

## Trademark/Service Mark Application, Principal Register

**Serial Number: 88276311**

**Filing Date: 01/25/2019**

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

Input Field	Entered
<b>SERIAL NUMBER</b>	88276311
<b>MARK INFORMATION</b>	
<b>*MARK</b>	<a href="#">PERENNA</a>
<b>STANDARD CHARACTERS</b>	YES
<b>USPTO-GENERATED IMAGE</b>	YES
<b>LITERAL ELEMENT</b>	PERENNA
<b>MARK STATEMENT</b>	The mark consists of standard characters, without claim to any particular font style, size, or color.
<b>REGISTER</b>	Principal
<b>APPLICANT INFORMATION</b>	
<b>*OWNER OF MARK</b>	Samsung Display Co., Ltd.
<b>*STREET</b>	1, Samsung-ro, Giheung-gu
<b>*CITY</b>	Yongin-si, Gyeonggi-do
<b>*COUNTRY</b>	Korea, South
<b>*ZIP/POSTAL CODE</b> (Required for U.S. and certain international addresses)	17113
<b>LEGAL ENTITY INFORMATION</b>	
<b>TYPE</b>	limited company (ltd.)
<b>STATE/COUNTRY WHERE LEGALLY ORGANIZED</b>	Korea, South
<b>GOODS AND/OR SERVICES AND BASIS INFORMATION</b>	
<b>INTERNATIONAL CLASS</b>	009
<b>*IDENTIFICATION</b>	Display panels; Computer monitors; video monitors; displays for MP3 players; displays for MP4 players; displays for portable multimedia players; displays for navigation apparatus; displays for digital audio players; displays for cameras; displays for camcorders; TV monitors; displays for Ultra-Mobile PCs; displays for portable communications apparatus; displays for mobile phones; displays for smartphones; displays for tablet PCs
<b>FILING BASIS</b>	SECTION 1(b)
<b>ATTORNEY INFORMATION</b>	
<b>NAME</b>	David A. Plumley
<b>ATTORNEY DOCKET NUMBER</b>	168876/SDC

<b>FIRM NAME</b>	LEWIS ROCA ROTHGERBER CHRISTIE LLP
<b>STREET</b>	P.O. Box 29001
<b>CITY</b>	Glendale
<b>STATE</b>	California
<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	91209-9001
<b>PHONE</b>	626-795-9900
<b>FAX</b>	626-577-8800
<b>EMAIL ADDRESS</b>	pto@LRRC.com
<b>AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>OTHER APPOINTED ATTORNEY</b>	David A. Dillard, Thomas J. Daly, Edward R. Schwartz, David A. Plumley, Gregory S. Lampert, Mark Garscia, Syed A. Hasan, Robert A. Green, Michael J. MacDermott, Anne Wang, Constantine Marantidis, Gary J. Nelson, Raymond R. Tabandeh, Josephine E. Chang, Jun-Young E. Jeon, Peter C. Hsueh, Oliver S. Bajracharya, Lauren E. Schneider, G. Warren Bleeker, Jason C. Martone, Joshua T. Chu, Justin O. Ehresmann, Shaun P. Lee, Ryan M. Swank, Dustin R. Szakalski, Katherine L. Quigley, Michael J. Curry, Abazar Mireshghi, Kyle W. Kellar, Martin W. Regehr, Sami I. Schilly, S. Drew Wilson, Michael A. Koplou, John Carson, Cameron A. Cushman, D. Stuart Bartow, Cindy A. Villanueva' Daniel A. Salgado, David M. Zamora, Nancy R. Snow
<b>DOMESTIC REPRESENTATIVE INFORMATION</b>	
<b>NAME</b>	LEWIS ROCA ROTHGERBER CHRISTIE LLP
<b>STREET</b>	P.O. Box 29001
<b>CITY</b>	Glendale
<b>STATE</b>	California
<b>COUNTRY</b>	United States
<b>ZIP CODE</b>	91209-9001
<b>PHONE</b>	626-795-9900
<b>FAX</b>	626-577-8800
<b>EMAIL ADDRESS</b>	pto@LRRC.com
<b>CORRESPONDENCE INFORMATION</b>	
<b>NAME</b>	David A. Plumley
<b>FIRM NAME</b>	LEWIS ROCA ROTHGERBER CHRISTIE LLP
<b>STREET</b>	P.O. Box 29001
<b>CITY</b>	Glendale
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<b>FAX</b>	626-577-8800
<b>*EMAIL ADDRESS</b>	pto@LRRRC.com
<b>*AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>FEE INFORMATION</b>	
<b>APPLICATION FILING OPTION</b>	TEAS RF
<b>NUMBER OF CLASSES</b>	1
<b>APPLICATION FOR REGISTRATION PER CLASS</b>	275
<b>*TOTAL FEE DUE</b>	275
<b>*TOTAL FEE PAID</b>	275
<b>SIGNATURE INFORMATION</b>	
<b>SIGNATURE</b>	/David A. Plumley/
<b>SIGNATORY'S NAME</b>	David A. Plumley
<b>SIGNATORY'S POSITION</b>	Attorney of record, California bar member
<b>SIGNATORY'S PHONE NUMBER</b>	626-795-9900
<b>DATE SIGNED</b>	01/25/2019

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## Trademark/Service Mark Application, Principal Register

**Serial Number: 88276311**

**Filing Date: 01/25/2019**

### To the Commissioner for Trademarks:

**MARK:** PERENNA (Standard Characters, see [mark](#))

The literal element of the mark consists of PERENNA.

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

The applicant, Samsung Display Co., Ltd., a limited company (ltd.) legally organized under the laws of Korea, South, having an address of  
1, Samsung-ro, Giheung-gu  
Yongin-si, Gyeonggi-do 17113  
Korea, South

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, for the following:

International Class 009: Display panels; Computer monitors; video monitors; displays for MP3 players; displays for MP4 players; displays for portable multimedia players; displays for navigation apparatus; displays for digital audio players; displays for cameras; displays for camcorders; TV monitors; displays for Ultra-Mobile PCs; displays for portable communications apparatus; displays for mobile phones; displays for smartphones; displays for tablet PCs

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

### The applicant's current Attorney Information:

David A. Plumley and David A. Dillard, Thomas J. Daly, Edward R. Schwartz, David A. Plumley, Gregory S. Lampert, Mark Garscia, Syed A. Hasan, Robert A. Green, Michael J. MacDermott, Anne Wang, Constantine Marantidis, Gary J. Nelson, Raymond R. Tabandeh, Josephine E. Chang, Jun-Young E. Jeon, Peter C. Hsueh, Oliver S. Bajracharya, Lauren E. Schneider, G. Warren Bleeker, Jason C. Martone, Joshua T. Chu, Justin O. Ehresmann, Shaun P. Lee, Ryan M. Swank, Dustin R. Szakalski, Katherine L. Quigley, Michael J. Curry, Abazar Miresghi, Kyle W. Kellar, Martin W. Regehr, Sami I. Schilly, S. Drew Wilson, Michael A. Koplou, John Carson, Cameron A. Cushman, D. Stuart Bartow, Cindy A. Villanueva, Daniel A. Salgado, David M. Zamora, Nancy R. Snow of LEWIS ROCA ROTHGERBER CHRISTIE LLP P.O. Box 29001  
Glendale, California 91209-9001  
United States  
626-795-9900(phone)  
626-577-8800(fax)  
pto@LRRRC.com (authorized)

The attorney docket/reference number is 168876/SDC.

### The applicant hereby appoints LEWIS ROCA ROTHGERBER CHRISTIE LLP

P.O. Box 29001  
Glendale California 91209-9001  
United States  
626-795-9900(phone)  
626-577-8800(fax)  
pto@LRRRC.com (not authorized)

as applicant's representative upon whom notice or process in the proceedings affecting the mark may be served.

### The applicant's current Correspondence Information:

David A. Plumley  
LEWIS ROCA ROTHGERBER CHRISTIE LLP  
P.O. Box 29001  
Glendale, California 91209-9001

626-795-9900(phone)

626-577-8800(fax)

pto@LRRC.com (authorized)

**E-mail Authorization:** I authorize the USPTO to send e-mail correspondence concerning the application to the applicant, the applicant's attorney, or the applicant's domestic representative at the e-mail address provided in this application. I understand that a valid e-mail address must be maintained and that the applicant or the applicant's attorney must file the relevant subsequent application-related submissions via the Trademark Electronic Application System (TEAS). Failure to do so will result in the loss of TEAS Reduced Fee status and a requirement to submit an additional processing fee of \$125 per international class of goods/services.

A fee payment in the amount of \$275 has been submitted with the application, representing payment for 1 class(es).

### Declaration

**Basis:**

**If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a):**

- The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;
- The mark is in use in commerce on or in connection with the goods/services in the application;
- The specimen(s) shows the mark as used on or in connection with the goods/services in the application; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

**And/Or**

**If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e):**

- The signatory believes that the applicant is entitled to use the mark in commerce;
  - The applicant has a bona fide intention to use the mark in commerce on or in connection with the goods/services in the application; and
  - To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.
- To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive.
- To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.
- The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

### Declaration Signature

Signature: /David A. Plumley/ Date: 01/25/2019

Signatory's Name: David A. Plumley

Signatory's Position: Attorney of record, California bar member

Payment Sale Number: 88276311

Payment Accounting Date: 01/25/2019

Serial Number: 88276311

Internet Transmission Date: Fri Jan 25 11:24:06 EST 2019

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