

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

TTAB

In the matter of trademark application Serial No. 78703298.

For the mark: ROCK REVOLUTION

Published in the Official Gazette on October 17, 2006

Boulevard Liquidation, Inc., dba Rock Revolution
(c/o Yaccov Bachar, Mike Bachar, Eugene Kaplan)

v.

Adam Mattes, dba Rock Revolution Clothing

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NOTICE OF OPPOSITION

Boulevard Liquidation, Inc., a California Corporation
(c/o Yaccov Bachar, Mike Bachar, Eugene Kaplan)

1375 E. 6th St. Unit 5

Los Angeles, CA 90021

The above-identified opposer believes that it will be damaged by registration of the mark shown in the above-identified application, and hereby opposes the same.

The grounds for opposition are as follows:

1. Opposer, Boulevard Liquidation, Inc. is a California corporation long established as engaged in the manufacture and sale of clothing under the mark Rock Revolution.
2. Opposer has been continuously using the mark Rock Revolution in interstate commerce since in or about June 1, 2004.
3. The applicant, Adam Mattes, alleges use of the mark Rock Revolution Clothing in commerce since June 1, 2005.
4. Opposer has significant and substantial prior usage of the mark Rock Revolution.
5. There is a clear likelihood of confusion if applicant's mark achieves registration.

11-21-2006

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6. Opposer would suffer tremendous financial losses as well as destruction of the goodwill and business identity built up over years of marketing and investment in its mark Rock Revolution if the applicant's registration is granted.

7. The applicant would unjustly benefit and profit from the name recognition and goodwill created by Opposer in the mark Rock Revolution if applicant is granted registration.

8. The applicant is aware of Opposer prior usage and of Opposer's opposition to applicant's registration, and of Opposer's own application, Ser.# 78709908.

By:



Susan Rabin, Esq., Attorney for Opposer

Date: November 15, 2006