury under the laws of the United States that the foregoing is true and correct.

Executed on this 23 day of December 2005 in New York, New York.

  
\_\_\_\_\_  
Jade H.J. Huang

**EXHIBIT A**





# **FORM 10-K**

**HILFIGER TOMMY CORP - TOM**

**Filed: November 18, 2005 (period: March 31, 2005)**

Annual report which provides a comprehensive overview of the company for the past year

## Table of Contents

### ITEM 6. SELECTED FINANCIAL DATA

#### Selected Consolidated Financial Data

The following selected financial data have been derived from the Company's Consolidated Financial Statements. The information should be read in conjunction with the Consolidated Financial Statements and related Notes thereto that appear elsewhere in this Annual Report and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in Item 7.

	Fiscal Year Ended March 31,				
	2005 <sup>(1)</sup>	2004 <sup>(2)</sup>	2003 <sup>(3)</sup>	2002 <sup>(4)</sup>	2001
		(As Restated) <sup>(5)</sup>	(As Restated) <sup>(5)</sup>	(As Restated) <sup>(6)</sup>	(As Restated) <sup>(6)</sup>
(in thousands, except per share amounts)					
<i>Statement of Operations Data:</i>					
Net revenue	\$ 1,780,770	\$ 1,876,897	\$ 1,889,055	\$ 1,877,721	\$ 1,881,935
Cost of goods sold	957,264	1,012,156	1,058,356	1,073,089	1,116,321
Gross profit	823,506	864,741	830,699	804,632	765,614
Total operating expenses	711,306	666,674	862,197	618,107	570,494
Income (loss) from operations	112,200	198,067	(31,498)	186,525	195,120
Interest and other expense	29,753	31,902	47,124	41,265	41,412
Interest income	7,138	3,577	6,717	10,062	17,450
Income (loss) before income taxes and cumulative effect of change in accounting principle	89,585	169,742	(71,905)	155,322	171,158
Provision for income taxes	3,934	38,922	16,857	29,771	48,151
Income (loss) before cumulative effect of change in accounting principle	85,651	130,820	(88,762)	125,551	123,007
Cumulative effect of change in accounting principle	—	—	(430,026)	—	—
Net income (loss)	\$ 85,651	\$ 130,820	\$ (518,788)	\$ 125,551	\$ 123,007
Basic earnings (loss) per share	\$ 0.93	\$ 1.44	\$ (5.74)	\$ 1.40	\$ 1.35
Weighted average shares outstanding	91,683	90,692	90,387	89,430	91,239
Diluted earnings (loss) per share	\$ 0.93	\$ 1.43	\$ (5.74)	\$ 1.40	\$ 1.34
Weighted average shares and share equivalents outstanding	92,265	91,329	90,387	90,000	91,534
As of March 31,					
	2005 <sup>(1)</sup>	2004 <sup>(2)</sup>	2003 <sup>(3)</sup>	2002 <sup>(4)</sup>	2001
		(As Restated) <sup>(5)</sup>	(As Restated) <sup>(5)</sup>	(As Restated) <sup>(6)</sup>	(As Restated) <sup>(6)</sup>
(in thousands)					
<i>Balance Sheet Data:</i>					
Cash and cash equivalents	\$ 480,987	\$ 414,548	\$ 420,826	\$ 387,247	\$ 318,431
Working capital	660,976	649,205	487,182	561,294	574,273
Total assets	2,158,059	2,047,914	2,034,175	2,610,742	2,352,708
Short-term borrowings, including current portion of long-term debt	359	738	171,276	63,474	50,000
Long-term debt	343,987	351,474	351,707	576,744	529,495
Shareholders' equity	1,324,269	1,207,171	1,025,442	1,484,712	1,344,837

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**Table of Contents**

**TOMMY HILFIGER CORPORATION**

**NOTES TO CONSOLIDATED FINANCIAL STATEMENTS—(Continued)**  
**(dollar amounts in thousands, except per share amounts)**

are not limited to, product cost, inbound freight charges, purchasing and receiving costs, inspection costs, warehousing costs and internal transfer costs, as well as insurance, duty, brokers' fees and consolidators' fees. In addition, certain costs in the Company's Retail segment distribution network, such as the costs of shipping merchandise to Company-owned retail stores, are charged to cost of goods sold. The Company includes in selling, general and administrative expenses costs incurred subsequent to the receipt of finished goods in the distribution centers, such as the cost of picking and packing goods for delivery to customers. In addition, selling, general and administrative expenses include product design costs, selling and store service costs, marketing expenses and general and administrative expenses.

The Company's gross margins may not be directly comparable to those of its competitors, as income statement classifications of certain expenses may vary by company.

*(m) Foreign Currency Translation*

The consolidated financial statements of the Company are prepared in United States dollars as this is the currency of the primary economic environment in which the Company operates, and the majority of its revenue is received and expenses are disbursed in United States dollars. Adjustments resulting from translating the financial statements of those non-United States subsidiaries which do not use the United States dollar as their functional currency are recorded in shareholders' equity as a component of other comprehensive income.

*(n) Advertising Costs*

Advertising costs are charged to operations when incurred and totaled \$34,070, \$49,065 and \$43,513 during the years ended March 31, 2005, 2004 and 2003, respectively. Also, included in other current assets is \$411 and \$196 of prepaid advertising costs at March 31, 2005 and 2004, respectively.

The Company has no long-term commitments for advertising. On a seasonal basis, the Company makes certain arrangements with retailers to share the cost of specified advertising programs. The Company classifies such costs in selling, general and administrative expenses.

*(o) Shipping and Handling Costs*

The Company reflects shipping and handling costs as a component of selling, general and administrative expenses in its consolidated statements of operations. Shipping and handling costs approximated \$45,372, \$49,268 and \$53,532 for the years ended March 31, 2005, 2004 and 2003, respectively. Amounts billed to customers that relate to shipping and handling on related sales transactions are de minimus.

*(p) Use of Estimates*

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reporting period. Actual results could differ from those estimates.

*(q) Segments and Foreign Operations*

The Company's operations are reported on the basis of four segments: U.S. Wholesale, International Wholesale, Retail, and Licensing, as further discussed in Note 12. Business components not aggregated in these four segments are reported as "Other".

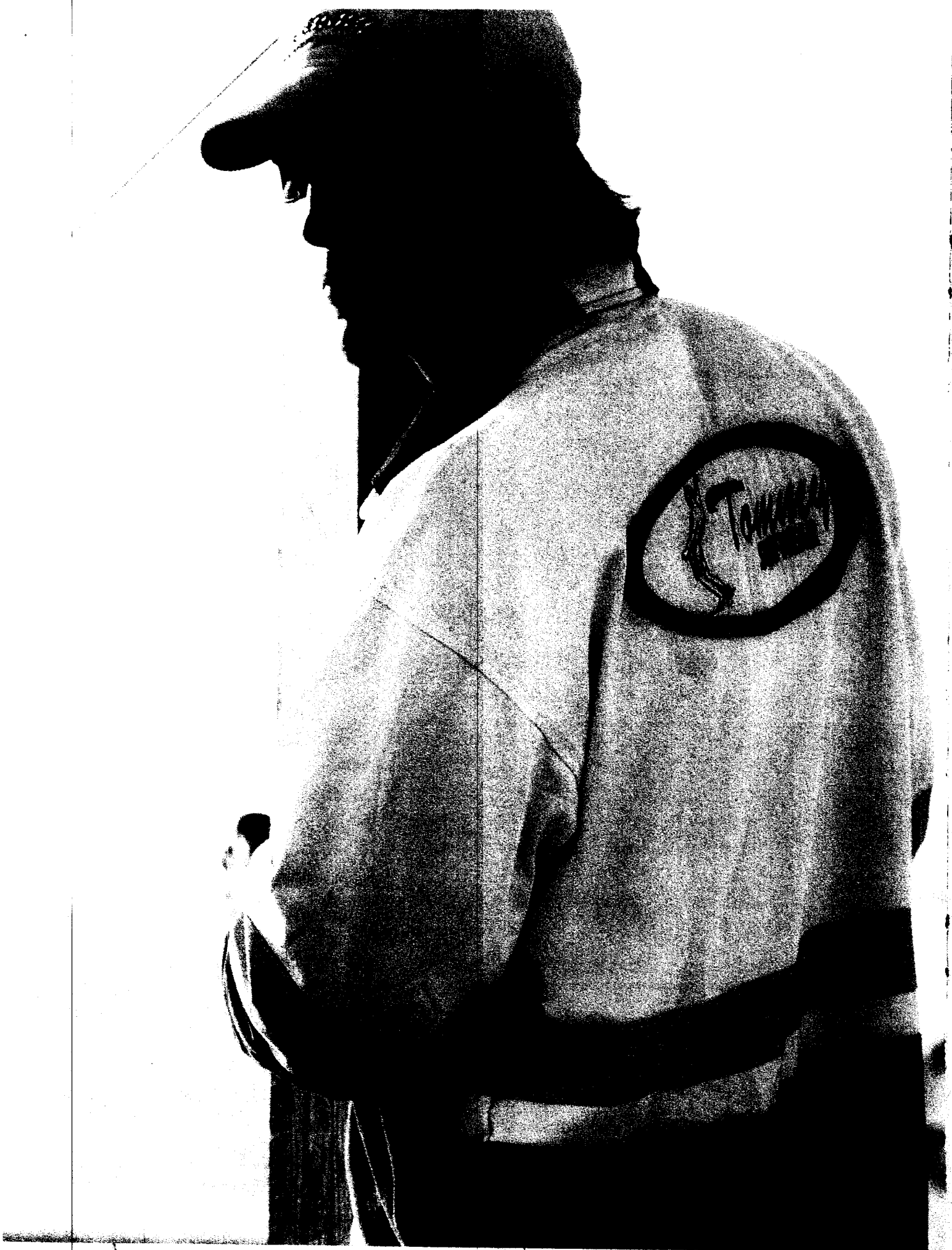
**EXHIBIT B**

# TOMMY HILFIGER

Spring & Summer

1997







*age* SURF

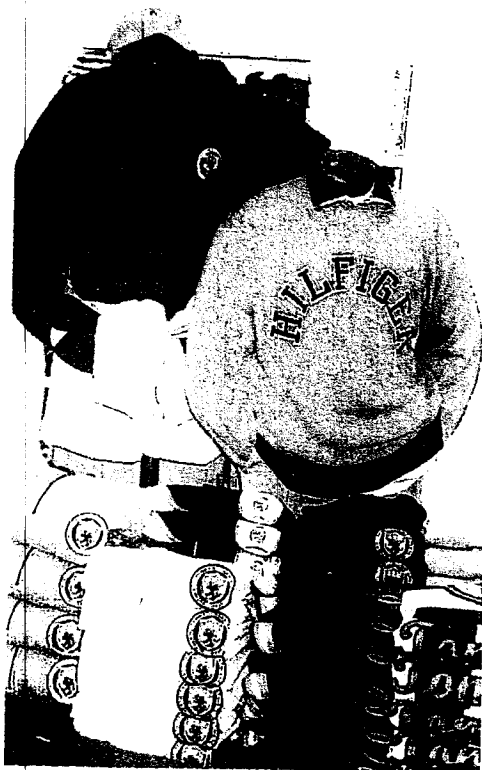
# INTERNATIONAL GAMES



T  
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M  
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Y

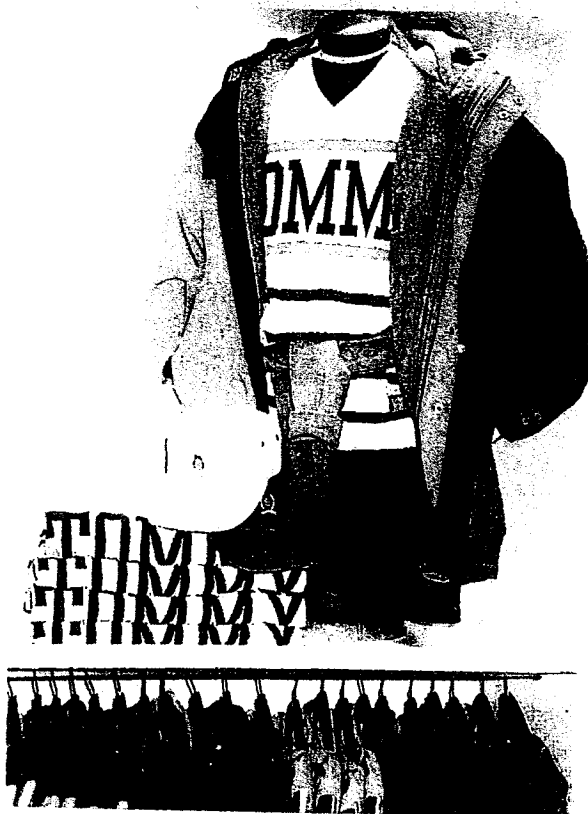






## BUST FORMS:

- ▣ One bright and solid with bold logo contrasts with darker, striped sweatshirt with smaller logo.
- ▣ Red baseball cap offers balance to red sweatshirt.



## NICHE DISPLAY:

- ▣ Heavily layered with contrasting colors and textures.
- ▣ Stack product as props.



## MANNEQUIN ONE:

- ▣ Sporty look with layers of t-shirt, polo and sweatshirt.
- ▣ Tommy socks scrunched down a bit.

## MANNEQUIN TWO

- ▣ Heavy layering to show off multiple looks, uses and colors of the collection
- ▣ Hood is opened up, cinch strings are pulled out a bit around waist.
- ▣ Sleeves rolled around cutoff jacket.



# 79.99-299.99 quilts

**earn**  
Greater Rewards  
with your Club  
Macy's Card

on Charter Club, Sunham & Tommy Hilfiger Home

## 20%-40% off

A. Luxury quilts by our exclusive Charter Club.

Woven cotton	Reg.	Sale
Twin	174.99-249.99	129.99-174.99
Full/queen	224.99-324.99	159.99-224.99
King	249.99-374.99	174.99-269.99
Standard sham, ea.	59.99-84.99	41.99-59.99
Sunham, ea.	49.99-74.99	34.99-52.49
Decorative pillow	39.99	27.99

Shop with our Charter Club 230-4999 card for 10% off. Excludes Charter Club Reg. 299.99.



cotton sheet set

Florentine white

Basketweave quilt

Florentine antique

Antoinette

Embroidered



**sale 79.99** any size  
B. American Classics quilt  
collection by Sunham. 100% pure  
cotton. Twin, full, queen or king  
Reg 149.99



**sale 129.99** twin  
C. Tommy quilts by Tommy Hilfiger  
Home. 100% cotton. Reg 164.95

	Reg.	Sale
Full/queen	249.99	199.99
King	314.99	249.99

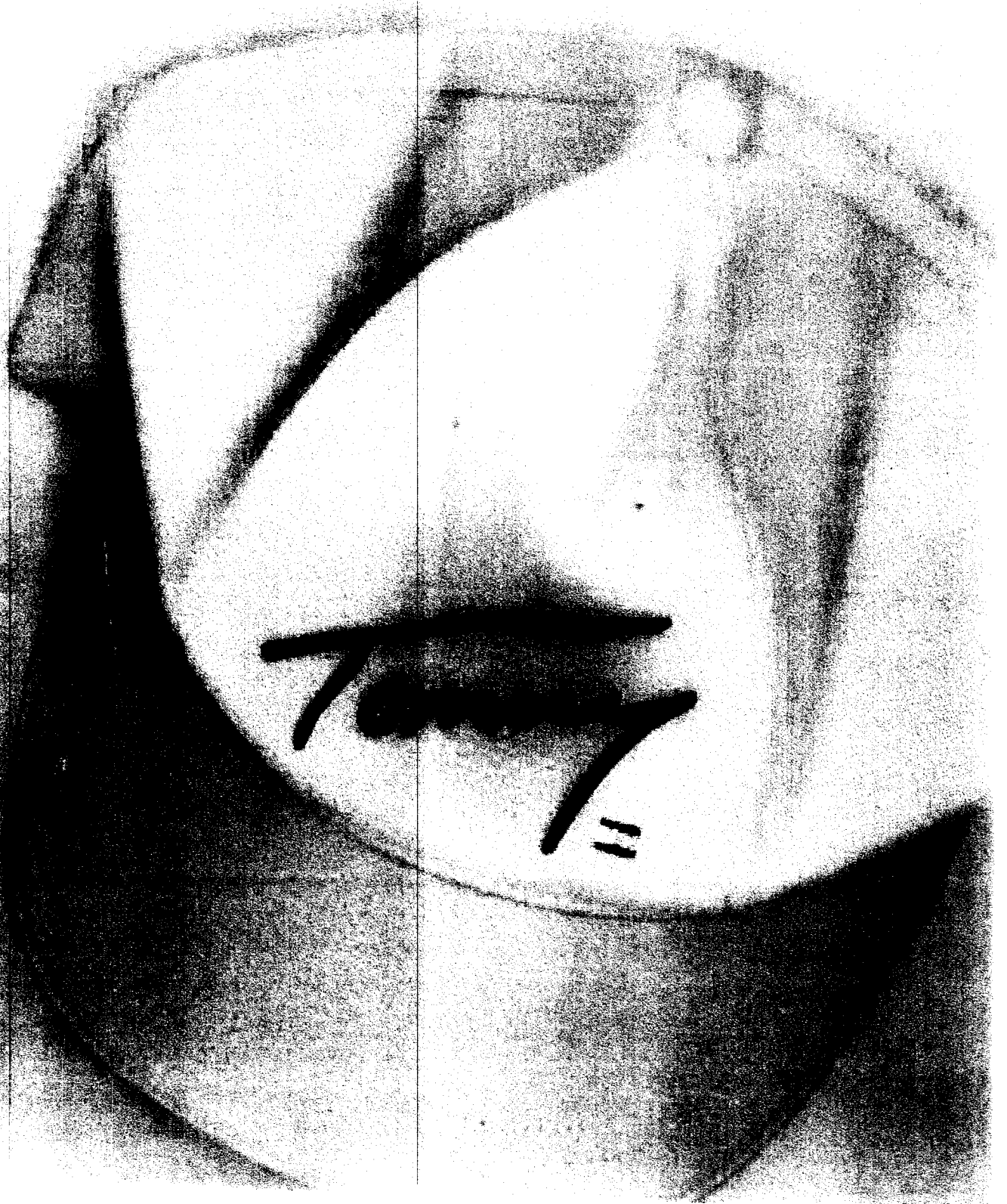
Shae

Old Glory

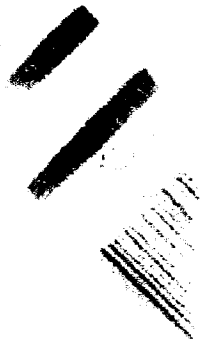
Democracy

To order, call 1-800-456-2297, unless noted. †Exclusive to Federated Dept. Stores. All items imported. Selections vary by store.





1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100



3/3T  
MADE IN  
CHINA

TOMMY







LIVE TO EXPERIENCE  
THE REAL AMERICAN FRAGRANCE

Cologne Spray

1.7 fl. oz. / 50 ml

\$28.00

Cologne Spray

3.4 fl. oz. / 100 ml

\$42.00

After Shave

3.4 fl. oz. / 100 ml

\$30.00

After Shave Balm

3.4 fl. oz. / 100 ml

\$30.00

Soap

4.4 oz.

\$14.00

Antiperspirant Stick

2.0 oz.

\$10.00

Deodorant Stick

2.0 oz.

\$10.00

Body Wash

6.7 oz.

\$10.00

All Weather Body

Moisturizer

6.7 oz.

\$14.00

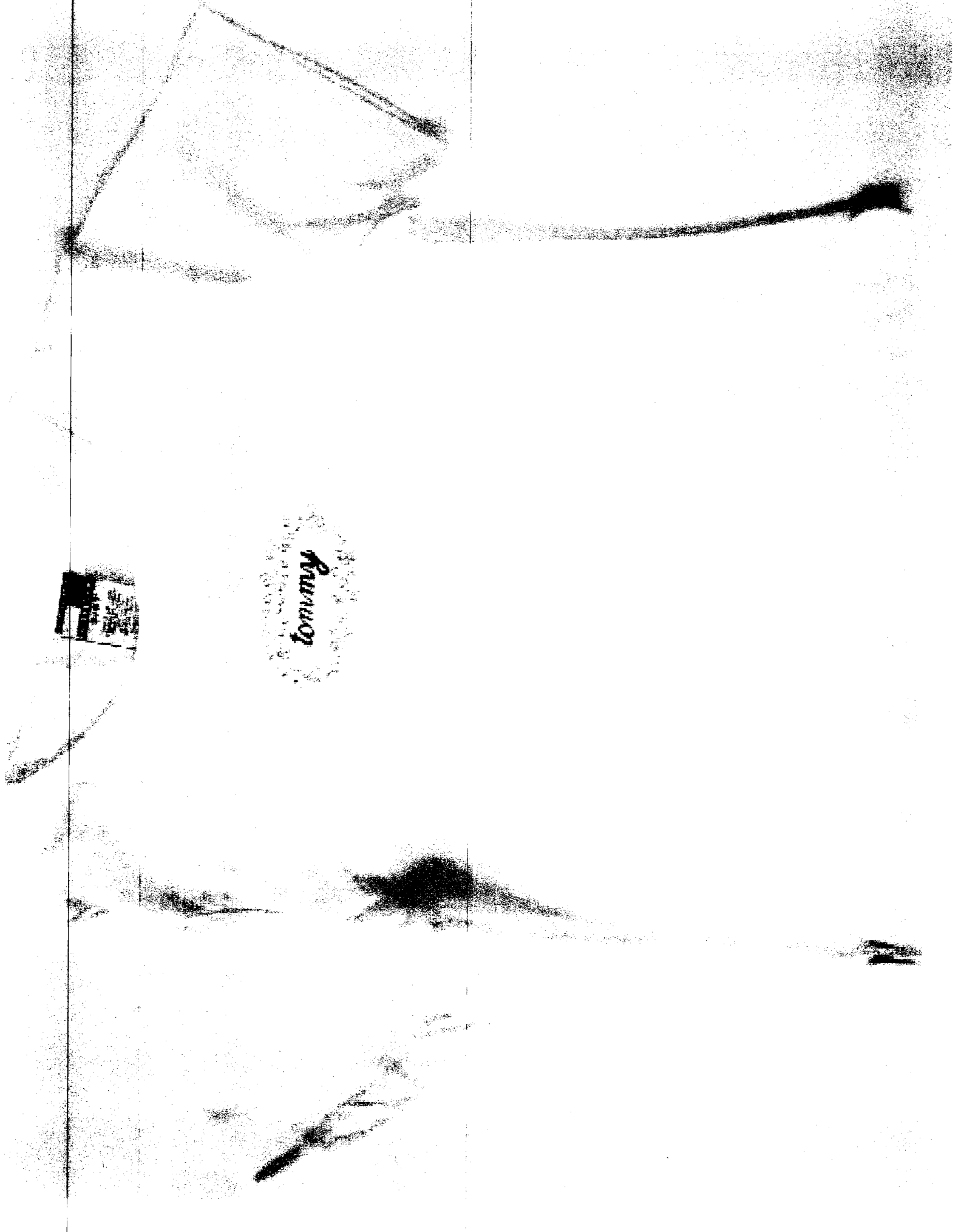
**tommy by tommy hilfiger**

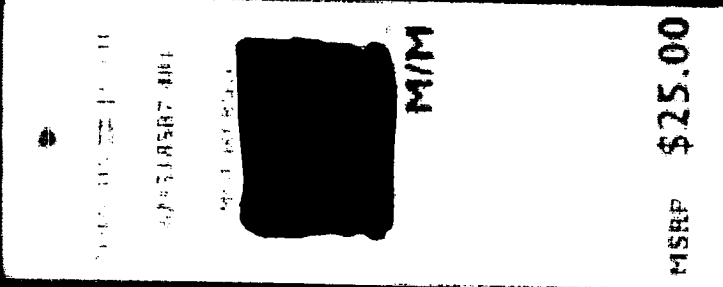
it's you, it's me, it's tommy-the real american  
fragrance created by tommy hilfiger. tommy is a fresh  
clean, crisp scent with ingredients gathered from  
the american landscape



tommy  
the real american fragrance

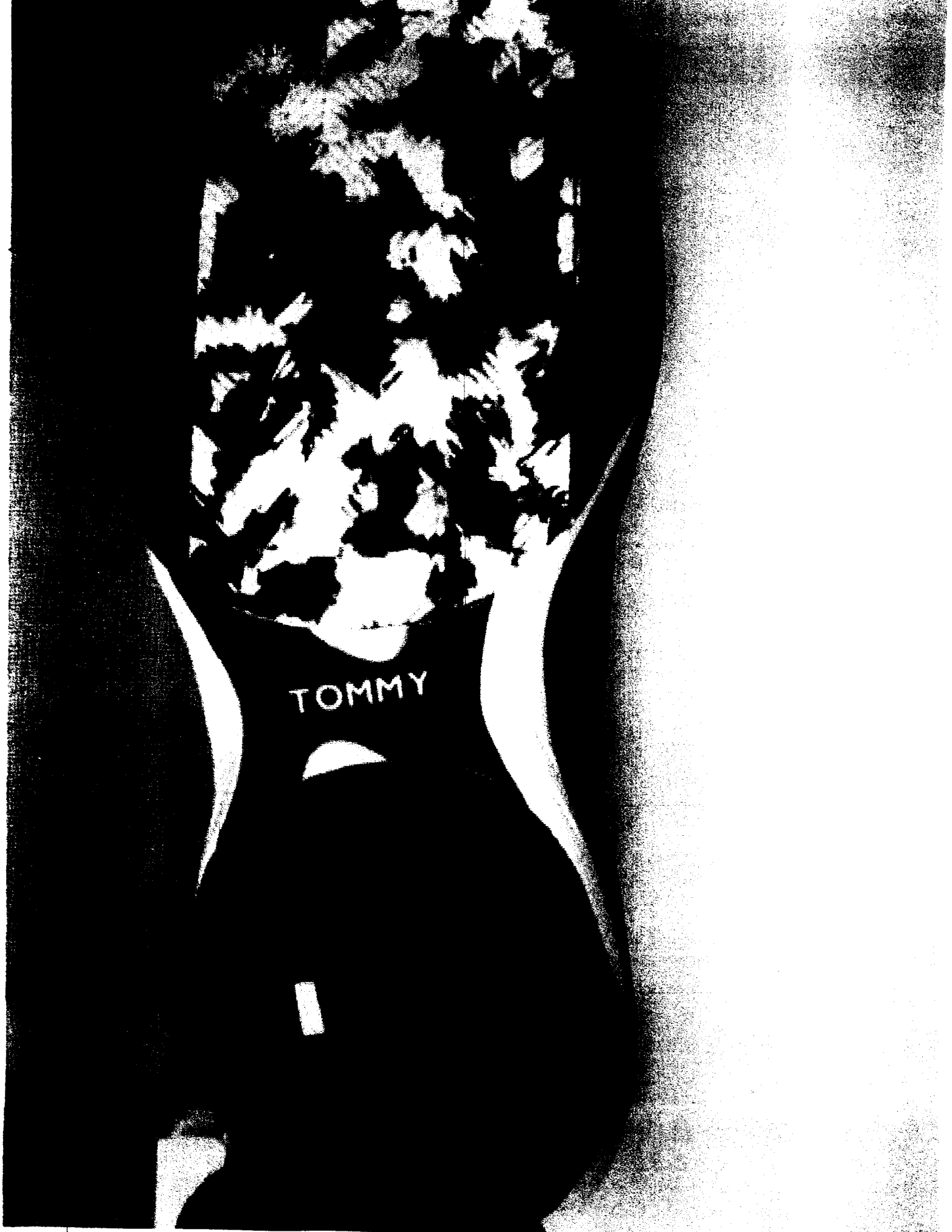
Amway





# TOMMY





TOMMY

**“Ready To Roar”**



## winter tommyland

let the spirit of the season bring you the most thoughtful gift of tommy — the tommyland guy by way of a fully fragrant gift set that includes a 3.4 oz. tommy body spray, a 2.5 oz. all-weather body moisturizer, and a 2.5 oz. all-weather body perfect white body lotion with tommy in a winter theme that suits his personality.

**3.4 oz. cologne spray**

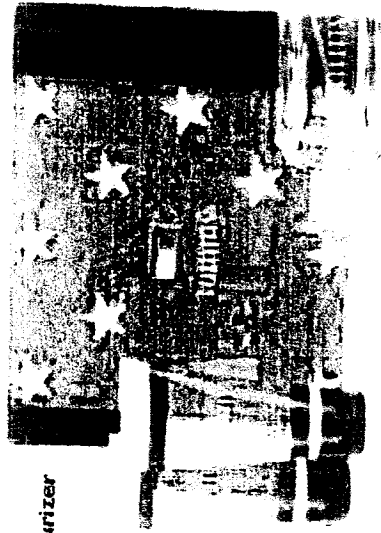
**2.5 oz all-weather body moisturizer**

2.5 oz all-weather

blue fabric look winter sleeve

msrp US \$45.00

set value US \$56.00



## tommyland TOMMY

when it comes to the season's all good, tommyland invites you to stay with tommy and embrace the spirit in the all new fragrance line. together with his crew of winter wardrobe, spray, make your man or boy a tommy soyle.

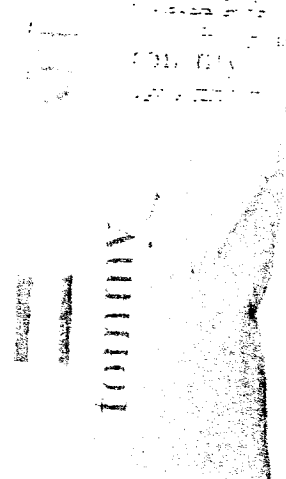
3.4 oz. cologne spray

tommy sweater

gift set value \$66.00

msrp US \$69.00

set value US \$85.00



## tommyland

### tommyland girl

the season's most irresistible idea is the totally lovable tommyland girl. and it's yours for only \$13.50 with the purchase of any tommyland fragrance. Plus a portion of sales benefit Camp Tommy, a division of the Freshman Fund.

tommyland started in 1981

msrp US \$13.50 with any

tommyland fragrance purchase

value US \$25.00



## tommyland girl tidings

it's all about the season with a natural flair that begins with her very own super soft tommyland girl t-shirt that's so stylin' and so tommyland girl. combined with her favorite tommyland girl spray, she's set to go.

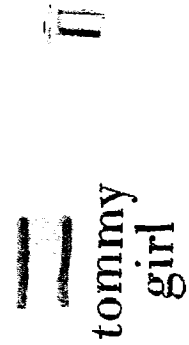
3.4 oz. cologne spray

tommyland girl t-shirt

gift set value \$30.00

msrp US \$35.00

set value US \$49.00



tommyland girl



**EXHIBIT C**

# TOMMY HILFIGER

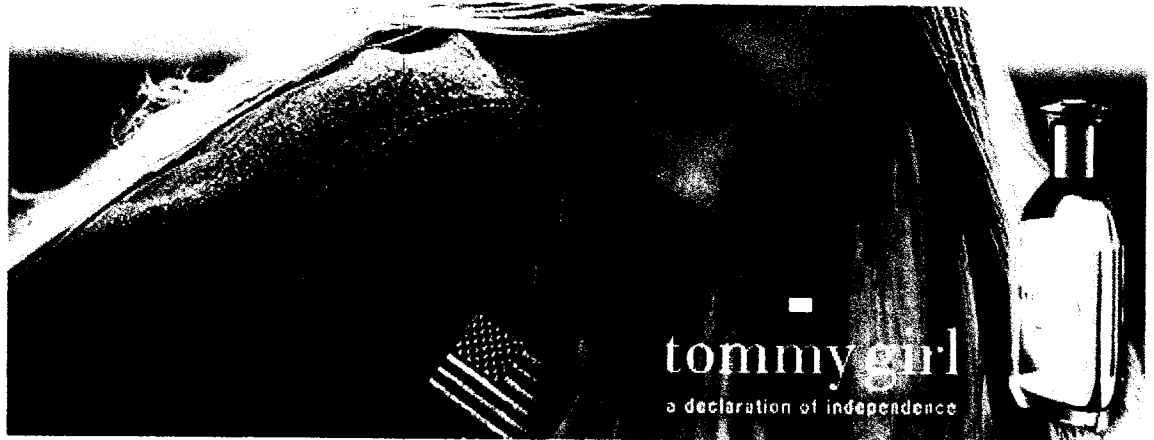
Sign in my account help my shopping cart

ME WOMEN MEN'S ACCESSORIES FRAGRANCE HOME GIFTS

## Fragrance

- Men
- Women
- Gifts
- True Star
- Tommy Girl

FREE EXPRESS SHIPPING ON ORDERS OVER \$100\*

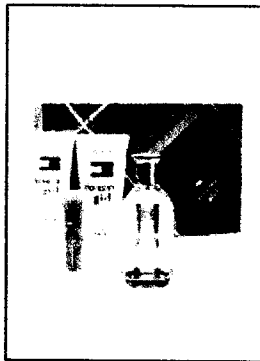



### Sign up for email updates.

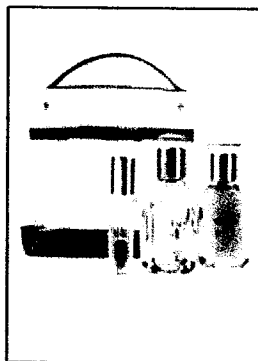
Be the first to learn about new products and sales.


Your email address

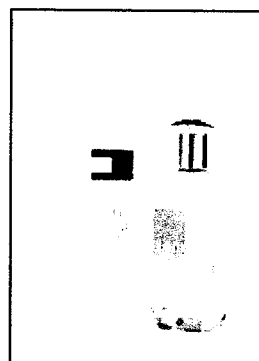
## Tommy Girl



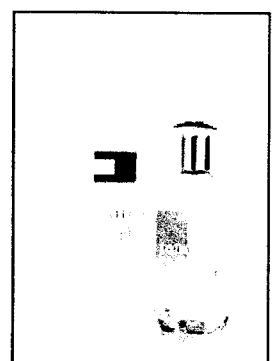
 **Tommy Girl American Refreshments**  
\$58.00




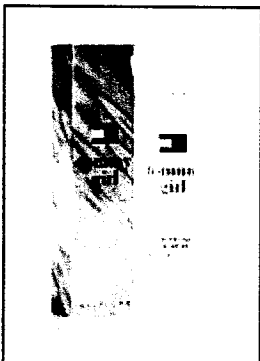
 **Tommy Girl Naughty or Nice Gift Set**  
\$45.00




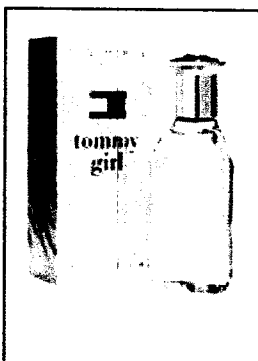
 **Tommy Girl Cologne Spray 1.7 oz**  
\$38.00




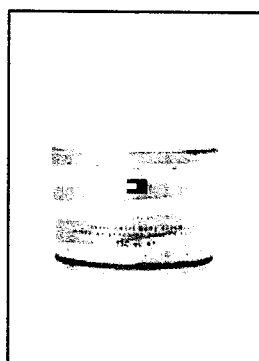
 **Tommy Girl Cologne Spray 3.4 oz**  
\$49.00




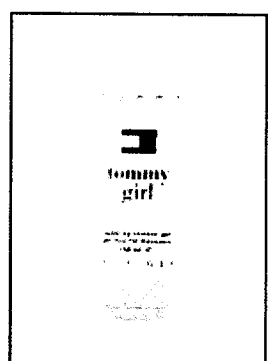
 **Tommy Girl Shimmer at Twilight .5oz Twinkling Lip**  
\$10.00



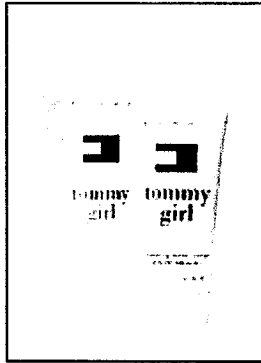
 **Tommy Girl Shimmer at Twilight 1.7 oz Body Mist**  
\$42.00



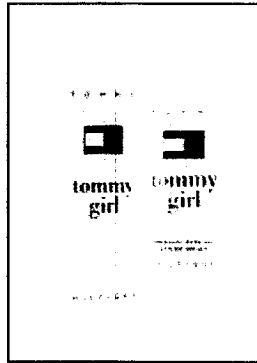
 **Tommy Girl Shimmer at Twilight 5.0 oz Luster Swir**  
\$25.00



 **Tommy Girl Shimmer at Twilight Bubbling Shower Gel**  
\$20.00



**Tommy Girl**  
**Smoothing Body**  
**Lotion 6.7 oz**  
 \$24.00



**Tommy Girl**  
**Energizing Body**  
**Wash 6.7 oz**  
 \$20.00

[returns](#)
[shipping](#)
[store locator](#)
[privacy policy](#)
[company info](#)
[tommy style](#)
[site map](#)

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Call us at 1-888-TOMMY4U | [tommyhelp@tommy.com](mailto:tommyhelp@tommy.com)

\* Coupon code TCDEC25 redeemable at [tommy.com](http://tommy.com) in the U.S. only. Coupon code must be entered and redeemed at checkout to receive discount. May not be combined with any other promotion and not redeemable for cash. Discount and coupon codes apply to merchandise only and not the value of taxes, shipping, handling and gift boxing charges. Not valid on previously purchased merchandise. Not valid toward the purchase of Tommy Hilfiger Custom Design merchandise, toiletries or fragrance product. Value of discount and coupon code will be forfeited upon return of merchandise. Tommy.com reserves the right to cancel the discount and coupon at any time. Free express shipping only applies to orders of over \$100. Taxes and shipping do not count toward the required total to receive free shipping. Coupon expires at 11:59 pm EST on December 21, 2005. For more information, please call 1-888-TOMMY4U.

# TOMMY HILFIGER

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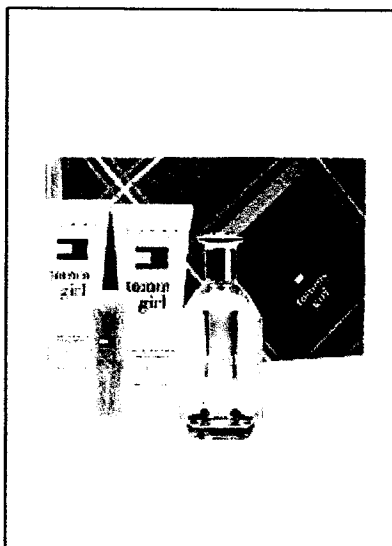
## Fragrance

- [Men >](#)
- [Women v](#)
- [Gifts](#)
- [True Star](#)
- [Tommy Girl](#)

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### Tommy Girl American Refreshments

\$58.00 item FR2EHKX51

Add sparkle and shine to her holiday season with a refreshing Tommy Girl collection. This set includes 3.4oz Tommy Girl Cologne Spray, a 3.4oz Energizing Body Wash, a 3.4oz Smoothing Body Lotion and a 0.5oz new Twinkling Lip Shine in sheer red.

Please note: Orders that contain fragrance cannot be shipped express or outside the Continental U.S.

Shipping to U.S address only.

Color  No Color

Quantity 1 \$58.00

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TOMMY HILFIGER

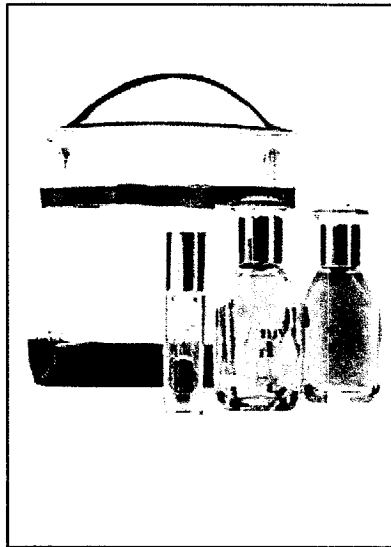
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 **Fragrance**

Men >  
 Women >  
 Gifts  
 True Star  
 Tommy Girl

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**Tommy Girl Naughty or Nice Gift Set**

\$45.00

item FR2E80011

She's playfully naughty or eternally nice - unmistakably sexy and naturally real. This year's limited edition holiday collection captures both sides of Tommy Girl. This set comes in a flirty tote with playful ribbon detailing and includes a 1.0 oz Tommy Girl Nice Pink Sheer Cologne Spray, a 1.0 oz Naughty Fuchsia Shimmer Cologne Spray, and a 0.5 oz Better Not Pout Lip Gloss.

Please note: Orders that contain fragrance cannot be shipped express or outside the Continental U.S.

Shipping to U.S. address only.

Color  No Color

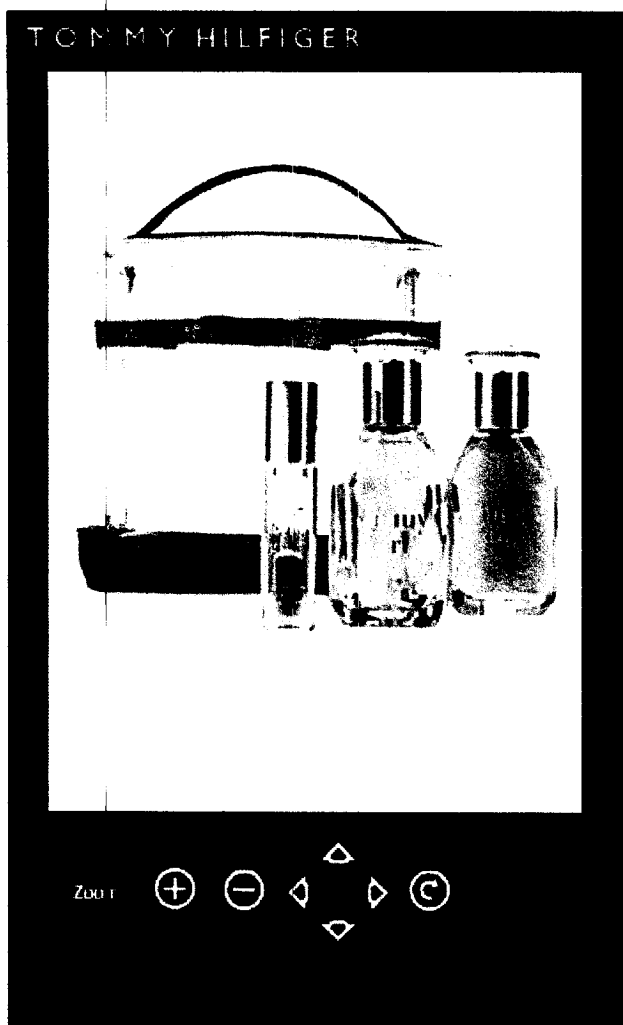
Quantity 1 \$45.00

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 **Fragrance**

Men &gt;

Women &gt;

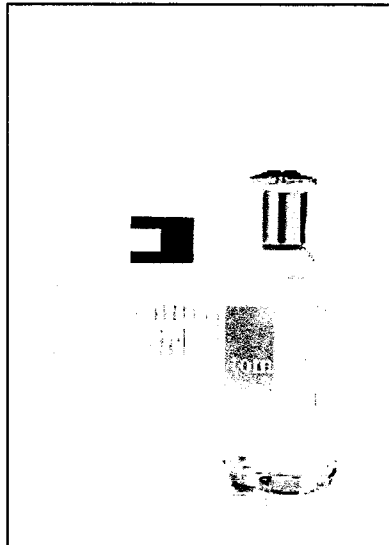
Gifts

True Star

Tommy Girl

**Sign up for email updates.**

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Your email address **Tommy Girl Cologne Spray 1.7 oz**

\$38.00

item FR222P015

Tommy Girl reflects the modern woman and her spirited, sexy attitude. Refreshing petal notes of camellias and apple blossoms get an energetic burst from tangy mandarin orange and spearmint. An intoxicating bouquet of honeysuckle, desert jasmine, and Dakota lily add a sensual vibrancy to this embodiment of all-American style.

Please note: Orders that contain fragrance cannot be shipped express or outside the Continental U.S. |

Shipping to U.S. address only.

Color  No Color 

Quantity 1 \$38.00

ZOOM

**ADD TO CART** 

MAY WE ALSO SUGGEST...



**Belted Deco Jean**  
~~\$69.00~~  
**Now \$49.99**



**Tommy Girl Smoothing Body Lotion 6.7 oz**  
**\$24.00**


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**Fragrance**

Men &gt;

Women &gt;

Gifts

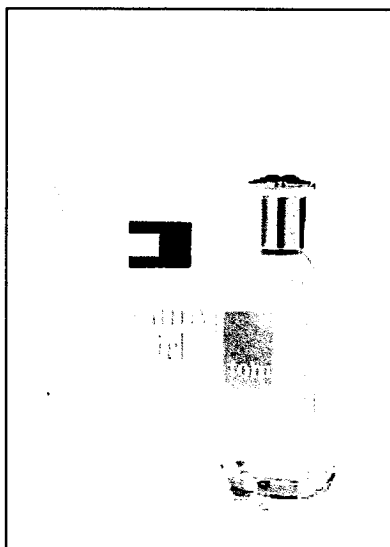
True Star

Tommy Girl

**Sign up for email updates.**

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Your email address


**Tommy Girl Cologne Spray 3.4 oz**

\$49.00

item FR223P014

Tommy Girl reflects the modern woman and her spirited, sexy attitude. Refreshing petal notes of camellias and apple blossoms get an energetic burst from tangy mandarin orange and spearmint. An intoxicating bouquet of honeysuckle, desert jasmine, and Dakota lily add a sensual vibrancy to this embodiment of all-American style.

Please note: Orders that contain fragrance cannot be shipped express or outside the Continental U.S.!

Shipping to U.S. address only.

Color  No Color

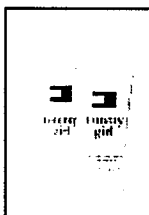
Quantity 1 \$49.00

ZOOM

**ADD TO CART** 

**MAY WE ALSO SUGGEST...**


**Belted Deco Jean**  
~~\$69.00~~  
**Now \$49.99**



**Tommy Girl Smoothing Body Lotion 6.7 oz**  
**\$24.00**

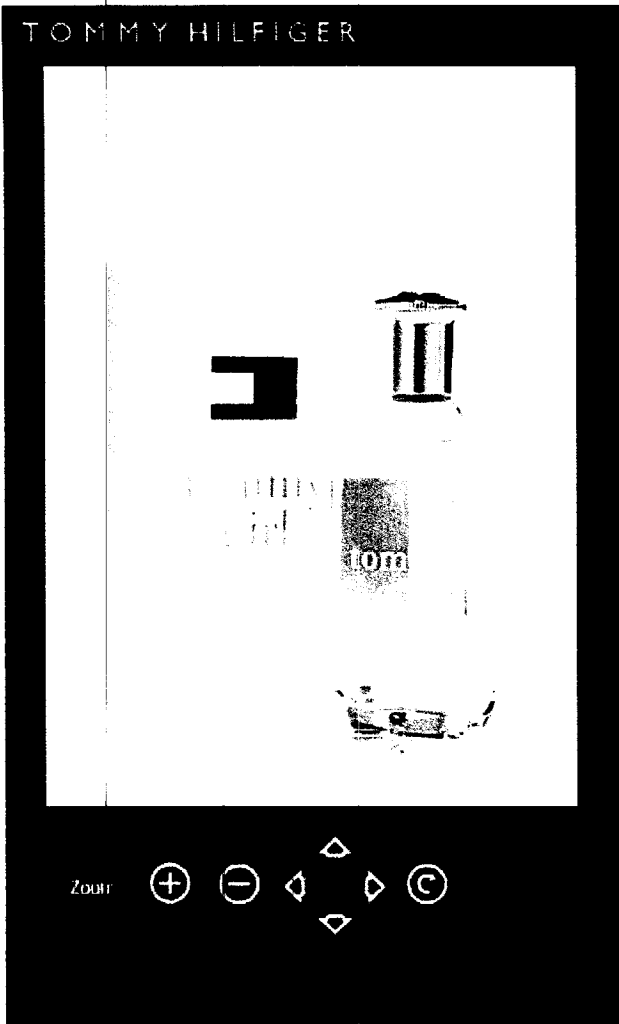


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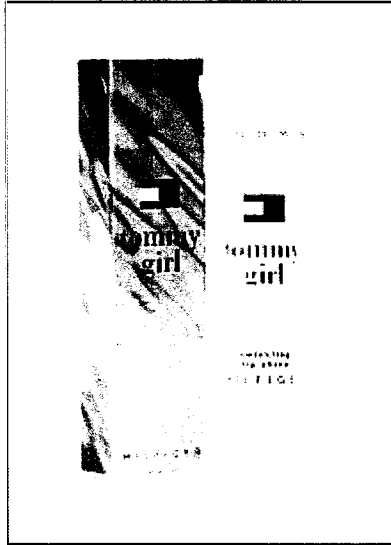
## Fragrance

- Men >
- Women >
- Gifts
- True Star
- Tommy Girl

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### Tommy Girl Shimmer at Twilight .5oz Twinkling Lip

\$10.00 item FR02A5T01  
 Luscious lips are a beauty essential. Get yours extra kissable with this limited edition lip gloss that glides on clear to leave an iridescent sparkle and shine. Wear it alone or over your lipstick. The delicious berry flavor will have you licking your lips.

Please note: Orders that contain fragrance cannot be shipped express or outside the Continental U.S.

Shipping to U.S. address only.

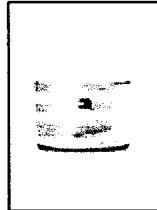
Color  No Color

Quantity 1 \$10.00

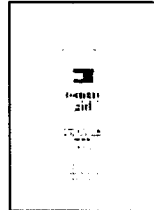
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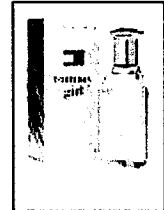
**Tommy Girl Shimmer at Twilight 5.0 oz. Luster Swir**  
\$25.00



**Tommy Girl Shimmer at Twilight Bubbling Shower Gel**  
\$20.00



**True Star Eau de Parfum 3.4 oz**  
\$60.00



**Tommy Girl Shimmer at Twilight 1.7 oz. Body Mist**  
\$42.00

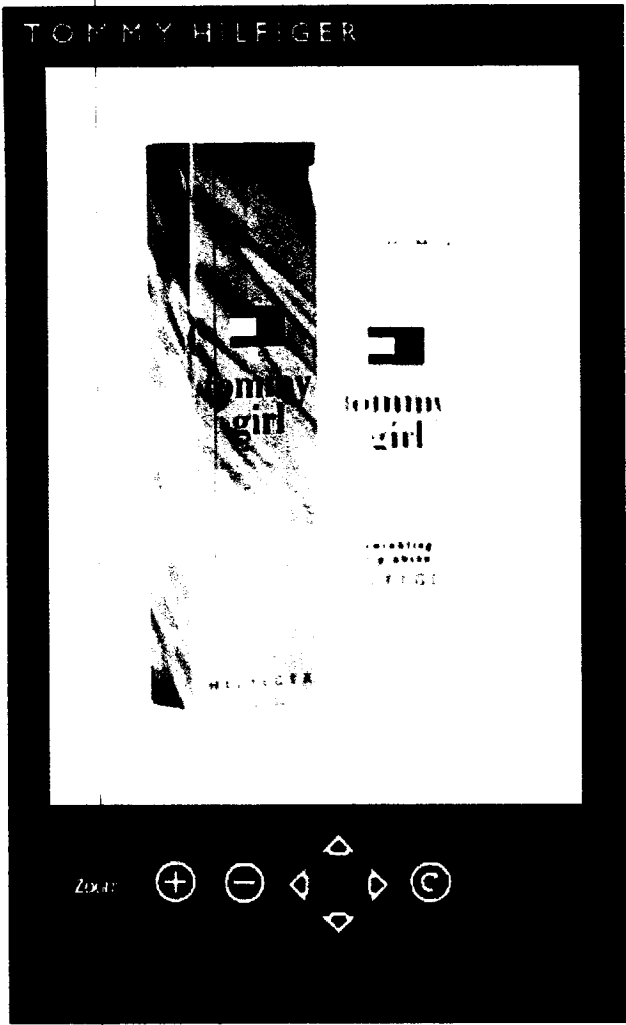


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ME | WOMEN | MEN | ACCESSORIES | FRAGRANCE | HOME | GIFTS

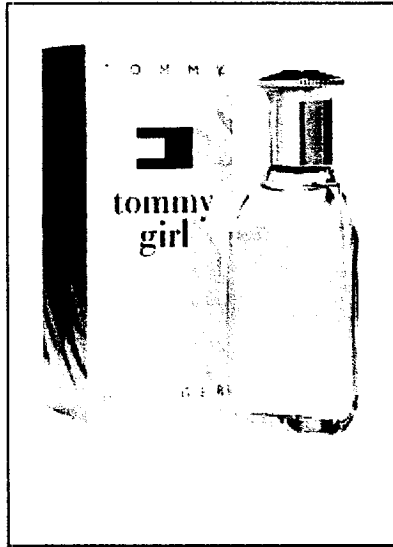
## Fragrance

- Men >
- Women >
- Gifts
- True Star
- Tommy Girl

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### Tommy Girl Shimmer at Twilight 1.7 oz. Body Mist

\$42.00

item FR02A5W01

This limited edition shimmering body mist captures the magic of twilight and sets your body aglow with alluring shine. Spray it on for a fine dusting of sparkle and a gentle caress of your favorite fragrance, Tommy Girl.

Please note: Orders that contain fragrance cannot be shipped express or outside the Continental U.S. |

Shipping to U.S. address only.

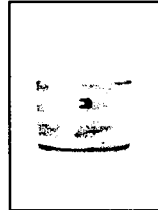
Color No Color

Quantity 1 \$42.00

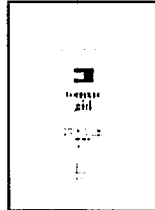
ZOOM

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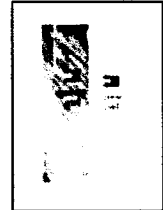
Tommy Girl Shimmer at Twilight 5.0 oz. Luster Swir \$25.00



Tommy Girl Shimmer at Twilight Bubbling Shower Gel \$20.00



True Star Eau de Parfum 3.4 oz \$60.00



Tommy Girl Shimmer at Twilight .5oz Twinkling Lip \$10.00



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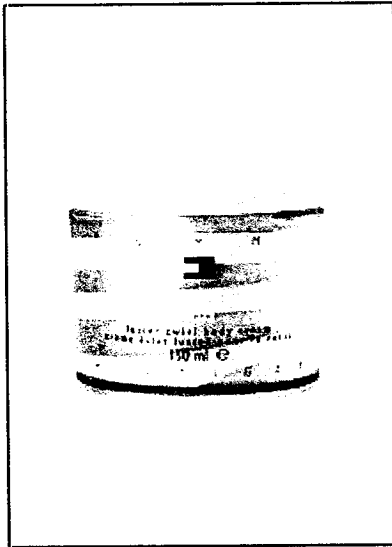
## Fragrance

- Men >
- Women >
- Gifts
- True Star
- Tommy Girl

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### Tommy Girl Shimmer at Twilight 5.0 oz. Luster Swir

\$25.00 item FR027RY01  
Our luxurious combination of cream and pearlized gel hydrates your skin and leaves a delicate kiss of Tommy Girl. This limited edition lavender-hued shimmering swirl presentation looks as mesmerizing displayed in your powder room as it feels on your skin.

Please note: Orders that contain fragrance cannot be shipped express or outside the Continental U.S. |

Shipping to U.S. address only.

Color  No Color

Quantity 1 \$25.00

ZOOM

**ADD TO CART**

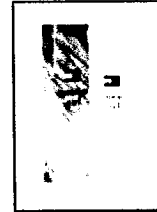
### MAY WE ALSO SUGGEST...



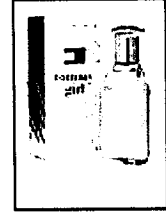
Tommy Girl Shimmer at Twilight Bubbling Shower Gel \$20.00



True Star Eau de Parfum 3.4 oz \$60.00



Tommy Girl Shimmer at Twilight .5oz Twinkling Lip \$10.00



Tommy Girl Shimmer at Twilight 1.7 oz. Body Mist \$42.00

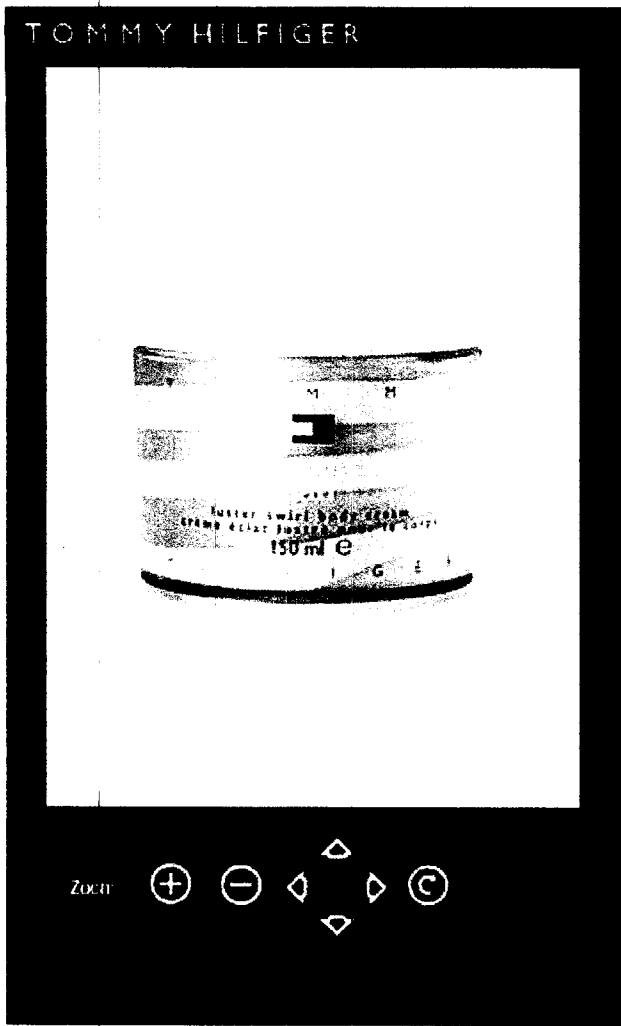


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MEN WOMEN KIDS ACCESSORIES FRAGRANCE HOME GIFTS

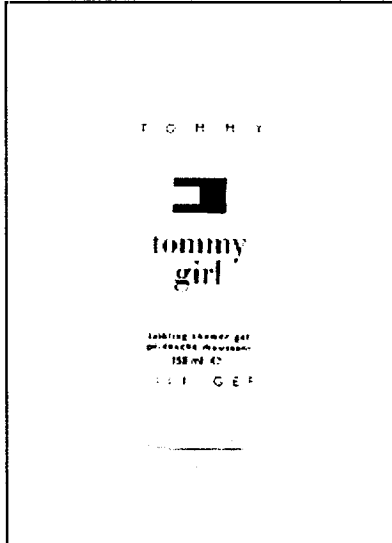
## Fragrance

- Men >
- Women >
- Gifts
- True Star
- Tommy Girl

### Sign up for email updates.

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## Tommy Girl Shimmer at Twilight Bubbling Shower Gel

\$20.00

item FR027T001

Bathe yourself in the shimmering beauty of twilight. Our limited edition shower gel foams into a rich, soothing lather that gently cleanses your skin and lightly caresses you with the refreshing scent of Tommy Girl.

Please note: Orders that contain fragrance cannot be shipped express or outside the Continental U.S.

Shipping to U.S. address only.

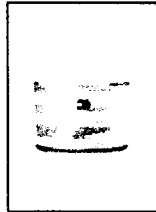
Color No Color

Quantity 1 \$20.00

**ADD TO CART** (+)

ZOOM

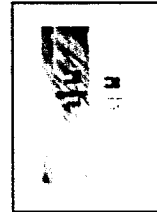
### MAY WE ALSO SUGGEST...



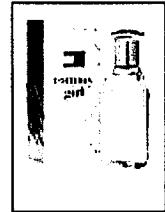
Tommy Girl Shimmer at Twilight 5.0 oz. Luster Swir \$25.00



True Star Eau de Parfum 3.4 oz \$60.00



Tommy Girl Shimmer at Twilight .5oz Twinkling Lip \$10.00



Tommy Girl Shimmer at Twilight 1.7 oz. Body Mist \$42.00

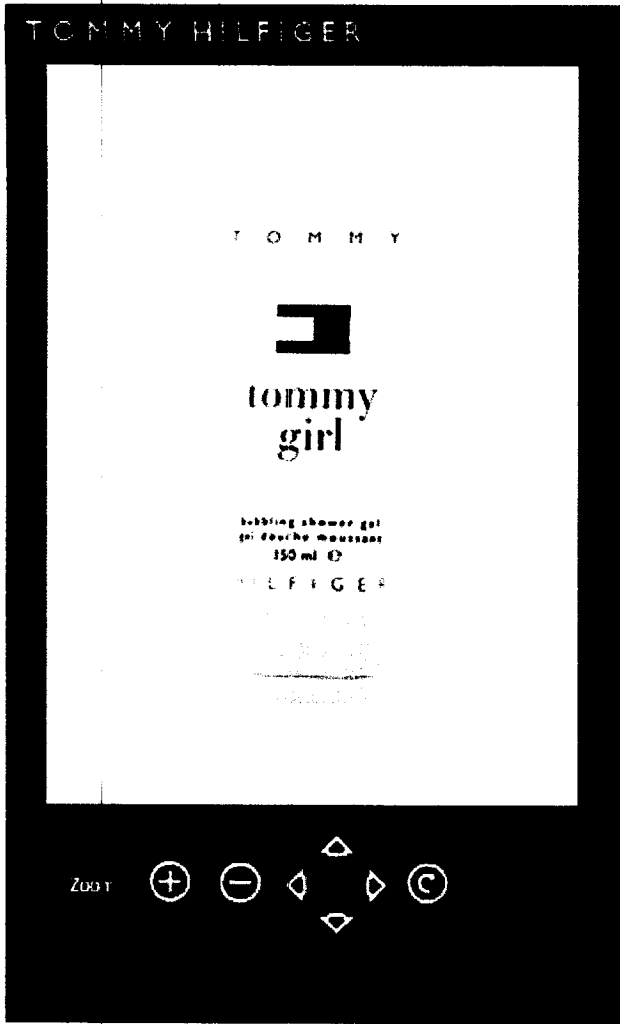


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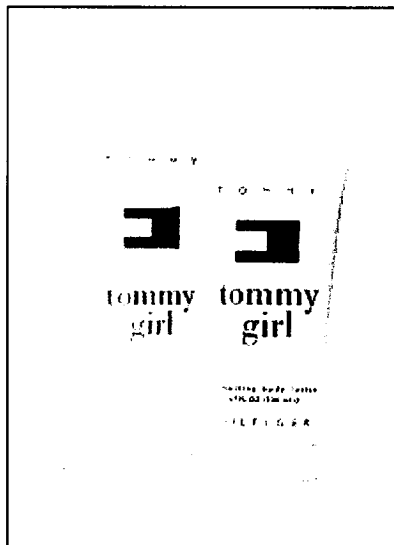
## Fragrance

- Men >
- Women >
- Gifts
- True Star
- Tommy Girl

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### Tommy Girl Smoothing Body Lotion 6.7 oz

\$24.00 item FR225P012

Skin that's parched and rough deserves a little extra TLC. Our refreshing, soothing body lotion smoothes the skin, even elbows, knees, and feet, while caressing it with the spirited scent of Tommy Girl. The fast-absorbing formula moisturizes and leaves skin feeling soft and silky without leaving a greasy residue.

Please note: Orders that contain fragrance cannot be shipped express or outside the Continental U.S. |

Shipping to U.S. address only.

Color  No Color

Quantity 1 \$24.00

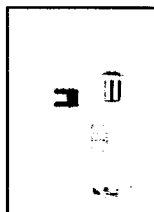
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ZOOM

### MAY WE ALSO SUGGEST...



**Belted Deco Jean**  
~~\$69.00~~  
**Now \$49.99**



**Tommy Girl Cologne Spray 1.7 oz**  
**\$38.00**

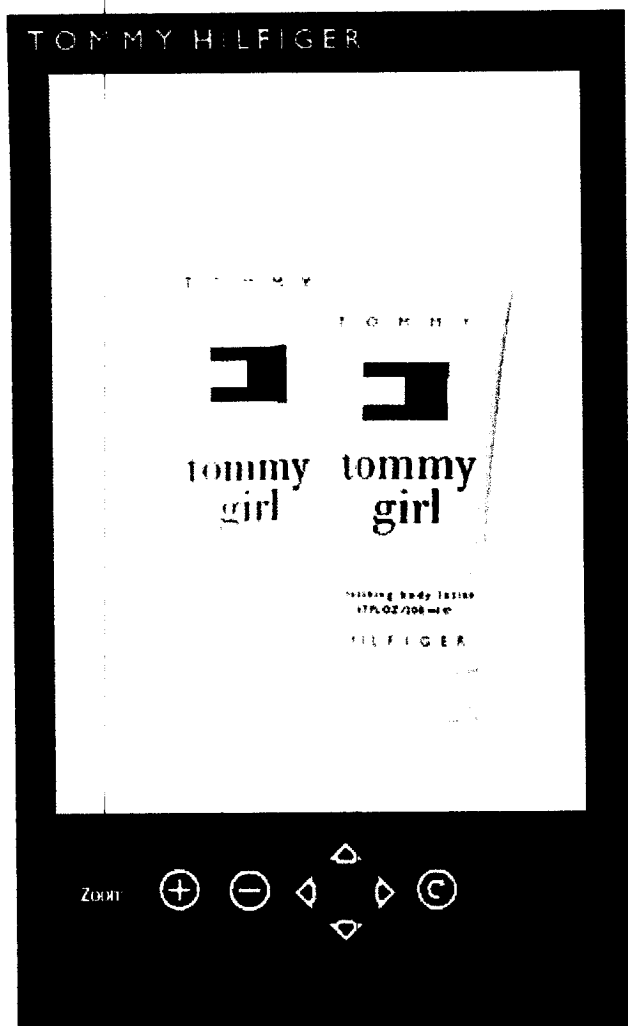


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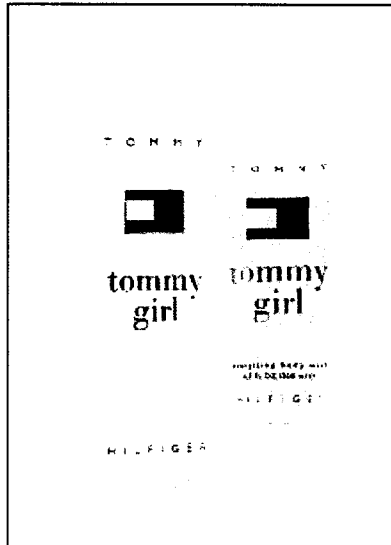
## Fragrance

- Men >
- Women >
- Gifts
- True Star
- Tommy Girl

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### Tommy Girl Energizing Body Wash 6.7 oz

\$20.00 item FR201C019

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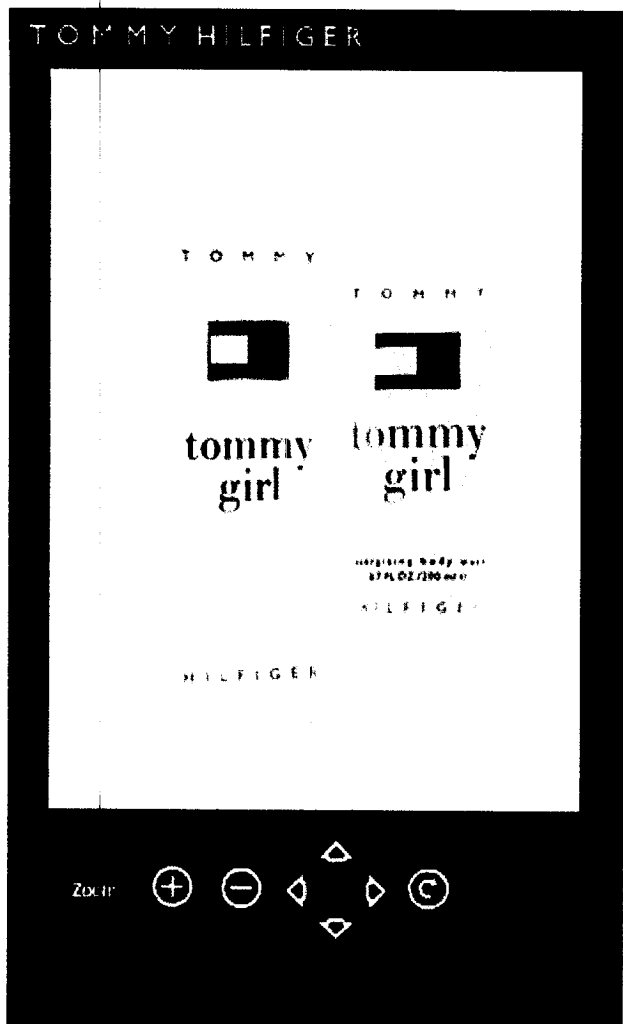


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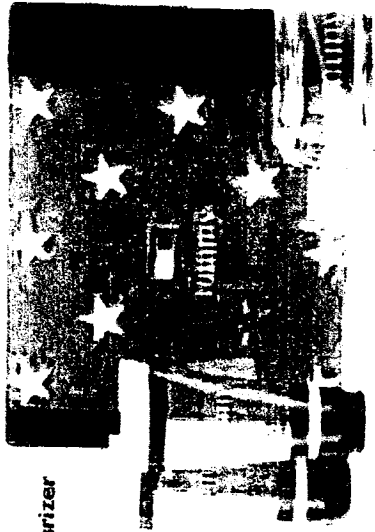
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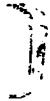
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**EXHIBIT D**



Huntsville, AL

# BJHS Named Tommy Girl All-American Cheerleading Squad

Huntsville Blog

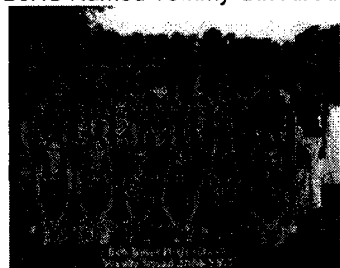
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From [Jean Brandau](#),  
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## February 02, 2005

### BJHS Named Tommy Girl All-American Cheerleading Squad



HUNTSVILLE—On January 31, 2005, the **Bob Jones Varsity Competition Cheerleaders** from Madison, Alabama were named the **Tommy Girl All-American Cheerleading Squad by Tommy Girl Fragrance**. They are the first ever to receive this recognition and did so by competing against other competition cheerleaders from across the nation. The nationwide contest was open to school teams only and required that a video be submitted showing the school's competition routine. This video was judged by a panel of qualified Universal Cheerleading Association judges who selected the top 16 squads nationally. The winner was then chosen by Internet voting that took place during the month January.

As the winning squad, Tommy Girl Fragrance will award the Bob Jones competition squad with a check for \$10,000 and also provide another \$10,000 to offset the squad's expenses for an upcoming trip to Orlando, Florida where they will compete in the Universal Cheerleading Association's national competition. Additionally, they will be featured on ESPN performing their winning routine.

The Head Coach of the squad, Shannon Pike, said "It is so exciting to be named the Tommy Girl All-American Cheerleading Squad! It means even more because we made it to #1 because of the support of family, friends and people all over the State of Alabama and beyond. During the three weeks of this competition the entire team was really embraced by people throughout the region and the outpouring of support and encouragement was just awesome!" Pike noted that Tommy Hilfiger personally sent a note of congratulations that was passed on to the squad the day after they were named the winners. He also congratulated the school and the community for all of their support.

**Members of the BJHS Varsity Competition Cheerleading Squad are:**

**Seniors:** Lindsay Atnip, Amanda Brown, Denise Gerrity, Erin Laing, Alicia Mooren, Cortney Smith, Rachel Underwood

**Juniors:** Allison Coleman, Kelley Eacret, Samantha Kyle, Ashley Martin, Emily Parker, Kecenia Stevenson, Brewer Wilbanks

**Sophomores:** Natasha Austin, Kristine Disbrow, Katelyn Goode, Jenny Groux, Alicia Pruner, and Lauren Woltjen.

In addition to being named the Tommy Girl All-American Cheerleading Squad, the Bob Jones Competition Cheerleaders also placed first in the **Universal Cheerleading Association (UCA)** regional competition and first in the **Alabama High School Athletic Association (AHSAA)** competition for 6-A schools. For more information, see the Bob Jones Competition Cheerleaders website at: <http://www.bjcheer.com>

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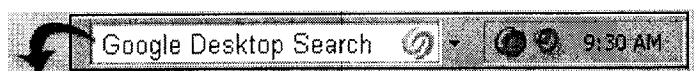
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10/18/05 THESTATE (No Page)

Page 1

10/18/05 Columbia State (SC) (Pg. Unavail. Online)  
2005 WLNR 16831270

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October 18, 2005

Section: d

What's afoot for fall  
Summer styles stick around ... but go a little chunkier and warmer (in color and texture)

By SARAH SABALOS, Staff Writer

Our Crystal Footwear Ball reveals both bad and good news re: fall/winter shoes.

The (obvious) bad news: You'll have to lay off the flip-flops and strappy sandals to avoid Toe Chill.

The good news: For the most part, shoes you liked during the summer are still around, with a few adjustments. Ballet flats, skimmers, kitten heels, clogs and mules -- many with metallic detailing, bows, beads and sequins -- have been tweaked for autumn.

"The little ballerina shoes have been good for us," said Bruce Greenberg of Coplon's on Forest Drive. "We're showing lots of flats and mostly round toes."

In general, those ballet flats are sporting heavy textures and patterns -- tweed, velvet and sweater uppers; argyle prints; even faux fur.

"Texture is the driving force right now," said Henry Webb of Main & Taylor Shoe Salon on Main Street. "The primary materials are textures -- faux animal hair, suede fabric, alligator or lizard print... with soft toes and soft construction."

If you like grosgrain ribbon trim and ankle ties, Hollywould makes ballet flats in a whole family of metallic colors for about \$210. Icon has a line of ballet flats with intricate, artistic prints in the \$110 range.

High-heeled loafers will be everywhere this winter. Try **Tommy Girl "Effie" high-heeled loafers (\$74)** if you like a simple, clean look in black or brown; Michael Kors makes a red-velvet suede pair for \$164.

Sweater boots will be all over the place as the weather cools, and our fave is

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Rebels "Pepper" boots in black (around \$80). One caution: They tend to run big.

With all this texture, why not print tights and stockings? Our favorite source: [www.sock-dreams.com](http://www.sock-dreams.com) ("the best sock store in the known universe"), where you can find hundreds of styles, plus oodles of accessories.

#### WHAT TO LOOK FOR

You certainly can find any kind of heel or toe style you want, but Our Crystal Footwear Ball predicts the following general trends for fall and winter:

TOE STYLE: Round

HEEL HEIGHT: Flat to low

HEEL THICKNESS: Chunky

COLORS: Lots of burnt orange, bright plum and moss green, as well as florals. (Good luck finding navy blue.)

#### ---- INDEX REFERENCES ----

INDUSTRY: (Entertainment (1EN08); Dance (1DA68))

Language: EN

OTHER INDEXING: (Bruce Greenberg; Henry Webb; Taylor Shoe) (COLORS; CRYSTAL FOOTWEAR BALL; NAVY; TAYLOR SHOE SALON) (Bruce Greenberg; Chunky HEEL THICKNESS; HEEL HEIGHT; Henry Webb; Hollywould; Icon; Michael Kors; Texture; Toe Chill; Tommy Girl) (us.sc.columb; us.sc; us)

KEYWORDS: (CT/lfl); (NT/Lifestyles); (SU/living)

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8/23/05 NBCTODAY (No Page)

Page 1

8/23/05 NBC News: Today (Pg. Unavail. Online)  
2005 WLNR 13261601

Today

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August 23, 2005

Profile: Amy E. Goodman of Instyle magazine shows new fall shoes

Time: 7:00-10:00 AM

JOE WITTE, announcer: TODAY'S INSTYLE is brought to you by...

ALEXIS GLICK reporting:

This morning on INSTYLE TODAY, fall fashions for your feet.

Your dress size might change, your waistline--waistline might move a couple of inches, but your feet often stay the same. So why not step out in style? And joining us this morning is Amy E. Goodman from InStyle with so many different pairs of what the hottest shoes are for the fall.

Good morning.

Ms. AMY E. GOODMAN (InStyle Magazine): Good morning. Yes, the fall shoes are really, really calm, cool and collected, very sophisticated and tailored. So what we're going to take a look at today is all the little details that make an ordinary shoe quite extraordinary.

GLICK: I should mention to people that in the September issue of InStyle, you have an entire thing on 145 different styles of shoes.

Ms. GOODMAN: It's the ultimate shoe guide for this fall. And here we have our ultimate shoe store, which we brought to TODAY, a nice sampling.

GLICK: OK. Let's start out with heels.

Ms. GOODMAN: Yes.

GLICK: There are different styles of heels. And this year, it's all about being much more decorative, a little more different than last year.

Ms. GOODMAN: Right. So when looking at the high heels, the specific things that you want to look for are the interesting and exotic skins like snakeskin; the little peek toe, as we have here with Steve Madden; and also, if you're going to

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go for your basic black pump, do so with a little bit of interesting detail here with the leather and a very delicate buckle. But a lot of these high heels are really high, so let's look at some kitten heels, which average 1.5 inches. And as you can see, as you said, there's a lot of interesting fabrics coming out this season. Here by Cynthia Rowley, a nice tweed with a decorative metallic bow, and a very interesting grommet heel on this piece by Nine West Studio.

GLICK: Loafers, like this loafer with the heel is really the look this fall.

Ms. GOODMAN: I love it. It's the loafer pump, it's our favorite loafers, just elevated. And, as you can see, they're inspired by men's wear. So the interesting plaid, the grommets here by Carlos Santana. And...

GLICK: And we have...

Ms. GOODMAN: ...our model, Alexa, is wearing a pair by the Gap. And they are done with a nice patent leather, very shiny. They look just like a penny loafer but with a heel on them.

GLICK: And they're pretty reasonably priced. Fifty-four dollars?

Ms. GOODMAN: Fifty-four dollars, which is--and she--how does it feel? It's very comfortable?

ALEXA: Yeah.

GLICK: Well, thank you very much, Alexa.

ALEXA: Thank you.

GLICK: Now, ballerina flats--the whole flat trend that started a year ago is still in this year.

Ms. GOODMAN: Yes, absolutely. But they're even more feminine and flirty than ever. As you can tell from these little bows here by Coach. And also a French sole--very delicate. And a fun little ruffle here by Delman.

GLICK: Love these.

Ms. GOODMAN: It's very, very sweet, and suede. Suede is a hot fabric this season. When we go into the pointy-toed flats, which are lady-like, as you can see, a good rule of thumb is to not to pair it with what I'm wearing, the three-quarter skirt and the knee skirt. But, if you do so, you're going to look very dowdy, like a librarian. So make sure it's either a short skirt or a long skirt or tailored pants.

GLICK: Or a tailored pair of pants, exactly.

Ms. GOODMAN: Yes.

GLICK: And look here.

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Ms. GOODMAN: And we have Lisa here, who...

JULIE: Julie.

Ms. GOODMAN: Oh, excuse me.

JULIE: That's all right.

Ms. GOODMAN: Who decided to brave it with some Banana Republic skimmers. They're also called skimmers. And even though it's very basic black, I'm going to point out here, I love the nice little scalloped heel.

GLICK: The detail.

Ms. GOODMAN: And the crosses in the front.

GLICK: Well, thank you very much, Julie. You look terrific.

JULIE: Thank you.

GLICK: Now the ankle boot. This is also a big trend, and in vibrant colors.

Ms. GOODMAN: Yes. If you ever thought--I think ankle boot and I think, oh my gosh, 1980s black boot. But they've really come a long way. They have a lot of character, they're very fun. This from Antonio Melani has the faux fur, the cross stitch. I think this is like the great mountain boot. Or you can go for something a little bit more elegant, really fun. And here we have--I love this, I call this the Mary Poppins too. I hope you can see it, it has very--fabric buttons on them, which are very funky.

GLICK: Can you wear these with a skirt? I mean, that's one of the things you said you can do. I feel like flashback to the '80s, can I do it? But they say you can.

Ms. GOODMAN: Right. Well, if you do it--if you feel confident and you have great legs, go for a nice short skirt. Just wear an opaque or patterned tight on them. Because there is such a thing such as showing too much skin.

GLICK: Hi, ladies.

BRIDGET: Hi.

Ms. GOODMAN: **Yes. And now, she's** going to show us a very sweet boot here by **Tommy Girl**. And I love the pink bow, it's **very** cute, with pink stitching. It actually has a pink interior, too. And they just make you feel sassy.

BRIDGET: Yes.

GLICK: Do you like them, Bridget? They're adorable.

BRIDGET: Very, very sassy. Right.

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Ms. GOODMAN: And here, she actually has on for us a wedge boot, which we're going to get to in a second. Very comfortable from Bass, \$89, what a great deal.

GLICK: Cynthia, do you like them?

CYNTHIA: I really love them.

GLICK: I love those wedge boots. I'm all about the wedge.

Ms. GOODMAN: Right.

GLICK: And I find that they're a really, really comfortable way to have some heels.

Ms. GOODMAN: Yes, absolutely. We saw a lot of wedges this summer, the sandals; that has now transitioned into the wedge boot, as you can see. And they come in great colors and different heights, from the ankle to, of course, Michael Kors here, the mid-calf length. Also to the knee-high boot here, which is by Raffi. And the really wide assortment of colors, really fun and festive. If you wanted something a little more tailored, a little more business-like, we have here the knee-high boot with the stacked heel; these are Delicious by DKNY. Rich color.

GLICK: And it's OK to go for the Siena Miller look w--with the tucked-in jeans and--and tall boots.

Ms. GOODMAN: Oh, absolutely.

GLICK: We can do that?

Ms. GOODMAN: Super, super chic.

GLICK: Yes.

Ms. GOODMAN: Yes. So you can wear them for a business-like setting, but also, they go great casually, as you mentioned, with jeans.

GLICK: OK, our last model is Jill. Hi.

JILL: Hi.

Ms. GOODMAN: Hi.

GLICK: And she's wearing the look of the season, which is velvet shoes.

Ms. GOODMAN: Absolutely.

GLICK: And they're beautiful. I love them.

Ms. GOODMAN: Velvet fabric is ultra, ultra hot. Aren't these adorable? These are by Exchange by Charles David, and they're just so sweet. The color--this is a Mary Jane with a rounded toe. Very, very, very fun.

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GLICK: And it's OK, Amy, with these evening shoes to wear them for evening or daytime just like an outfit like Jill is wearing right now?

Ms. GOODMAN: Exactly. I'm actually wearing another shoe that we have by Aldo, \$70. It works really well for day, and it can transition to evening. A good rule of thumb with the silver shoes is--this is really terrific--is that it goes with nice pastels or jewel-toned clothes. If you're going to go for more of the gold hues, match it up with the earth-toned clothing. It's going to save you a lot of time when you get dressed. And our--our beautiful velvets to round out. One of my favorites, from Luichiny. The peacock pattern on the velvet--really, really dressy. Lots of fun.

GLICK: Amy Goodman, such great advice.

Ms. GOODMAN: Thank you. It was so much fun.

GLICK: I mean, they're all terrific, I love them all.

So, if you want to find out more details about it, you can pick up September's InStyle issue, or go to our Web site at today.msnbc.com.

But up next, you will not want to miss it, part two of MEN AND WOMEN: CAN THEY BE FRIENDS? And also, we'll check in one more time with Lou Manfredini, who is actually working once again, trying to scrape off some of that paint. He's got a lot of work to do before I get over to him. And we'll be back after these messages.

---- INDEX REFERENCES ----

COMPANY: DONNA KARAN INTERNATIONAL INC

Language: EN

OTHER INDEXING: (CARLOS SANTANA; DKNY; GAP; GLICK; GLICK: AND; GLICK: OK; INSTYLE; JILL; JULIE; SIENA MILLER) (Alexa; Amy E. Goodman; Amy Goodman; Aren; Charles David; Coach; Cynthia; Cynthia Rowley; Delman; Fifty; GOODMAN; Lou Manfredini; Mary Jane; Mary Poppins; Michael Kors; Ms.; Ms. GOODMAN; Rich; Steve Madden; Tommy Girl)

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8/19/05 ARIZREPUB 4

Page 1

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August 19, 2005

Section: YES

## SPORTS SHOES STEP UP TO FASHION

Megan Finnerty, The Arizona Republic

Candy-colored sneakers are a fun way to be fashionably fit this season.

As sneaker technology becomes increasingly cutting-edge, so does sneaker style, with such fashion-forward detailing as sleeker shapes, vampy gold lame trim and kitschy, zippered pockets.

"In the fashion-sneaker arena, we're seeing bold color statements, sleek silhouettes and progressive looks," says Tom Morgan, Puma's vice president of sales and merchandising.

The most popular new sneakers blend sport performance with edgy style, a trend that will continue in upcoming seasons, he says.

"Puma always tries to blend a sport influence into our fashion product, and vice versa," he says. "Puma encourages you to be creative yet comfortable when putting together your look. And no matter what, be individual, express yourself and never be afraid of color.

Here are 13 ways to express yourself.

Puma, \$65 at puma.com.

Puma, \$65 at Macy's.

Diesel, \$84.95 at Nordstrom.

Xhilaration, \$16.99 at Target.

**Tommy Girl**, \$55 at Robinsons-May.

KangaRoos, \$49 at Dillard's.

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Skechers Active, \$49 at Dillard's.

Diesel, \$85 at Macy's.

Onitsuka Tiger, \$78 at Urban Outfitters.

Saucony, \$58 at Urban Outfitters.

Adidas sneakers, \$60 at Urban Outfitters.

Puma, \$69.99 at E&J's Designer Shoe Outlet.

Puma, \$64.95 at E&J's Designer Shoe Outlet.

Daisy Fuentes wears Pumas to the Elizabeth Glaser Pediatric AIDS Foundation 2005 carnival in June in LA.

---- INDEX REFERENCES ----

INDUSTRY: (Fashion Industry (1FA88); Consumer Products & Services (1CO62); Sportswear (1SP87); Apparel & Textiles (1AP20); Apparel (1AP19))

Language: EN

OTHER INDEXING: (DESIGNER SHOE OUTLET; ELIZABETH GLASER PEDIATRIC) (Adidas; Candy; Daisy Fuentes; Diesel; KangaRoos; Onitsuka Tiger; Puma; Pumas; Saucony; Skechers Active; SPORTS SHOES STEP; Tom Morgan; Tommy Girl; Xhilaration)

EDITION: Final Chaser

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2005 WLNR 9638116

## Women's Wear Daily

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June 10, 2005

## TOMMY HILFIGER FINDS HIS MALE STAR.

Byline: Julie Naughton

NEW YORK -- Tommy Hilfiger and Enrique Iglesias are flying high -- literally -- about the prospects of their new True Star Men fragrance, a point they proved by arriving at their launch party Tuesday via helicopter.

"We want this to be the future of fragrance," Hilfiger told WWD earlier that afternoon in an interview at his West Side offices. "When we developed the True Star masterbrand, we developed a platform for true stars. Beyonce Knowles (the face of True Star Women, launched last year) was our first true star, and when we started developing the men's side of the business, Enrique was the first person I thought of (to be the men's counterpart). He's young, cool, relaxed, a true artist. There is an authenticity about him. He is a global superstar, and, as all of our products are global, it was important to align this launch with a star that is as popular in Spain or Sweden as he is in Japan or the U.S."

Hilfiger also said that the True Star initiative "resonates in pop culture, which has driven my brand for the past 25 years."

Iglesias, clad at the interview from head to toe in Hilfiger apparel, said he had admired the Knowles campaign. "It was done with a lot of class," he said. "I loved the combination of music and scent." In fact, it influenced his decision to become involved with the men's project, he said. "At the end of the day, it's your image -- and when you have your name on something, you want it to be something that you can be proud of," said Iglesias.

While the scent's target market is 18- to 35-year-olds, both Iglesias and Hilfiger think it will stretch those age parameters.

"The minute you start liking girls, one of the first things you do is buy a fragrance," said Iglesias, who said he bought his first fragrance from Cartier at age 14 and thought that those younger than 18 would be among the scent's buyers.

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"You start caring about how you smell." And the smell of True Star Men appeals to him. "I love it," said Iglesias. "It's subtle -- it's the kind of fragrance that you don't smell from 50 feet away. You smell it, your girlfriend smells it, but it's not so in your face."

According to Hilfiger: "This scent will appeal to men from 16 to 60." That's a pronouncement that his scent partner agrees with. "We think this scent will bring us to another level," said Fabrice Weber, president of the Aramis and Designer Fragrances division of Estee Lauder, adding that last year's introduction of True Star Women was the Hilfiger scent franchise's most successful launch since **Tommy Girl** in 1997. The franchise has experienced high single-digit growth this year, he added.

The True Star Men's juice was developed by Raymond Matts, vice president of corporate fragrance development worldwide for Aramis and Designer Fragrances, in cooperation with Firmenich. It has top notes of pink grapefruit and wet notes, a heart of orris and juicy black licorice and a drydown of sandalwood, saffron and vanilla.

The collection, at launch, will consist of eaux de toilette in two sizes: 1.7 oz. for \$39.50 and 3.4 oz. for \$55; a 3.4-oz. aftershave for \$42, and a 3.4-oz. aftershave balm for \$42. A 2.6-oz. deodorant stick for \$15 will be on counter in spring 2006. The scent bottle, inspired by the shape of a microphone, is a translucent charcoal gray glass with a metallic finish. The carton is of blue and silver foil accented by red.

In the U.S., the scent will be launched in August in about 1,800 department and specialty store doors. It will roll out globally in October.

Iglesias, who has released seven albums and is preparing an eighth for launch later this year, has written a song that will be used in the fragrance's TV advertising and that also will appear on his new album, noted Robin Mason, vice president of global marketing for Aramis and Designer Fragrances.

Print advertising was shot by Mario Testino and will begin appearing in September in a variety of magazines, including Teen People, Us, Star, Latina and People en Espanol, said Stephanie Benedetti, vice president of marketing, North America, for Aramis and Designer Fragrances.

A large scented campaign is also on tap, with more than 100 million scented impressions planned. The TV ad, shot by David LaChapelle in Southern California, is being finalized now and is expected to begin appearing in September. The rough cut features Iglesias on a private plane.

As well, nontraditional marketing will be brought into play on this launch, said Benedetti, who noted that e-mail blasts, cable advertising on networks such as VH-1 and MTV and marketing through Iglesias' fan club are all planned. Marketing through Iglesias' record company, Geffen Records, is also likely, said Benedetti. Iglesias also is slated to do a handful of personal appearances to promote the scent, most likely in New York, Houston and Miami.

While none of the executives would comment on projected sales or advertising

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spending, industry sources estimated that True Star Men would do \$25 million to \$30 million at wholesale globally, with about a third of that business done in the U.S. market. In the U.S., the brand is said to be spending between \$10 million and \$12 million on the scent's advertising and promotional campaign.

Caption(s): Living like his new buddy the rock star, Tommy Hilfiger alights with Enrique Iglesias from a helicopter for a party to launch the designer's fragrance, True Star Men. For more, see page 8. / Hilfiger and Iglesias swooping in on the downtown heliport; Fabrice Weber, Lynn Shanahan, William Lauder and Patrick Bousquet-Chavanne. / Hilfiger's new fragrance.

---- INDEX REFERENCES ----

COMPANY: LAUDER (ESTEE) COMPANIES INC (THE)

NEWS SUBJECT: (Business Management (1BU42); Sales & Marketing (1MA51); Sales (1SA20); Women's Market (1WO95); Target Markets (1TA03))

INDUSTRY: (Mens Grooming (1ME92); Traditional Media (1TR30); Gen Y Entertainment (1GE14); Commercial Construction (1CO15); Advertising Campaigns (1AD39); Gen Y TV (1GE33); Fragrances (1FR20); Apparel (1AP19); Cosmetics & Fragrances (1CO83); Advertising (1AD82); Personal Care & Beauty Aids (1PE87); Commercial Offices (1CO24); After-Shave (1AF18); Advertising Expenditure (1AD68); Construction (1CO11); Entertainment (1EN08); Deodorants (1DE12); Advertising & Public Relations (1AD83); Consumer Products & Services (1CO62); Men's Apparel (1ME50); Apparel & Textiles (1AP20))

REGION: (North America (1NO39); Western Europe (1WE41); Spain (1SP23); Europe (1EU83); New York (1NE72); Southern Europe (1SO59); Americas (1AM92); Iberia (1IB61); USA (1US73))

Language: EN

OTHER INDEXING: (Iglesias, Enrique) (ARAMIS; ARAMIS AND DESIGNER FRAGRANCES; DESIGNER FRAGRANCES; ESTEE LAUDER; TRUE STAR; TRUE STAR MEN; TRUE STAR WOMEN; TV; WWD) (Benedetti; Beyonce Knowles; Caption(s): Living; David LaChapelle; Enrique; Enrique Iglesias; Fabrice Weber; Geffen Records; Hilfiger; Iglesias; Knowles; Lynn Shanahan; Mario Testino; Patrick Bousquet-Chavanne; Print; Raymond Matts; Robin Mason; Stephanie Benedetti; Teen People; Tommy Girl; Tommy Hilfiger; TOMMY HILFIGER FINDS; William Lauder) (All company; All product and service information; Joint venture; Product introduction) (True Star Men (Perfume and cologne))

COMPANY TERMS: HILFIGER (TOMMY) CORP

PRODUCT: Apparel and similar products; Perfumes, toilet waters and colognes230000; 284460

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June 2, 2005

Section: Spotlight

STRAP ON SUMMER STEP INTO YOUR DAYDREAMS IN BEACHY-KEEN ESPADRILLES

Lesley Kennedy, Rocky Mountain News

Photos by Linda McConnell, Rocky Mountain News

Even if a trip to the beach is just a daydream, your feet can appear ready for a walk on the sand with this season's hottest look in shoes.

Espadrilles - summer's classic footwear - are making big waves as this season's sleekest and sexiest sandals. With styles ranging from flat thongs to sky-high embellished wedges, the beachy standbys feature soles made with rope or materials that resemble rope, and uppers made of everything from canvas to leather. We found styles that ranged from simple and inexpensive to elaborate and high-end.

Pair your espadrilles with Capri pants or Bermuda shorts, Bohemian-style skirts or cropped jeans.

So, pack away the stilettos in favor of more casual comfort. Grab a fruity drink with an umbrella in it, fill up the kiddie pool and slip into a colorful new pair of espadrilles. Who needs the beach, any how?

Photo (15), Illustration

HOT SHOES / The summer classic espadrille makes waves. On the cover FX Flux green wedge with leaf details (\$209). At

Garbarini. See graphic archive. ROCKY MOUNTAIN NEWS

CAPTION: Dani Black orange pump (\$110). At Garbarini.

CAPTION: **Tommy Girl** by Tommy Hilfiger black and white espadrilles (\$59). At [www.dillards.com](http://www.dillards.com).

CAPTION: Burberry plaid espadrilles (\$245). At Saks Fifth Avenue.

CAPTION: Via Spiga snakeskin-trimmed sandals (\$225). At Saks Fifth Avenue.

CAPTION: Cole Haan kitten heels (\$98). At Saks Fifth Avenue.

CAPTION: Kors by Michael Kors orange espadrilles (\$150). At Saks Fifth Avenue.

CAPTION: **Tommy Girl** by Tommy Hilfiger pink and white polka dot wedges

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(\$65.95). At: www.zappos.com.  
CAPTION: CLabel denim and sequin wedge heels (\$179). At Garbarini.  
CAPTION: Candie's striped espadrilles (\$39.99). At Foley's.  
CAPTION: FX Flux flats with gem detail (\$189). At Garbarini.  
CAPTION: Carlos Santana paisley and lavender sandals (\$79). At Foley's.  
CAPTION: Unlisted by Kenneth Cole floral-print ankle-strap style (\$54.99). At Foley's.  
CAPTION:  
CAPTION: Steve Madden jeweled closed-toe sandals (\$79). At Foley's.  
CAPTION: Stuart Weitzman butterfly espadrilles (\$225). At Saks Fifth Avenue.

## ---- INDEX REFERENCES ----

COMPANY: STRAP; SAKS INC

Language: EN

OTHER INDEXING: (ESPADRILLES; FOLEY; HOT; SAKS FIFTH AVENUE; SPIGA; STRAP)  
(Grab; Kenneth Cole; Michael Kors; Photo; Tommy Hilfiger)

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4/1/05 Am. Cheerleader 10  
2005 WLNR 5110359

American Cheerleader  
Copyright 2005 Lifestyle Ventures

April 1, 2005

Volume 11; Issue 2

cheers

Anonymous

IMAGE ILLUSTRATION

1

To Tommy Girl fragrances for sponsoring a search to find an "All-American Cheerleading Squad," where the winning squad wins \$10,000 and an automatic paid bid to UCA High School Nationals Finals. At press time, a winner had not yet been declared.

To The Porterville Reporter, a local California newspaper, for printing a series of pro-cheerleading articles within its Education column.

To Useless-knowledge.com, for its January 18 article, "Yes of Course Cheerleading Is a Sport." Columnist John Dale Eyler can't speak highly enough of cheerleaders!

Got any we should know about? E-mail us at editors@ americancheerleader.com with the word "Jeers" in the subject line.

IMAGE ILLUSTRATION

2

---- INDEX REFERENCES ----

Language: EN

OTHER INDEXING: (PORTERVILLE REPORTER; UCA HIGH SCHOOL) (Cheerleading; Cheerleading Squad; Columnist John Dale Eyler; IMAGE ILLUSTRATION)

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January 24, 2005

Section: Business

## Striking a Hot Match

Steve Stoute has emerged as a master in a lucrative new field: hooking up pop stars with big marketers.

By Johnnie L. Roberts

PHOTO: THE SUIT: Stoute feels just as at home in a corporate boardroom as at a hip-hop party

PHOTO: HOW STARS ALIGN IN STOUTE'S GALAXY: Don't call him a mere talent broker. Stoute helps launch brands and generate marketing ideas. CARLY FIORINA, HP's chief was seeking a hipper edge for her brand's image, + GWEN STEFANI, The stylish rock star has a new album and her own fashion line, = HP UNVEILS THE HARAJUKU LOVERS CAMERA, DESIGNED BY STEFANI, COMING IN MAY. MCDONALDS, The chain needed a catchy jingle and tag line to replace the flat 'We love to see you smile,' + JUSTIN TIMBERLAKE, The singer wanted to capitalize on his hit CD and elevate his star power, = JT RELEASED A RADIO SINGLE, 'I'M LOVIN IT.' MCDONALD'S EXECUTIVES ATE IT UP. TOMMY HILFIGER, The fashion CEO launched True Star, a fragrance for women, + BEYONCE KNOWLES, Music, movies, mag covers--she can sell it all. Why not perfume? = WITH BEYONCE ON HIS TEAM, HILFIGER HOPES TO ENJOY THE SWEET SMELL OF SUCCESS. REEBOK, It needed an edge against Nike and its rich roster of star-athlete endorsers, + JAY-Z, This influential rapper sways tastes in cars, denim, bling and even vodka, = SOARING SALES OF HIS SHOES HAVE MATCHED THE SUCCESS OF NIKE'S TOP ATHLETES.

Carly Fiorina, CEO of Hewlett-Packard, and Gwen Stefani, superstar lead singer of No Doubt, may seem an unlikely pairing. But there they were, center stage at the recent Consumer Electronics Show in Las Vegas, bantering for the audience about the new Harajuku Lovers digital camera, whose exterior was designed by Stefani. Fiorina complimented "our hippest product engineer," and Stefani described her camera fashion accessory as "very, very cute and very Japanese-inspired." HP will introduce it in May with a splashy ad campaign, timed to the release of the video for the next song from Stefani's debut solo CD. To capture the picture-perfect marketing moment onstage, Stefani held the camera at arm's length, leaned in next to Fiorina and snapped a shot.

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Perhaps the only person flashing a wider smile in the overflowing 1,600-seat theater was Steve Stoute, the hip-hop-attired man in the front row who played matchmaker to these stars and who has built a remarkable record of arranging fruitful marriages between corporate America and pop culture. It was Stoute who linked rapper Jay-Z and Reebok. The result: the white-hot S. Carter Collection of RBK sneakers. He helped McDonald's sign up Justin Timberlake for its "I'm Lovin' It" jingle. Hilfiger's fragrance for Beyonce? Stoute again. Campaigns like these have put Stoute at the forefront of a new field many call entertainment marketing, which is gaining a fast following among artists looking for new revenue streams and corporations seeking the reflected glow of hip stars.

Stoute named his firm, fittingly enough, Translation. "He's the conduit between corporate America and rap and the street, and the music industry generally," says Jay-Z. "He speaks both languages." Or, in the words of Dennis Baldwin, Reebok's top marketer: "Steve is credible in the music and entertainment worlds. Then he can switch gears, walk into the boardroom of a Fortune 500 company and speak his ideas in a way they can understand."

Credibility in the music business, especially hip-hop, is hard earned. But Stoute, 34, did it--as a top exec at Sony Music and Interscope and as manager to top stars (Mary J. Blige, Nas and superproducers Trackmasters). And he has Madison Avenue credentials; until last year he was a partner with adman Peter Arnell. That varied resume makes Stoute "the right guy for guiding brands in using the record industry to reach youth culture in a credible way," says Jimmy Iovine, CEO of Interscope Geffen records. Recently, Interscope acquired a stake in Translation.

Stoute sees himself as more than just a matchmaker with the Who's Who Rolodex; he takes an aggressive role in helping launch brands and generating marketing concepts (Stoute calls it "contemporizing brands"). "He's just constantly figuring out new ways of marketing," says Cammie Dunaway, chief marketing officer for Yahoo, a new Stoute client. After Stoute delivered Beyonce to Tommy Hilfiger last summer to pitch a new fragrance, True Star, Hilfiger asked him for more ideas. Hilfiger quickly acted on one--Stoute's suggestion to sponsor high-school cheerleaders to promote Hilfiger's **Tommy Girl** fragrances. "Cheerleading is sort of an underground cult for teens," Hilfiger says. Stoute sees it as an "all-American sport that aligns perfectly with the Hilfiger brand."

He did more than just align HP with Stefani. "Steve also had a big role in steering us to the camera, which hasn't been personalized," notes Doug Cole, HP's director of entertainment marketing. Also, Stoute instinctively knew Stefani would be willing to help make a digital camera cool, rather than, say, a Big Mac. "He edited out all the other things that didn't make sense," says Jim Guerinet, Stefani's manager.

Stoute's work for McDonald's had an intriguing twist. Typically, consumer brands will license a classic hit (the Rolling Stones' "Start Me Up" for Windows 95). But Stoute lined up Timberlake and superstar producing team the Neptunes to record a single titled--you guessed it--"I'm Lovin' It." Jive Records, the singer's label, released the record to radio. Then McDonald's launched the campaign with ads featuring Timberlake and images from the music video for the single. The campaign is "about music, entertainment, sports and fashion..." McDonald's wrote in its annual report.

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Stoute's track record isn't perfect. He had a minor role in helping his then partner Arnell land Celine Dion for Chrysler, a debacle that riveted Madison Avenue after car sales failed to hit a high note. Embarrassingly, Stoute himself once provided fodder for the New York tabloids. In 1999, rap mogul P. Diddy bashed Stoute with a champagne bottle in a dispute over a marketing tool--a music video. They soon renewed their friendship, though, and each went on to become a master promoter of hip-hop culture. Last year Stoute helped orchestrate HP's gift of a diamond-encrusted HP iPod that was presented to Diddy at his post-MTV Video Awards party--more buzz for HP.

Still, Stoute's misses seem inconsequential in light of his hits. The biggest is Reebok and Jay-Z's S. Carter Collection, which has rung up \$100 million in sales for Reebok, according to a source familiar with the business. "Steve understood the synergy between music and sports, athletes and musicians, and knew there was an untapped market for combining the two," says Paul Fireman, Reebok's CEO.

Various styles of S. Carter shoes help decorate Stoute's office in midtown Manhattan, along with the other products he's promoting. A humidor is crammed with Zino Platinum cigars, a venture between him, Arnell and high-end cigar maker Davidoff. Dozens of jars, tubes and bottles of beauty-care products by Carol's Daughter stock another shelf behind his desk. The skin creams and bath oils from Brooklyn entrepreneur Lisa Price have a cult following, and Stoute bought a stake in the firm. One recent afternoon he was on the phone trying to persuade Reebok's Baldwin to fly in for a meeting with Pharrell of the Neptunes to talk about Pharrell's new line of Reebok sneakers. "I know how important this guy is," Stoute yelled. "We cannot f--- this up. We have to fight for this deal."

Stoute knows that all that fighting pays off with the magic of genuine buzz. Back in Las Vegas, hours after HP unveiled Stefani's Harajuku Lovers camera, organizers of the trade show (not HP) held a panel discussion on marketing to teens. Early in the session, a teenage girl on the panel declared she wanted to buy not just any camera, but Gwen Stefani's. With endorsements like that, Steve Stoute is lovin' it.

---- INDEX REFERENCES ----

COMPANY: REEBCK INTERNATIONAL LTD; HEWLETT PACKARD CO; NIKE INC

NEWS SUBJECT: (Health & Family (1HE30); Teenagers (1TE59); Parents & Parenting (1PA25))

INDUSTRY: (Entertainment (1EN08); Fashion Industry (1FA88); Music (1MU57); Gen Y Entertainment (1GE14); Footwear (1FO74); Gen Y TV (1GE33); Fragrances (1FR20); Apparel (1AP19); Cosmetics & Fragrances (1CO83); Pre-Recorded Video Tapes (1PR93); Consumer Packaged Goods (1CO27); Consumer Products & Services (1CO62); Celebrities (1CE65); Personal Care & Beauty Aids (1PE87); Apparel & Textiles (1AP20); Audio Recording (1AU32))

REGION: (Americas (1AM92); North America (1NO39); USA (1US73); New York (1NE72); Nevada (1NE81))

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OTHER INDEXING: (BEYONCE; CD; CELINE DION FOR CHRYSLER; DENNIS BALDWIN; HEWLETT  
PACKARD; HP; JUSTIN TIMBERLAKE; MADISON AVENUE; MCDONALD; MCDONALDS; NEPTUNES;  
NIKE; PHARRELL; RBK; RECENTLY; REEBOK; S CARTER; STOUTE; TIMBERLAKE; **TOMMY GIRL**;  
ZINO PLATINUM) (Arnell; Back; Cammie Dunaway; Diddy; Doug Cole; Fiorina; Gwen  
Stefani; Hilfiger; Jay; Jim Guerinot; Jimmy Iovine; Jive Records; Lisa Price;  
Lovin; Mary J. Blige; P. Diddy; Paul Fireman; Peter Arnell; S. Carter Collection;  
STARS ALIGN; Stefani; Steve; Steve Stoute; Stoute; True Star; Typically)

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**December 10, 2004**

Section: thats life

Dear Santa...

By Thomas Rozwadowski, trozwado@greenbaypressgazette.com

Teens have a few tips for your elves

When it comes to offering suggestions for holiday wish lists, teenagers have the same boundless enthusiasm they did when they were 5 years old.

They've just replaced the Fisher Price boombox with names such as Tenacious D and Del Tha Funkee Homosapien.

Trust me, it all makes sense in the end.

"I want some Iggy Pop CDs and Del Tha Funkee Homosapien's 'Greatest Hits'," said eclectic music fan John Lynch, 18, of Green Bay Notre Dame Academy. "For DVDs, Cream's 'Farewell Concert' and Tenacious D's 'The Complete Masterworks' are on there ... "I give my relatives a big list. If I don't get anything off it, I usually end up scraping some money and buying it myself."

Lynch, who actually got one of this year's hot-ticket items -- the Nintendo DS -- prior to Christmas, isn't alone in his adoration for Jack Black and Kyle Gass' rock-comedy concoction, Tenacious D. The subtle strains of "Wonderboy" and "Tribute" also rock the bells hard for classmates Ben Wilda and Max Costello.

"I want the complete Tenacious D collection. They're hilarious," said Costello, 17. "The 'Family Guy' collection on DVD would be cool. And poker chips. I play every week with a group of guys."

Wilda opts to get the Led out virtue of the "How The West Was Won" live three-disc set.

"Really, anything by Led Zeppelin," Wilda, 18, said. "And a Slip N' Slide. It doesn't matter if it's not for adults."

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All right, finally someone who embraces his inner child. In fact, Wilda's all-time favorite Christmas gift is something he still uses frequently, a 16-bit Super Nintendo.

"I'm old-schol," Wilda said. "It's still the best gift I ever got."

Teenage trendwatchers say accessorizing Apple iPods with printed plastic "skins" is going to be huge, as well as colorized iPod minis.

"They're very much like cell phones from a few years ago," said Brandon Holley, editor-and-chief of ELLEgirl magazine, which conducts online write-in surveys of teenagers. "Everyone's dressing up their iPods."

For both guys and girls, other popular choices are satellite radio, car equipment, and mall brands such as Abercrombie & Fitch, American Eagle and Wet Seal.

According to ELLEgirl magazine's most recent survey of 800 teenage girls, the designers they most admired were Tommy Hilfiger, Marc Jacobs and Betsey Johnson. As for favorite cosmetic brands, girls chose CoverGirl, Maybelline and M.A.C. Most popular fragrances were Tommy Girl, Cool Water and Ralph.

Mackenzie Kelley, 17, has been eyeing another hot brand, especially on college campuses -- North Face. She's in the market for a black fleece.

"It's a necessity," Kelley said. "You can always wear a fleece, and I just really want one."

Vanessa Rompa, 18, isn't asking for anything because there's nothing out there she needs. She does, however, still long for a giant stuffed horse, like one she received when she was 6. On the other hand, Laura Van Egeren, 17, is looking ahead to college. She's hoping to get a computer.

Then there's Jon Gigot. His wish list has "Seinfeld" written all over it.

While he suggested the "Lord of the Rings: Return of the King" DVD, Santana's "Greatest Hits" and a new Frisbee, he said he really wants the "Seinfeld" DVD gift set. The limited-edition box contains the first three seasons of the show, along with fun extras like a script with handwritten notes by co-creator Larry David, salt and pepper shakers from Monk's Diner ... yada, yada, yada. "I love Seinfeld. I've loved it all my life," Gigot, 17, said. "My family used to watch it all the time, so I just got hooked. That, to me, would be the best gift you could get."

-- Knight Ridder Newspapers

What he wants ...

\* Books: We'll save the "classics" for college English class. Instead, grab "The Daily Show with Jon Stewart Presents America (The Book): A Citizen's Guide to Democracy Inaction" for some of today's best satire from the Comedy Central crew.

\* DVD sets: "Seinfeld" and "Family Guy" have already been covered. Two other strong bets: "The Simpsons: The Complete Fifth Season" (out Dec. 21) and "Freaks

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and Geeks: The Complete Series," quite possibly the most overlooked teen comedy-drama of all-time.

\* Music: Nirvana: "With The Lights Out" boxed set. A three-CD, one-DVD set made up almost entirely of previously unreleased selections from the Seattle band that defined an era.

\* iPod, iPod mini: The digital revolution has begun. It's a bit pricey (\$249-\$349), but if you're a die-hard music fan, the handheld music player is an essential road tool.

-- Thomas Rozwadowski, Press-Gazette

What she wants ...

\* Shoes: Tweed with a 2-3 inch heel (black or brown).

\* Jackets: Also tweed. Hip to thigh length, any color is fine. A North Face fleece would also be nice.

\* DVD sets: "The OC: Complete First Season." Good for girl bonding time.

\* Jewelry makings: Beads, all colors/sizes -- glass or crystal, clasps, tools, wires, silver/gold spacers.

\* Music: Actually, a gift certificate for Best Buy so I'm able to pick out my own, because I never know what I want until I'm there myself.

\* Extra tip: Online shopping is easier, but unless you know the store's sizes, you may risk shipping things back. I'd much rather go to the stores for clothes.

-- Brittany Schultz, 17, Green Bay Notre Dame

For the young crowd

Paul Ford's eighth-grade Communication Arts class at Pulaski Community Middle School pitched in with some holiday ideas.

\* Thick bracelets from Hot Topic or Spencer's

\* CDs (Avril Lavigne, Simple Plan, Bob Marley, Nelly, "NOW That's What I Call Music!" series)

\* Dirt bikes

\* Gift cards (Best Buy, Circuit City)

\* Xbox, PlayStation 2 and computer games ("Halo 2," "Doom 3")

\* Writing journal

\* Desktop computer

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- \* DVD player
- \* Pajamas
- \* Movie certificates
- \* Lip gloss
- \* Stereo system
- \* Video camera
- \* Cosmetic kit

----- INDEX REFERENCES -----

COMPANY: MATTEL INC; VIACOM INC; HOT TOPIC INC

NEWS SUBJECT: (Health & Family (1HE30); Teenagers (1TE59); Parents & Parenting (1PA25))

INDUSTRY: (Music Concert News (1MU45); Entertainment (1EN08); Music (1MU57); Consumer Electronics (1CO61); Electronics (1EL16); Cosmetics & Fragrances (1CO83); Consumer Video Products (1CO02); PC, Video & Online Games (1PC44); Consumer Products & Services (1CO62); Make-Up (1MA98); Personal Care & Beauty Aids (1PE87))

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June 21, 2004

Section: News

16 seconds a barrel of fun  
HILLARD GROSSMAN

16 seconds a barrel of fun

Horses, adrenaline-pumping race lure Cosmopolitan cowgirls to sport

HILLARD GROSSMAN

FLORIDA TODAY

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Well, you might think I'm trashy, A little too hard core, But in my neck of the woods, I'm just the girl next door . . .

-- from Gretchen Wilson's

song "Redneck Woman"

---

There might be a little more Shania than Waylon in those boots, but each of the riders who train their horses to barrel race at the C-S Ranch in Cocoa are still as country as a Jimmy Dean sausage.

"The girls on this team are a little different -- we're girly girls," says Satellite Beach's Stephanie Gibbs Walker, a former Bacardi Rum poster girl sporting raspberry-colored wraparound sunglasses with a blue Abercrombie top.

"You'll see some hard-nosed competitors here, but I'm what I like to call a Cosmopolitan cowgirl. You know what they say: 'We don't spit or chew, or go with guys that do.' "

One's a Catholic schoolgirl, one's a former high school national champion. One

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works at Kennedy Space Center, another is a single mom.

They all share a love of horses and the competitive nature of barrel racing -- 16 seconds of hair-raising, adrenaline-pumping fury.

"I consider it like gambling -- once you win that first little money, you're hooked," says Cocoa's Kathy Davidson, 36, a veteran pro who earlier this month finished fourth among 900 competitors in the National Barrel Horse Association's State Championships at Silver Spurs Arena in Kissimmee.

"I don't think I'd know what else to do, except probably go shopping. It's you and the horse, and when you think you're good at it, it definitely becomes addicting."

Although bull and bareback bronco riding, steer wrestling and calf roping are considered the primary contest events at most rodeos, women's barrel racing has grown to more than 19,000 members in the NBHA, which sanctions some 3,500 contests each year.

The concept is simple. Race a 1,200-pound quarter horse about 150 yards around three barrels in a cloverleaf pattern and back home in about the same time Dale Earnhardt Jr.'s pit crew would change four tires and add two cans of fuel. It's all about milliseconds on the electronic clock.

"It's so fast, you feel like you're floating," Davidson says. "The horse I ride now is like a dragster. There's a lot of force under you when you're taking off."

Cocoa's Heather Fleckinger, 24, never owned a pony, but she's hooked on this.

"This isn't a sport to me. It's a lifestyle," she says. "Most of us are born into the rodeo life. But anyone can learn it."

Young stars

Holy Trinity fifth-grader Piper Underbrink of Indian Harbour Beach has learned quickly, finishing fifth two weeks ago in the state 3D Youth class.

Her father, Charlie, is a former Cornell University basketball star who played with Tiny Archibald and Sam Lacey on the Kansas City Kings. Piper's mom, Melanie, is an R&B singer who not only was a backup for Bonnie Raitt, but released her own CD.

"Go figure, who would think we'd have a cowgirl in the family?" laughs Melanie, wearing her red boots. "But I love it, except I'm always a nervous wreck."

Her 11-year-old daughter rides Ladz Money Maker, a 7-year-old gelding with good racing bloodlines that cost "about two Dodge Neons."

Charlie recently purchased a \$40,000 horse trailer, too, complete with a shower and air-conditioning.

"My wife's not one for roughing it," he says with a laugh. "I had to get a special generator that would handle her straightening iron and her hair dryer at the same

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time."

Cocoa's Ashley Blubaugh, who rides Flashy Money Maker, recalls her first love with horses -- as a 2-year-old on a merry-go-round. A year later, she was on her first real horse.

The 17-year-old Rockledge High junior, who trains Underbrink, twice has qualified for the World Youth Championships in Jackson, Miss., where she placed seventh in 2001 and 11th in 2002. That year, she won a "go-around," posting the fastest time among 3,000 riders heading into the finals.

"If somebody at school saw me like this, they'd probably faint," says Blubaugh, sweating in her yellow **Tommy Girl** shirt and blue jeans. "It's like I have two identities. They ask, 'You really ride horses?' I love the adrenaline, especially when you have a good run. Horses are like people. They all have different personalities, and it's exciting trying to find them out."

A lot of love

Cocoa's Judi Smith, 43, works as an administrative assistant from 6 a.m. to 3 p.m. at the Space Center. She likes to unwind with her 9-year-old gelding, Red Fizz, "who pays for himself." Last year, she won a \$1,200 saddle, perhaps a little more valuable than the photo of her in diapers on a pony.

"I used to water ski, lift weights and I was a black belt in karate, but this is by far the best," she says.

Titusville's Tina Moore, a 4-H Club member when she was 12 living in Kentucky, has spent 13 years around horses, and now owns two. The mother of a 3-year-old son, she makes the 17-mile trip nearly every day to the C-S Ranch just to be with her horses.

"It's definitely my first love," she says while washing M.J. after a dusty two-hour practice. "I've put way more into it than what I've won. They get treated well, too. They get massages, they're seen by chiropractors and they get acupuncture. I don't even get that."

Rockledge's Nikki Perry, a "40-something" mother of a 9-year-old who competes in the novice and senior classes, calls this her "midlife crisis," although she once was a groom and trainer in Pompano Beach.

She shares a close-knit bond with her horse, Go Go Gidget, who placed fifth among seniors in a contest at Trail Riders in West Melbourne.

"She thinks she's fast," Perry says, "but I don't tell her otherwise."

The right horse

The bond between horse and rider goes further than the soft-sand arenas, filled with Western wear ads and the usual down-on-the-farm aroma of "recycled hay."

Three weeks ago, Davidson lost her prized horse, Blood Money, a 13-year-old

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gelding that earned her some \$70,000 in six years on the World Professional Rodeo Association tour. The day after winning a contest in Eustis, Blood Money fell ill and couldn't survive a third surgery to treat colic, a common intestinal disorder found in horses.

"He was my child, my best friend," Davidson says. "I had him since he was a year old. In this sport, you just gotta find the right horse. If you and the horse click together, then you'll be all right."

Despite feeling understandably glum, she headed to the state contest two weeks ago with her backup, Lurch, and finished fourth, pocketing \$3,700.

"He just started a year ago in little competitions," says Davidson, who credits the horse with 80 percent of any successful ride. "But this is the first time he showed me some colors. He stepped up to the plate, like they say, and filled his brother's shoes.

"Everybody there said Blood Money was there with us. It gave them goose bumps. It looked like the old horse was there, like he was pushing."

Davidson, an assistant insurance underwriter, finished in 14.6 seconds, losing by four-tenths of a second to Lake Butler's Paula Seay, who is ranked third in the world. But it was still her biggest payday.

"She was great," Walker says.

Not a rich sport

Fleckinger's first barrel racing competition took place at Silver Spurs when she was just 4 years old.

"I've always been on good horses," she says. "I've seen the story and the pictures of my first contest, but I don't remember it. They say everybody stood up, and that I was going fast. Now, I've made a career out of it."

Fleckinger, an instructor at the C-S Ranch, where she says she can teach someone to ride proficiently in six months (twice-a-week lessons), has her own barrel racing bloodlines. Her mom was one of the first competitive female rodeo performers in Florida, earning rookie of the year honors in the Florida Roping Association. Her dad rode bulls and bareback horses, and still ropes today. And, of course, she's learned a lot from Davidson, her aunt and mentor.

Fleckinger, who now owns Sweetie and Lola -- both mares -- captured the 1995 high school national championship in breakaway calf roping in Gillette, Wyo. In the past 20 years, there has been only one other Florida high school champion, Rabe Rabin, who won the calf roping title in 1985.

Fleckinger has won 18 saddles, each worth at least \$1,000, and some 300 belt buckles, valued at about \$400 apiece.

"You're never going to get rich in this sport, because you have so much to put back into it," says Fleckinger, whose husband, Bobby, races a super late model car

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and manufactures airboats. "But I love it. I don't know anything else. It's a way of life."

Model of pride

Walker's way of life used to be her own modeling agency, although she still is a scout for Wilhelmina. She not only appeared in the movie, "Harry and Son," with Paul Newman, but also is the fashion agent for Cocoa Beach surfing star Kelly Slater.

So what's a girl like her doing racing horses?

"I want to get serious," says Walker, who's learned to two-step and listens to country music, thanks to her good friend, songwriter Bobby Braddock.

"I used to ride when I was 12, and I thought I knew what I was doing. But now, for nine months, twice a week, I've been training with Heather. Sometimes it hits me at 11 at night, like, 'Oh, now I know what to do.' Having Heather tell you that you had a good run is better than any check or ribbon you'll get."

Walker has been sidelined the past six weeks with four broken ribs on her left side, after her 5-year-old gelding, Can't Catch This Crook, grazed her when she slid under him while trying to maneuver around a barrel at a contest in Mims.

"I tucked and rolled, and he just scraped me," says Walker, giving her horse a drink of Coke. "They said he did everything he could not to run over me, and then he stayed by my side."

Her husband, Bruce, is a Hall of Fame skateboarder and surfer, but he won't mess with the horses.

"My husband thinks they all bite, but he's out there surfing with sharks," laughs Walker. "He sees how much it makes me happy."

"I can't wait to get back. It's what I live for now."

Looking good

In addition to the C-S Ranch, there are several other places in Brevard County where one can train, including Trail Riders in West Melbourne, Bit 'N Spur in Cocoa, and North Brevard and Higher Ground in Mims.

"A lot of people don't believe this is one of the biggest rodeo states in the nation," Charlie Underbrink says. "I think their perception of us is the two coasts and polo ponies in Palm Beach."

Devan Boyland, a 10-year-old St. Mary's student in Rockledge, trains and rides with her mom, Sammi.

"It's hard work, but it's fun," says Devan, sitting atop her 8-year-old gelding, Just Wanna Chance.

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"I think we always have the biggest cheering section," Sammi says.

Cocoa's Wendy Montgomery, 33, rides a 4-year-old gray mare, Deb's Lane, "to unwind from the world a little bit," although she stays busy at home with a cat, a dog, 15 chickens and two turkeys.

"It's exciting," she says. "You can't wait until the next show, because you're usually thinking about your mistakes and trying to correct them.

"But we're all a color-coordinated group anyway, so even if we have a bad run, Heather tells us at least we look good."

Contact Grossman at 242-3676 or hgrossma@flatoday.net

Hear the hooves

To view exclusive videos showing the ins and outs of barrel racing, a gallery of images of Brevard racers or a closer look at the horses and links to more information on barrel racing, log on to, [florida today.com](http://florida.today.com)

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Want to get started?

If you'd like to take lessons from a pro, try Heather Fleckinger at the C-S Ranch in Cocoa. Before you start, you might want to consider your investment:

Horse: \$5,000 to \$60,000

Board/feed: \$100-\$300 a month

Vet and shoes: \$100 a month

Trailer: \$7,500-\$150,000

Weekly rodeos: \$100-\$300

Lessons: \$10 to \$50 each

For information, call 288-6180.

Color locator map by J. Joslin, Florida Today

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First barrel is key to good ride

Professional barrel racer Kathy Davidson of Cocoa (shown above) says the first barrel is the key to a good, smooth ride.

"We start out down the chute and I go to the left barrel first, everybody else seems to go to the right," she says. "If you go to the right, then the next two

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turns are to the left. The first barrel we call the money barrel. That's the one that makes or breaks it."

With different distances between barrels at each event, riders train horses to "rate" the barrel.

"You give them a cue to slow or turn. I say the word, 'Whoa,' or pick the reins up."

Davidson says the primary technique is to get them to turn.

"The horse I have now is tall, so he has to slow down. My other horse was small, so he'd just run around the barrel."

She says most of the horses used are quarter horses, which are fast at a quarter-mile, rather than thoroughbreds.

"It's all an adrenaline rush, just you and the horse," she says, "and every horse is so different."

-- Hillard Grossman, FLORIDA TODAY

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Barrel racing pattern

(For complete text and illustration, see microfilm.)

Source: RidingforSport.com - FLORIDA TODAY

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Captions:

Photos by Emily Barnes, FLORIDA TODAY

Ridin' high. Rockledge High student Ashley Blubaugh falls forward on her horse, Flashy Money Maker, during a barrel run at Trail Riders in West Melbourne. Blubaugh, 17, placed seventh in the 2001 World Youth Championships.

Close support. Stephanie Gibbs Walker, right, gets a hug as she returns to training after suffering four broken ribs.

Dinner time. Hidden behind Red Fizz, Cocoa's Judi Smith takes time out to provide her 9-year-old gelding a meal.

Horse talk. Framed by Lola, Fleckinger chats with Tina Moore, a Titusville mother who makes the 17-mile trip to C&S Ranch to be with her two horses. "...They get acupuncture. I don't even get that," she says.

Getting ready. Piper Underbrink, 11, fastens the cuff of her long-sleeve shirt, a competition requirement. Her horse "Laddy" looks on.

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Rodeo wear. Below, perfect nails and a championship belt buckle provide an interesting contrast in Fleckinger's wardrobe.

Time for a bath. The barn at C-S Ranch is a gathering spot for many of the riders, but now it's bath time for horses Lola, center, and Crook.

'Go!' On the sidelines watching instructor Heather Fleckinger, fans like Shaina Propper, 11, cheer for a good run at a competition at Trail Riders in West Melbourne.

Around the barrel. At the Silver Spurs Arena in Kissimmee, Kathy Davidson of Cocoa rides Blood Money, her 13-year-old gelding, which died recently. Bloody Money earned her \$70,000 in prize money.

Mane show. Nikki Perry's horse Go-Go stands ready for competition with a well-braided mane.

Three barrels. A horse and a rider race against the clock, covering about 150 yards around three barrels and finishing with a straightaway run, in about 16 seconds. Popular? You bet. Nine hundred riders competed at the state championships in Kissimmee.

---- INDEX REFERENCES ----

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May 1, 2004

Volume 35; Issue 1

Summer scents from top designers: exciting prizes for ESSENCE readers. (Your Chance To Win)  
Scott, Stephanie

Gucci

Scents needn't be strong to make an impression. Gucci Eau de Parfum II (1.7 ounce eau de toilette) captivates the senses with black currant, blackberry and cedarwood for a luxurious and light scent. Twenty prizes worth \$65 each.

(ILLUSTRATION OMITTED)

Calvin Klein

Love the original? Try cK one summer (3.4 oz eau de toilette) a newer, crisper spin on the classic scent. It contains hints of star fruit, golden kiwi, cool blueberry leaves and sun-kissed woods Twenty Prizes worth \$38 each.

(ILLUSTRATION OMITTED)

Escada

Take your senses on a fun and sexy journey with Escada Island Kiss (50 milliliter eau de toilette)--a fruity mix of mango, passion fruit and magnolia. Thirty prizes worth \$48 each.

(ILLUSTRATION OMITTED)

Carolina Herrera

Show off your feminine side with Carolina (1.7 oz eau de toilette)--a blend of bitter orange, rose and natural vanilla that's lusciously ladylike. Thirty prizes worth \$49 each.

(ILLUSTRATION OMITTED)

Tommy Hilfiger

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**Tommy Girl Summer Cologne (3.4 oz spray)** is an exhilarating mix of verbena, lime, spearmint, menthol and saffron that will keep you cool and fresh. Thirty prizes worth \$42 each.

(ILLUSTRATION OMITTED)

Kenneth Cole

Black--Kenneth Cole for her (1.7 oz eau de parfum) is everything you want from a fragrance, yet nothing you would expect. Thirty prizes worth \$49 each.

(ILLUSTRATION OMITTED)

Diane von Furstenberg

If you have an eclectic fashion sense, and you're looking for a scent that's as original as you are, you'll Love D by Diane von Furstenberg Beauty (3.4 oz eau de parfum). Thirty prizes worth \$75 each.

(ILLUSTRATION OMITTED)

---- INDEX REFERENCES ----

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PRODUCT: Toilet Water & Colognes; Perfumes & Colognes; Toilet preparations; Toilet Preparation Manufacturing2844230; 2844200

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January 1, 2004

Volume 64; Issue 1

Epicurus at the Food Court  
Reece, Erik Anderson

When my tax return arrived this year, I drove out to the large mall that used to sit on the edge of town but is now surrounded by full-throttle "growth" or "sprawl," depending on your politics. A Sears Automotive Center resides in the middle of the mall's parking lot, next to an Olive Garden restaurant (imagine that aesthetic misalignment anywhere but in the United States).

I walked to the mall and wandered around. I hadn't shopped there for awhile and slowly a thought dawned on me: although no one wants to admit it, the United States is a country run by teenagers. Behind lifeless store manikins inevitably hang posters of smiling youths ranging in age from fifteen to twenty-one. Look where you will in the mall and almost every image you see is that of an adolescent. With their \$90-a-week in disposable income (\$141 billion annually, according to Kipp Cheng's 1999 Brandweek article, "Setting Their Sites on Generation "Y"), teenagers dictate style and, in turn, "economic growth" to the companies that then dictate tax incentives, tariffs, and the easing of environmental restrictions to the politicians whose election campaigns they bankroll.

I stopped at the food court—a corridor of neon opulence—and bought a soft drink. I found a table out of the way of the main foot traffic and watched people come and go.

The mall isn't just for the beautiful, though beauty, of course, is the goal. Nor is it just for the young, though they clearly seem the most at home here. You have to give the mall credit—as public space goes, it is fairly democratic. You can look, you can buy, you can loiter. When a black boy and a white girl walk holding hands, nobody turns to stare as they might in another public space—such as, say, the Baptist church I grew up in. As I people-watched I observed four sharply dressed professional women eating at a table that was next to a family which was obviously less advantaged. There were girls who shopped alone or in small groups, wearing black, butthugging pants that flare out around platform shoes. There were boys, seemingly always in packs, clad in NBA team jerseys. There were girls wearing low-cut tops trying to look older and women in "Tommy Girl" T-shirts trying to look younger. There were people in wheelchairs and couples with

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strollers. Nearly everyone seemed to be carrying a shopping bag bearing a picture of a bare-chested male model. On closer inspection, I realized this was the bag from Abercrombie and Fitch.

IMAGE ILLUSTRATION

1

IMAGE ILLUSTRATION

2

In my own satchel I had several books, along with some half-finished poems and a pile of students' papers that needed grading. But since I was sitting in the food court, I dug out the *Essential Epicurus* (translated by Eugene O'Connor). In a sense, the ancient Greek philosopher does belong in the food court. His name and philosophy survive chiefly in the way we refer to someone with a passion for good food and drink as an epicurean.

I turned to the 2300-year-old "Letter to Menoecus," in which Epicurus declares that we must "pursue the things that make for happiness, seeing that when happiness is present, we have everything; but when it is absent we do everything to possess it." In other words, do what makes you happy. Nothing is intrinsically good or bad, a virtue or a vice. Values change with the empires.

As for the gods, says Epicurus, they may exist in some far-off realm but they certainly don't concern themselves with the carryings on of this diminutive planet. If they did, they wouldn't be gods—they would be next-door neighbors. So there is no need to fear the gods nor reason to pretend we can know anything about them.

Epicurean philosophy veers close to Buddhism in that Epicurus never sought a meta-physical reason for life's sorrow and suffering. The religions of the West say that we suffer because we sin, thus this world must always seem in some sense like exile. For Epicurus this was an intolerable position that always interferes with happiness—that all philosophy and religion can in the end honestly say is that pleasure is good, pain is bad, end of story.

Seen in this light, epicurean philosophy would appear to be very contemporary, very American. Couldn't the motto inscribed over the gate of the garden where Epicurus taught just as easily be placed above every mall entrance? "Guest, you will be happy here, for here happiness is esteemed the highest good." What do we seek at the mall if not things to make us happy?

On the opposite side of town, I often see poor Latino men and women shopping at a large Salvation Army store. Many of them are migrant workers who have come to cut tobacco, work on horse farms, and perform the many jobs citizens don't want. They shop out of necessity. They look for essential items: a pair of boots, some workpants, a winter coat. They purchase items that are vital, while across town most shoppers have what they need and are buying what they want what they think will make them happy.



Of course, the knotty question is: what will make us happy? Epicurus answered: self-sufficiency for one thing, prudence for another. And suddenly we are somewhere other than the mall.

"They take the sweetest pleasure in luxury who have least need of it," Epicurus wrote to Menoecus. "Everything easy to procure is natural while everything difficult to obtain is superfluous." This formula strikes me as the hinge of Epicurean philosophy. The things that will make us truly happy are easy enough to get; if the cost of something is too great, we can be happy without it. Epicurus read the evidence for this maxim everywhere in the natural world, as would another teacher of voluntary poverty who, four hundred years later, urged his followers to learn their economy from the lilies of the field and the birds in the sky. Or, to transpose the maxim into a more familiar one, consider this uncharacteristically bitter passage from Walt Whitman's poem "Song of Myself":

IMAGE FORMULA

3

IMAGE FORMULA

4

Whitman seems on the verge of abandoning the human race altogether, so far has it drifted from the laws of its own nature. His animals, by contrast, are perfect Epicureans. They fear neither God nor death; they procure only what they need; they are self-sufficient; they never question why life gets hard.

Epicurus adds that, while natural wealth reaches a point of satiety, "the riches of idle fancies go on forever." We might realize just how far our own artificial economy has drifted from the economy of nature if we would admit that our system is based precisely on the wager that our yearning for idle fancies goes on forever.

That the economy of nature cannot sustain for much longer the consumption-waste economy of the mall is a truth we try to bury beneath more and more acres of asphalt. Americans comprise 5 percent of the world's population yet consume nearly 25 percent of its resources. This statistic alone should tell us something about the events of September 11, 2001. Yet by September 14, 2001, President George W. Bush was urging Americans to be brave-and get back to the mall. What else could we do? We are caught in an economy of insatiability; the nation depends upon it.

I take this frightening dilemma to be the subject of the popular science fiction film the Matrix. In it, the Earth has been destroyed and a few humans war against machines that have evolved along a Darwinian model to form their own artificial intelligence. When the machines capture the human Morpheus, he is interrogated by the cyborg Agent Smith, who lectures:

When I tried to classify your species, I realized you're not actually mammals. Every mammal on this planet instinctively develops a natural equilibrium with the surrounding environment, but you humans do not. You move to an area and multiply until every natural resource is consumed and the only way you can survive is to spread to another area. There is another organism on this planet that follows this

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same pattern. And do you know what it is? A virus. Human beings are a disease, a cancer on this planet.

IMAGE ILLUSTRATION

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IMAGE ILLUSTRATION

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As with the best science fiction, the Matrix dramatizes a more mundane reality that most people choose not to recognize. Ecologists tell us that once ecosystems reach climax state they tend toward not exactly stasis but at least stability, a symbiotic equilibrium. And most alarming for Homo sapiens, according to Lynn Margulis and Dorian Sagan in the book *Microcosmos*, is that the fossil record reveals that overpopulation and overconsumption are the two surest signs that a species is on the verge of extinction. Alien cyborgs need not lift a finger. Nature itself will ultimately deal with the species that refuses to recognize the limits of the larger economy.

But what if we changed things ourselves? After all, says Epicurus, to study those laws of nature "makes men modest and self-sufficient, taking pride in the good that lies in themselves, not in their estate." Wouldn't the study of nature curb our insatiability, make us more self-reliant?

Consider the example of writer and naturalist Henry David Thoreau, who may have been the truest American student of Epicurus. Upon graduating from Harvard in 1837, Thoreau delivered his first speech, a commencement address entitled "The Commercial Spirit of Modern Times." In it he presented the philosophy that would guide the rest of his life. Instead of abiding by the ordinary workweek, which he believed stretches all the way back to the very first week of biblical creation, he determined to live in a way that required him to work only one day (usually as a surveyor) and make "the other six his Sabbath of the affections and the soul." Thoreau spent that six-day sabbatical walking for hours, studying the culture of the Penobscot, Maine, natives, observing the ingenious ways plants distribute their seeds, writing in his journal, visiting with friends, working in his garden—all pursuits that cost nothing but carry the satisfactions of discovery, well-turned phrases, and conviviality.

Thoreau's study of nature, of course, led him to a two-year sojourn beside Walden Pond. What he said first brought him there was a determination to discover what animals truly need to survive and how much more a human animal needs before driven to distraction—driven by "business" into a perpetual busy-ness that was no life at all. Thoreau decided that, most basically, what we need to survive is heat. So he built a stone hearth and a cabin around it. He planted beans that his body would transform into energy to heat the internal fire. He was able to survive. Soon Thoreau decided that he needed a white pine table, a few important books, his journal, and his flute. That was about it—and he was happy.

Thoreau's minimizing of his own accoutrements and his intense study of the natural world taught him how little he actually needed to be productive and content.

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Moreover, he realized at Walden Pond what the Epicureans discovered in their garden school outside Athens, Greece: that to live modestly and self-reliantly does indeed cause one to take pleasure in what lies within rather than in one's estate. Perhaps one must give up one's estate-as Thoreau gave up his father's pencil-making business-to see this clearly.

But once the realization hits, the formula's last variable falls into place. "The greatest fruit of self-sufficiency is freedom," Epicurus told his students, one of whom wrote it in a manuscript discovered at the Vatican in 1888. Thoreau was well aware of the most obvious meanings of the terms freedom and slavery (he had, after all, helped smuggle John Brown out of Concord, Massachusetts). But he also knew that each term took on more subtle forms. Being made to obey unjust laws is no kind of freedom and the freedom to buy can become its own kind of slavery. Thoreau had thought about buying a farm but soon realized that he would become its prisoner, laboring not to feed himself but to pay off his mortgage. "If I should sell both my forenoons and afternoons to society, as most appear to do, I am sure, that, for me, there would be nothing left worth living for," he wrote in the essay "Life Without Principle." It is precisely for this reason that Epicurus called poverty "great wealth" and, conversely, "limitless wealth, great poverty."

Which brings us back to the mall, where, more than any other social sphere, we have debased the ideal of freedom. We express this only in terms of choosing among a hundred or so stores-the same emporiums that fill every mall in the United States-instead of the freedom to have our voices actually heard when it comes to, say, defending the Clean Water Act, opposing the proliferation of cheap guns, or regulating the corporate money that buys elections. No, the mall isn't a realm of public speech but of quiet consumption. The American dream has become a dream of accumulation.

It wasn't supposed to be this way. Thomas Jefferson charged humanities teachers with the responsibility to help liberate students from the ideas of the majority and teach them the intellectual tools of citizenship. The liberal arts, after all, derive from the Latin word *liberalis*: pertaining to the free person. I take this charge seriously. At the first meeting of every composition class I hold forth a Jeffersonian mini-lecture about what college is really for and I try to emphasize a citizen-over-consumer mentality. It is meant to be inspirational and my students listen, sometimes even nodding politely. But it is a hard sell, and each semester I hear myself sounding more and more antiquarian. It isn't that my students aren't willing to hear me out; they acknowledge that I'm a serious-sounding guy with ideas that are laudable in principle. But in the end most are pragmatists, deeply suspicious of any value system than cannot be qualified monetarily.

Presumably, immediately after my *cri de coeur* on writing and citizenship, my students walk over to the university bookstore, where a credit card application is placed in every shopping bag as they buy the books required for my class. The cover of the Platinum Citibank brochure promises an interest rate of only 8.9 percent (though the six-point print inside admits that it will jump to 18.15 percent after nine months). As a result, the average undergraduate owes nearly \$3,000 in debt (to say nothing of student loans), according to a March 2001 US News and World Report article. By the time students reach their senior year-the same age at which Thoreau was formulating his philosophy of freedom from wage slavery-it is too late for them.

A variant on Epicurus' maxim about self-sufficiency, stated by the ancient stoic Roman philosopher Seneca, runs, "If you shape your life to people's opinions, you will never be rich." Based on this definition, the United States is a very poor nation.

Seneca adds to Epicurus' original sentiment the idea that accumulating superfluous material items is inevitably linked to seeking approval from others. According to my mall's directory of stores, forty-three sell clothes, ten sell shoes, ten sell jewelry, twelve are dedicated to "beauty," and then there is the food court. A handful of "specialty stores" sell electronics, compact disks, books, and greeting cards. If we imagine the mall itself as the body politic lying sprawled in a field of asphalt, we would have to conclude that what makes the millennial American happy is to be judged solely by outward appearance. If we are honest with ourselves, we have to admit that the happiness of contemporary Americans-especially young Americans-is largely defined by the need for others' approval.

If we take the anthropomorphic idea further, we might conclude that all of this accumulation is a symptom of what psychologist Carl Jung termed the "empty self," where the persona (Greek for mask) has completely taken over. The mall is about nothing if not personatthe mirror defining who we are. It cares little for how we might define ourselves beyond clothes, shoes, cosmetics, and jewelry. The mall-that is, the self-has become increasingly alienated from its psyche, its soul, and as a consequence has abandoned-to borrow a phrase from Jung's essay "The Difference Between Eastern and Western Thinking"- "the self-liberating power of the introverted mind." Epicurus called this the good that lies within.

Jung wasn't the first to observe that, just as the East has always valued introversion, the West is inherently extroverted. He insisted, however, Westerners must still find the "East within" if the self is ever to move beyond persona. In "Passage to India," Whitman used the literal building of the transcontinental railroad as a psychic symbol of this bridging of the internal and external self. But the contemporary Westerner has refused Whitman's journey. To misquote Thoreau, we have traveled much at the mall.

In my own travels around the mall, I realized how all of the pleasures on offer are so passive and meant to induce the passive "wear this, watch this, listen to this." Aside from cameras, telescopes, and chess sets, I could hardly find any product that actually tasked the consumer to do or learn something. This is significant because we aren't educating children to take pleasure in what they might create or skills they might masteractivities that would give them a sense of confidence, accomplishment, pride.

So, said Epicurus, we require prudence. "Prudence teaches us how impossible it is to live pleasantly without living wisely, virtuously, and justly, just as we cannot live wisely, virtuously, and justly without living pleasantly." But more seriously, we cannot, as Thoreau said, enjoy ourselves if we are standing on the shoulders of someone else. And yet so many items in the mall are made in a developing nation, under poor conditions, by poor, underpaid workers. Just check the labels. A leather Nike soccer ball stamped "hand sewn" might mean the ball was sewn by children with small fingers who were sold into slavery by their parents and who worked in a sweatshop for six cents an hour, ten hours a day, to buy their

freedom. Sydney H. Schanberg, the investigative reporter made famous by the film *The Killing Fields*, recounted these grisly findings in his July 1996 *Life* essay "Six Cents an Hour." If Karl Marx's class theories seem outdated today, his theory of alienation of labor still remains prescient.

IMAGE ILLUSTRATION

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IMAGE ILLUSTRATION

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But instead of alleviating international hatred of the United States by alleviating the poverty we cause around the world, our leaders propose instead to inoculate us further from that other world with the promise of a missile defense shield. Our prosperity depends on the poverty of workers in developing nations. Were they offered education instead of oppressive labor they might lift themselves out of the sweatshop-but then who would make the shoes? Or worse, they might want the prosperity we enjoy-creating an even greater level of consumption that we know the planet couldn't sustain. We thus accept an economy whose byproducts are brutality, rapaciousness, and environmental contamination.

We could, if motivated, demand through the power of our credit cards that the manufacturers of the products we buy treat their foreign employees fairly by hiring only adults and paying them a wage that would keep their children out of sweatshops and in school. We could begin to think about the quality instead of the quantity of what we buy. We could move to an economy based on the principle of renewal through recycling, reuse, and repair.

The global ecology-the forest system in which a tree falls and decomposes, for example-is intelligent. Nature has been perfecting this economy and recovering from stellar catastrophes for two billion years-one billion, seven hundred fifty million years longer than homo sapiens' existence. If we could ever overcome our biblical delusions that we were put here to dominate the natural world, we might finally realize that the economy of nature is far more prudent, intelligent, and just than our economy of consumption.

Instead of making fashion a statement of superiority and shallow persona identity, we might think of fashion as an assemblage art that salvages the old into interesting and highly individual contexts. And by returning and exchanging our clothes at thrift stores, we would know we were no longer perpetuating a sweatshop economy. As far as athletic shoes are concerned, we should research purchases and buy only from companies that pay workers a true living wage.

Alas, the food court. Try to imagine what a U.S. city street looked like before it was lined with the fast food industry's gaudy, intrusive signs and vapid architecture. This landscape is so artificial, redundant, and lacking in character that we simply become immune to it. How much more pleasant would be clusters of locally owned restaurants surrounded by tree-shaded terraces, serving local regional cuisine, or French-style bistros where the salads and vegetables come from the gardens out behind the kitchens. We must make eating out more about our

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appreciation for those who grew, prepared, and served our food.

What all of this points to isn't only a natural economy but a local one. It would begin, for example, by making jewelry in one's own home, growing vegetables in one's own garden, and recycling "waste" in the backyard compost bin. This would expand to include local artists and artisans, as well as farmers who sell fresh, pesticide-free fruits and vegetables off the back of their trucks. We would know that the things we buy from these locals caused oppression to no one. And the more we produce, consume, and recycle within a local economy, the more we ease the burden we have placed on the rest of the world. To lose regional traditions is to promote a toxic cultural homogeneity. Nature doesn't plant monocultures and kids in Kentucky shouldn't be buying the same clothes and listening to the same music as kids in California.

I suppose what I find myself arguing for is an artisan culture to replace the popular culture for which the mall is the most enduring purveyor. William Morris, a Victorian poet and artist who started his famous "firm" in 1861, set about designing stained glass, wallpaper, furniture tapes-tries, and paintings. Morris could neither understand nor abide a society of mass-produced, ugly commodities made under oppressive or uninspiring conditions. For Morris, to see as works of art-and use-hand-thrown stoneware plates and hand-carved wooden spoons is to make an art out of ordinary daily life.

So, what if the mall were transformed and its stores made into after-school art and learning spaces where children from town might come to study dance, painting, music, photography, theater, pottery, poetry, filmmaking, cooking, gardening, clothing design, or furniture making? Students could apprentice themselves to local artists and artisans who would volunteer their services. In this way, an experiment in community would replace a failed exercise in competition. Students might learn to make traditional African drums or Appalachian dulcimers. A greenhouse might be built on the remnant of soil that still remains at one end of the mall and there students could learn the principles of organic gardening or landscaping. The greenhouse could supply the culinary shops that might run several "sidewalk" cafes in the middle of the mall. The common space would be an ever-evolving performance and exhibition area where students might combine different art forms, such as poetry and dance, to create experimental street theater. The abandoned movie theaters could be reutilized to premiere the works of budding filmmakers. Each Saturday could be a "market fair" where the artisan students sell their pottery, furniture, and clothes, while the artists sell their paintings and photographs. They might barter: a table setting in exchange for a prom dress. Slowly, these kids might forget about miracle bras, video games, and Eminem CDs.

A true popular culture must come from the populous and this is what these young artists and artisans would be creating: their own culture. And in the process, they would be creating something just as unique: themselves. This bildung, or self-cultivation, is a nineteenth-century notion that Emerson imported into American usage from German Romanticism. It begins with the shift from passive to active learning, from observing to experiencing, through creative acts. When inner resources are coupled with outward mentoring when an artisan culture replaces a consumer culture we can produce a generation that understands individualism to mean more than wardrobe exchange and cosmetic alteration. Through the skills acquired

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at this reinvented firm, young people would develop the prudence to know a well-made, beautiful object from a cheap, mass-produced fraud. They would be-dare I say it-happy.

## SIDEBAR

The mall isn't a realm of public

## AUTHOR\_AFFILIATION

Erik Anderson Reece is a freelance writer who has been published in Dissent, Great River Review, and the Seneca Review. His commentary on the paintings of Guy Davenport, entitled A Balance of Quinces, is available from New Directions press.

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Scents and sensibility  
Smelling like a Tsar

Yaeger, Lynn

IMAGE ILLUSTRATION

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It has lately come to the attention of this column that the esteemed house of Van Cleef and Arpels is launching a men's fragrance named Tsar. Curious as to how exactly this scent will evoke those dunderheaded and rapacious Russian regimes, we checked the Van Cleef website, which did not in fact confirm our suspicion that the stuff smells like serf's blood, but instead said that it is redolent of lavender and bergamot.

But it got us thinking—if there's a cologne called Tsar, what other noxiously named perfumes are out there? So we took a trip to Sephora, where a vast landscape of fragrances is laid out in alphabetical order, and though we didn't find Oppression next to Obsession, we did observe the following trends:

1. Drug use retains its deep, immutable allure: Dior is in the lead here, with Addict (\$52) and something called Hypnotic Poison (\$42), and of course YSL still peddles Opium (\$44). Jil Sander, who recently made up with her ex-bosses at Prada and is returning to design her eponymous line, offers, for \$42, the rather vaguer satisfactions of Sensations. (Prada has a cosmetics line, too, with its own disagreeable conceit—the items are packaged to look like medical supplies, for those who find a hospital detox ward seductive.) By the way, no one makes anything called Rehab, Recovery, Intervention, or 12 Step. (Please note: Most scents come in varying degrees of intensity; all prices quoted are for the weakest, and therefore cheapest, formulations.)

2. Nothing beats a decent address: Hermes thinks you should live at 24, Faubourg, which is in YSL's Paris (\$42) but not on YSL's Rive Gauche (\$40). Escada has something called Ibiza Hippie (\$38), for libertines who are sick of patchouli; Giorgio (not Armani) has a product named after that refuge for bourgeois parvenus, Beverly Hills (\$49); Ralph Lauren, who is from the Bronx, offers, among other

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monikers, Glamourous (\$55) ,its British spelling presumably meant to evoke the King's Road rather than the Grand Concourse. As for Carolina Herrera, her signature smell is 212 (\$40), with no apologies to 646ers forthcoming.

3. Perfume is not really about smelling nice for other people in the elevator, it's about sex: Jean Paul Gaultier has even shaped his bottles like torsos-the women's version sports a voluptuous poitrine and shadowy garters (\$58); the men's has pecs covered by a Fire Island-ready striped sailor shirt (\$65). Vivienne Westwood, whcse son owns Agent Provocateur, the naughty underwear store a block from Sephora on Mercer Street, gives us Boudoir (\$50); Lancome has not just 0 (as in Story of?) for \$43 but Oui! (as in Molly Bloom?) for \$55. YSL offers Nu (\$55), which at first blush seems like something that wandered in off the stage of the Yiddish theater but actually is meant to suggest that you have no clothes on. At Versace, no surprise, there are twin scents called Time for Pleasure, for women, and Time for Action, for men (each \$38), which tells you perhaps a little more than you wanted to know about Donatella's view of human sexuality.

4. Europeans seem to make a much bigger fuss over this naming business than we do: Stateside designers are frequently content to just stick their own names on their bottles. There's the unadorned Kate Spade (\$58) and Marc Jacobs (\$46); others are so confident they offer given names only, among them Ralph (\$40), Oscar (\$46), and the far less familiar Michael, as in Kors (\$50). For some unknown reason, Anna Sui, who has products called Sui Dreams (\$48) and Sui Love (\$28), has resisted the once-in-a-lifetime opportunity to christen a fragrance Sui Generis.

But are these names, reeking of heat and hallucinogens, really getting consumers to loosen those purse strings? We did a little research into what the top-selling smellers for women 18 to 34 are, and here is what we found out. Number three is the scent that took the olfactory universe by storm when it was introduced a decade ago: Calvin Klein's ubiquitous CK One (\$38). Number two has a handle that combines cloying innocence with straightforward condescension: Mr. Hilfiger's **Tommy Girl** (\$37). And the number one fragrance for women who are 18 to 34? The answer should surprise no one in hard times like these: It is by Clinique, and it makes no claim that you will live at the Ritz or enjoy a three-way or wallow in a heroin stupor: It costs \$36.50 and is called simply Happy.

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HAMILTON SPECTATOR  
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May 8, 2003

Time Out ... With Katie McIntyre

Professional women's golfer Annika Sorenstam tees it up with the big boys this month, becoming the first woman to play in a professional men's tournament. McMaster University second-year kinesiology student Katie McIntyre doesn't believe that's right. And McIntyre, who won the first ever women's Ontario University Athletic golf championship this past fall in a one-hole playoff over Windsor golfer Amy Nemeth, knows a little something about the game. The 20-year-old Barrie native plans to represent her school at the national university championships later this month. How does McIntyre feel about Augusta National Golf and Country Club -- the annual site of the prestigious Masters -- refusal to permit women to join, and about Ladies Professional Golf Association efforts to add a little sex appeal to the sport? Hamilton Spectator reporter Ken Peters teed those issues up for McIntyre in a recent interview. The Hamilton SpectatorSports

Spectator: What's the furthest you've ever hit a golf ball?

McIntyre: Probably 230 to 240 yards.

Spectator: What are your thoughts about Annika Sorenstam deciding to enter a men's tournament this month? McIntyre: I don't agree. I think there are two different leagues for a reason. I would totally agree with it if she went through everything the men go through, qualified, got a PGA card, went all the way up, fought through what they fought through. If she qualified (on her own) perfect. But she is just getting an invitation, and she is knocking off someone else that does that for a living. I don't think that's fair.

Spectator: Your one-hole playoff to win the OUA championship against Amy Nemeth was certainly pressure-filled. How do you handle competitive pressure?

McIntyre: I've grown up playing competitive sports my whole life, basketball and hockey. I love the pressure. I think I play better under it. I was pretty focussed then. I just didn't think about it. I just hit the ball down the middle.

Spectator: How did you get involved in golf? McIntyre: My dad has always been into golf. He used to always push me to get into golf and I was like 'no-no I want to play baseball, I want to play soccer.' Finally I got hurt playing soccer, so I didn't play that anymore. I picked up the golf clubs and I started playing

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competitively. I made a whole bunch of friends doing it and it was lots of fun so I kept doing it.

Spectator: Do you have a tattoo?

McIntyre: No.

Spectator: There have been some suggestions that women golfers need to add a little more sex appeal to their sport. What are your thoughts about that?

McIntyre: I think there are some female golfers out there who do that but I think they should just wear whatever is comfortable, whatever you can swing with. I don't think it is necessary.

Spectator: Are you superstitious? Do you carry any good luck charms when you play?

McIntyre: No, not really. If I play a good round I'll try and do what I did that morning, eat the same breakfast, stuff like that. I don't carry anything around.

Spectator: Who is the best woman golfer in the world today?

McIntyre: I think Annika Sorenstam, for sure.

Spectator: What's your favourite movie?

McIntyre: (Pause). I don't know. I'll go for Mighty Ducks, the first one.

Spectator: Favourite actor?

McIntyre: Ben Affleck.

Spectator: What do you like best about living in Hamilton?

McIntyre: I love Westdale where I live. I haven't really been downtown too much.

Spectator: Do you have a boyfriend?

McIntyre: Yep.

Spectator: What can you tell us about him?

McIntyre: He plays baseball for McMaster. He was MVP.

Spectator: Does he golf?

McIntyre: Yeah, he says he plays a bit but we haven't played. He really wants to play me so we'll see what happens.

Spectator: Do you think you'll beat him?

McIntyre: Pretty much (laughs). Spectator: What has Charlottetown's Lorie Kane done for women's golf in Canada?

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McIntyre: I think she has been a great asset to the game for women's golf.

Spectator: Any holes-in-one?

McIntyre: No. I've lipped out twice but no hole-in-ones.

Spectator: Who is the best looking male golfer on the PGA tour?

McIntyre: For an old guy, I would say Freddy Couples. I think Sergio Garcia is up there too.

Spectator: Do you have a nickname?

McIntyre: Everyone calls me Mac because my last name is McIntyre.

Spectator: Do you watch golf on television? McIntyre: Yep, I do.

Spectator: When was the last time you swore?

McIntyre: (Laughs). Actually I tend to swear a lot playing golf. I get a little frustrated sometimes. (Laughs). It was probably the last round of golf I played.

Spectator: What type of beverage do you prefer after a round of golf?

McIntyre: Ice tea.

Spectator: What music are you listening to at the moment?

McIntyre: I like hip hop. I like R. Kelly.

Spectator: What perfume do you wear?

McIntyre: **Tommy Girl.**

Spectator: Are you prone to the hook or slice?

McIntyre: I draw the ball (hit from right to left) so more of a hook I guess.

Spectator: What do you make of Augusta National's decision to prevent women from joining the club?

McIntyre: That's a tough question. I understand golf is a really traditional game and that 95 per cent of the men on the PGA couldn't be members at Augusta. I don't see what it would hurt to let one token female in. Just get it over with. I don't think it would hurt anyone just as long as it didn't get out of hand. Because it is traditional and they don't let anyone in kind of thing. But I think maybe they should, just to get everyone off their back.

Spectator: Do you hope to play professionally?

McIntyre: I didn't really think about it too much until this past year. I'm thinking of maybe getting my tour card and just teaching.

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Spectator: If you had to go to a deserted island what three things would you take with you?

McIntyre: Hmm. I'd bring chocolate milk. I love chocolate milk. (Laughs) I'd bring a friend, I'd have to talk to someone or I would go crazy. I'd bring suntan lotion because I got fried when I went to the Dominican and it wasn't too pleasant.

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Photo: Ron Pozzer, the Hamilton Spectator / Katie McIntyre, the first player to win the Women's Ontario University Athletic golf championship, shares some of her thoughts about the game.

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---- INDEX REFERENCES ----

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## Women's Wear Daily

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April 25, 2003

Beauty Outlook Remains Guarded.  
outlook for Mother's Day

Byline: Julie Naughton, Laura Klepacki, Kristin Finn, Matthew W. Evans and Andrea M.G. Nagel and Faye Brookman NEW YORK - Following a bearish March, a belated Easter injected enough buoyancy for the beleaguered prestige fragrance business to reclaim some lost ground, while color cosmetics and skin care continued to perform slightly better. The outlook for Mother's Day, however, remains guarded.

According to retail sources, April generated enough traffic to push fragrance sales even with last year, or close to it, in many major department stores. This follows a stronger-than-expected Valentine's Day. Color cosmetics and skin care are running 1 percent or more ahead, according to sources.

Beauty appears to be outperforming other parts of the store, particularly apparel, which reportedly is lagging an estimated 5 percent behind. At least one retailer has detected a subtle nuance in sales velocity in the last few weeks, with American brands perking up and French brands decelerating. This retailer has speculated that the shift may have something to do with the Iraq war and Washington's feud with Paris.

"What helped the fragrance business is the introduction of flankers," said one top department store executive, speaking anonymously. The concept of limited-edition fashion fragrances was pioneered a decade ago by Escada. Since then, other major houses, primarily Calvin Klein, but also Est?e Lauder and Ralph Lauren Fragrances, have all attempted to tease some interest out of consumers with spin-off and limited-edition scents.

"It helps the parent brand," said the retailer, who estimated that the flankers do 20 to 40 percent of the volume done by the originals that inspired the offshoots. "Right now, it's plus business. It brings new people to the counter. The big companies have focused on their large-performing classic brands and they are trying to breathe new life into them."

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A number of major fragrance players are banking on blockbuster September launches. Some retailers have been impressed, so far, by the new Ralph Lauren women's fragrance and Est?e Lauder's Beyond Paradise. Reportedly, there are fewer value sets per brand in an apparent attempt to aid profitability. However, there is more inventory depth.

"So far in 2003, consumer confidence levels have been decreasing by even greater levels than those of 2002 and have been at their lowest levels since the early Nineties," said Timra Carlson, president of NPD Beauty, a division of The NPD Group. "Consequently, I expect that Mother's Day will not significantly impact women's fragrance sales; sales will remain in decline, or may increase to flat levels, as they did in May 2002. What will alleviate steeper declines will be Mother's Day gift sets."

Carlson continued, "I anticipate that flanker-type products will continue to help generate interest in fragrances and leverage the brand name in 2003. In 2002, **Tommy Girl Summer** was the top newly launched seasonal flanker. A continuation of this trend into 2003 seems likely as many of the summer fragrances are making a comeback. Just as the fashion industry understands the importance of seasons and the shorter life cycles of products, the fragrance industry is realizing this through seasonal fragrances."

"The Easter shift affected our business," said Jon Pollack, executive vice president and general merchandise manager of Belk's. He added that while fragrance took a hit in March, color and treatment were unaffected. "We will get most of that back in April and be back to where we had planned to be," said Pollack. He said that he believes that business will continue to be challenging - and is not optimistic that Mother's Day will boost sales.

One bright spot at Belk's: new treatment products from Lauder and Clinique. As well, Pollack said, MAC, BeneFit and Origins overall "are picking up new customers." Pollack added that Glow by JLo, Clinique's Happy Heart, Donna Karan's Cashmere Mist and the Chanel fragrance franchise have been strong performers in the women's fragrance category, and Ralph Lauren Polo Blue and Est?e Lauder's Intuition for Men are leading the way in men's fragrances. Pollack noted that he expects to "see a strong launch season in the fall."

At Rich's, Gary Borofsky, vice president and divisional merchandise manager of cosmetics, noted that although a later Easter this year threatened to stifle pre-Mother's Day sales, that's not necessarily how the chips fell. "We were concerned with the calendar because with Easter later (this year), the impact on Mother's Day could have been a negative," Borofsky said. "But it wasn't."

Nevertheless, "We saw a pop pre-Easter week in fragrance and we're seeing a nice pop right now in (value) set selling above last year," said Borofsky. Rich's fragrance sales were reportedly up in the mid-single digits last week as compared with the week before Easter last year. And, for the month of April overall, the business is seen finishing with high-single-digit increases as compared with last April.

So far for the month of April, value sets are understood to be running low-double-digit increases. "It's the Mother's Day gift sets that are

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(performing)," said Borofsky, "which we haven't seen in a while.

"The industry has done a good job of creating excitement without newness," Borofsky observed. "There's not a lot of spring launches but there have been an interesting mix of gift sets, so customers who are shopping for fragrance will find good things at the fragrance bar. Limited distribution brands are doing very well," Borofsky noted. These include Issey Miyake offerings and Thierry Mugler's Angel. "We just launched Imagine by Ellen Tracy," he noted, "which is limited distribution for the moment." Additionally, Cashmere Mist has been "extraordinary" during the month of April.

"Tremendous growth has come from Escada's Ibiza Hippie," said Borofsky, "and some flanker brands are revitalizing core brands." He cited Est?e Lauder's Beautiful Sheer and Pleasures Intense, specifically, as well as Clinique's Happy Heart. "(Glow by) JLo continues to perform well from the newness standpoint," said Borofsky, "as do the Chanel fragrances. Also ranking well for us is Liz Claiborne's Bora Bora."

All this translates to the fragrance department running "a little ahead of plan" now. "The next two weeks are key," Borofsky added. "But we're optimistic based on what we saw last week."

Designer fragrance offerings still drive significant traffic, even for brands that aren't new to the market this year - and several designers - including Kate Spade and Vera Wang - are hitting the road to continue driving traffic for their fragrance brands.

Nootsie McNabb, dmm for cosmetics for the Northwest region at Nordstrom, was especially enthusiastic about a personal appearance that designer Kate Spade made at the Portland, Ore., Nordstrom late last week. "Kate is so personable and gracious," said McNabb, adding that Spade's visit drew several hundred customers and ran more than an hour past its scheduled time. "We finally had to cut off the line. People love her - they were even bringing her gifts because they feel that personal connection to her." McNabb wouldn't cite numbers, although industry sources estimated that the event did upward of \$25,000 at retail that day.

In February, as reported, Wang's anniversary personal appearance at Saks Fifth Avenue in New York City rang up \$26,000 at retail, breaking the chain's previous fragrance retail sales record of \$25,000 - which Wang herself set at the launch of her fragrance last year. More recently, in a monthlong promotion at Harrods in London, Wang racked up sales of \$235,000 for the period.

"The fragrance market has been challenging overall, but our exclusives continue to do well," said Bettina O'Neill, dmm for cosmetics and fragrances at Barneys New York. "We're excited about Frederic Malle's newest fragrance, which we will begin stocking in June - it's already doing very well in preselling. L'Artisan Parfumeur is also always a strong business, and we're doing well with Herm?s and other classic fragrance lines."

In other categories, O'Neill added, "We're seeing a strong Prada business We're excited about adding Tracie Martyn's new skin care line, and we're doing well with an airbrush makeup line called Uslu Airlines. Natura Bisse's skin care is also

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doing well, as is Prada's."

Color has proven to be a strong business at Barneys this spring, said O'Neill, with color stories from Nars, Cle de Peau, Bobbi Brown, Yves Saint Laurent and Sue Devitt doing well.

"Our cosmetics business right now is very good," said Muriel Gonzalez, senior vice president and general merchandise manager of nonapparel for Bergdorf Goodman. Bergdorf's Beauty sales were essentially flat in March, according to industry estimates, and they are currently running up double digits for April.

According to Gonzalez, a major bright spot this spring has been skin care. "I think (positive performance) is partly because the strength of our business is in treatment," she said. "And the Easter shift affects us less, perhaps, than other stores."

Fragrance has been holding its own as well. "Our fragrance business is good," Gonzalez remarked. "We have particular strength in Jo Malone. The new Orange Blossom fragrance really has taken off like a rocket. And we also have particularly good business in Clive Christian."

"Business in general has picked up considerably in March and that trend has continued throughout April," noted Robin Coe-Hutshing, owner and creative director of the Studio at Fred Segal. She attributes this to a sense of resolution regarding the war - coinciding with Easter vacation - and feels this may have given consumers "a wave of relief which generated healthy business." Coe-Hutshing said that the store typically enjoys a strong Mother's Day business and expects this year to be the same.

Color brands such as Stila and Laura Mercier "have been showing impressive growth." The fragrance, treatment and candle and home fragrance categories are also strong performers. New launches will include Darphin and Aqua della Elba fragrance, as well as a relaunch of Ligne de St. Bart. "After months of feeling lucky to just trend flat, we are finally seeing healthy increases," Coe-Hutshing said, adding that she expects this will continue.

Ed Burstell, vice president and general manager of Henri Bendel, noted that the calendar shifts between Easter of last year and this year also affected his business. "We saw there was going to be a shift and added a few things," said Burstell. One such was a MAC event "that was the most well attended and helped us beat last year." Burstell is taking the same approach in May, extending a Laura Mercier personal appearance to run over a two-week period, leading up to Mother's Day.

Bendel's has seen strong business this spring with exclusive brands such as Giella, Pout and Mary Quant, as well as from Trish McEvoy's new foundations, MAC's spring color story and new products from BeneFit. John La Port and Santa Maria Novella were bright spots in the fragrance category. As well, Kevyn Aucoin's long-awaited color cosmetics collection is expected to make its debut this fall and Burstell noted that "it could be explosive when it does hit." Existing stockkeeping units in Aucoin's collection, he said, have already been very strong.

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Retailers on the mass side were slightly less optimistic.

Front-end sales were tough for drugstores in March. Most retailers attributed the sales falloff to the late Easter and thus, unfavorable comparisons to last year when the holiday was in March. For the record, Rite Aid front end was off 3.7 percent, while its pharmacy was up 5.8 percent; CVS front end was down 5.8 percent while pharmacy was up 6.2 percent; Walgreens front-end sales fell 4.6 percent with pharmacy sales up 12.8 percent and Eckerd, which did not break out figures, reported that its total store comps were down 3 percent.

Still, aside from the bleak March, cosmetics sales at drugstore chains had been on the upswing, according to Information Resources Inc. For the 52 weeks through February, cosmetics increased 4 percent to \$1.7 billion with a 3 percent increase in units.

"Business is challenging - (it) appears a lot of things are on people's minds other than shopping at most retailers these days," said Kathy Steirly, vice president, cosmetics, at Eckerd. "Weather is finally really nice again - hope that lasts a while." Steirly added that she expects people will want some new shades for spring now that weather is better and she's also expecting skin care to do well.

Bill Baxley, vice president, merchandise and marketing for Kerr Drug Stores, believes there will be a lot of effort at the NACDS Annual Meeting to try to improve profitability as the industry continues to be faced with declining pharmacy margins. One of Kerr's front-of-store initiatives is to update each of the chain's 114 stores' cosmetics walls. "We have taken the stores and more accurately fit the cosmetics for the demographics of that store's area," Baxley said. Kerr has several ethnic-stocked stores and Baxley said cosmetics repositioning will be affected there, too. While discussions with cosmetics manufacturers such as Revlon, Procter & Gamble and L'Oréal have already taken place, Baxley is meeting with the big three at Annual to update them on the new cosmetics mix and to lay the groundwork of how Kerr will be moving forward during the estimated six-week cosmetics wall transition.

The retail environment was difficult at Bath & Body Works, which saw its March comps fall 10 percent. The retailer, under new leadership, has recently started to offer more branded merchandise as a test in its flagships, which number about 25. Earlier this month it introduced Botanical Nutrients, an organic hair care collection, which has been allocated wall space along with a tabletop display. The company also is experimenting with several lines for men including Anthony Logistics, Brave Soldier, Stephen hair care and Burt's Bees for Men and for women, a maternity collection from Mustela and the Kneipp Herbal bath line.

Mass-oriented department stores like Sears and J.C. Penney have been reworking their beauty departments with an emphasis on fragrance and bath.

Sears, after discontinuing its Circle of Beauty cosmetics and skin care line last year, now has gotten more intensely behind its fragrance business. Six months ago it shifted to an open sell format with prestige scents packaged in clamshells and its sales for holiday were strong, according to Andrea Goldner, dmm at Sears. Now the retailer is launching its biggest fragrance event ever with the introduction

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of Celine Dion from Coty Beauty. For the first time, fragrance signage has been placed at the main entrance of its stores - even if it isn't on the beauty floor - as a means to draw traffic to the department. Sears also beefed up its proprietary Time Out line with an aromatherapy collection called Naturals this month. Available in four scents - lemongrass, honeysuckle, lime basil and lavender, like the original fruity scents - items are priced at three for \$18.

Like Sears, J.C. Penney is reporting that early sales results of the Celine Dion fragrance are strong. "We expect it to be our best-selling scent for spring, said Ann Gravseth, dmm for fragrance.

---- INDEX REFERENCES ----

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January 26, 2003

Section: PART II

To Sleep or Not / The lines are blurring between pajamas, loungewear and exercise clothes - but they're all getting more luxurious

Greg Morago. THE HARTFORD COURANT

We sleep in our loungewear. We lounge in our sleepwear. So what's the difference? Nada. And, apparently, we like it that way.

Jammies that look like sweats or active wear that behaves like pj's have practically become America's uniform. We wear them to walk the dog, to work out, to go to the supermarket, to pick up the kids, to board a flight, even to go out to the movies or a casual dinner. Today we don't bat an eye when we see someone at McDonald's or at the mall dressed head to toe in snugly velour or plush workout duds.

We live, it seems, in pajama nation.

Though that observation may not surprise anyone, our loungewear is evolving. It's becoming better made, more fashion-conscious and, inevitably, more expensive.

Take a look around: Major retailers and designers are taking up the loungewear/sleepwear banner (or should we say pillow?) with fleecy enthusiasm. Tommy Hilfiger, Ralph Lauren and Calvin Klein all make comfy active wear meant to play in or sleep in. The Gap has upgraded its Gap Body line of loungewear this year with better fabrics, as has Banana Republic, which has gone to the head of the class with its pure cashmere loungewear separates. L.L. Bean, Lands' End and J. Crew have extensive sleepwear/loungewear options that do double duty in and out of the house.

Customers of Garnet Hill think nothing of plunking down \$110 for an embroidered wool and silk Swiss-designed Hanro top that looks as good in bed as it does sitting in a bar sipping a Cosmo. Likewise, the Chambers catalog customer is comfortable spending \$380 for a cashmere lounging set (and matching robe for \$430) that is light years from Granny's flannel nightie.

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