



FILED


APR 18 2019

REGISTRY NUMBER: 50387
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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: Savannah Fellers MAILING ADDRESS: 15065 S Kirk Rd Oregon City, OR 97045
- 2) APPLICANT'S NAME: (Owner: Individual or Entity) ADDRESS: 15065 S Kirk Rd Oregon City, OR 97045
- 3) IF THE APPLICANT IS AN ENTITY, ENTER THE STATE OF FORMATION: Oregon
- 4) IF ENTITY IS A PARTNERSHIP, LIST NAMES OF GENERAL PARTNERS: Savannah Fellers + Carrie Kehring
- 5) DESCRIPTION OF TRADE OR SERVICE MARK: (Include all words, designs and borders that comprise the mark) (Attach additional page if needed.)
"Win Like a Woman"  ... This concept reflects our values, our feminine silhouette, + unique approach.
- 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.)
Currently: branding details on apparel items (show coat zipper pull) / Future: more apparel
- 8) EXPLAIN MODE OR MANNER IN WHICH THE MARK IS USED: (Example: on goods, tags, labels, containers, etc.)
Currently: Etched onto face side of show coat's zipper pull (branding element), ^{identifiable} web/print graphics/advertising
- 9) CLASS NUMBER(S) OF GOODS OR SERVICES: (See form 290-a)
125 (company)
- 10) DATE (MONTH, DAY, YEAR) MARK WAS FIRST USED ANYWHERE BY APPLICANT OR APPLICANT'S PREDECESSOR IN INTEREST:
May 17, 2018
- 11) DATE (MONTH, DAY, YEAR) MARK WAS FIRST USED IN OREGON BY APPLICANT OR APPLICANT'S PREDECESSOR IN INTEREST:
May 17, 2018

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 to 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:

Title:

Registered agent, member
of Reigns by Savannah Fellers LLC

Date:

3/21/19

CONTACT NAME: (To resolve questions with this filing.)

Savannah Fellers

PHONE NUMBER: (Include area code.)

503-989-9991



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Division.

WIN LIKE A WOMAN

Our #winlikeawoman campaign connects our values to our aesthetic. Reigns by Savannah Fellers intends to empower and inspire. These principles take a physical form in our iconic peplum silhouette.

“Win like a woman” is an intentional deviation from the predominant phrase, “do this well, like a man.” We believe telling young girls to do something well “like a man” is subliminally telling young girls they are less capable than men. We would like to overturn this idea.

Equestrian sports are one of the only athletic endeavors where men and women compete equally. By choosing to visually emphasize the feminine figure, our show coat says, “I’m proud to be a woman in this arena.” Complimenting the hourglass shape, it celebrates feminine curves. We want to encourage women to embrace their unique forms, capabilities, and strengths; we want to support a collective confidence in women.

This phrase is unique to our brand because it is tied to our specific values and executed in a literal sense. Reigns by Savannah Fellers is diverging from its industry’s traditional, boxy “show coat” by offering a peplum silhouette, which enhances the female shape.



*The center front zipper pull on our iconic show coat (see photo above on the right) will say “WIN LIKE A WOMAN”, encouraging wearers to consider their femininity an advantage, not an obstacle.

Enlarged Etched Graphic (on center front zipper pull):



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WIN LIKE A WOMAN

Zipper pull (to be used on additional future garment details & accessories):

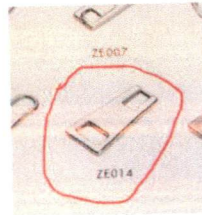
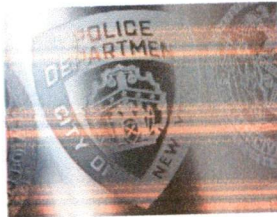
PRODUCT: CF Zipper Pull on Show Coat
LOCATION: CF zipper
MATERIAL: Metal
COLOR: Silver

DESIGNER: SAVANNAH FELLERS
COMPANY: REIGNS BY SAVANNAH FELLERS

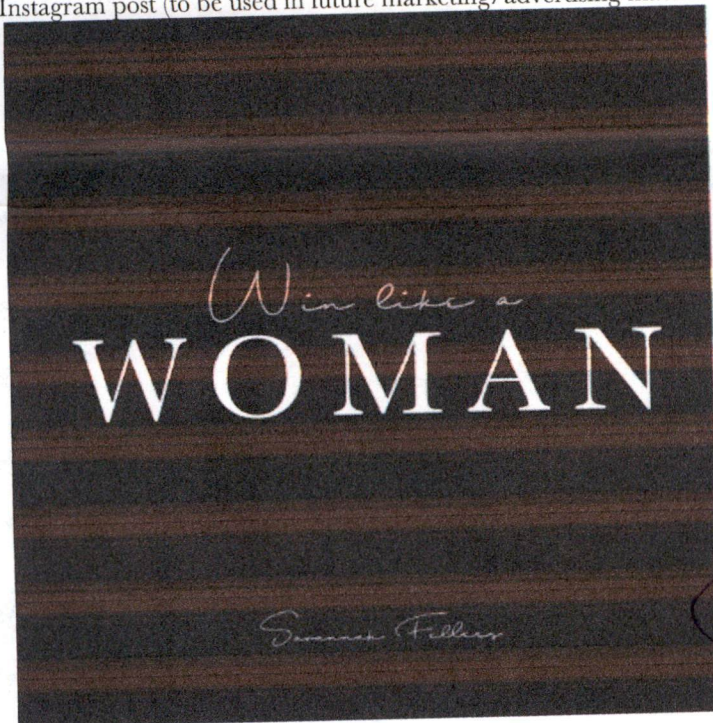
Artwork & Dimensions

-  Zipper pull surface
-  Etched area (logo)
-  Black Satin Ribbon
-  Renaissance-inspired jacquard ribbon (preferably black or black with bits of red and/or dark red)

NOTE: Let's plan on using OPTION 1. I was just interested to see if the other options were possibilities.



Instagram post (to be used in future marketing/advertising materials both online and in print):



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reignsbysavannahfellers You don't have to look like a man to win like a woman. In an effort to give new meaning to "winning like a woman", we aim to offer feminine silhouettes that celebrate the female shape. #winlikeawoman

8 likes

MAY 17, 2018

Log in to like or comment

(Ignore the questionable print job)

Thank you. 😊

See on our Instagram profile @reignsbysavannahfellers