

# United States of America

United States Patent and Trademark Office

## BILLIE EILISH

**Reg. No. 7,373,808**

**Registered Apr. 30, 2024**

**Int. Cl.: 3**

**Trademark**

**Principal Register**

Lash Music, LLC (DELAWARE LIMITED LIABILITY COMPANY)  
c/o Keats Gatien, LLP  
120 S. El Camino Dr., Suite 207  
Beverly Hills, CALIFORNIA 90212

CLASS 3: Non-medicated skin care lotion; Non-medicated body lotion; Shower gel

FIRST USE 4-13-2023; IN COMMERCE 4-13-2023

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

OWNER OF U.S. REG. NO. 6783705, 6731623, 6931438

The name(s), portrait(s), and/or signature(s) shown in the mark identifies Billie Eilish Baird O'Connell, whose consent(s) to register is made of record.

SER. NO. 97-886,576, FILED 04-13-2023

*Katherine Kelly Vidal*

Director of the United States  
Patent and Trademark Office



## **REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

### **Requirements in the First Ten Years\***

#### **What and When to File:**

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

### **Requirements in Successive Ten-Year Periods\***

#### **What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

### **Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

**NOTE:** A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

**Lash Music, LLC**  
(DELAWARE LIMITED LIABILITY COMPANY)

To whom it may concern,

We/I, hereby certify that Lash Music, LLC (DELAWARE LIMITED LIABILITY COMPANY), as the registrant of **BILLIE EILISH** (the "Trademark"), registration number 7373808

registration date Apr. 30, 2024

are entitled to use and license the Trademark with full power and authority.

We/I, hereby certify that we authorize

**The Merchant (Website: Scentget.com)**

to sell and distribute all categories of the Trademark branded products via any sales channels and run any marketing and advertising activities online and offline.

The valid period of this authorization is from Jan. 1st, 2025 until Jan. 1st, 2028. We reserve the right to revoke this authorization throughout the period of validity, however, written notice of such revocation will be given to Merchant at least thirty (30) days in advance.

This letter of authorization is written in English.

For and on behalf of

Trademark Owner:

\*Signature:



*Samantha Lee*  
Authorized Signatory