

Trademark/Service Mark Application, Principal Register

Serial Number: 88847575

Filing Date: 03/25/020

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	88847575
MARK INFORMATION	
*MARK	G.O.A.T. MODES
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	G.O.A.T. MODES
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size, or color.
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	Ford Motor Company
*MAILING ADDRESS	One American Road
*CITY	Dearborn
*STATE (Required for U.S. applicants)	Michigan
*COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
*ZIP/POSTAL CODE (Required for U.S. and certain international addresses)	48126
*EMAIL ADDRESS	USPTOesp@ford.com
LEGAL ENTITY INFORMATION	
TYPE	corporation
STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY OF INCORPORATION	Delaware
GOODS AND/OR SERVICES AND BASIS INFORMATION	
INTERNATIONAL CLASS	012
*IDENTIFICATION	Drive systems comprised of automatic controls for vehicle chassis and powertrain controllers, integrated as an integral part of a passenger vehicle.
FILING BASIS	SECTION 1(b)
ATTORNEY INFORMATION	
NAME	Sharon C. Sorkin
ATTORNEY DOCKET NUMBER	84263561

ATTORNEY BAR MEMBERSHIP NUMBER	XXX
YEAR OF ADMISSION	XXXX
U.S. STATE/ COMMONWEALTH/ TERRITORY	XX
FIRM NAME	Ford Global Technologies, LLC
INTERNAL ADDRESS	Suite 800, Fairlane Plaza South
STREET	330 Town Center Drive
CITY	Dearborn
STATE	Michigan
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
ZIP/POSTAL CODE	48126
PHONE	313-322-1352
EMAIL ADDRESS	tmdocket@ford.com
CORRESPONDENCE INFORMATION	
NAME	Sharon C. Sorkin
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	tmdocket@ford.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	nnahorsk@ford.com
FEE INFORMATION	
APPLICATION FILING OPTION	TEAS Standard
NUMBER OF CLASSES	1
APPLICATION FOR REGISTRATION PER CLASS	275
*TOTAL FEES DUE	275
*TOTAL FEES PAID	275
SIGNATURE INFORMATION	
SIGNATURE	/Sharon C. Sorkin/
SIGNATORY'S NAME	Sharon C. Sorkin
SIGNATORY'S POSITION	Chief Trademark Counsel
SIGNATORY'S PHONE NUMBER	313-322-1352
DATE SIGNED	03/25/2020

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To the Commissioner for Trademarks:

MARK: G.O.A.T. MODES (Standard Characters, see [mark](#))

The literal element of the mark consists of G.O.A.T. MODES. The mark consists of standard characters, without claim to any particular font style, size, or color.

The applicant, Ford Motor Company, a corporation of Delaware, having an address of

One American Road
Dearborn, Michigan 48126
United States
USPTOcorp@ford.com

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 012: Drive systems comprised of automatic controls for vehicle chassis and powertrain controllers, integrated as an integral part of a passenger vehicle.

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

The owner's/holder's proposed attorney information: Sharon C. Sorkin. Sharon C. Sorkin of Ford Global Technologies, LLC, is a member of the XX bar, admitted to the bar in XXXX, bar membership no. XXX, is located at

Suite 800, Fairlane Plaza South
330 Town Center Drive
Dearborn, Michigan 48126
United States
313-322-1352(phone)
tmdocket@ford.com

The docket/reference number is 84263561.

Sharon C. Sorkin submitted the following statement: The attorney of record is an active member in good standing of the bar of the highest court of a U.S. state, the District of Columbia, or any U.S. Commonwealth or territory.

The applicant's current Correspondence Information:

Sharon C. Sorkin
PRIMARY EMAIL FOR CORRESPONDENCE: tmdocket@ford.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): nnahorsk@ford.com

Requirement for Email and Electronic Filing: I understand that a valid email address must be maintained by the applicant owner/holder and the applicant owner's/holder's attorney, if appointed, and that all official trademark correspondence must be submitted via the Trademark Electronic Application System (TEAS).

A fee payment in the amount of \$275 has been submitted with the application, representing payment for 1 class(es).

Declaration

Basis:

If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a):

- The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;
- The mark is in use in commerce and was in use in commerce as of the filing date of the application on or in connection with the goods/services in the application;

- The specimen(s) shows the mark as used on or in connection with the goods/services in the application and was used on or in connection with the goods/services in the application as of the application filing date; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

And/Or

If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e):

- The signatory believes that the applicant is entitled to use the mark in commerce;
 - The applicant has a bona fide intention to use the mark in commerce and had a bona fide intention to use the mark in commerce as of the application filing date on or in connection with the goods/services in the application; and
 - To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.
- To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive.
- To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.
- The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Declaration Signature

Signature: /Sharon C. Sorkin/ Date: 03/25/2020

Signatory's Name: Sharon C. Sorkin

Signatory's Position: Chief Trademark Counsel

Payment Sale Number: 88847575

Payment Accounting Date: 03/25/2020

Serial Number: 88847575

Internet Transmission Date: Wed Mar 25 16:52:08 ET 2020

TEAS Stamp: USPTO/BAS-XX.XX.XXX.XXX-2020032516520837

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G.O.A.T. MODES