

United States of America

United States Patent and Trademark Office

DANCERINA

Reg. No. 7,931,600

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Int. Cl.: 28

Trademark

Principal Register

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CLASS 28: Dolls and dolls' clothing

FIRST USE 01-28-2025 ; IN COMMERCE 01-28-2025

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

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Coleen Moya Smith

Acting Director of the United States Patent and Trademark Office



Brand Heritage & Story



Dancerina®, a beloved classic doll brand created by Mattel® in the late 1960's that found its way under every Christmas Tree of every little girl who ever dreamed of being a Ballerina.



A Doll Like No Other

Dancerina

A joy to watch as she gracefully toe dances, bows, pirouettes, even turns her head—stops—turns again like a real ballerina. Dances to her own 33 $\frac{1}{2}$ rpm record



\$17⁹⁹ without batteries

She's pure enchantment in her fluffy tutu, dancer's tights, and laced toe shoes. A pretty tiara tops her rooted hair and hides the control knob you turn or push to direct each ballet step. Vinyl; 24 in. tall. Needs 2 "D" batteries sold on facing page. 79 C 30426C—Shipping weight 3 pounds.....\$17.99

Ballet Case \$2⁴⁹

Washable vinyl case has 2 openings, 2 compartments inside for ballerina slippers, toe shoes. Carry strap. 10x10x3 inches. 49 C 30763—Shpg. wt. 1 lb.....\$2.49



The Original Dancerina® Doll stood 24 inches tall and had a crown on her head that you could twist to make Dancerina® perform ballet moves. The dolls' success lead to the creation of Teenage Dancerina® 14" tall and Baby Dancerina® 12" tall.



Product Opportunity: Doll Relaunch



- Relaunch of the iconic Dancerina Doll with modern design upgrades.
- A Barbie® sized posable version A young adult version A brunette and or redhead version A clothing line consisting of modern dance outfits and athletic wear.



Brand Extensions



- Children's clothing inspired by ballet and dance aesthetics.
- Women's and teen athleisure and dancewear featuring the Dancer in name.
- Opportunities for co-branded partnerships with dance schools.
- Target Market: Children, teens, and women seeking fashionable activewear.

Entertainment Expansion



- Launch a Dancerina YouTube channel or DVD series with animated shorts, dance tutorials, and storytelling.



Licensing Potential



- Toy manufacturers for doll relaunch.
- Apparel companies for clothing line development
- Media & entertainment companies for content production.

Intellectual Property



LICENSING OFFER

Exclusive rights to use the Fully Registered

Dancerina®

Trademark for the Product or Product Line you
want to bring to Market for the United States, its
Possessions, Territories and Military bases
Worldwide

NEXT STEPS



Decide what product or line of products You want to License

Do your due diligence to assess the demand for what you want to bring to market

Contact us for Licensing proposal

CONTACT

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