



Ser. No.: 75/880796

10-30-2001

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Applicant: Gabriel Herszage Krayevsky : BEFORE THE
Trademark: VIVA LA VIDA (Word Mark) : TRADEMARK TRIAL
In class 025 :
Serial No.: 75/880796 : AND
Filed: December 22, 1999 : APPEAL BOARD
Attorneys: Otto O. Lee and Erin Williams :
Address: Intellectual Property Law Group LLP
12 South First Street, 12th Floor
San Jose, CA 95113

APPLICANT'S APPEAL BRIEF

I. INTRODUCTION

Pursuant to the Notice of Appeal filed with the Trademark Trial and Appeal Board on August 31, 2001, the Applicant hereby appeals from the Examining Attorney's final refusal to register the above-identified mark, in the Office Action dated March 01, 2001,

and respectfully requests the Trademark Trial and Appeal Board to reverse the Examining Attorney's decision on the grounds that the Applicant's mark does not create a likelihood of confusion under Section 2(d) of the Trademark Act with the mark cited by the Examining Attorney, Registration No.: 1,948,442.

II. STATEMENT OF FACTS

Applicant seeks registration on the Principal Register of its mark VIVA LA VIDA for use in connection with "caps, shirts, T-shirts, sweatshirts and jackets" in international class 025. The trademark application was filed on December 22, 1999 and received U.S. Trademark Application Serial No.: 75/880796.

The Examining Attorney refused registration of Appellant's mark VIVA LA VIDA in an Office Action, dated June 19, 2000, contending that the mark, when used on or in connection with the identified goods, is likely to be confused with U.S. Registration No.: 1,948,442, for the mark LA VIDA and design for "clothing, namely T-shirts, sweatshirts and caps."

In the Applicant's response to the first Office Action, dated June 19, 2000, which was filed on December 19, 2000, the Applicant argued that the overall impression of the mark VIVA LA VIDA and the cited mark LA VIDA and design are very different such that there is no likelihood of confusion under Section 2(d) of the Trademark Act.

The Examiner mailed a final refusal to registration on March 01, 2001; continuing to cite U.S. Registration No.: 1,948,442.

III. THE EXAMINER'S FINAL REFUSAL

The Examiner's final rejection of Applicant's mark contended that the mark VIVA LA VIDA is likely to result in confusion in relation to the prior registration for LA VIDA and design, as cited above. The Examiner stated, "The dominant literal element of the registered mark, LA VIDA, is quite similar to applicant's mark VIVA LA VIDA, which has no design element." The Examiner agreed that "the translation of the respective marks may be somewhat different overall", but the Examiner noted that "purchasers in the United States would include consumers unfamiliar with Spanish who may rely more heavily on the "LA VIDA" language in identifying the goods of the respective parties." The Examiner further stated, "this is especially true since VIVA has meaning in English, used to express acclamation." Finally, the Examiner stated that the third party registration for LA VIDA in class 25 is not of record and "entitled to little weight on the question of likelihood of confusion."

IV. ISSUE

The primary issue presented in this appeal is whether the marks VIVA LA VIDA and LA VIDA and design are so similar, because they both contain the words "la vida", that a likelihood of confusion would be created in the minds of consumers as to source of the respective parties' goods.

V. ARGUMENT

NO LIKELIHOOD OF CONFUSION : APPLICANT'S PROPOSED MARK, VIVA LA VIDA, IS NOT LIKELY TO BE CONFUSED WITH REGISTRANT'S MARK, LA VIDA.

Applicant respectfully disagrees with the Section 2(d) Likelihood of Confusion refusal resulting from the Examiner's comparison of Registrant's mark with Applicant's mark. The relevant factors of the likelihood of confusion test are set forth in *In re E.I. du Pont de Nemours & Co.*, 476 F.2d 1357, 177 USPQ 563 (CCPA 1973). The Examining Attorney based the refusal of registration for the Applicant's mark on "two of the most important" factors of the likelihood of confusion test, similarity of the marks and of the goods, but these are only two of thirteen factors of the test. *Du Pont* stated that marks must be viewed in their entirety and all of the thirteen factors are equally relevant in determining whether a likelihood of confusion exists. Additionally, Applicant respectfully disagrees with the Examiner's analysis and believes that some of the Examiner's arguments are contradictory.

Applicant respectfully believes that the examiner did not give any weight to the other factors set forth in *Du Pont* (such as fame of the prior mark, number and nature of similar marks in use, the nature and extent of actual confusion, the length of time of concurrent use without actual confusion, the extent to which applicant has a right to exclude others from using its mark, the extent of potential confusion, and *any other established fact probative of the effect of use*), factors which are relevant in determining

whether a likelihood of confusion exists. *Id at 1360-61.*

Applicant respectfully disagrees with the Examiner's request to exclude the third party registration for LA VIDA LOCA in class 25 mentioned in the Applicant's Office Action response of December 19, 2000. As *Du Pont* stated that every case with an issue related to likelihood of confusion turns on the facts, not on conjecture, the court held that it was the examiner's and the board's duty to consider all the evidence as to whether a likelihood of confusion exists, *Id at 1362.* Additionally, Applicant argues that U.S.P.T.O. TESS (United States Patent and Trademark Office Trademark Electronic Search System) records that evidence third party registrations relevant to the likelihood of confusion issue should be acceptable as official records which are not themselves in question (TESS records are certainly available to the Examiner and used by examiners to support refusals of registration) and because the overall policy of trademark examination, developing from even prior to the passage of the Lanham Act in 1946 through creation of the TMEP and the many TTAB decisions issued, has been a striving for consistency in the trademark examination procedure. Relevant prior registrations should be allowed when it supports an Applicant's arguments for registration as they are U.S.P.T.O. public records and freely used by examiners to support refusals of registrations. Examiners should not be allowed to excluded U.S.P.T.O. records as a means of turning a blind eye to records which do not support them.

Alternatively, Applicant respectfully requests the Board to remand the application to examination so that information containing relevant facts, including official records

such as third party TESS registration records, may be added to the application record.

Finally, Applicant respectfully believes that if its mark is not dissected for comparison with Registrant's mark and all relevant aspects of the 13 *Du Pont* factors are applied to all the relevant facts, no likelihood of confusion results between Applicant's and Registrant's marks.

MARKS ARE NOT CONFUSINGLY SIMILAR

THE MARKS MUST BE VIEWED IN THEIR ENTIRETIES

Applicant respectfully disagrees with the Examining Attorney's contention that the VIVA LA VIDA word mark of the Applicant is highly similar to the LA VIDA and design mark of the Registrant. According to *Du Pont*, the similarity of marks is determined by comparison of the marks in their entireties as to appearance, sound, connotation and commercial impression. However, the examiner has argued the similarity of the marks by dissecting the Applicant's mark for comparison.

DOMINANCE OF WORD OR DESIGN

The examining attorney argued in that dissection of marks to compare the similar portion because the "design element is not controlling" was allowed by *In re Appetito Provisions Co.*, 3 USPQ 2d 1553 (TTAB 1987). However, *Appetito* did not say that the

word element always prevails over the design element of a mark, it in fact said that rather than the facts of a particular determine whether the word or the design element predominates. There is in fact not set rule that the word element is accorded greater value than the design element of a mark. *Appetito* does go on to say that *normally* the word element is given greater weight as it is used by consumers to ask for the product or services, however this case is not normal. The words are not English words but Spanish words which are by the examiner's own admission "unfamiliar" to American consumers, and so the unique and memorable design element of LA VIDA, a heart with swirly things like the rays of the sun, set in a dark circle. Undoubtedly, American consumers unfamiliar with Spanish will find the heart in the circle more memorable than foreign words they do not understand and can not pronounce.

The issue of the dominance of word or design is also addressed by McCarthy. "This might be labeled the "literacy" presumption, in that it assumes that words have more impact than designs, a dubious generalization. That this "rule" of wording is merely a guideline is shown by cases finding that a design element is dominant if more conspicuous than accompanying word." see McCarthy 23:47- 127. Thus, Applicant respectfully disagrees with the Examiner's assumption that the word element of the mark LA VIDA and design is predominant. This is supported by several cases. In *re Electrolyte Laboratories, Inc.* 929 F.2d 645 decided that the applicant's mark was a composite and its design was a significant feature. "There is no general rule as to whether letters or design will dominate in composite marks; nor is the dominance of letters or design dispositive of the issue. Neither may an element of a mark be ignored

simply because it is less dominant, or would not have trademark significance if used alone. See *Spice Islands, Inc. v. Frank Tea & Spice Co.*, 505 F.2d 1293. Thus, it is improper to ignore portion of composite mark like the heart in a circle portion of the LA VIDA and design mark.

THE DOMINANT ELEMENT IS VIVA NOT LA VIDA IN APPLICANT'S MARK

The dominant literal element of Applicant's mark is "VIVA", not "LA VIDA" Applicant believes that the dominant literal element was determined incorrectly by the Examiner because there are cases which indicate that the first word, prefix or syllable in a mark is always the dominant part in a word mark. "It is often the first part of a mark which is most likely to be impressed upon the mind of a purchaser and remembered, see *Presto Products Inc. v. Nice-Pack Products, Inc.*, 9 USPQ 2d 1895, 1897 (TTAB 1998).

The Examiner stated that LA VIDA part of a word that is likely to be remembered most. Since the Examiner says that VIVA has meaning in English, Applicant argues that the English part has stronger significance and will be remembered by consumers better than non-understandable foreign wording, LA VIDA.

The mere fact that the marks in issue share common elements, even dominant elements, does not compel a conclusion of likely confusion (see *General Mills*). The

proper comparison is between the overall commercial impressions of the marks as consumers would view and remember them, see Kirkpatrick 4-46.

FOREIGN WORDS

As mentioned above, the wording in both the Applicant's mark and the Registrant's mark consist of Spanish, not English. According to McCarthy, the "TTAB appears to take position that if two words are likely to be translated by ordinary US customers, the doctrine of foreign equivalents will be applied to determine similarity of meaning, while if not understandable to the ordinary customer, the doctrine will not be applied." See McCarthy 23:40. No likelihood of confusion was found between the marks BEL-AIR (French) and BEL ARIA (Italian), see *Safeway Stores, Inc. v. Bel Canto Fancy Foods, Ltd.*, 5 USPQ 2d 1980 (TTAB 1987). The Board concluded that the applicant's mark and the opposer's mark somewhat similar in appearance, are only slightly similar in sound or pronunciation, and are essentially dissimilar in terms of meaning or connotation. No likelihood of confusion was found between BIEN JOLIE and TRES JOLIE considering the rule of foreign equivalence. The Board said that consumer were very likely to understand the meaning in that case, see *In re Lar Mor International, Inc.*, 221 USPQ 180 (TTAB 1983).

DISSIMILARITY OF THE MARKS WHEN VIEWED IN THEIR ENTIRETIES

If the Applicant's mark, VIVA LA VIDA, is compared in its entirety with the Registrant's mark, LA VIDA, and other factors of the *Du Pont* test such as lack of fame of the prior mark, the number and nature of similar marks in use, the nature and extent of actual confusion in the market place, concurrent use, the right to exclude other's use of the mark, the extent of potential confusion, and other established probative facts, Applicant respectfully believes that the marks are clearly so dissimilar that a likelihood of confusion between the marks does not exist.

Applicant respectfully disagrees with this type of mark dissection because *Du Pont* clearly states that for the issue of similarity or dissimilarity, marks must be compared in their entireties for appearance, sound, connotation, and commercial impression. Applicant respectfully believes that comparison of its mark in its entirety, VIVA LA VIDA, with the mark of the Registrant, LA VIDA and design, is completely different. Lacking similarity in the marks, Applicant respectfully believes that no likelihood of confusion exists between the two marks.

Appearance

As for appearance, VIVA LA VIDA looks different to the viewer's eye than LA VIDA and design. The first word of the Applicant's mark is completely different from the Registrant's mark. VIVA LA VIDA is a longer mark than LA VIDA (ten letters vs. six

letters) and is comprised of three words rather than two, thus appearing very differently to the viewer than LA VIDA and design. VIVA LA VIDA is also spelled differently from LA VIDA, and it would be listed in a different alphabetical order, under “V” not “L”. Additionally, as English is a language read from left to right, emphasis is more often than not on the beginning of a word, not on its ending. Thus, VIVA, which is the first part of Applicant’s mark, would enter a viewer’s mind first and be the strongest portion and most dominant feature of the Applicant’s mark. VIVA is also the most distinctive part of Applicant’s mark and the part most likely to be remembered by the viewer, not the LA VIDA portion. This fact is also admitted by the examiner in the final refusal, “VIVA has meaning in English, used to express acclamation.” If this is the case, this should support the dissimilarity of Applicant’s mark as being more understandable to English speakers and memorable than “la vida” which has no special meaning in English. And so, Applicant respectfully asserts that under *Du Pont*, if the marks are viewed in their entirety, the dissimilarities outweighs the similarities of the marks at issue such that a likelihood of confusion with respect to appearance does not exist due to the dissimilarity in appearance and the dissimilar dominant features of the Applicant’s mark.

Sound

Applicant also respectfully contends that its mark, VIVA LA VIDA, is dissimilar in sound to the Registrant’s mark for LA VIDA. Applicant’s mark has five syllables not three, as well as two pauses between the three words VIVA and LA and VIDA when

spoken; thus rolling off the tongue of the speaker in a different manner than Registrant's mark. Spoken English is a word order language in which the word which precedes has an effect on the meaning and grammatical relationship of the words that follow, the first word of the Applicant's mark, VIVA, will be remembered better by a listener than the following words. Additionally, Applicant's mark begins with a "V" and Registrant's mark begins with a "L". Although both of them are voiced consonants, they are different in the following aspects: "L" is labiodental and fricative and "V" is alveolar and lateral liquid, requiring the lips and tongue to move very differently. If a listener who were unfamiliar with the marks were to hear them for the first time, the listener would most likely ask: "VIVA-what?" Thus, Applicant respectfully believes that the dissimilarity of sound is so great between the two marks that no likelihood of confusion can exist.

"V" is alveolar and lateral liquid

Connotation

Applicant respectfully disagrees with the examiner's assertion that the different meaning of the translations of the two marks is of little importance. While Applicant agrees that most American consumers would probably not understand the meaning of "la vida", the examiner admitted that "viva" has meaning in English (to live, a verb) and thus, Applicant believes that American consumers unfamiliar with Spanish will understand at least the exaltation quality of the Applicant's mark. This exaltation or acclamation quality is lacking in the Registrant's mark, LA VIDA (meaning the life, a noun in Spanish), and thus, the meaning is quite different for American consumers. For American consumers that do understand Spanish, and this is a growing number, the

Spanish meanings are distinctly different, Applicant's exaltation to "LIVE LIFE!" in comparison to Registrant's "THE LIFE", a statement.

Applicant respectfully believes that the meaning of LA VIDA is not understood in English, and that the meaning of VIVA LA VIDA has a completely different connotation, from the Registrant's mark LA VIDA. Applicant respectfully believes that the meaning of the Applicant's and Registrant's marks are of importance and will not lead to any likelihood of confusion.

Commercial Impression

Commercial Impression is the sum of the previously discussed appearance, sound, and meaning as viewed in the marketplace, that is an overall impression created by marketing see *Restatement (Third) of Unfair Competition § 21(a)(1)(1995)*.

Regarding commercial impression, "Of course, two marks may be extremely similar or even identical in one aspect (sound, appearance or connotation), and yet not be confusingly similar because of significant differences in one or more of the other two aspects.", based on the facts, according to *Kabushiki Kaisha Hattori Seiko v. Satellite Int'l, Ltd.*, 29 U.S.P.Q. 2d 1317, 1318 (T.T.A.B. 1991), *aff'd without opinion*, 979 F2d 216 (Fed Cir. 1992). Thus, based on the sum of the previous arguments for the dissimilarity of the marks as viewed in their entireties and the dissimilarity of the goods, Applicant respectfully believes that the commercial impression of the Applicant's VIVA

LA VIDA mark and the Registrant's LA VIDA mark are dissimilar and that no likelihood of confusion would exist.

Lack of Fame of the prior Mark

The previously discussed case, *Du Pont*, mentions the issue that a famous prior mark is to be given greater weight when compared, even in its entirety, with a subsequent mark. The Applicant respectfully contends that the Registrant's mark, LA VIDA, lacks fame in the wider market as well as in the field of clothing, as no reference to the Registrant or the mark was found in a search of the internet and yellow pages in Texas. Thus, the prior mark, LA VIDA and design, lacks fame and can not be afforded as high a level of protection as a famous mark in regards to comparison of its mark to Applicant's mark for similarity of the marks factor of the *Du Pont* likelihood of confusion test.

The Number and Nature of Similar Marks in Use

A recent search of the U.S.P.T.O. TESS database revealed one other live records for a registered mark in International Class 25 in which LA VIDA is a part of a the mark. The attached copy of the LA VIDA LOCA, Reg. No.: 2,386,979, TESS record is attached as it is an official U.S.P.T.O. record and should not be excluded. Applicant respectfully believes that it is a double standard to allow the term LA VIDA LOCA

registration in class 25 for but to refuse registration to VIVA LA VIDA as there is clearly more similarity between LA VIDA and LA VIDA LOCA than between LA VIDA and VIVA LA VIDA.

The Nature and Extent of Actual Confusion in the Marketplace

Applicant is active in promoting its clothing goods and has not experienced confusion with or ever heard of the Registrant's mark LA VIDA and design. Applicant has been using the mark VIVA LA VIDA since as early as 1997 and if its mark is allowed for registration will file a Motion to change the basis of filing to foreign registration and file a certified copy of the foreign registration. Applicant respectfully believes that the Registrant's mark was not only never famous, and that no actual confusion has occurred in the marketplace.

Concurrent Use

Concurrent use of the Applicant's mark (use 1997) and the registrant's mark (first use February 1994) without confusion or even a cease and desist letter from the Registrant to the Applicant indicates that no actual confusion occurred for almost five years. Applicant respectfully believes that this may be the case because Registrant assigned LA VIDA to Kulcha, Inc. which may have stopped promoting and selling the clothing under the LA VIDA trademark. Thus, Applicant believes that no actual confusion has occurred.

The Right to Exclude Use of the Mark by Others

Applicant respectfully contends that the Registrant's mark for LA VIDA and design is weak as it is not famous and another mark for LA VIDA LOCA was allowed registration in class 25 as well. Thus, Applicant does not believe the Registrant has a strong right to exclude others from use of the mark LA VIDA, and this supports Applicant's contention that no likelihood of confusion exists between the marks.

IN SUMMARY

In conclusion, the law allows for a similarity of the goods when the marks are dissimilar without supporting a likelihood of confusion. Applicant respectfully disagrees with the Examining Attorney's review of the facts regarding the similarity/dissimilarity of the marks as well as application of case law because the facts in those cases are very different from the facts in this case; thus, the conclusions of the courts in those cases should not be applied to these facts. Applicant respectfully believes that the marks of the Applicant and Registrant are different and no likelihood of confusion exists as to the origin of the respective goods.

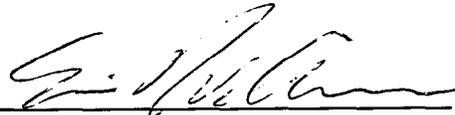
CONCLUSION

In summary, and for the above stated reasons, that the marks are dissimilar, Applicant respectfully disagrees with the Examining Attorney's reasoning and final refusal of registration for Applicant's VIVA LA VIDA mark based on a likelihood of

confusion. Applicant respectfully requests that the Examining Attorney's refusal to register the applicant's mark, VIVA LA VIDA, on the Principal Register pursuant to Section 2(d) of the Trademark Act, 15 U.S.C. § 1052(d), be reversed, because based on the likelihood of confusion test in *Du Pont*, 13 factors of the test do not support a likelihood of confusion vis-a-vis the Registrant's mark. Thus, Applicant respectfully requests that its mark will be allowed to register.

Respectfully Submitted,

Date: October 30, 2021

By: 

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Applicant Attorneys' file No.: JALIF.90517.TM1/MX

INDEX OF THE CASES CITED

In re Appetito Provisions Co., 3 USPQ 2d 1553 (TTAB 1987)

ECI Division of E Systems, Inc. v. Environmental Communications Inc., 207 USPQ 443
(TTAB 1980)

In re E.I. du Pont de Nemours & Co., 476 F.2d 1357, 177 USPQ 563 (CCPA 1)

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In re Hub Distributing, Inc., 218 USPQ 284 (TTAB 1983)

Kirkpatrick 4-46

McCarthy on Trademarks (§ 23:97)

National Aeronautics and Space Administration v. Record Chemical Co., 185 USPQ
563 (TTAB 1975)

Presto Products Inc. v. Nice-Pack Products, Inc., 9 USPQ 2d 1895, 1897 (TTAB 1998)

Safeway Stores, Inc. v. Bel Canto Fancy Foods, Ltd., 5 USPQ 2d 1980 (TTAB 1987)

Spice Islands, Inc. v. Frank Tea & Spice Co., 505 F.2d 1293



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La.Vida

| | |
|---------------------------------|---|
| Word Mark | LA VIDA |
| Translations | The English translation of "LA VIDA" is "the life". |
| Goods and Services | IC 025. US 022 039. G & S: clothing, namely T-shirts, sweatshirts and caps. FIRST USE: 19940215. FIRST USE IN COMMERCE: 19940215 |
| | IC 040. US 100 103 106. G & S: custom manufacture of clothing, namely T-shirts, sweatshirts, and caps. FIRST USE: 19940215. FIRST USE IN COMMERCE: 19940215 |
| Mark Drawing Code | (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS |
| Design Search Code | 021101 260121 |
| Serial Number | 74587142 |
| Filing Date | October 18, 1994 |
| Published for Opposition | October 24, 1995 |
| Registration Number | 1948442 |
| Registration Date | January 16, 1996 |
| Owner | (REGISTRANT) Yamo, Inc. CORPORATION TEXAS 2303 Ave. M Galveston TEXAS 77550 |



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Typed Drawing

Word Mark LA VIDA LOCA
Translations The English translation of the mark is "The Crazy Life".
Goods and Services IC 025. US 022 039. G & S: clothing, namely shirts. FIRST USE: 19980901. FIRST USE IN COMMERCE: 19980901
Mark Drawing Code (1) TYPED DRAWING _
Serial Number 75569198
Filing Date October 13, 1998
Published for Opposition June 27, 2000
Registration Number 2386979
Registration Date September 19, 2000
Owner (REGISTRANT) Gavin D. Flaherty Street Thunder, Inc. CORPORATION
 MASSACHUSETTS 600 East Second Street South Boston MASSACHUSETTS 02127
Attorney of Record MICHAEL J SACCHITELLA
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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Serial Number: 75569198

Registration Number: 2386979

Mark (words only): LA VIDA LOCA

Current Status: Registered.

Date of Status: 2000-09-19

Filing Date: 1998-10-13

Registration Date: 2000-09-19

Law Office Assigned: TMEG Law Office 108

CURRENT APPLICANT(S)/OWNER(S)

1. Gavin D. Flaherty Street Thunder, Inc.

GOODS AND/OR SERVICES

clothing, namely shirts

PROSECUTION HISTORY

2000-09-19 - Registered - Principal Register

2000-06-27 - Published for opposition

2000-05-26 - Notice of publication

2000-04-04 - Approved for Pub - Principal Register (Initial exam)

2000-03-06 - Response to office action

1999-10-29 - Non-final action mailed

1999-10-28 - Case file assigned to examining attorney

1999-09-30 - Examiner's amendment mailed

1999-09-03 - Response to office action

1999-03-03 - Non-final action mailed

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October 30, 2001

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Re: APPEAL BRIEF TO THE TTAB
Mark: VIVA LA VIDA (wordmark) in class 25
Ser. No.: 75/880796
Applicant: Gabriel Herszage Krayevsky
IPLG File No.: JALIF.90517.TM2/MX

Dear Madam:

Please find enclosed:

1. 3 copies of the Appellants' Appeal Brief
2. Change of Address
3. A Return Postcard

Sincerely,
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Erin Williams
ew@iplg.com
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Ser. No.: 75/880796
Applicant: Gabriel Herszage Krayevsky
IPLG File No.: JALIF.90517.TM2/MX

Dear Madam:

As attorney for the applicant, we respectfully request that our change of address be entered in the above U.S. trademark application file as we have recently moved our office.

Our Old Address: Otto O. Lee
Intellectual Property Law Group
12 South First Street, Suite 1211
San Jose, CA 95113

Our New Address: Otto O. Lee
Intellectual Property Law Group LLP
12 South First Street, 12th Floor
San Jose, CA 95113

Sincerely,
INTELLECTUAL PROPERTY LAW GROUP LLP

A handwritten signature in cursive script, appearing to read 'Erin Williams'.

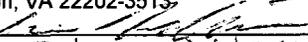
Erin Williams

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