

# **EXHIBIT F**

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

**United States Patent and Trademark Office**

**Reg. No. 3,120,798**

Registered July 25, 2006

**SERVICE MARK  
PRINCIPAL REGISTER**

TRUE RELIGION BRAND JEANS

GURU DENIM, INC. (CALIFORNIA CORPORATION)  
1525 RIO VISTA AVENUE  
LOS ANGELES, CA 90023

OWNER OF U.S. REG. NOS. 2,761,793 AND  
2,917,187.

FOR: ON-LINE RETAIL STORE SERVICES FEATURING CLOTHING; RETAIL STORE SERVICES FEATURING CLOTHING, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BRAND JEANS", APART FROM THE MARK AS SHOWN.

FIRST USE 4-26-2005; IN COMMERCE 4-26-2005.

SER. NO. 78-769,347, FILED 12-8-2005.

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

BONNIE LUKEN, EXAMINING ATTORNEY