

ITAB

PETITION OF OPPOSITION RE: TRADEMARK APPLICATIONS

78164505 MRS. NORTH CAROLINA
78158037 MRS FLORIDA
78160764 MRS. FLORIDA



02-05-2003

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #72

TO: Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3513

Attn: Susan DuBois re: 78158037

x Attn: Will Nora Buchanan re: 78160764

FROM:

Dy Dina Satoro (Your Name)
MRS All American (Mrs 7²⁰⁰¹) (Your Pageant Name) *affiliated*
2424 W. TAMPA Bay Blvd K102 (Your Address)
Tampa FL 33607 (Your City, State, Zip Code)
813 874 - 0110 (Your Telephone Number)
 (Your Fax Number)
www.FloridaQueenHomestead.com (Your website Address)
FloridaQueen00@hotmail.com (Your Email Address)

Dear Attorneys:

I am writing to note my opposition to the above marks. I understand that the mark "Mrs. Florida", #78158037 will be published for opposition soon.

If this mark is allowed to register, it will substantially hurt my business. Common practice in the pageant industry is for each pageant organization to utilize state titles (e.g., Mrs. Florida) and to note the system designation following the state (e.g., Mrs. Florida Galaxy - denotes that the winner is the Florida titleholder in the "Mrs." Division for the "Mrs. Galaxy" Pageant.)

As countless pageants have utilized all 50 state titles for many, many years, these state title marks (e.g., Mrs. Florida, Mrs. North Carolina, Miss Florida, Miss North Carolina, Miss Teen Florida, etc.) have becoming diluted and part of the public domain.

It is unacceptable for one individual to "own" a state title. This precedent could negatively impact countless pageant businesses and eventually cripple the entire pageant industry. If varied individuals "owned" a handful of state titles, the legal ramifications could be mind-boggling. These varied individuals could threaten legal action against the directors of countless pageants for using "their" state title resulting in no national pageant system being able to operate with all states represented at the national finals.

Therefore, I would like to go on record with my opposition to the above noted marks.

Sincerely,

Dy Dina Satoro
Signed: Your Name

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