

Trademark/service mark application, Principal Register

Serial number: 99606309

Mark: LOBO

Mark format: Standard character

Filing date: January 21, 2026 at 12:01:03 PM ET

Docket number: 85152188

Owner name: Ford Motor Company

Amount paid: \$ 550 (1 class)

Trademark details

Mark

LOBO

Mark Format

Standard character

The mark consists of standard characters, without claim to any particular font style, size, or color.

Owner information

*Name Ford Motor Company

Entity type Corporation

Place of organization/citizenship Delaware

Mailing address information

*Address line 1 One American Road

Address line 2 Ford World Headquarters Bldg.

*City Dearborn

*State/territory Michigan

*Zip/postal code 48126

*Country/region/jurisdiction/territory United States

*Email address *****

Domicile address information

The mailing address is the same as the owner's domicile address.

Goods and services

Filing basis information

Section 1(a)

Identification of goods and services

International Class 012

Filing basis: Section 1(a)

Motor vehicles, namely, automobiles, electric passenger automobiles, pick-up trucks, sport utility vehicles, vans and their structural parts; all of the foregoing being highway-capable vehicles designed for use on public roads, and expressly excluding electric bicycles, mopeds, scooters, low-speed vehicles

Character count: 307

Specimen Information

First use anywhere date At least as early as 08/01/2024

First use in commerce date At least as early as 08/01/2024

Specimen file name [Image \(6\).jpg](#)

URL None specified.

Date of access None specified.

Description image of motor vehicle bearing mark

Specimen Information

First use anywhere date At least as early as 08/01/2024

First use in commerce date At least as early as 08/01/2024

Specimen file name [F-150 Lobo side 2025-07-31 114553.jpg](#)

URL None specified.

Date of access None specified.

Description image of motor vehicle bearing mark

Additional statements

Translation (if applicable)	The English translation of the Spanish wording "LOBO" is "WOLF" .
Transliteration (if applicable)	
Consent (name/likeness) (if applicable)	
Claim of ownership of active prior registrations(s) (if applicable)	
Section 2(f) Claim of acquired distinctiveness (if applicable)	
Miscellaneous statements	
Significance of mark	
Disclaimer	

Attorney information

Attorney name and address

*Name	Carl Schaffer
Law firm	FORD GLOBAL TECHNOLOGIES, LLC
*Address line 1	One American Road, 4th Floor
Address line 2	Glass House
*City	Dearborn
*State/territory	Michigan
*Zip/postal code	48126
*Country/region/jurisdiction/territory	United States
*Email address	tmocket@ford.com
Primary telephone number	(313) 810-1244
Extension	None specified.

Attorney registration information

*Bar membership or registration number	*****
*Jurisdiction	*****
*Year of admission	*****

Statement of good standing

The attorney of record is an active member in good standing of the bar of the highest court of a U.S. state or commonwealth, the District of Columbia, or any U.S. territory.

Additional appointed attorneys

Anna Robinson

Docket or reference number

85152188

Correspondence information

*Correspondence name	Carl Schaffer
*Primary correspondence email address	tmocket@ford.com
Docket or reference number	85152188
Courtesy copy email addresses	nnong@ford.com; arobi196@ford.com; cschaf14@ford.com; szimme46@ford.com; slee270@ford.com

Fee information

Application filing option	Trademark/service mark application, Principal Register
Number of classes	1
Base application fee, per class	\$ 350
Free form fee, per class	\$ 200
Total fees paid	\$ 550

Declaration and signature

Declaration

[X] 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.

[X] 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.

[X] 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.

[X] 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.

Electronic Signature	/Carl Schaffer/
Signatory's name	Carl Schaffer
Signatory's position	Trademark Counsel
Date signed	01/21/2026
Signature method	Electronic signature emailed to third party

STAMP:USPTO/APPB-***.**.***.***-20260121120103406-99606309-17.1-223f18b9-8cc7-424f-a1fd-305b90d234f2-DA-20251203123922492504

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