

**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**JUN 12 2023****OREGON
SECRETARY OF STATE**REGISTRY NUMBER: 52579

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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.

For office use only

Please Type or Print Legibly in **Black** ink. Attach additional Sheets if Necessary.1) **CORRESPONDENT NAME:**

David Bailey

MAILING ADDRESS:

2110 13th Ave NW, Puyallup, WA 98371

2) **APPLICANT'S NAME:** (Owner: ☐ Individual or ☒ Entity)

Fashion District NW

ADDRESS:

2110 13th Ave NW, Puyallup, WA 98371

3) **IF THE APPLICANT IS AN ENTITY, ENTER THE STATE OF FORMATION:**

Washington

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.)~~Portland Style Week~~ Portland Style Week6) **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.)

The trademark Portland Style Week will be used as the name of an event and used in all of our event marketing materials and promotional materials.

8) **EXPLAIN MODE OR MANNER IN WHICH THE MARK IS USED:** (Example: on goods, tags, labels, containers, etc.)

Portland Style Week will be used in marketing documents, promotional flyers, website, and through various forms of marketing via social media.

9) **CLASS NUMBER(S) OF GOODS OR SERVICES:** (See form 290-a)

135 & 141

10) **DATE (MONTH, DAY, YEAR) MARK WAS FIRST USED ANYWHERE BY APPLICANT OR APPLICANT'S PREDECESSOR IN INTEREST:**

6-12-2023

11) **DATE (MONTH, DAY, YEAR) MARK WAS FIRST USED IN OREGON BY APPLICANT OR APPLICANT'S PREDECESSOR IN INTEREST:**

6-12-2023

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: David Bailey

Title:

CEO & Founder

Date:

6-12-2023

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

David Bailey

PHONE NUMBER: (Include area code.)

253-221-2043



52579

P O R T L A N D
S T Y L E
W E E K

WWW.PORTLANDSTYLEWEEK.COM

P O R T L A N D
S T Y L E
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WWW.PORTLANDSTYLEWEEK.COM

Designer Packet

Presented by



EVENT INFORMATION

Event Title: Portland Style Week

Event Website: www.bellevuestyleweek.org

Event Date: March 7-9, 2024

Estimated number of attendees: 800-100

Venue: TBD

ABOUT THE BELLEVUE STYLE WEEK

Portland Style Week is changing the way fashion shows are being produced in the Pacific Northwest. Fashion District NW is committed to producing a quality fashion show that truly focuses on the sale of designers' collections.

The Portland Style Week is 3-day fashion show featuring couture designers on day 1, production ready designers on day 2 and local stores/boutiques on day 3. The production ready designers will showcase their Fall/Winter 2024 collections, whereas the Stores/Boutiques will showcase in-store looks for Spring/Summer 2024 thus maximizing results for both designers and boutiques.

ABOUT FASHION DISTRICT NW

Fashion District NW focuses on elevating the fashion industry and community in the northwest. Our events spotlight local Designers to help them gain exposure and boutiques to encourage local designer relationships.

Fashion District NW produces fashion shows in the region such as the Couture & Cars Fashion Show held at the LeMay-America's Car Museum in Tacoma, WA (www.coutureandcars.com) and Fashion is ART (www.fashionisart.net)



(Couture & Cars Fashion Show on July 22, 2017 at the LeMay-America's Car Museum)

Fashion District NW Mission Statement: Fashion District NW is dedicated to educating and connecting the fashion community within the northwest.

For more about Fashion District NW please visit our website:

www.FashionDistrictNW.com

TARGET DEMOGRAPHIC

The target demographic for fashion events is generally an audience comprised of 70% females and 30% males, with ages ranging from 21-60. A large portion of the audience falls between ages 25-45, with a college degree and a high annual income. Most of our attendees will come from King, Pierce & Snohomish counties.

Our audience consists of people who consider themselves fashion trendy and look for quality rather than quantity. They often attend events to keep up on the local fashion scene and to be a part of the prestige associated with fashion.



TARGET DESIGNERS

We are looking for production ready designers that can create a cohesive fashion collection. For this event, we are focused on designers that speak to the northwest market. Designers that are selected for this show must showcase and demonstrate of what it means to be production ready. Our designer selection process will determine how well a designer will fit into this event.



PARTICIPATING DESIGNERS CAN EXPECT

- An experienced production team both backstage and front of house
- Photo coverage from multiple photographers and photos provided 72 hours after the event
- Video livestreaming of the event
- Video of individual collection and summary video of the event
- Media exposure from local magazines, newspapers, and fashion bloggers
- Booth at the event to network/sell to the attendees before and after the show
- Clearly established timelines for all aspects of the show (provided in our Designer Agreement) which will be given after a designer has been approved
- A vast selection of experienced runway models to select from that fit your preselected requirements
- 4 total social media post to promote Designer via Fashion District NW Facebook & Instagram
- An experienced hair and makeup team to aid in the creative process for a specific look and feel for your collection

DESIGNERS SHOWCASE PACKAGES

Portland Style Week Designer Package:

- Includes two VIP 1st row tickets, three VIP 2nd row tickets, or four 3rd/4th row tickets for Saturday, Feb 22nd and two VIP 2nd row tickets for Sunday, Feb 23rd.
- Note: Ticket combinations can be customized for your specific needs.*
- Includes photos from the show from multiple photographers
- Includes booth at the show for the Day 2 of the show (Sunday, Feb 23rd)

12 Looks Standard Package: \$1,499

13-18 Looks Standard Package: \$1,799

19-24 Looks Standard Package: \$2,099

****Accessory Designer** may partner with a clothing designer to showcase their collection on the runway.

****Estimated Ticket Prices** are \$85 for VIP 1st row, \$70 for VIP 2nd row, and \$45 for 3rd/4th row

Designer Guarantee: Fashion District NW and the Portland Style Week is invested in the success of their participating Designers, and we will make a pledge that Designers will sell at this event. If a Designer fails to meet sales quotas listed below, then Fashion District NW will refund them a portion of their show fees.

Designers who sell	Receive a refund of
\$250 or less	\$500
\$500-\$250	\$250
\$500+	0

In order to be eligible for a refund, Designers must meet the requirements listed in the Portland Style Week Designer Agreement. These requirements are focused on development of the specific requirements to sell as a production ready designer, such as their collection look book, line sheets, and website updated for their new collection all complete by Friday, Feb 2, 2024.

DESIGNERS APPLICATION PROCESS

Step 1: Complete online application: [LINK TO APPLICATION](#)

Step 2: Schedule a garment review to go over samples in-person

Step 3: If approved, submit a non-refundable deposit (25% of the total package cost) and turn in a signed Designer Agreement. The remaining balance will be paid out over a series of 3 additional payments.

Step 4: Complete designer marketing packet (Bio, Logo, Marketing Photos, etc...)

Step 5: All designers must be paid in full by December 1, 2023 (payment is non-refundable)

If you have questions, please email them to designers@fashiondistrictnw.com.

