

**Trade and Service Marks - Registration**

Secretary of State - Corporation Division - 255 Capitol St. NE, Suite 151 - Salem, OR 97310-1327 - sos.oregon.gov/business - Phone: (503) 986-2200

FILED

APR 24 2024

**OREGON
SECRETARY OF STATE**

For office use only

REGISTRY NUMBER: 53003

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In accordance with Oregon Revised Statute 192.410-192.490, the information on this application is public record.
We must release this information to all parties upon request.Please Type or Print Legibly in **Black** ink. Attach additional Sheets if Necessary.

- 1) **CORRESPONDENT NAME:** DONNA DICKENS **MAILING ADDRESS:** 6725 MONUMENT DR., WILMINGTON, NC 28405
- 2) **APPLICANT'S NAME:** (Owner: ☐ Individual or ☒ Entity) **ADDRESS:** REEDS JEWELERS, INC. 2525 SOUTH 17TH ST., WILMINGTON, NC 28401
- 3) **IF THE APPLICANT IS AN ENTITY, ENTER THE STATE OF FORMATION:** NORTH CAROLINA
- 4) **IF ENTITY IS A PARTNERSHIP, LIST NAMES OF GENERAL PARTNERS:** _____
- 5) **DESCRIPTION OF TRADE OR SERVICE MARK:** (Include all words, designs and borders that comprise the mark) (Attach additional page if needed.)
REEDS JEWELERS
- 6) **SPECIMEN OF MARK IS REQUIRED:** ☒ Attach a drawing or photocopy of the mark as it is actually used to this application.
- 7) **GOODS OR SERVICES WITH WHICH THE MARK IS USED:** (Examples of goods are pizzas, shirts; examples of services are serving food and selling clothing.)
RETAIL STORE SERVICES (BOTH BRICK AND MORTAR AND ONLINE) FEATURING DIAMONDS, PRECIOUS METALS, PRECIOUS GEMSTONES AND OTHER JEWELRY
- 8) **EXPLAIN MODE OR MANNER IN WHICH THE MARK IS USED:** (Example: on goods, tags, labels, containers, etc.)
THE RETAIL STORE SERVICES ARE ADVERTISED THROUGH A VARIETY OF MEDIA FORMATS (BROCHURES, FLYERS, TELEVISION AND THE INTERNET)
- 9) **CLASS NUMBER(S) OF GOODS OR SERVICES:** (See form 290-a)
135
- 10) **DATE (MONTH, DAY, YEAR) MARK WAS FIRST USED ANYWHERE BY APPLICANT OR APPLICANT'S PREDECESSOR IN INTEREST:**
01/15/1946
- 11) **DATE (MONTH, DAY, YEAR) MARK WAS FIRST USED IN OREGON BY APPLICANT OR APPLICANT'S PREDECESSOR IN INTEREST:**
11/21/1984

12) EXECUTION:

I, the applicant, own the mark, the mark is in use, and no other person has registered the mark with the federal government or in Oregon or has the right to use the mark or a mark that so resembles the mark as to be likely to cause confusion or mistake or deceive when applied to the goods or services of the other person. I declare under penalties of perjury that this application is true, correct and complete.

(If applicant is an entity, a member of a firm, officer of the corporation, officer of the limited liability company, or officer of an association must sign.)

Signature: *Donna Dickens*

Title:

PRESIDENT AND CEO

Date:

March 7, 2024**CONTACT NAME:** (To resolve questions with this filing.)DONNA DICKENS**PHONE NUMBER:** (Include area code.)(910) 763-4669 X 204

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Processing Fees are nonrefundable. Please make check payable to "Corporation Division."

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c. 1 & 1/2ctw	19381870	\$2999.99	g. 1ctw	19257294	\$1799.99
d. 1/5ctw	19257278	\$199.99	h. 1/5ctw	19257252	\$199.99
1/4ctw	19442565	\$249.99	1/4ctw	19442599	\$249.99

PRICES VALID THROUGH DECEMBER 31, 2023, unless otherwise noted. Regular prices are offering prices and may not have resulted in sales. Immediate markdowns may have been taken. Reductions may have been taken from tagged prices. Sales prices not valid in conjunction with any other discount, promotion or offer. Limited quantities available. Selection varies per store, and some styles may not be available in all stores. "ct" (carat) and "ctw" (carat total weight) refers to approximate carat total weight. "twt" refers to approximate total gem weight. Diamond weights are not exact and refer to both solitaire and multiple stone diamond jewelry. 1/20ctw=0.04-0.08ctw; 1/15ctw=0.06-0.10ctw; 1/10ctw=0.08-0.13ctw; 1/8ctw=0.10-0.16ctw; 1/6ctw=0.13-0.20ctw; 1/5ctw=0.17-0.23ctw; 1/4ctw=0.22-0.28ctw; 1/3ctw=0.29-0.38ctw; 3/8ctw=0.34-0.44ctw; 1/2ctw=0.45-0.58ctw; 5/8ctw=0.57-0.69ctw; 3/4ctw=0.68-0.82ctw; 7/8ctw=0.80-0.95ctw; 1ctw=0.95-1.12ctw; 1-1/8ctw=1.08-1.20ctw; 1-1/4ctw=1.17-1.32ctw; 1-1/3ctw=1.28-1.39ctw; 1-3/8ctw=1.32-1.45ctw; 1-1/2ctw=1.41-1.59ctw; 1-5/8ctw=1.57-1.69ctw; 1-3/4ctw=1.65-1.83ctw; 1-7/8ctw=1.79-1.95ctw; 2ctw=1.92-2.13ctw; same pattern for all larger diamond weights. In 14k unless otherwise noted. Natural gemstones may have been color and/or clarity treated or enhanced by: heating (generally); oil/wax/resin (opals, emeralds, tourmaline, turquoise, peridot); diffusion (sapphire, rubies, topaz); fissure-filled with a glass-like by-product (rubies, sapphires); irradiation (diamonds, topaz, tourmaline, quartz, morganite); or dyed (onyx). Pearls may have been dyed and/or bleached. Treatments may not be permanent and/or may require special care. Exposing gemstones to extreme heat, excessive light, chemicals and ultrasonic, steam or abrasive cleaning should be avoided. Most gemstones require special care in jewelry repair and/or cleaning. Gemstones should only be gently cleaned by rinsing in warm water and drying with a soft cloth. Rhodium is a precious metal from the platinum family. Rhodium plating while most commonly found on white gold jewelry, it may also be applied on sterling silver, to prevent tarnishing, and other materials. The jewelry is rhodium plated with a surface coating that guards against scratches, provides a reflective white appearance, and makes the jewelry hypoallergenic since it is nickel-free. Because it is a surface plating, it will wear off over time, and different factors can affect how long rhodium plating lasts before it needs to be re-applied. Merchandise enlarged to show detail and may not be exactly as pictured. Should any pricing or copy errors occur, we reserve the right to correct.