

951215- Serta We Make the World's Best Mattress.

Full details / English

Current Status

- 180** Expected expiration date of the registration/renewal
03.07.2027
- 151** Date of the registration
03.07.2007
- 270** Language of the application
English
- 732** Name and address of the holder of the registration
Serta, Inc.
2600 Forbs Avenue
Hoffmann Estates IL 60192 (US)
- 812** Contracting State or Contracting Organization in the territory of which the holder has a real and effective industrial or commercial establishment
RU
- 842** Legal nature of the holder (legal entity) and State, and, where applicable, territory within that State where the legal entity is organized
Incorporated, United States of America
- 750** Address for correspondence
Serta, Inc. Attention: Nina DAVIDENKO
19-171, Prospect Mira
RU-129226 Moscow (RU)
- 740** Name and address of the representative
Katzarov SA
Geneva Business Center,
Avenue des Morgines 12
CH-1213 Petit-Lancy / Genève (CH)
- 540** Mark



- 550** Indication relating to the nature or kind of mark
The words contained in the mark have no meaning
- 531** International Classification of the Figurative Elements of Marks (Vienna Classification) - VCL(5)
26.01.18 ; 26.04.10 ; 29.01.13
- 591** Information concerning colors claimed
Blue, yellow and white.
- 571** Description of the mark
The claimed sign represents a combined designation containing a word symbol: "SERTA"; the word symbol is

located within a yellow circle which has a thickened line in the bottom left section and an invisible line in the top right section of the circle; rectangle of blue color serves as a background for the claimed designation; at the bottom of rectangle there is an inscription in English language: "We make the World's Best Mattress"; at the end of inscription there is a symbol "TM", being an unprotected element of the mark; lower to the right of the circle, there is a small white disk which is a fancy of the artist.

526 Disclaimer

TM.

511 International Classification of Goods and Services for the Purposes of the Registration of Marks (Nice Classification) - NCL(9)

20 Air mattresses, not for medical purposes; armchairs; bassinets; bed casters, not of metal; bed fittings, not of metal; bedding (except linen); beds; bedsteads (wood); benches (furniture); bolsters; chairs (seats); chests of drawers; coatstands; cork bands; cupboards; curtain holders, not of textile material; curtain rods; cushions; desks (furniture); dinner wagons (furniture); display stands; divans; doors for furniture; draughtman's tables; dressing tables; easy chairs; filing cabinets; footstools; furniture; furniture casters, not of metal; furniture fittings, not of metal; furniture of metal; furniture partitions of wood; furniture shelves; hat stands; head-rests (furniture); hydrostatic beds, not for medical purposes; lecterns; magazine racks; mattresses; meat chests, not of metal; mirrors (looking glasses); office furniture; picture frames; plaited straw (except matting); plate racks; playpens for babies; pulleys of plastics for blinds; racks (furniture); school furniture; settees; sideboards; sofas; spring mattresses; table tops; tables; tables of metal; tea carts; trestles (furniture).

24 Bed blankets; bed covers of paper; bed linen; cloth; covers (loose) for furniture; curtains of textile or plastic; diapered linen; eiderdowns (down coverlets); fabrics for textile use; furniture coverings of textile; glass-cloth (towels); household linen; lingerie fabric; mattress covers; pillow shams; pillowcases; table cloths (not of paper); table linen (not of paper); table runners; ticks (mattress covers); travelling rugs (lap robes); upholstery fabrics.

35 Advertising; demonstration of goods; on-line advertising on a computer network; organization of trade fairs for commercial or advertising purposes; sales promotion (for others).

558 Mark consisting exclusively of one or several colors**822 Basic registration**

RU, 29.05.2007, 327192

832 Designation(s) under the Madrid Protocol

EE - GE - LT - TM - UZ

834 Designation(s) under the Madrid Protocol by virtue of Article 9sexies

AM - AZ - BY - KG - KZ - LV - MD - TJ - UA

Transaction History

expand none