



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF FINANCE
BUREAU OF CUSTOMS

A modernized and credible customs administration that upholds good governance and is among the world's best

CUSTOMS MEMORANDUM CIRCULAR

NO. 42-2024

SUBJECT: Intellectual Property Recordation of LEVI STRAUSS & CO.'s Trademarks

Attached is the copy of Certificate of Registration No. 002666, 4-1973-022680, 4-2007-013144, 4-1999-007721, 4-1994-094324, 21007, 4-2007-013683, 4-1996-114907, 4-2010-003448, 4-1974-023166, 4-1974-023078, 4-1971-020240, 4-1974-042324, 4-1979-034328, certified as true copy by the Intellectual Property Office on 14, 18, 19 & 31 December 2023 issued by the Bureau of Trademark. The subject trademarks as submitted to this Office by RHODA REGINA REYES-RARA of MARKSPRO LAW OFFICE, is in the records of the above-mentioned agencies, as follows:

LEVI'S

- a. Mark : LEVI'S
- Registration No. : 002666
- Date of Registration : 05 May 1960
- Date of Renewal : 05 May 2020
- Date of Expiration : 05 May 2030
- Goods/Services : (Class 25) men`s, women`s and children`s overalls, jackets, outer shirts, coats, slacks, and pants • women`s and children`s blouses, outer shorts, pedal pushers, vests, skirts and culottes, and women`s bras

LEVI'S

- b. Mark : LEVI'S
- Registration No. : 4-1973-022680
- Date of Registration : 6 October 1975
- Date of Renewal : 6 October 2015
- Date of Expiration : 6 October 2025



Goods/Services : (Class 16) notebook binders, telephone directory covers, photo albums; scrap books, notebooks and address books; placemat and napkin sets; and bulletin boards

(Class 18) luggage • namely, tote bags

LEVI'S

c. Mark : LEVI'S
 Registration No. : 4-2007-013144
 Date of Registration : 21 July 2008
 Date of Renewal : 21 July 2018
 Date of Expiration : 21 July 2028
 Goods/Services : (Class 9) pince-nez, pince-nez cords, computer game programs and devices, eyeshades, batteries, calculators, binoculars, compasses, fireproof garments, downloadable music files, video tapes, juke boxes, battery chargers, telephone apparatus, television apparatus, cameras, camcorders, cases for photographic instruments, time recording devices, compact disc, compact disc player, computers, hand-held computers, computer memory devices, microprocessors, optical lenses, holograms, megaphones, microphones, modems, nautical apparatus and instruments, pedometers, radios, record players, telephone receivers, audio and video receivers, remote control apparatus, sound transmitting apparatus, telephone transmitters, telecommunication transmitters, weighing machines, wireless telephones, wireless transmission devices, videophones, earphones, mobile headsets, phone straps, mobile phone case, mobile phone, mobile phone accessories, mobile digital electronic devices • smart phones, namely, phones



with capability of transmitting data voice and images and accessing the internet, sending and receiving faxes and e-mail • mobile phone accessories in the nature of hands free holders, headsets, microphones and speakers for mobile phones • multimedia player for handheld digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image, and video files • electronic handheld devices for the wireless receipt and/or transmission of data, particularly messages, and devices that enable the user to keep track of or manage personal information, personal digital assistants, electronic organizers, electronic notepads, apparatus for recording, transmission and reproduction of sounds, images or other data, and magnetic data carriers



- d. Mark : LEVI'S
- Registration No. : 4-1999-007721
- Date of Registration : 30 October 2004
- Date of Renewal : 30 October 2014
- Date of Expiration : 30 October 2024
- Goods/Services : (Class 14) watches, moneyclips, buckles

(Class 18) belts, hand luggage, wallets, key cases, purses, tote bags

(Class 25) trousers, jackets, shorts, shirts, skirts, and vests, suspenders, socks, shoes, hats, caps

(Class 35) retail store services



hmb



- e. Mark : LEVI'S
- Registration No. : 4-1994-094324
- Date of Registration : 13 December 1999
- Date of Renewal : 13 December 2019
- Date of Expiration : 13 December 2039
- Goods/Services : (Class 25) trousers, jackets, shorts, shirts, skirts and vests

LEVI STRAUSS & CO.

- f. Mark : LEVI STRAUSS & CO.
- Registration No. : 021007
- Date of Registration : 17 December 1973
- Date of Renewal : 17 December 2023
- Date of Expiration : 17 December 2033
- Goods/Services : (Class 25) men`s, women`s and children`s pants, jackets, belts and suspenders

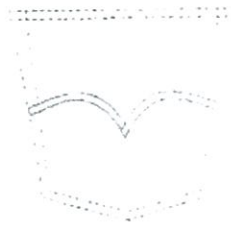


- g. Mark : ARCUATE
- Registration No. : 4-2007-013683
- Date of Registration : 20 September 2008
- Date of Renewal : 20 September 2018
- Date of Expiration : 20 September 2028
- Goods/Services : (Class 18) bags, traveling bags, key cases, wallets, backpacks, card cases, vanity cases, purse frames, purses,



briefcases, portfolios, tote bags, handbags, small goods made of leather or imitation leather, walking sticks, umbrellas, dog shoes, whips and fur skins,leather belts

(Class 25) pants, jeans, shorts, overalls, jumpers, swimsuits, raincoats, stocking suspenders, polo shirts, dress shirts, sports shirts, short sleeve shirts, long sleeve shirts, t-shirts, blouses, vests, skirts, cocktail dresses, evening dresses, one-piece dresses, jackets, long coats, short coats, overcoats, topcoats, sport coats, sweaters, sweatshirts, sweatpants, underwears, nightwears, hats, caps, gloves, bandanas, neckties, socks, shawls, aprons, scarfs, suspenders for clothing, leather shoes, golf shoes, boots, athletic walking shoes, running shoes, hiking shoes, aerobic shoes, american style football shoes, soccer shoes, hockey shoes, handball shoes, rugby shoes, low heel shoes, slippers, hobnails and masquerade costumes

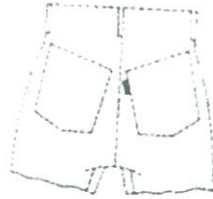


- h. Mark :
- Registration No. : 4-1996-114907
- Date of Registration : 22 June 2002
- Date of Renewal : 22 June 2022
- Date of Expiration : 22 June 2032
- Goods/Services : (Class 25) pants, jackets, skirts, dresses and shorts





- i. Mark :
Registration No. : 4-2010-003448
Date of Registration : 28 October 2010
Date of Renewal : 28 October 2020
Date of Expiration : 28 October 2030
Goods/Services : (Class 25) belts, blouses, coats, dresses, flip-flops, gloves, hats, jackets, neckties, pants, scarves, shirts, shoes, shorts, skirts, sleepwear, slippers, socks, sport coats, suit coats, sweat shirts, sweaters, swim wear, lounge wear, t-shirts, underwear, vests



- j. Mark :
Registration No. : 4-1974-023166
Date of Registration : 25 May 1976
Date of Renewal : 25 May 2016
Date of Expiration : 25 May 2026
Goods/Services : (Class 25) garments, particularly trousers



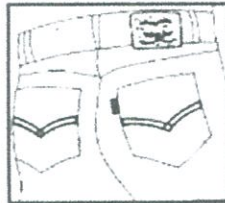
- k. Mark :
Registration No. : 4-1974-023078
Date of Registration : 12 May 1976
Date of Renewal : 12 May 2016



Date of Expiration : 12 May 2026
Goods/Services : (Class 25) garments, particularly trousers



l. Mark :
Registration No. : 4-1971-020240
Date of Registration : 8 October 1973
Date of Renewal : 8 October 2023
Date of Expiration : 8 October 2033
Goods/Services : (Class 25) garments, particularly



m. Mark :
Registration No. : 4-1979-042324
Date of Registration : 12 December 1988
Date of Renewal : 12 December 2018
Date of Expiration : 12 December 2028
Goods/Services : (Class 25) trousers for men, women and children



n. Mark :
Registration No. : 4-1979-034328
Date of Registration : 3 May 1985



CMC NO. 42-2024

Date of Renewal : 3 May 2015
Date of Expiration : 3 May 2025
Goods/Services : (Class 25) shoes

Having complied with the requirements of CAO-9-2008, the above-mentioned trademarks had been recorded in the IPR (Intellectual Property Rights) Registry, Bureau of Customs thus shall be accorded the rights and benefits emanating from such registration as therein provided.

The recordation of said trademarks shall be valid for Two (2) years from signing hereof, and renewable every two years thereafter.

Attached are the actual photos submitted by RHODA REGINA REYES-RARA of MARKSPRO LAW OFFICE.


JUVYMAX R. UY
Deputy commissioner, IGT

Date signed: 13 MAR 2024



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