

Exhibits

TTAB



05-15-2003
U.S. Patent & TMO/TM Mail Rcpt Dt. #22

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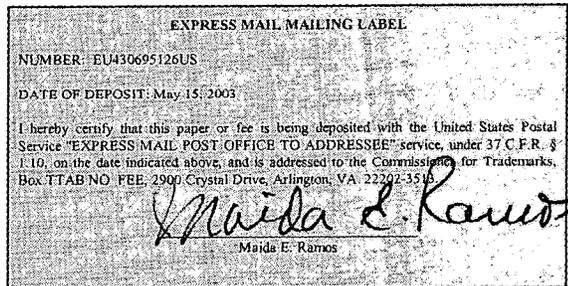
Writer's Direct Dial:
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FILE: 11357.0076.00US00

May 15, 2003

Via Express Mail No. EU430695126US

BOX TTAB - NO FEE
Commissioner for Trademarks
2900 Crystal Drive
Arlington, Virginia 22202-3513



RE: *Opposition No. 123,312*
Serial No. 75/825,21
Mark: IDEAS INSIDE
Applicant: Steven Emeny; Opposer: Intel Corporation

Dear Madam:

Enclosed for filing in connection with the above-referenced opposition are the following documents:

1. Supplemental Notice of Reliance, together with Exhibit A (Supplemental Affidavit of Leslie Skinner), and Exhibit B (Supplemental Affidavit of Bobby Ghajar with exhibits);
2. Motion for Leave to Use Testimony From Another Related Proceeding;
3. A return postcard to acknowledge receipt of these materials. Please date-stamp and return the postcard to us by mail.

Please forward any reply to this communication directly to our Menlo Park office for docketing purposes. The mailing address is 301 Ravenswood Avenue, Menlo Park, California 94025, and the Menlo Park fax number is 650-463-8380.

Very truly yours,

Bobby A. Ghajar

Enclosures
cc: Michele Huntzinger

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

Intel Corporation,

Opposer,

v.

Steven Emeny.

Applicant.

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Opposition No. 123,312

Application Serial No. 75/825,218

International Classes: 35, 38 & 42

Published: April 24, 2001



05-15-2003

U.S. Patent & TMO/TM Mail Rpt Dt. #22

SUPPLEMENTAL NOTICE OF RELIANCE

Opposer, Intel Corporation, through its undersigned attorneys, hereby serves notice that it intends to rely on the following testimony and documents under Trademark Rules 2.120(j) and 2.123(b)

A. Testimonial Affidavits

Pursuant to Trademark Rules 2.120(j) and 2.123(b), the parties have stipulated to the introduction into evidence of the testimonial affidavits. Accordingly, Opposer hereby introduces the supplemental testimonial affidavits of Leslie Skinner (Tab A, with accompanying exhibits) and Bobby A. Ghajar (Tab B, with accompanying exhibits).

The Supplemental Skinner affidavit is relevant to prove scope of use, channels of trade, sales and promotion, and notoriety of Opponent's mark – material issues in this opposition proceeding. It appends recent Intel advertising expenditures, a tape of television advertisements demonstrating prominent use of the INTEL INSIDE mark, and current statistics regarding hits to the Intel web site.

The Supplemental Ghajar affidavit is relevant to prove Applicant's lack of a bona fide intent to use the mark subject of this dispute by appending e-mail correspondence from Mr.

Emeny confirming that Mr. Emeny could not produce any documents showing plans or preparations to use the IDEAS INSIDE mark. The affidavit further provides examples of non-commercial parodies of the INTEL INSIDE mark demonstrating its fame, status as a cultural icon, and recognition by the public.

Lastly, copies of decisions from the UK Patent Office and the Office of Harmonization in the Internal Market, respectively, in favor of Intel's oppositions against the marks DIGITALL INSIDE & Design for coin operated machines and CINEMA SOUND INSIDE & Design and DSM DIGITAL SERVO MASTERING INSIDE & Design for apparatus and instruments for recording, transmission or reproduction of sound or images, loud speakers, and television receivers, in Class 9, and telecommunications services in the field of television.

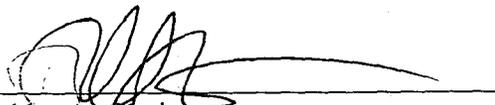
Respectfully submitted,

Intel Corporation

Date: _____

8/14/03

By: _____


Bobby A. Ghajar
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ATTORNEYS FOR OPPOSER

Of counsel:

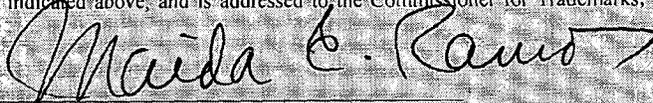
Leslie K. Skinner, Esq.
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EXPRESS MAIL MAILING LABEL

NUMBER: EU430695126US

DATE OF DEPOSIT: May 15, 2003

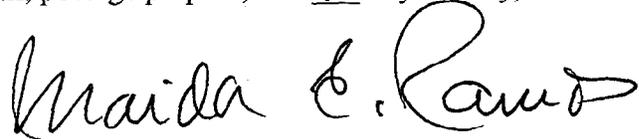
I hereby certify that this paper is being deposited with the United States Postal Service "EXPRESS MAIL POST OFFICE TO ADDRESSEE" service, under 37 C.F.R. § 1.10, on the date indicated above, and is addressed to the Commissioner for Trademarks, Box TTAB-FEE, 2900 Crystal Drive, Arlington, VA 22202-3513.



Maida E. Ramos

CERTIFICATE OF SERVICE

This is to certify that a copy of the foregoing *Opposer's Supplemental Notice of Reliance* and the referenced attachments were served on Mr. Brian Hall, 1973 South East 15th Court, Pompano Beach, Florida 33062 by First Class mail, postage prepaid, this 15 day of May, 2003.



Maida E. Ramos



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

Intel Corporation,

Opposer,

v.

Steven Emeny,

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Opposition No. 123,312

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SUPPLEMENTAL AFFIDAVIT OF LESLIE SKINNER

I, Leslie Skinner, declare and state as follows:

1. I am an attorney at Intel Corporation in the Trademark & Brands Group. I work within a team responsible for the INTEL INSIDE and INTEL INSIDE & Design trademarks on a worldwide basis. I have been with Intel in Santa Clara, California since October 1992. I confirm that I am authorized to testify on behalf of Intel Corporation ("Intel"). I have access to Intel's records and confirm that the facts and information given below are taken from those records or from my own personal knowledge. I am submitting this supplemental affidavit in support of Intel's Supplemental Notice of Reliance.
2. In my November 29, 2002 affidavit, I recounted Intel's advertising expenditures through 1999, which included expenditures related to the INTEL INSIDE mark. I have now had the opportunity to ascertain Intel's advertising expenditures specific to the INTEL INSIDE mark for the years 1998 - 2002 in the United States which are approximately (in US dollars):

1998	\$154 million
1999	\$219 million
2000	\$168 million
2001	\$140 million
2002	\$116 million

3. Over the years, Intel has used television as a means to reach its consumers. Attached as Exhibit A is a videocassette containing a historical overview of Intel's television advertising campaigns, from the first television INTEL advertisement aired in the United States during the mid 1970's, to the first advertisement promoting the INTEL INSIDE mark in 1991, up to and including all INTEL INSIDE advertisements through today.
4. Intel's web presence is extremely strong, and the INTEL INSIDE mark is integral to the content on Intel's website. To elaborate on estimates previously provided, the entire Intel web site worldwide (www.intel.com) consists of tens of thousands of web pages, and it averages 40,000,000 hits per week. The home page alone (www.intel.com/index.htm) averages 1,500,000 million hits per week.
5. Through Intel's enforcement efforts, Intel has preserved the massive goodwill and recognition in the INTEL INSIDE mark and "[word] INSIDE" brand and format. It follows that Intel's INTEL INSIDE marks and family of "[word] INSIDE" marks are the only federally registered "[word] INSIDE" marks in the U.S.

I declare under penalty of perjury that the foregoing is true and correct.

Executed on this 14th day of May, 2003, at Santa Clara, California.



Leslie Skinner