

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

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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; bassinettes; 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