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Typed or Printed Name of Person Mailing Paper or Fee: LINDA CANTRILL

Signature: Linda Cantrill

TRADEMARK: M MONSTER

IN THE

UNITED STATES PATENT AND TRADEMARK OFFICE

TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration Application Serial No. 78/253,931 published in the Official Gazette (Trademarks) on February 10, 2004:

MONSTER CABLE PRODUCTS, INC.)

Opposer,)

v.)

Opposition No.: _____

HANSEN BEVERAGE COMPANY and)

DOES 1-10 inclusive.)

Applicant,)

**Box TTAB - FEE
Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3514**

NOTICE OF OPPOSITION

MONSTER CABLE PRODUCTS, INC., a California corporation ("Opposer"), whose address is 455 Valley Drive, Brisbane, CA 94005-1209 (referred to herein as "Opposer") believes that they will be damaged by the registration of the mark "M MONSTER" in International Class 05 (Nutritional supplements) on the Principal Register, as shown in the above-referenced

03/16/2004 JBR00K51 00000017 78253931

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referenced application made by HANSEN BEVERAGE COMPANY ("Applicant"), and hereby opposes same.

The grounds for opposition are as follows:

1. Opposer has prior rights to the trademark MONSTER, as it first used said mark on May 18, 1978, and caused said mark to be placed in commerce on August 18, 1978 in connection with other goods, such as electrical and musical items.

2. Opposer is and has been for many years engaged in the manufacture, advertising and retail sales of the above mentioned goods and services. In connection therewith Opposer has used in interstate commerce throughout the United States the above-stated trademarks since long prior to the Applicant's application to register the trademark M MONSTER.

3. Opposer owns Federal Trademark Registration No. 2,184,002, which was granted on August 25, 1998, for the trademark MONSTER for Class 9, namely electrical and music signal transmitting cable connectors. A true copy of said registration is attached hereto as Opposer's Exhibit A.

4. Opposer owns Federal Trademark Registration No. 2,197,793, which was granted on October 20, 1998, for the trademark MONSTER for Class 16, namely newsletters, magazines, catalogs and newspapers providing entertainment industry and cable industry news. A true copy of said registration is attached hereto as Opposer's Exhibit B.

5. Opposer owns Federal Trademark Registration No. 1,690,903, which was granted on June 2, 1992, for the trademark MONSTER STYLE for Class 41, for educational services, namely conducting classes and seminars in the field of audio systems. A true copy of said registration is attached hereto as Opposer's Exhibit C.

6. Opposer owns Federal Trademark Registration No. 1,342,164, which was granted on June 18, 1985, for the trademark MONSTER CABLE for Class 9 for electrical signal transmitting cable and connectors. A true copy of said registration is attached hereto as Opposer's Exhibit D.

7. Opposer owns Federal Trademark Registration No. 1,340,229, which was granted on June 11, 1985, for the trademark MONSTER CABLE for Class 9 for musical and voice signal transmitting cable and connectors. A true copy of said registration is attached hereto as Opposer's Exhibit E.

8. Opposer owns Federal Trademark Registration No. 1,384,076, which was granted on February 25, 1986, for the trademark MONSTER CABLE (STYLIZED) for Class 9 for computer cables. A true copy of said registration is attached hereto as Opposer's Exhibit F.

9. Opposer owns Federal Trademark Registration No. 1,144,700, which was granted on December 30, 1980, for the trademark MONSTER CABLE (STYLIZED) for Class 6 for speaker wire. A true copy of said registration is attached hereto as Opposer's Exhibit G.

10. Opposer owns Federal Trademark Registration No. 1,336,372, which was granted on May 21, 1985, for the trademark MONSTER CABLE SPECIAL for Class 9, audio cable. A true copy of said registration is attached hereto as Opposer's Exhibit H.

11. Opposer owns Federal Trademark Registration No. 1,844,244, which was granted on July 12, 1994, for the trademark MONSTER HOME THEATRE for Class 9, audio cables. A true copy of said registration is attached hereto as Opposer's Exhibit I.

12. Opposer owns Federal Trademark Registration No. 1,738,114, which was granted on December 8, 1992, for the trademark MONSTER DESIGN for Class 9, cable connectors for use with audio equipment. A true copy of said registration is attached hereto as Opposer's Exhibit J.

13. Opposer owns Federal Trademark Registration No. 1,537,306, which was granted on May 2, 1989, for the trademark MONSTER MUSIC for Class 9, compact discs. A true copy of said registration is attached hereto as Opposer's Exhibit K.

14. Opposer owns Federal Trademark Registration No. 1,665,277, which was granted on November 19, 1991, for the trademark MONSTER MUSIC for Classes 41 and 42, production and compact discs, audio tapes and phonographic records, distributorship services in the field of prerecorded compact discs, audio tapes and phonographic records of various artists. A true copy of said registration is attached hereto as Opposer's Exhibit L.

15. Opposer owns Federal Trademark Registration No. 1,759,527, which was granted on March 23, 1993, for the trademark MONSTER SOUND for Class 9, audio equipment, namely electrical cables and connectors and parts thereof. A true copy of said registration is attached hereto as Opposer's Exhibit M.

16. Opposer owns Federal Trademark Registration No. 1,428,215, which was granted on February 10, 1987, for the trademark MONSTER VIDEO for Class 9 for video cables. A true copy of said registration is attached hereto as Opposer's Exhibit N.

17. Opposer owns Federal Trademark Registration No. 1,351,414, which was granted on July 30, 1985, for the trademark MONSTER TIPS for Class 9 for electrical audio connectors for connections of home stereo and video components. A true copy of said registration is attached hereto as Opposer's Exhibit O.

18. Opposer owns Federal Trademark Registration No. 1,812,892, which was granted on December 21, 1993, for the trademark MONSTER CONNECTION for Class 16 for newsletters about consumer electronics. A true copy of said registration is attached hereto as Opposer's Exhibit P.

19. Opposer owns Federal Trademark Registration No. 1,414,284, which was granted on October 21, 1986, for the trademark I AM A MONSTER for Class 25, namely tee shirts and jackets. A true copy of said registration is attached hereto as Opposer's Exhibit Q.

20. Opposer owns Federal Trademark Registration No.2,381,246, which was granted on August 29, 2000, for the trademark MONSTER STANDARD for Class 9, namely electric signal transmitting cable and connectors. A true copy of said registration is attached hereto as Opposer's Exhibit R.

21. Opposer owns Federal Trademark Registration No. 2,381,247, which was granted on August 29, 2000, for the trademark MONSTER DIGITAL for Class 9, namely electrical signal transmitting cable and connectors. A true copy of said registration is attached hereto as Opposer's Exhibit S.

22. Opposer owns Federal Trademark Registration No. 2,330,194, which was granted on March 14, 2000, for the trademark MONSTER LOCK for Class 9, namely electrical connectors. A true copy of said registration is attached hereto as Opposer's Exhibit T.

23. Opposer owns Federal Trademark Registration No. 2,537,106, which was granted on February 5, 2000, for the trademark MONSTER GAME for Class 9, for electronic entertainment system components, namely stereo amplifiers, stereo tuners, stereo receivers, televisions, video cassette recorders, and computer game equipment containing memory devices namely, discs. A true copy of said registration is attached hereto as Opposer's Exhibit U.

24. Opposer owns Federal Trademark Registration No. 2,211,670, which was granted on December 15, 1998, for the trademark MONSTER MOUNTS for Class 9, namely loudspeaker mounting units. A true copy of said registration is attached hereto as Opposer's Exhibit V.

25. Opposer owns Federal Trademark Registration No. 2,153,562, which was granted on April 28, 1998, for the trademark MONSTER MULTIMEDIA for Class 9, namely Audio and video products, cable switch boxes. A true copy of said registration is attached hereto as Opposer's Exhibit W.

26. Opposer owns Federal Trademark Registration No. 2,227,322, which was granted on March 2, 1999, for the trademark MONSTER NETWORKING for Class 9, namely cables for the transmission of data signals. A true copy of said registration is attached hereto as Opposer's Exhibit X.

27. Opposer owns Federal Trademark Registration No. 2,183,518, which was granted on August 25, 1998, for the trademark MONSTER INTERNET for Class 9, namely computer cables, telephone cables and modems. A true copy of said registration is attached hereto as Opposer's Exhibit Y.

28. Opposer's products bearing the above-stated trademarks have been extensively and continuously offered to the public through various channels of trade. By reason of such distribution and advertising, the public has come to recognize marks bearing the word "MONSTER" as signifying Opposer and its individual products and family of products. Opposer has built up extensive goodwill in connection with the sale of products under its trademarks and family of marks.

29. The intended trademark M MONSTER is confusingly similar to Opposer's above-stated individual trademarks and the MONSTER family of marks, and registration of Applicant's proposed mark and continued use by Applicant on its goods is likely to cause confusion, deception and mistake. Applicant's use of said intended trademark interferes with Opposer's use of its above-stated trademarks and family of marks, and use or registration of its mark by Applicant will

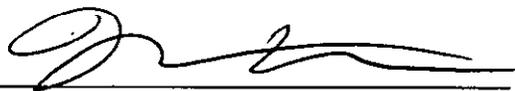
seriously damage Opposer. Furthermore, opposer's MONSTER and family of MONSTER marks are famous and became famous before opposer's date of application for Application Serial No. 78/253,931, and Applicant's use is likely to dilute the distinctive quality of opposer's famous MONSTER and family of MONSTER marks.

WHEREFORE, Opposer prays that Application Serial No. 78/253,931 be rejected, and that the registration of the mark therein shown for the goods therein specified be refused and denied.

Respectfully submitted,

LARIVIERE, GRUBMAN & PAYNE, LLP

Dated: March 9, 2004.

By: 

Matthew A. Powelson
19 Upper Ragsdale Drive
Suite 200
P.O. Box 3140
Monterey, CA 93942-3140
(831) 649-8800
Attorney for Opposer

FILE COPY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 2,184,002

United States Patent and Trademark Office

Registered Aug. 25, 1998

TRADEMARK
PRINCIPAL REGISTER

MONSTER

MONSTER CABLE PRODUCTS, INC. (CALI-
FORNIA CORPORATION)
274 WATTIS WAY
SOUTH SAN FRANCISCO, CA 940806761

FIRST USE 5-18-1978; IN COMMERCE
5-19-1978.

SER. NO. 75-332,159, FILED 7-7-1997.

FOR: ELECTRICAL AND MUSICAL SIGNAL
TRANSMITTING CABLE AND CONNECTORS,
IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

SHAUNIA WALLACE, EXAMINING ATTOR-
NEY

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

United States Patent and Trademark Office

Reg. No. 2,197,793

Registered Oct. 20, 1998

TRADEMARK
PRINCIPAL REGISTER

MONSTER

MONSTER CABLE PRODUCTS, INC. (CALI-
FORNIA CORPORATION)
274 WATTIS WAY
SOUTH SAN FRANCISCO, CA 940806761

DUSTY NEWS, IN CLASS 16 (U.S. CLS. 2, 5, 22,
23, 29, 37, 38 AND 50).
FIRST USE 6-1-1989; IN COMMERCE
6-1-1989.

FOR: NEWSLETTERS, MAGAZINES, CATA-
LOGS AND NEWSPAPERS PROVIDING EN-
TERTAINMENT INDUSTRY AND CABLE IN-

SER. NO. 75-332,160, FILED 7-7-1997.

SHAUNIA WALLACE, EXAMINING ATTOR-
NEY

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,690,903

Registered June 2, 1992

SERVICE MARK
PRINCIPAL REGISTER

MONSTER STYLE

MONSTER CABLE PRODUCTS, INC. (CALI-
FORNIA CORPORATION)
274 WATTIS WAY
SO. SAN FRANCISCO, CA 94080

FOR: EDUCATIONAL SERVICES, NAMELY,
CONDUCTING CLASSES AND SEMINARS IN
THE FIELD OF AUDIO SYSTEMS, IN CLASS 41
(U.S. CL. 107).

FIRST USE 12-1-1990; IN COMMERCE
12-1-1990.

OWNER OF U.S. REG. NOS. 1,144,700,
1,537,306, AND OTHERS.

SN 74-022,436, FILED 1-25-1990.

JENNIFER DRUST, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cl.: 21

United States Patent and Trademark Office

Reg. No. 1,342,164
Registered June 18, 1985

TRADEMARK
PRINCIPAL REGISTER

MONSTER CABLE

MONSTER CABLE PRODUCTS, INC (CALI-
FORNIA CORPORATION)
101 TOWNSEND STREET
SAN FRANCISCO, CA 94107

FOR ELECTRICAL SIGNAL TRANSMIT-
TING CABLE AND CONNECTORS THERE-
FOR IN CLASS 9 (U.S. CL. 31).
FIRST USE 5-18-1978; IN COMMERCE
5-19-1978

OWNER OF U.S. REG NO. 1,144,700
NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "CABLE", APART FROM THE
MARK AS SHOWN.

SER. NO. 465,662. FILED 2-14-1984
G T GLYNN, EXAMINING ATTORNEY

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Int. Cl.: 9

Prior U.S. Cls.: 21 and 36

Reg. No. 1,340,229

United States Patent and Trademark Office Registered June 11, 1985

TRADEMARK
PRINCIPAL REGISTER

MONSTER CABLE

MONSTER CABLE PRODUCTS, INC. (CALI-
FORNIA CORPORATION)
101 TOWNSEND STREET
SAN FRANCISCO, CA 94107

FOR: MUSICAL AND VOICE SIGNAL
TRANSMITTING CABLE AND CONNECTORS
THEREFOR, IN CLASS 9 (U.S. CLS. 21 AND 36).
FIRST USE 5-18-1978; IN COMMERCE
5-18-1978.

OWNER OF U.S. REG. NO. 1,144,700.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "CABLE", APART FROM THE
MARK AS SHOWN.

SER. NO. 465,419, FILED 2-13-1984.

J. TINGLEY, EXAMINING ATTORNEY

Int. Cl.: 9

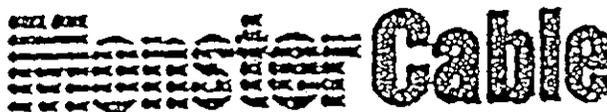
Prior U.S. Cl.: 26

United States Patent and Trademark Office

Reg. No. 1,384,076

Registered Feb. 25, 1986

TRADEMARK
PRINCIPAL REGISTER

The logo consists of the word "Monster" in a stylized, blocky font with horizontal lines running through the letters. To the right of "Monster" is the word "Cable" in a bold, outlined, sans-serif font.

MONSTER CABLE PRODUCTS, INC. (CALI-
FORNIA CORPORATION)
101 TOWNSEND STREET
SAN FRANCISCO, CA 94107

FOR: COMPUTER CABLES. IN CLASS 9 (U.S.
CL. 36).

FIRST USE 11-26-1984. IN COMMERCE
11-26-1984.

OWNER OF U.S. REG. NO. 1,144,700.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "CABLE". APART FROM THE
MARK AS SHOWN.

THE HORIZONTAL LINING FEATURES
WHICH APPEAR WITHIN THE MARK ON THE
DRAWING ARE INTENDED SOLELY FOR
CONTRAST PURPOSES.

SER. NO. 519,714; FILED 1-26-1985.

G. T. GLYNN, EXAMINING ATTORNEY

Int. Cl.: 6

Prior U.S. Cls.: 13 and 14

United States Patent and Trademark Office

Reg. No. 1,144,700
Registered Dec. 30, 1960

TRADEMARK
Principal Register

**MONSTER
CABLE**

Mod Loc (U.S.A. citizen)
511-11th Ave.
San Francisco, Calif. 94111

For: SPEAKER WIRE, in CLASS 6 (U.S. Cls. 13
and 14).
First use May 18, 1976; in commerce May 19,
1978.

The word "Cable" is disclaimed apart from the
mark as shown.

Ser. No. 176,069, filed Jun. 26, 1978.

M. E. BODSON, Primary Examiner

Int. Cl.: 9

Prior U.S. Cl.: 21

United States Patent and Trademark Office

Reg. No. 1,336,372

Registered May 21, 1985

TRADEMARK
PRINCIPAL REGISTER

MONSTER CABLE SPECIAL

MONSTER CABLE PRODUCTS, INC. (CALI-
FORNIA CORPORATION)
101 TOWNSEND ST.
SAN FRANCISCO, CA 94107

FOR: AUDIO CABLE, IN CLASS 9 (U.S. CL.
21).

FIRST USE 11-18-1981; IN COMMERCE
1-20-1982

OWNER OF U.S. REG. NO. 1,144,700.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "CABLE SPECIAL", APART
FROM THE MARK AS SHOWN.

SER. NO. 465,361, FILED 2-13-1984.

CRAIG D. TAYLOR, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cl.: 21

United States Patent and Trademark Office

Reg. No. 1,844,244

Registered July 12, 1994

TRADEMARK
PRINCIPAL REGISTER

MONSTER HOME THEATRE

MONSTER CABLE PRODUCTS, INC. (CALI-
FORNIA CORPORATION)
274 WATTIS WAY
S. SAN FRANCISCO, CA 94060

FOR: AUDIO CABLES, IN CLASS 9 (U.S. CL
21).

FIRST USE 6-0-1993. IN COMMERCE
6-0-1993.
OWNER OF U.S. REG. NOS. 1,719,927, 1,738,114
AND OTHERS.

SER. NO. 74-430,913, FILED 6-31-1993.

SASHA CARTER, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21 and 36

United States Patent and Trademark Office

Reg. No. 1,738,114

Registered Dec. 8, 1992

TRADEMARK
PRINCIPAL REGISTER

MONSTER DESIGN

MONSTER CABLE PRODUCTS, INC. (CALI-
FORNIA CORPORATION)
274 WATTIS WAY
SOUTH SAN FRANCISCO, CA 940806761

FOR: CABLE CONNECTORS FOR USE WITH
AUDIO EQUIPMENT, IN CLASS 9 (U.S. CLS. 21
AND 36).

FIRST USE 1-1-1988; IN COMMERCE
1-1-1988.
OWNER OF U.S. REG. NOS. 1,144,700, 1,619,663
AND OTHERS.

SER. NO. 74-219,197, FILED 11-5-1991.

TODD BRAVERMAN, EXAMINING ATTOR-
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Int. Cl.: 9

Prior U.S. Cl.: 36

United States Patent and Trademark Office

Reg. No. 1,537,306
Registered May 2, 1989

TRADEMARK
PRINCIPAL REGISTER

MONSTER MUSIC

MONSTER CABLE PRODUCTS, INC. (CALI-
FORNIA CORPORATION)
101 TOWNSEND STREET
SAN FRANCISCO, CA 94107

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "MUSIC", APART FROM THE
MARK AS SHOWN.

FOR: COMPACT DISCS, IN CLASS 9 (U.S. CL.
36).
FIRST USE 6-3-1988; IN COMMERCE
6-3-1988.

SER. NO. 754,953, FILED 9-29-1988.

PATRICK HINES, EXAMINING ATTORNEY

Int. Cls.: 41 and 42

Prior U.S. Cls.: 101 and 107

United States Patent and Trademark Office

Reg. No. 1,665,277

Registered Nov. 19, 1991

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SERVICE MARK
PRINCIPAL REGISTER

1997

MONSTER MUSIC

MONSTER CABLE PRODUCTS, INC. (CALI-
FORNIA CORPORATION)
274 WATTIS WAY
SO. SAN FRANCISCO, CA 94060

FOR: PRODUCTION OF COMPACT DISCS,
AUDIO TAPES AND PHONOGRAPHIC
RECORDS, IN CLASS 41 (U.S. CL. 107).
FIRST USE 1-1-1988; IN COMMERCE
1-1-1988.

FOR: DISTRIBUTORSHIP SERVICES IN THE
FIELD OF PRERECORDED COMPACT DISCS,
AUDIO TAPES AND PHONOGRAPHIC

RECORDS OF VARIOUS ARTISTS, IN CLASS
42 (U.S. CL. 101).

FIRST USE 1-1-1988; IN COMMERCE
1-1-1988.

OWNER OF U.S. REG. NOS. 1,144,700, 1,337,306
AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "MUSIC", APART FROM THE
MARK AS SHOWN.

SER. NO. 74-028,108, FILED 2-12-1990.

JENNIFER BRUST, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21 and 26

United States Patent and Trademark Office

Reg. No. 1,824,258
Registered Mar. 1, 1994

TRADEMARK
PRINCIPAL REGISTER

MONSTER POWER

MONSTER CABLE PRODUCTS, INC. (CALI-
FORNIA CORPORATION)
274 WATTIS WAY
S. SAN FRANCISCO, CA 94060

FOR: MAGNETIC CIRCUIT BREAKERS,
POWER DISTRIBUTION BLOCKS, JUNCTION
BOXES, FUSE HOLDERS, AND BATTERY
CONNECTORS, IN CLASS 9 (U.S. CLS. 21 AND
26).

FIRST USE 2-1-1992; IN COMMERCE
2-1-1992
NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "POWER", APART FROM THE
MARK AS SHOWN.

SER. NO. 74-391,928, FILED 5-18-1993.

ANNA W. MANVILLE, EXAMINING ATTOR-
NEY

Int. Cl.: 9

Prior U.S. Cl.: 21

United States Patent and Trademark Office Reg. No. 1,759,527
Registered Mar. 23, 1993

TRADEMARK
PRINCIPAL REGISTER

MONSTER SOUND

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MONSTER CABLE PRODUCTS, INC. (CALI-
FORNIA CORPORATION)
274 WATTIS WAY
SO. SAN FRANCISCO, CA 94080

FIRST USE 10-29-1990; IN COMMERCE
10-29-1990.
NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "SOUND", APART FROM THE
MARK AS SHOWN.

FOR: AUDIO EQUIPMENT; NAMELY, ELEC-
TRICAL CABLES AND CONNECTORS AND
PARTS THEREOF. IN CLASS 9 (U.S. CL. 21).

SER. NO. 74-106,666, FILED 10-17-1990.
J. TINGLEY, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cl.: 21

United States Patent and Trademark Office

Reg. No. 1,428,215

Registered Feb. 10, 1967

TRADEMARK
PRINCIPAL REGISTER

MONSTER VIDEO

MONSTER CABLE PRODUCTS, INC. (CALI-
FORNIA CORPORATION)
101 TOWNSEND STREET
SAN FRANCISCO, CA 94107

FOR: VIDEO CABLES, IN CLASS 9 (U.S. CL.
21).
FIRST USE 1-7-1966; IN COMMERCE
2-7-1966.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "VIDEO", APART FROM THE
MARK AS SHOWN.

SER. NO. 601,696, FILED 6-2-1966.

BARRY SOLOMON, EXAMINING ATTORNEY

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Int. Cl.: 9

Prior U.S. Cl.: 21

United States Patent and Trademark Office

Reg. No. 1,351,414

Registered July 30, 1985

TRADEMARK
PRINCIPAL REGISTER

MONSTER TIPS

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MONSTER CABLE PRODUCTS, INC. (CALI-
FORNIA CORPORATION)
101 TOWNSEND STREET
SAN FRANCISCO, CA 94107

FOR: ELECTRICAL AUDIO CONNECTORS;
FOR CONNECTING HOME STEREO AND
VIDEO COMPONENTS, IN CLASS 9 (U.S. CL
21).

FIRST USE 1-1-1981; IN COMMERCE
1-1-1981.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "TIPS" . APART FROM THE
MARK AS SHOWN.

SER. NO. 465,664, FILED 2-14-1984.

J. TINGLEY, EXAMINING ATTORNEY

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Int. Cl.: 16

Prior U.S. Cl.: 38

United States Patent and Trademark Office

Reg. No. 1,812,892

Registered Dec. 21, 1993

TRADEMARK
PRINCIPAL REGISTER

MONSTER CONNECTION

MONSTER CABLE PRODUCTS, INC. (CALI-
FORNIA CORPORATION)
274 WATTIS WAY
SO. SAN FRANCISCO, CA 94080

FOR: NEWSLETTER ABOUT CONSUMER
ELECTRONICS, IN CLASS 16 (U.S. CL. 38).

FIRST USE 12-30-1990; IN COMMERCE
12-30-1990.

SN 74-112,954, FILED 11-6-1990.

CHARLES BOTTORFF, EXAMINING ATTOR-
NEY

Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office

Reg. No. 1,414,284

Registered Oct. 21, 1986

TRADEMARK
PRINCIPAL REGISTER

I AM A MONSTER

MONSTER CABLE PRODUCTS, INC. (CALI-
FORNIA CORPORATION)
101 TOWNSEND STREET
SAN FRANCISCO, CA 94107

OWNER OF U.S. REG. NOS. 1,144,700, 1,384,076
AND OTHERS.

FOR: T-SHIRTS AND JACKETS, IN CLASS 25
(U.S. CL. 39).
FIRST USE 12-20-1983; IN COMMERCE
1-16-1984.

SER. NO. 465,665, FILED 2-14-1984.

AMOS T. MATTHEWS, JR., EXAMINING AT-
TORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36, and 38

United States Patent and Trademark Office

Reg. No. 2,220,851

Registered Jan. 26, 1999

TRADEMARK
PRINCIPAL REGISTER

MONSTER CENTRAL

MONSTER CABLE INTERNATIONAL, LTD.
(BERMUDA CORPORATION)
THE REID HOUSE, 31 CHURCH STREET
HAMILTON, HM 12, BERMUDA

FOR: ELECTRICAL SIGNALS DISTRIBUTION PANEL, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 8-25-1998; IN COMMERCE 8-25-1998.

OWNER OF U.S. REG. NOS. 1,336,372, 1,844,244, AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CENTRAL", APART FROM THE MARK AS SHOWN.

SN 75-237,886, FILED 2-7-1997.

ALICE BENMAMAN, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 2,185,607

United States Patent and Trademark Office

Registered Sep. 1, 1998

**TRADEMARK
PRINCIPAL REGISTER**

MONSTER COMPUTER

MONSTER CABLE INTERNATIONAL, LTD.
(BERMUDA CORPORATION)
THE REID HOUSE, 31 CHURCH STREET
HAMILTON HM 12, BERMUDA

FOR: COMPUTER CABLES, IN CLASS 9 (U.S.
CLS. 21, 23, 26, 36 AND 38).

FIRST USE 12-0-1996; IN COMMERCE
12-0-1996.

OWNER OF U.S. REG. NOS. 1,340,299, 1,844,244
AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "COMPUTER", APART FROM
THE MARK AS SHOWN.

SER. NO. 75-281,610, FILED 4-24-1997.

ALICE BENMAMAN, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36, and 38

United States Patent and Trademark Office

Reg. No. 2,215,211

Registered Dec. 29, 1998

**TRADEMARK
PRINCIPAL REGISTER**

MONSTER MICROPHONE

MONSTER CABLE INTERNATIONAL, LTD.
(BERMUDA CORPORATION)
THE REID HOUSE, 31 CHURCH STREET
HAMILTON, HM 12, BERMUDA

FOR: MICROPHONES, IN CLASS 9 (U.S. CLS.
21, 23, 26, 36 AND 38).
FIRST USE 4-16-1998; IN COMMERCE
4-16-1998.

OWNER OF U.S. REG. NOS. 1,144,700,
1,844,244, AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "MICROPHONE", APART
FROM THE MARK AS SHOWN.

SN 75-232,196, FILED 1-28-1997.

ALICE BENMAMAN, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36, and 38

Reg. No. 2,211,670

United States Patent and Trademark Office

Registered Dec. 15, 1998

TRADEMARK
PRINCIPAL REGISTER

MONSTER MOUNTS

MONSTER CABLE INTERNATIONAL, LTD.
(BERMUDA CORPORATION)
THE REID HOUSE, 31 CHURCH STREET
HAMILTON, HM 12, BERMUDA

FOR: LOUDSPEAKER MOUNTING UNITS,
IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).
FIRST USE 4-2-1998; IN COMMERCE
4-2-1998.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "MOUNTS", APART FROM
THE MARK AS SHOWN.

SN 75-232,314, FILED 1-28-1997.

MELVIN AXILBUND, EXAMINING ATTOR-
NEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 2,153,562

United States Patent and Trademark Office

Registered Apr. 28, 1997

TRADEMARK
PRINCIPAL REGISTER

MONSTER MULTIMEDIA

MONSTER CABLE INTERNATIONAL, LTD.
(BERMUDA CORPORATION)
THE REID HOUSE
31 CHURCH STREET
HAMILTON, HM 12, BERMUDA

FOR: AUDIO AND VIDEO PRODUCTS,
NAMELY, CABLES, SWITCH BOXES, AND
JUNCTION BOXES, IN CLASS 9 (U.S. CLS. 21,
23, 26, 36 AND 38).

FIRST USE 3-28-1997; IN COMMERCIAL
3-28-1997.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "MULTIMEDIA", APART
FROM THE MARK AS SHOWN.

SER. NO. 75-232,317, FILED 1-28-1997.

MELVIN AXILBUND, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 2,227,322

United States Patent and Trademark Office

Registered Mar. 2, 1999

TRADEMARK
PRINCIPAL REGISTER

MONSTER NETWORKING

MONSTER CABLE INTERNATIONAL, LTD.
(BERMUDA CORPORATION)
THE REID HOUSE, 31 CHURCH STREET
HAMILTON, HM 12, BERMUDA

FIRST USE 1-5-1997; IN COMMERCE
6-10-1997.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "NETWORKING", APART
FROM THE MARK AS SHOWN.

FOR: CONNECTORS AND CABLES FOR
THE TRANSMISSION OF DATA SIGNALS, IN
CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

SER. NO. 75-302,013, FILED 5-28-1997.

JAMES A. RAUEN, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 2,183,518

United States Patent and Trademark Office

Registered Aug. 25, 1998

TRADEMARK
PRINCIPAL REGISTER

MONSTER INTERNET

MONSTER CABLE INTERNATIONAL, LTD.
(BERMUDA CORPORATION)
THE REID HOUSE, 31 CHURCH STREET
HAMILTON, HM 12, BERMUDA.

FOR: COMPUTER CABLES, TELEPHONE
CABLES, AND MODEMS, IN CLASS 9 (U.S.
CLS. 21, 23, 26, 36 AND 38).

FIRST USE 3-0-1997; IN COMMERCIAL
3-0-1997.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "INTERNET", APART FROM
THE MARK AS SHOWN.

SER. NO. 75-232,198, FILED 1-28-1997.

PAULA MAYS, EXAMINING ATTORNEY

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"Express Mail" mailing label number: EL974229360US

Date of Deposit: March 11, 2004

I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" services under 37 C.F.R. 1.10 on the date indicated above and is addressed to: Box TTAB - FEE, Commissioner for Trademarks, 2900 Crystal Drive, Arlington, Virginia 22202-3514.

Typed or Printed Name of Person Mailing Paper or Fee: LINDA CARROLL

Signature: *Linda Carroll*

TRADEMARK: M MONSTER

IN THE

UNITED STATES PATENT AND TRADEMARK OFFICE

TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration Application Serial No. 78/253,931 published in the Official Gazette (Trademarks) on February 10, 2004:

MONSTER CABLE PRODUCTS, INC.)

Opposer,)

v.)

HANSEN BEVERAGE COMPANY and)

DOES 1-10 inclusive.)

Applicant,)

Opposition No.: _____



**Box TTAB - FEE
Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3514**

03-11-2004
U.S. Patent & TMO/TM Mail Rcpt Dt. #22

TRANSMITTAL LETTER

Dear Madam:

In connection with the above-referenced trademark application, transmitted herewith are the following:

1. Transmittal letter (2 pages);
2. Notice of Opposition (7 pages), plus Exhibits A-Y (50 pages) (in triplicate);
3. Check in the amount of \$300.00 to cover filing fees; and
4. Post card in acknowledgment of all transmitted materials.

Please date-stamp the enclosed postcard and return same to the undersigned in acknowledgment of receipt of all transmitted materials.

Respectfully submitted,

LARIVIERE, GRUBMAN & PAYNE, LLP

Dated: March 11, 2004

By: 

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Monster Cable Products, Inc.