

ESTTA Tracking number: **ESTTA10399**

Filing date: **06/18/2004**

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

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	RED BULL GMBH
Granted to Date of previous extension	06/20/2004
Address	RED BULL GMBH Am Brunnen 1 Fuschl am See, 5330 AUSTRIA

Attorney information	Martin R. Greenstein TechMark a Law Corporation 55 So. Market St., Sixteenth Floor San Jose, CA 95113-2327 UNITED STATES MRG@TechMark.com Phone:408-280-2233
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Applicant Information

Application No	78152459	Publication date	12/23/2003
Opposition Filing Date	06/18/2004	Opposition Period Ends	06/20/2004
Applicant	Tequila Cuervo La Rojena, S.A. De C.V.		

Goods/Services Affected by Opposition

Class 032. First Use: First Use In Commerce:

All goods and services in the class are opposed, namely: Non alcoholic cocktail mixes for mixing with alcoholic beverages

Attachments	Matador-Cuervo-78152459.Oppo.pdf (5 pages) Matador-Cuervo-OppoExhs.PDF (17 pages)
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Signature	/Martin R Greenstein/
Name	Martin R. Greenstein
Date	06/18/2004

**CERTIFICATE OF ELECTRONIC FILING AND
STANDBY AUTHORIZATION TO CHARGE DEPOSIT ACCOUNT**

I hereby certify that this opposition has been filed with the TTAB via ESTTA on the date set forth below, and the \$300 statutory filing fee (for Class 32) paid. Please charge any deficiency or any additional fees in connection with this Opposition to TechMark's PTO Deposit Account No. 20-0330.

Date: June 18, 2004

/Martin R Greenstein/
Martin R. Greenstein

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

IN THE MATTER OF Application Serial No. 78/152,459 for the trademark MATADOR (Class 32), filed August 11, 2003, and published in the Official Gazette of August 8, 2002

RED BULL GMBH)	
Opposer,)	Opposition No.
v.)	
)	
TEQUILA CUERVO LA ROJENA,)	
S.A. DE C.V.)	
Applicant .)	
_____)	

NOTICE OF OPPOSITION

RED BULL GMBH, a corporation organized and existing under the laws of the State of Austria, with its principal place of business at Am Brunnen 1, Fuschl am See 5330, AUSTRIA, (hereafter, "Opposer" or "Red Bull") believes it is or will be damaged by registration on the Principal Register of the mark shown in Application Serial No. 78/152,459 and hereby opposes the same in and as to goods in Int. Class 32.

As grounds of opposition it is alleged that:

1. Opposer is now and has for many years been engaged in the development, marketing, advertising, distribution and sale of beverages, including soft drinks, energy drinks, sports drinks and non-alcoholic beverages which are often mixed with alcoholic beverages, all included in Intl. Class 32, and various other products and services relating to or complementary to its Class 32 products.

2. Opposer is the owner of the corporate name, trade name and trademark RED BULL and the Two Bulls Logo, a design consisting of one or two (usually) bulls in a charging

position, as if ready to attack a bullfighter or matador (as show in Exhibit A attached hereto), having used said name, mark and logo continuously in interstate commerce on and in connection with its beverages, energy drinks and sports drinks and related products and services as described above since long prior to the August 8, 2002 filing date of Applicant's U.S. Appln. No. 78/152,459 opposed herein.

3. Opposer is also the owner of U.S. Reg. Nos. 1,541,794; 1,935,272 and 2,494,093 for the mark RED BULL, Reg. No. 2,579,008 for the mark BULL, and various other registrations and approved applications which include the word BULL in combination with other terms, and/or Bull designs or logos.

4 Copies of U.S. Reg. Nos. 1,541,794; 1,935,272 and 2,494,093 for the mark RED BULL, Reg. No. 2,579,008 for the mark BULL as issued by the U.S. Patent and Trademark Office and showing current status and title are attached hereto as Exhibits B 1- 4, and the registrations are placed in evidence pursuant to Trademark Rule 2.122(d)

5. The trademarks RED BULL, BULL and the Two Bulls Logo are and have become valuable assets of Opposer, identifying energy drinks, sports drinks and other beverages, as well as various and sundry other products and services of Opposer and distinguishing Opposer's products and services from the products and services of others. The marks RED BULL, BULL and the Two Bulls Logo have been extensively advertised in the United States and throughout the world, and have appeared on the packaging, point-of-sale displays and other promotional materials, in connection with contests, exhibitions, sports events, sold, advertised, offered, conducted and/or promoted in the United States and throughout the world. The trademarks RED BULL, BULL and the Two Bulls Logo have also appeared on web sites and elsewhere on and in connection with the operation of a business, advertising, distribution and sales on and utilizing the Internet and such web sites.

6. Applicant filed Appln. No. 78/152,459 on August 8, 2002, claiming a bona fide intent to use the trademark MATADOR on or in connection with “non alcoholic cocktail mixes for mixing with alcoholic beverages” in Int. Class 32.

7. The word “matador” is a Spanish term, defined as “bullfighter”, and usually the main or principal bullfighter, and is commonly understood by the American public to mean a “bullfighter”. See dictionary excerpts attached as Exhibits C 1 & 2.

8. On information and belief, Applicant has made no actual use of the mark MATADOR in commerce in or with the United states or otherwise prior to the August 8, 2002 filing date on the claimed goods in Int. Class 32, namely ““non alcoholic cocktail mixes for mixing with alcoholic beverages”.

9. On information and belief, Applicant has made no actual use of the mark MATADOR in commerce in or with the United states or otherwise prior to the August 8, 2002 filing date on the claimed goods in Int. Class 33, namely “prepared alcoholic cocktails; tequila; tequila liqueurs”.

10. The goods on which Applicant claims to have a bona fide intent to use the alleged mark MATADOR (“BULLFIGHTER”, in Spanish) in Int. Class 32 are goods which are identical or very similar to, and/or are advertised and promoted to and directed at the same trade channels, the same purchasers, and are used in the same environment as Opposer’s goods sold under the marks RED BULL, BULL and/or the Two Bulls Logo and related services, often together with the goods and/or services of Opposer and as set forth in Opposer’s various Federal trademark registrations, and on which Opposer uses its RED BULL, BULL and Two Bulls Logo marks and its Red Bull name, and as such are closely related to those goods and services.

11. Simultaneous use of Applicant’s alleged mark MATADOR (“BULLFIGHTER”, in Spanish) ENERGY DRINK on the Class 32 goods set forth in Appln. No. 78/152,459 and Opposer’s trademarks RED BULL, BULL and/or Two Bulls Logo on its goods and services as

set forth above is likely to cause confusion, mistake or deception among purchasers, users and the public, thereby damaging the Opposer.

12. Use by Applicant of the alleged mark MATADOR (“BULLFIGHTER”, in Spanish) ENERGY DRINK on the Class 32 goods set forth in Appln. No. 78/152,459 is likely to lead to the belief that Applicant’s products are sponsored by, affiliated with, approved by or otherwise emanate from Opposer, thereby damaging Opposer.

13. Upon information and belief, Applicant knew or should have known of Opposer's prior adoption and use of the trademarks RED BULL, BULL and Two Bulls Logo and Opposer’s ownership of the various trademark applications and resulting registrations set forth above, and therefore could not have formed the request good faith belief that Applicant is the owner of the mark sought to be registered for the Class 32 goods, and that no other person, firm, corporation or association has the right to use said mark in commerce for the Class 32 goods, and consequently knew that such use is and would be in derogation and violation of Opposer's rights.

14. Upon information and belief, Applicant knew or should have known of the common translation and meaning of the Spanish word “matador” as “bullfighter” and usually the main or principal bullfighter, and deliberately selected and adopted the alleged mark MATADOR (“BULLFIGHTER”, in Spanish) for the Class 32 goods to convey to customers and potential customers that its product was intended to “fight” RED BULL Energy Drink.

15. U.S. Reg. No. 1, 199,016 expired under Sec. 9 and was canceled under Sec 8 as of March 29, 2003, and therefore Applicant’s claim of ownership of U.S. Reg. No. 1,199,016 in and as part of Appln. No. 78/152,459 is improper and inaccurate, should not have been included with the application, and should be stricken.

16. Upon information and belief, at the time of filing Appln. No. 78/152,459 on August 8, 2002 Applicant knew that it had not renewed U.S. Reg. No. 1, 199,016 and had not filed the requisite Sec. 8 Use Declaration by the June 22, 2002 deadline, and that Applicant

would not be renewing the registration or filing the Sec 8 Use Declaration within the permitted grace period, and that the registration would expire/be canceled in the ordinary course of events, and therefore the inclusion of the claim of ownership was false, fraudulent and included so as to mislead the U.S. Patent and Trademark Office into approving the application by giving the appearance of ownership of prior rights that Applicant knew were not valid. For this reason, the application is void ab initio, or void, and should be denied.

Wherefore, Opposer requests that registration of the mark sought to be registered herein, MATADOR (“BULLFIGHTER”, in Spanish), Appln. No. 78/152,459, in Int. Class 32 be denied and that this opposition be sustained.

A duplicate copy of this Notice of Opposition is enclosed.. Please charge the sum of \$300.00 for the statutory fee for this Notice of Opposition in Int. Class 32, plus any deficiency or shortfall, or any additional fees in connection with this opposition at any time, to TechMark’s PTO Deposit Account No. 20-0330.

Please recognize Martin R. Greenstein, Neil D. Greenstein, and Lee D. Green, members in good standing of the Bar of the State of California, c/o TechMark, 55 South Market Street, Sixteenth Floor, San Jose, California 95113 (408) 280-2233, as Opposer's attorneys in connection with this opposition proceeding. All correspondence should be directed to Martin R. Greenstein.

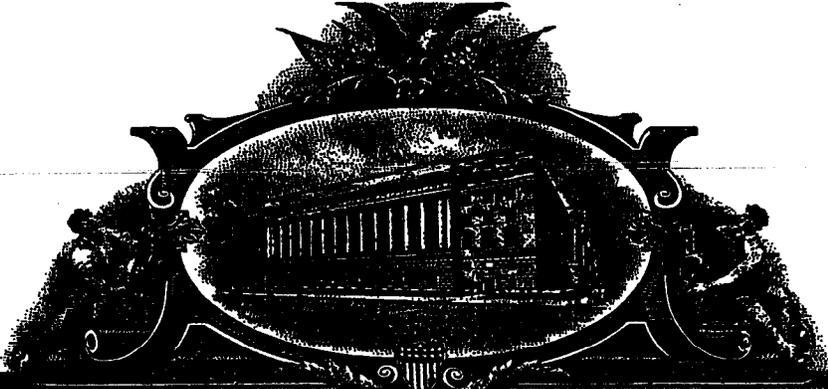
RED BULL GMBH
By /Martin R Greenstein/
Martin R. Greenstein
Neil D. Greenstein
TechMark a Law Corporation
55 So. Market St., 16th Floor
San Jose, CA 95113
Tel: 408-280-2233; Fax: 408-280-2235
E-Mail: MRG@TechMark.com
Attorneys for Opposer

Dated: June 18, 2004



EXHIBIT A

920180



THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

November 06, 2002

**THE ATTACHED U.S. TRADEMARK REGISTRATION 1,541,794 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.**

REGISTERED FOR A TERM OF 20 YEARS FROM *May 30, 1989*

SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:

RED BULL GMBH

AN AUSTRIA CORPORATION



**By Authority of the
COMMISSIONER OF PATENTS AND TRADEMARKS**

L. Edelen

**L. EDELEN
Certifying Officer**

B-1
EXHIBIT

Int. Cl.: 32

Prior U.S. Cl.: 48

United States Patent and Trademark Office

Reg. No. 1,541,794

Registered May 30, 1989

TRADEMARK
PRINCIPAL REGISTER

RED BULL

STROH BREWERY COMPANY, THE (ARIZONA
CORPORATION)
100 RIVER PLACE
DETROIT, MI 48207

FIRST USE 9-0-1985; IN COMMERCE
9-0-1985.

OWNER OF U.S. REG. NOS. 820,875, 1,329,954
AND OTHERS.

FOR: MALT LIQUOR, IN CLASS 32 (U.S. CL.
48).

SER. NO. 579,534, FILED 1-27-1986.

RUSS HERMAN, EXAMINING ATTORNEY

920180

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

November 06, 2002

THE ATTACHED U.S. TRADEMARK REGISTRATION 1,935,272 IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 10 YEARS FROM *November 14, 1995*
SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:

RED BULL GMBH

AN AUSTRIA CORPORATION



By Authority of the
COMMISSIONER OF PATENTS AND TRADEMARKS

L. Edelen

L. EDELEN
Certifying Officer

EXHIBIT B-2

Int. Cl.: 32

Prior U.S. Cls.: 45, 46 and 48

United States Patent and Trademark Office

Reg. No. 1,935,272
Registered Nov. 14, 1995

**TRADEMARK
PRINCIPAL REGISTER**

RED BULL

STROH BREWERY COMPANY, THE (ARIZONA
CORPORATION)
100 RIVER PLACE
DETROIT, MI 48207

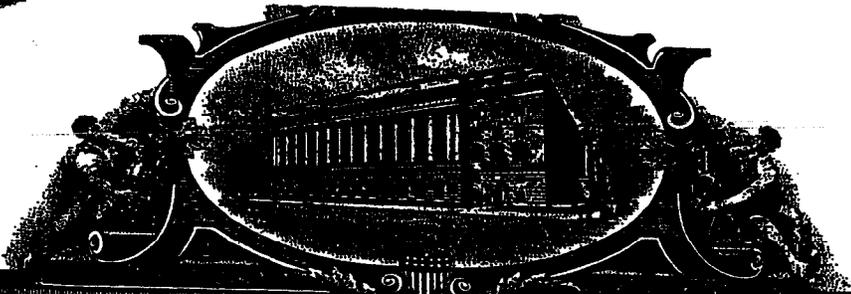
FIRST USE 9-0-1985; IN COMMERCE
9-0-1985.

SER. NO. 74-589,654, FILED 10-24-1994.

FOR: MALT LIQUOR, IN CLASS 32 (U.S. CLS.
45, 46 AND 48).

ZHALEH KHABIRI, EXAMINING ATTORNEY

807062



THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

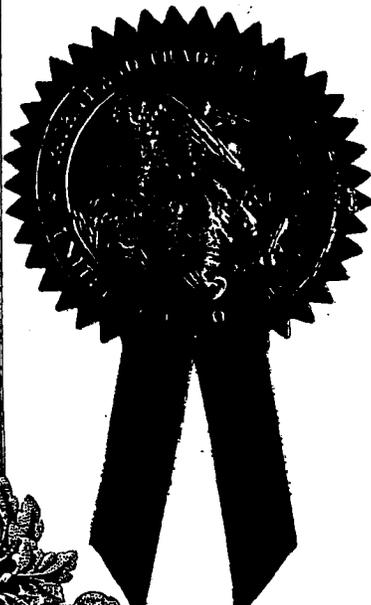
April 30, 2002

THE ATTACHED U.S. TRADEMARK REGISTRATION 2,494,093 IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 10 YEARS FROM *October 02, 2001*

SAID RECORDS SHOW TITLE TO BE IN:

*RED BULL GMBH
AN AUSTRIA CORPORATION*



By Authority of the
COMMISSIONER OF PATENTS AND TRADEMARKS

P. R. Grant
P. R. GRANT
Certifying Officer

EXHIBIT 6-3

Int. Cls.: 3, 5, 12, 14, 16, 18, 20, 25, 26, 28, 29, 30, 32, 34, 35, 39, 41 and 42

Prior U.S. Cls.: 1, 2, 3, 4, 5, 6, 8, 9, 13, 17, 18, 19, 21, 22, 23, 25, 27, 28, 29, 31, 32, 35, 37, 38, 39, 40, 41, 42, 44, 45, 46, 48, 50, 51, 52, 100, 101, 102, 105 and 107

Reg. No. 2,494,093

United States Patent and Trademark Office

Registered Oct. 2, 2001

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**

RED BULL

RED BULL GMBH (FED REP GERMANY LIMITED LIABILITY COMPANY)
MUNCHENER STRASSE 67
DE 83395 FREILASSING, FED REP GERMANY

FOR: BLEACHING PREPARATIONS AND DETERGENTS FOR LAUNDRY USE; BODY SOAPS; PERFUMES, CREAMS AND SKIN LOTIONS, SUNTAN LOTIONS, ESSENTIAL OILS FOR PERSONAL USE; COSMETICS, NAMELY, LIPSTICK, LIP GLOSS, AND EYELINER; AND HAIR LOTIONS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FOR: PHARMACEUTICAL, VETERINARY AND SANITARY PREPARATIONS, NAMELY, PRODUCTS FOR THE PURPOSES OF STRENGTHENING AND BODY RESTORATION, SPECIFICALLY, VITAMIN AND MINERAL SUPPLEMENTS; NUTRITIONAL SUPPLEMENT TONICS; NUTRITIONALLY FORTIFIED BEVERAGES FOR USE AS MEAL REPLACEMENTS OR SUPPLEMENTS; POWDERS AND SYRUPS FOR MAKING NUTRITIONALLY FORTIFIED BEVERAGES FOR USE AS MEAL REPLACEMENTS OR SUPPLEMENT; DIETARY FOOD SUPPLEMENTS ADAPTED FOR MEDICAL AND/OR GENERAL NUTRITIONAL USE; FOOD FOR BABIES; MEDICAL PLASTERS, SURGICAL AND MEDICAL DRESSINGS; ALL-PURPOSE DISINFECTANTS; PREPARATIONS FOR DESTROYING VERMIN; FUNGICIDES AND HERBICIDE FOR DOMESTIC USE, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FOR: LAND, AIR AND WATER VEHICLES, NAMELY, BICYCLES, BABY CARRIAGES AND MOTORIZED GOLF CARTS, AND PARTS AND ACCESSORIES FOR SAID VEHICLES; VEHICLES ACCESSORIES, NAMELY, TRAILER HITCHES, LUGGAGE CARRIERS, SKI CARRIERS, MUDGUARDS, ANTI-SKID CHAINS, WIND SCREENS AND WIND SHIELDS, HEAD RESTS, SEAT BELTS

AND SHOULDER HARNESES, CHILDREN'S CARSEATS AND SAFETY SEATS; PARTS AND ACCESSORIES FOR BICYCLES, NAMELY DRESS GUARDS, LUGGAGE CARRIERS, BELLS AND AIR PUMPS, IN CLASS 12 (U.S. CLS. 19, 21, 23, 31, 35 AND 44).

FOR: GOODS OF PRECIOUS METALS THEIR ALLOYS AND GOODS COATED THEREWITH, NAMELY, PENDANTS AND MEDALS, ORNAMENTAL PINS, KNICK-KNACK HANDICRAFT ARTICLES AND GIFTWARE, NAMELY, JEWELRY CHARMS, CHAINS, TIE CLIPS, CUFF LINKS, FLASKS, MATCH BOXES AND HOLDERS, SALT CELLARS AND SHAKERS, TOOTHPICK HOLDERS AND TOWEL HOLDERS; JEWELRY AND PRECIOUS STONES, INCLUDING COSTUME JEWELRY; CUFF LINKS AND TIE PINS; HOROLOGICAL INSTRUMENTS, NAMELY, CLOCKS, WATCHES, STOPWATCHES, TIMING DEVICES AND CHRONOMETERS, AND CASES THEREFOR, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FOR: PAPER, CARDBOARD AND GOODS MADE FROM PAPER AND CARDBOARD, NAMELY, FACE TOWELS, TABLE NAPKINS, FILTER PAPER, POCKET HANDKERCHIEFS, TOILET SEAT COVERS AND HYGIENIC PAPER, BABIES' NAPKINS, BAGS, BOXES AND CASES FOR PACKING MERCHANDISE; PRINTED MATTER, NAMELY, MAGAZINES, NEWSLETTERS AND PUBLICATIONS FEATURING INFORMATION AND ARTICLES ON SPORTS, HEALTH, NUTRITION AND DIET AND GENERAL TOPIC INFORMATION; MOUNTED PHOTOGRAPHS; STATIONERY; ADHESIVES TAPES FOR STATIONERY OR HOUSEHOLD PURPOSES; ARTISTS' MATERIALS, NAMELY, PENS, PENCILS, CRAYONS, SKETCH PADS, BRUSHES, PAINTING PALETTES AND MODELING CLAY FOR DRAWING, PAINTING AND MODELING; PAINT BRUSHES; TYPEWRITERS; BOND PAPER;

PRINTING MATERIALS, NAMELY, COMPUTER RIBBONS, INK RIBBONS, PEN INK CARTRIDGES AND ENVELOPES; INSTRUCTIONAL AND TEACHING MATERIAL IN THE FIELDS OF SPORTS, HEALTH, NUTRITION, DIET AND GENERAL LIFESTYLE ACTIVITIES; PLASTIC WRAP; CUSHIONING MATERIALS, NAMELY, PLASTIC BUBBLE WRAP FOR PACKAGING; PRINTING TYPE; PLASTIC PROTECTIVE COVERS FOR BOOKS, PLASTIC TRANSFERS; ADHESIVE PRINTED LABELS; AND PRINTING BLOCKS, BUT SPECIFICALLY EXCLUDING PAPER AND CARDBOARD BOARD GAMES AND CARD GAMES, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FOR: GOODS AND SMALL ARTICLES MADE OF LEATHER AND OF IMITATION LEATHER, NAMELY, KNAPSACKS, BRIEFCASES, HANDBAGS, PURSES, POCKET WALLETS, KEY CASES; ANIMAL SKINS AND HIDES; TRUNKS AND TRAVELING BAGS; GARMENT BAGS FOR TRAVEL; UMBRELLAS, PARASOLS AND WALKING STICKS, WHIPS, HARNESSSES; AND SADDLERY, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FOR: FURNITURE, FURNITURE MIRRORS, PICTURE FRAMES; GOODS MADE OF PLASTIC, WOOD, CORK, REED, CANE, WICKER, HORN, BONE, IVORY, WHALEBONE, SHELL, AMBER, MOTHER-OF-PEARL AND MEERSCHAUM, NAMELY, MONEY CLIPS, CORKS FOR BOTTLES, DESKS AND CABINETS FOR CLOTHING, DRINKING STRAWS, AND NON-METAL HAT RACKS; GOODS MADE OF PLASTICS, NAMELY, NAME BADGES, HANGARS FOR CLOTHING, BOTTLE CAPS, AND KEY CHAIN TAGS, PLASTIC SEW-ON, PIN-ON AND BUTTONHOLE NAME TAGS, IN CLASS 20 (U.S. CLS. 2, 13, 22, 25, 32 AND 50).

FOR: FOOTWEAR, CLOTHING, NAMELY, SHIRTS, PANTS, T-SHIRTS, SWEAT SHIRTS AND SWEAT PANTS, SHORTS, BLOUSES, SKIRTS, JUMPERS, SOCKS, HATS, CAPS; RIDING APPAREL, NAMELY, RIDING JACKETS AND PANTS; OUTERWEAR, NAMELY, JACKETS AND COATS; ACTIVEWEAR, NAMELY, SHORTS, SHIRTS, HATS, CAPS AND VISORS; BANDANNAS, NECKERCHIEFS, COATS, JACKETS, SWEATERS, SLEEPWEAR; RESORT WEAR, NAMELY, SHORTS, SHIRTS, T-SHIRTS AND PANTS; BELTS AND SUSPENDERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FOR: LACE TRIMMING AND EMBROIDERY, RIBBONS AND BRAID; BUTTONS FOR CLOTHING; BELT CLASPS, IN CLASS 26 (U.S. CLS. 37, 39, 40, 42 AND 50).

FOR: GAMES AND PLAYTHINGS, NAMELY, TOY ACTION FIGURES; GYMNASTIC AND SPORTING APPARATUS, NAMELY, VAULTING HORSES, PARALLEL BARS, AND MANUALLY OPERATED EXERCISE EQUIPMENT; BASKETBALL AND VOLLEYBALL EQUIPMENT, NAMELY, BASKETBALLS AND BASKETBALL HOOPS AND BACKBOARDS, AND VOLLEYBALLS AND VOLLEYBALL NETS; SKIS, SKI POLES, SKI BINDINGS, BAGS FOR SKIS, SKI PARTS, AND SNOWBOARDS;

TENNIS RACKETS, BALLS AND NETS; FISHING RODS, REELS AND TACKLE; CRICKET BATS AND GOLF CLUBS, NON-MOTORIZED GOLF CARTS, BALLS AND BAGS; BALLS FOR SOCCER, FOOTBALL, VOLLEYBALL AND BASEBALL; SOCCER, TABLE TENNIS, AND BASKETBALL GAME PLAYING EQUIPMENT, NAMELY, GOALS, NETS AND BACKBOARDS; HOCKEY STICKS AND PUCKS; ROLLER-SKATES; ICE SKATES; ORNAMENTS FOR CHRISTMAS TREES; HAND-HELD UNITS FOR PLAYING ELECTRIC AND ELECTRONIC GAMES, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FOR: MEAT; FISH; POULTRY; GAME; MEAT EXTRACTS; DRIED AND COOKED PRESERVED FRUITS AND VEGETABLES; JELLIES; JAMS; FRUIT PRESERVE SAUCES; EGGS, MILK AND MILK PRODUCTS, NAMELY, CREAM, SOUR CREAM AND WHIPPING CREAM; EDIBLE OILS AND FATS; MEAT, FISH, FRUIT AND VEGETABLES PRESERVES; MILK BEVERAGES, NAMELY, LIQUID YOGHURTS, IN CLASS 29 (U.S. CL. 46).

FOR: COFFEE; TEA; COCOA; SUGAR; RICE; TAPIOCA; SAGO; COFFEE SUBSTITUTE; PROCESSED FLOUR AND FLOUR-BASED CEREALS, CEREAL-BASED SNACK FOODS; BREAD; PASTRIES; CONFECTIONERY CHIPS FOR BAKING; FLAVORED ICES; HONEY; TREACLE; YEAST; BAKING-POWDER; ICE; CHOCOLATE FOOD BEVERAGES NOT BEING DAIRY BASED OR VEGETABLE BASED; COFFEE AND COCOA-BASED MIXES FOR MAKING NON-ALCOHOLIC BEVERAGES; MILKSHAKES, FROZEN YOGHURT AND CURD AND ICE CREAM, IN CLASS 30 (U.S. CL. 46).

FOR: MINERAL WATERS AND AERATED WATERS AND OTHER NON-ALCOHOLIC BEVERAGES, NAMELY, FLAVORED WATERS; SOFT DRINKS; FRUIT DRINKS AND FRUIT JUICES; POWDERS AND SYRUPS FOR MAKING SOFT DRINKS, FRUIT DRINKS AND FRUIT JUICES; AND SPORTS DRINKS, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FOR: TOBACCO; SMOKERS' ARTICLES, NAMELY, TOBACCO TINS, CIGAR AND CIGARETTE HOLDERS, MATCHES, CIGAR AND CIGARETTE CASES, ASHTRAYS, ALL NOT OF PRECIOUS METAL; PIPE STANDS; SMOKING PIPE CLEANERS; CIGAR CUTTERS; SMOKING PIPES; CIGARETTE LIGHTERS NOT OF PRECIOUS METAL; POCKET MACHINES FOR ROLLING CIGARETTES; CIGARETTE PAPER AND FILTERS; AND MATCHES, IN CLASS 34 (U.S. CLS. 2, 8, 9 AND 17).

FOR: ADVERTISING AGENCY SERVICES; PUBLIC RELATIONS SERVICES; PROMOTING GOODS AND SERVICES IN THE BEVERAGE, SPORTS, AUTO RACING, MOTORCYCLE RACING, BICYCLE RACING, BOAT RACING, ANIMAL RACING, FOOD, FRAGRANCE, TOILETRIES, FURNITURE, TOBACCO, AUTOMOBILE, AND COMMUNICATIONS INDUSTRIES THROUGH THE DISTRIBUTION OF PRINTED, AUDIO AND VISUAL PROMOTIONAL MATERIALS; BUSINESS CONSULTATION; AND PROMOTING SPORTS

EVENTS AND COMPETITIONS FOR OTHERS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FOR: TRAVEL AGENCY SERVICES; NAMELY, MAKING RESERVATIONS AND BOOKINGS FOR TRANSPORTATION; TOUR GUIDE SERVICES; AIRPLANE AND MOTOR CAR RENTAL, IN CLASS 39 (U.S. CLS. 100 AND 105).

FOR: TEACHING AND EDUCATION SERVICES, NAMELY, CONDUCTING SEMINARS IN THE FIELDS OF SCIENCE, BUSINESS MANAGEMENT, SPORTS, HEALTH, NUTRITION, DIET AND GENERAL LIFESTYLE ACTIVITIES; ENTERTAINMENT IN THE NATURE OF LIVE MUSIC PERFORMANCES, ONGOING AND SPECIAL EVENT TELEVISION SHOWS FEATURING SPORTS COMPETITIONS, RACING COMPETITION FOR AUTOS, MOTORCYCLES, BICYCLES, BOATS AND ANIMALS, MUSICAL AND/OR DANCE PERFORMANCES, FOOD PREPARATION, AND HISTORICAL OR CURRENT EVENT SUBJECTS; SPORTS COMPETITIONS, NAMELY, BASEBALL AND

FOOTBALL GAMES; AND ORGANIZING EXHIBITS FOR CULTURAL PURPOSES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

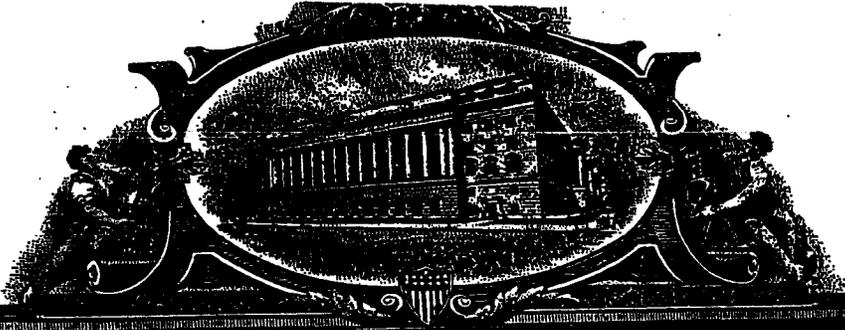
FOR: HOTEL SERVICES AND BOARDING HOUSE SERVICES; CONSULTATION IN THE AREA OF INTELLECTUAL PROPERTY RIGHTS; AND PROVIDING FACILITIES FOR FAIRS AND EXHIBITIONS, IN CLASS 42 (U.S. CLS. 100 AND 101).

PRIORITY CLAIMED UNDER SEC. 44(D) ON FED REP GERMANY APPLICATION NO. 2901093, FILED 9-2-1994, REG. NO. 2901093, DATED 2-1-1995, EXPIRES 9-30-2004.

PRIORITY CLAIMED UNDER SEC. 44(D) ON FED REP GERMANY APPLICATION NO. R56349/32WZ, FILED 9-1-1994, REG. NO. 2081750, DATED 10-20-1994, EXPIRES 9-30-2004.

SER. NO. 75-979,618, FILED 2-28-1995.

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CIP

make something into or become a thick tangled mass [Pre-12thC. From Latin *matta*, of uncertain origin: probably from a Phoenician word.]

mat¹ /mæt/ *n.* 1. ARTS PICTURE BORDER a border of stiff material placed around a picture to act as a simple frame or as a decorative edge within a frame 2. **mat**, **matte** NONGLOSS FINISH a dull or nonglossy finish, e.g., on paintwork or photographic prints ■ *vt.* (mat-**ted**, mat-**ting**, **mats**) FRAME WITH MAT to put a mat around a picture ■ *adj.* **mat**, **matte** HAVING MAT FINISH with a mat finish [Variant of MATT from French, "dull"]

mat. **mat** *abbr.* **matinée**

M.A.T. *abbr.* Master of Arts in Teaching

Mat-a-be-le-land /mætə beələ land/ region in southern Zimbabwe

Ma-ta-di /mə tədeɪ/ capital of Bas-Congo Region, western Democratic Republic of the Congo. Population: 172,730 (1994).

mat-a-dor /mætə dəwɹ/ *n.* 1. BULLFIGHTER the main bullfighter, whose job is to kill the bull 2. CARDS HIGH CARD one of the highest playing cards in some games such as skat 3. GAME DOMINO GAME a variety of the game of dominoes in which the dots on adjacent halves must total seven [Late 17thC. From Spanish, from *matar* "to kill," of uncertain origin: perhaps from late Latin *mattare* "to beat senseless" or Persian *māt* "dead."]

mat-a-gou-ri /mætə gooreɪ/ (*plural -ris*) *n.* a thorny bush that forms thickets in open areas of New Zealand. Latin name: *Discaria toumatou*. [Mid-19thC. Alteration of Maori *tumatakurū*.]

Ma-ta-Ha-ri /mətə hæree/ (1876-1917) Dutch dancer and spy. Through her liaisons with high-ranking officers, she gathered intelligence for the Germans during World War I. She was executed by the French. Real name **Margaretha Geertruida Zelle**

Ma-ta-Ha-ri /mətə hæree/ *n.* a valuable food fish in the tropical Pacific and Indian oceans that looks like a snapper with a scaleless head. Latin name: *Lethrinus nebulosis*. [From MATA HARI, formed from Malay *mata* "eye" + *hari* "day"]

mat-ai /mətə tɪ/ (*plural -ais*) *n.* a cone-bearing evergreen tree found in New Zealand with bluish bark and small narrow leaves that grow in two rows. Its wood is often used for flooring. Latin name: *Podocarpus spicatus*. [Mid-19thC. From Maori.]

Ma-ta-mo-ros /mætə məwɹss/ city and port in north-eastern Mexico, near the mouth of the Rio Grande and across the river from Brownsville, Texas. Population: 266,065 (1990).

match¹ /mætʃ/ *n.* 1. CONTEST a contest between opponents, especially a sports contest 2. SOMETHING SIMILAR somebody who or something that resembles another in certain qualities 3. AN EQUAL somebody or something capable of competing equally with another 4. GOOD COMPLEMENT something that combines well with something else 5. MARITAL PARTNERSHIP a partnership in wedlock 6. POTENTIAL PARTNER somebody who is thought to be a suitable marriage or romantic partner 7. COUNTERPART somebody who or something that is identical to another or is one half of a pair ■ *v.* (matched, match-**ing**, match-**es**) 1. *vt.* BE ALIKE to be similar or identical to somebody or something 2. *vt.* COMPETE EQUALLY to be as good, or sometimes as bad, as somebody or something else 3. *vt.* COMBINE WELL to make a suitable or pleasing combination, or put things together to make such a combination 4. *vt.* BE IN HARMONY to correspond with something or reflect certain features 5. *vt.* FIND SOMETHING THAT COMBINES to find something that makes a suitable accompaniment 6. *vt.* JOIN CLEANLY to fit or join something smoothly 7. *vt.* PLACE IN OPPOSITION to provide somebody or something with an opponent 8. *vt.* TOSS COINS to toss coins to see which sides land face up in order to determine a choice or decision 9. *vt.* MARRY SOMEBODY to give or join somebody in marriage (*archaic*) [Old English *gemæcca* "spouse, lover." Ultimately from a prehistoric Germanic word that is also the ancestor of English *make*.] —**match-a-bil-i-ty** /mætʃə bɪləteɪ/ *n.* —**match-a-ble** /mætʃəbəl/ *adj.* —**match-er** *n.*

match² /mætʃ/ *n.* 1. STICK PRODUCING FIRE a thin stick of wood whose tip is coated with a combustible material that ignites when scraped against a rough surface, used to light a fire, candle, or gas appliance 2. ARMS EXPLOSIVES FUSE a slow-burning fuse used in cannons and explosives [14thC. Via Old High German *meiche*

from, ultimately, Greek *muxa* "lampwick" (original sense in English).]

match-board /mætʃ bɔːrd/ *n.* a board that has a tongue along one edge and a groove along the other so that it can be fitted together with other boards

match-book /mætʃ bʊk/ *n.* a small cardboard folder with safety matches inside and a striking surface usually on the outside

match-box /mætʃ bɒks/ *n.* a small cardboard box for matches, with a striking surface along one or both sides

match-less /mætʃləs/ *adj.* so outstandingly great as to have no rival —**match-less-ly** *adv.* —**match-less-ness** *n.*

match-lock /mætʃ lɒk/ *n.* 1. TRIGGER an old trigger mechanism in guns that ignited the powder with a slow-burning fuse 2. GUN a gun equipped with a matchlock

match-mak-er /mætʃ məkə/ *n.* somebody who tries to arrange romantic partnerships or marriages, either professionally or informally

match play *n.* a method of golf scoring in which the number of holes won is counted rather than the number of strokes —**match play-er** *n.*

match point *n.* 1. SPORTS FINAL POINT the final point needed to win a match, especially in tennis and other racket games 2. BRIDGE SCORING UNIT a unit used for scoring in bridge tournaments

match-stick /mætʃ stɪk/ *n.* STEM OF MATCH the wooden part of a match ■ *adj.* 1. MADE FROM MATCHES built of matchsticks 2. LIKE STICKS IN THINNESS in the form of thin strips or simple lines

match-up /mætʃ ʊp/ *n.* a matching of two people or two teams in a competitive sport

mate¹ /meɪt/ *n.* 1. SHIPPING DECK OFFICER a deck officer ranking below the master on a merchant ship, or the rank the officer holds 2. NAVY PETTY OFFICER a petty officer in the U.S. Navy who is assistant to a warrant officer, or the rank the officer holds 3. PARTNER IN SEX OR WEDLOCK a sexual or marriage partner 4. SKILLED WORKER'S HELPER an assistant to a skilled worker ○ a *plumber's mate* 5. SOMETHING THAT MATCHES one of a pair of things that belong together 6. BREEDING PARTNER either of a pair of animals that breed together 7. U.K. FRIEND a friend, also used as a friendly, or sometimes hostile, form of address to a man ■ *v.* (mat-**ed**, mat-**ing**, mates) 1. *vt.* BREED to come together or be brought together to breed 2. *vi.* HAVE SEX to engage in sex 3. *vt.* CONNECT TWO OBJECTS to combine or connect two things 4. *vt.* MARRY to join or become joined in marriage (*informal* or *humorous*) [14thC. From Middle Low German *gemate*. Ultimately from a prehistoric Germanic word that is also the ancestor of English *meat*. The underlying sense is "somebody you share food with."] —**mate-less** *adj.*

mate² *n., vt.* (mat-**ed**, mat-**ing**, mates) CHESS = **check-mate** [14thC. (See CHECKMATE).]

ma-té /mətə təɪ, mətə tɪ/ *n.* 1. TREES EVERGREEN TREE a South American evergreen tree widely grown for its leaves that are used to make a tea. Latin name: *Ilex paraguariensis*. 2. BEVERAGES STIMULATING DRINK a popular South American milky drink containing caffeine that is made from the dried leaves of the maté tree [Early 18thC. Via Spanish from Quechua *mati*.]

mat-e-lote /mætɪ lɒt, mətə lɒt/ *n.* a chunky fish stew made with wine [Early 18thC. Via French, "sailor," from Middle Dutch *mattenoot* "bed companion."]

ma-ter /mətə/ *n.* U.K. mother (*dated* *informal* or *humorous*) [Late 16thC. From Latin (see MOTHER).]

WORD KEY: ORIGIN

The Latin word from which *mater* derives is also the source of English *madrigal*, *material*, *maternal*, *matriculate*, *matrimony*, *matrix*, *matron*, and *matter*. Its ultimate Indo-European ancestor also produced English *metropolis* and *mother*.

ma-ter-fa-mil-i-as /mətə fə mɪlee əss/ (*plural -tras-fa-mil-i-as* /mətə trəz-/) *n.* a woman described in her role as head of a household or as the mother of her children (*literary*) [Mid-18thC. From Latin, literally "mother of the family."]

ma-te-ri-al /mətəree əl/ *n.* 1. SOMETHING USED IN MAKING ITEMS the substance used to make things 2. INFORMATION information such as facts, notes, and research, used in the making of a book, movie, or other work 3. TEXTILES FABRIC woven flat cloth or fabric 4. SOME BODY

SUITABLE somebody regarded in terms of his or her suitability to perform a certain job or do a task ○ *She's certainly executive material.* ■ **ma-te-ri-als** *npl.* EQUIPMENT the tools and other things needed to perform a particular task ■ *adj.* 1. PHYSICAL relating to or consisting of solid physical matter ○ *the material universe* 2. WORLDLY relating to physical well-being rather than emotional or spiritual well-being ○ *material comforts* 3. PERTINENT relevant or important 4. LAW IMPORTANT IN COURT important to a case that is being tried in court ○ *testimony that is material to the case* 5. PHILOSOPHY OF CONTENT NOT FORM relating to the substance of reasoning rather than the form it takes [14thC. Via French *matériel* from late Latin *materialis*, from Latin *materia* (see MATTER).] —**ma-te-ri-al-i-ty** /mətəree əlɪteɪ/ *n.* —**ma-te-ri-al-less** /mətəree əlness/ *n.*

ma-te-ri-al-ism /mətəree əlɪzəm/ *n.* 1. PHILOSOPHY THEORY OF THE PHYSICAL the theory that physical matter is the only reality and that psychological states such as emotions, reason, thought, and desire will eventually be explained as physical functions 2. FOCUS ON POSSESSIONS devotion to material wealth and possessions at the expense of spiritual or intellectual values

ma-te-ri-al-ist /mətəree əlɪst/ *n.* 1. SOMEBODY CONCERNED ABOUT POSSESSIONS somebody who is concerned with material wealth and possessions at the expense of spiritual and intellectual values 2. PHILOSOPHY SUPPORTER OF PHILOSOPHICAL MATERIALISM somebody who supports the view that physical matter is the only reality and that psychological states will eventually be explained as physical functions ■ *adj.* = **materialistic**

ma-te-ri-al-is-tic /mətəree əlɪstɪk/ *adj.* concerned with material wealth and possessions at the expense of spiritual and intellectual values —**ma-te-ri-al-is-ti-cal-ly** *adv.*

ma-te-ri-al-ize /mətəree əlɪz-/ (*-ized*, *-iz-ing*, *-iz-es*) *v.* 1. *vi.* BECOME REAL to become real or become fact 2. *vt.* ASSUME PHYSICAL FORM to assume, or cause a ghost or spirit to assume, a physical form 3. *vi.* APPEAR to appear suddenly, as if out of nowhere —**ma-te-ri-al-i-za-tion** /mətəree əlɪ zəɪʃn/ *n.*

ma-te-ri-al-ly /mətəree əlee/ *adv.* 1. MUCH in a real sense or to a significant degree 2. PHYSICALLY in terms of material wealth and possessions

ma-te-ri-als sci-ence *n.* the study of the features and applications of the different materials used in science and technology such as metals, plastics, and ceramics

ma-té-ri-el /mətəree él/, **ma-te-ri-el** *n.* the supplies, weapons, and equipment associated with a military force [Early 19thC. From French (see MATERIAL).]

ma-ter-nal /mətərnəl/ *adj.* 1. OF OR LIKE A MOTHER belonging or relating to motherhood, a mother, or mothers in general ○ *maternal pride* 2. CARING kind, caring, and protective in a motherly way ○ a *very maternal person* 3. ON OR FROM THE MOTHER'S SIDE relating to or inherited from the mother or the mother's side of a family ○ *Her maternal grandfather was Polish.* [15thC. Via French *maternel* from assumed Vulgar Latin *maternalis*, from Latin *maternus*, from *mater* (see MATTER).] —**ma-ter-nal-ism** *n.* —**ma-ter-nal-is-tic** /mətərnəlɪstɪk/ *adj.* —**ma-ter-nal-ly** /mətərnəlee/ *adv.*

ma-ter-ni-ty /mətərnəteɪ/ *n.* 1. MOTHERHOOD the condition of being a mother ○ *Maternity did not affect the progress of her career.* 2. MOTHERLY CHARACTERISTICS the characteristics and emotions traditionally associated with being a mother such as loving kindness and protectiveness 3. HOSPITAL SECTION CARING FOR NEWBORNS a ward, floor, or other section of a hospital where mothers and newborn babies are cared for ■ *adj.* OF OR FOR PREGNANCY OR BIRTH relating to or provided for pregnancy, pregnant women, or women who have just given birth ○ *maternity clothes* [Early 17thC. Via French *maternité* from, ultimately, Latin *maternus* (see MATERNAL).]

ma-ter-ni-ty leave *n.* paid or unpaid leave from work that a woman is entitled to take before, at, and after the time that she has a child

ma-ter-ni-ty ward *n.* a hospital ward for the care of newly delivered babies and their mothers, often also with beds for pregnant women who need medical attention before having their babies

mat-ey /məyteɪ/ *adj.* (-**er**, -**est**) U.K. FRIENDLY friendly, especially in a way that is familiar or seems insincere ○ *Those two have been very matey lately.* ■



Merriam- Webster's Collegiate[®] Dictionary

TENTH EDITION

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power (a ~ performance) *usage* see MASTERFUL — **mas-ter-ri-ness** *n* — **masterly** *adv*

mas-ter-mind \mas-tər-mīnd, mas-tər-ˈ\ *n* (1720) : a person who supplies the directing or creative intelligence for a project

mastermind *vt* (1940) : to be the mastermind of

master of arts *often cap M&A* (15c) 1 : the recipient of a master's degree that usu. signifies that the recipient has passed an integrated course of study in one or more of the humanities and sometimes has completed a thesis involving research or a creative project and that typically requires two years of work beyond a bachelor's degree 2 : the degree making one a master of arts — abbr. *M.A., A.M.*

master of ceremonies (1662) 1 : a person who determines the forms to be observed on a public occasion 2 : a person who acts as host at a formal event 3 : a person who acts as host for a program of entertainment (as on television)

master of science *often cap M&S* (ca. 1905) 1 : the recipient of a master's degree that usu. signifies that the recipient has passed an integrated course of study in one or more of the sciences and sometimes has completed a thesis involving research and that typically requires two years of work beyond a bachelor's degree 2 : the degree making one a master of science — abbr. *M.S., M.Sc.*

mas-ter-piece \mas-tər-pēs\ *n* (1605) 1 : a work done with extraordinary skill; esp : a supreme intellectual or artistic achievement 2 : a piece of work presented to a medieval guild as evidence of qualification for the rank of master

master plan *n* (ca. 1930) : a plan giving overall guidance

master race *n* (1937) : a people held to be racially preeminent and hence fitted to rule or enslave other peoples

master's *n* (1939) : a master's degree

master sergeant (ca. 1934) : a noncommissioned officer ranking in the army above a sergeant first class and below a staff sergeant major, in the air force above a technical sergeant and below a senior master sergeant, and in the marine corps above a gunnery sergeant and below a master gunnery sergeant

mas-ter-sing-er \mas-tər-sīŋ-ər\ *n* (1810) : MEISTERSINGER

mas-ter-stroke \-strōk\ *n* (1679) : a masterly performance or move

mas-ter-work \-wɜrk\ *n* (1617) : MASTERPIECE

mas-tery \mas-t(ə)-rē\ *n* [ME *maistrīe*, fr. OF, fr. *maistre* master] (13c) 1 a : the authority of a master : DOMINION b : the upper hand in a contest or competition : SUPERIORITY, ASCENDANCY 2 a : possession or display of great skill or technique b : skill or knowledge that makes one master of a subject : COMMAND

mast-head \mast-hed\ *n* (1748) 1 : the top of a mast 2 a : the printed matter in a newspaper or periodical that gives the title and pertinent details of ownership, advertising rates, and subscription rates b : the name of a publication (as a newspaper) displayed on the top of the first page

mas-tic \mas-tik\ *n* [ME *mastik*, fr. L *mastiche*, fr. Gk *masticē*, prob. back-formation fr. *mastician*] (14c) 1 : an aromatic resinous exudate from mastic trees used chiefly in varnishes 2 : any of various pasty materials used as protective coatings or cements

mas-tic-cate \mas-tə-kāt\ *vb* -cat-ed; -cat-ing [LL *masticatus*, pp. of *masticare*, fr. Gk *mastican* to gnash the teeth; akin to Gk *masasthai* to chew — more at MANDIBLE] *vt* (1649) 1 : to grind or crush (food) with or as if with the teeth in preparation for swallowing : CHEW 2 : to soften or reduce to pulp by crushing or kneading ~ *vi* : CHEW — **mas-tic-ca-tion** \mas-tə-kā-shən\ *n* — **mas-tic-ca-tor** \mas-tə-kā-tər\ *n*

mas-tic-ca-to-ry \mas-ti-kə-tōr-ē, -tōr-\ *adj* (1694) 1 : used for or adapted to chewing (~ limbs of an arthropod) 2 : of, relating to, or involving the organs of mastication (~ paralysis)

masticatory *n, pl -ries* (ca. 1611) : a substance chewed to increase saliva

mastic tree *n* (15c) : a small southern European evergreen tree (*Pistacia lentiscus*) of the cashew family that yields mastic

mas-tiff \mas-təf\ *n* [ME *masstif*, modif. of MF *masstin*, fr. (assumed) VL *mansuetinus*, fr. L *mansuetus* tame — more at MANSUETUDE] (14c) : any of a breed of very large massive powerful smooth-coated dogs that are apricot, fawn, or brindle and are often used as guard dogs

mas-tig-o-ph-o-ran \mas-tə-gə-fə-rən\ *n* [ultim. fr Gk *mastig*, *mastix* whip + *pherein* to carry — more at BEAR] (ca. 1911) : any of a subphylum (Mastigophora) of protozoans comprising forms with flagella and including many often treated as algae — **mastigophoran** *adj*

mas-ti-tis \ma-'sti-təs\ *n, pl -ti-ti-des* \-'sti-tə-dēz\ [NL, fr. Gk *mastos* breast] (ca. 1842) : inflammation of the breast or udder usu. caused by infection — **mas-ti-tic** \-'sti-tik\ *adj*

mas-to-don \mas-tə-dän, -dən\ *n* [NL *mas-todont*, *mastodon*, fr. Gk *mastos* + *odont*, *odon*, *odont* tooth — more at TOOTH] (1813) 1 : any of numerous extinct mammals (genus *Mastodon* syn. *Mammot*) that differ from the related mammoths and existing elephants chiefly in the form of the molar teeth 2 : one that is unusually large — **mas-to-don-ic** \mas-tə-'dä-nik\ *adj* — **mas-to-dont** \mas-tə-'dänt\ *adj* or *n*

mas-to-oid \mas-'toid\ *adj* [NL *mastoides* resembling a nipple, *mastoid*, fr. Gk *mastoidēs*, fr. *mastos* breast] (1732) 1 : being the process of the temporal bone behind the ear; also : being any of several bony elements that occupy a similar position in the region of the mastoid process 2 : of, relating to, or occurring in the region of the mastoid process

mastoid *n* (1842) : a mastoid bone or process

mastoid cell *n* (1800) : one of the small cavities in the mastoid process that develop after birth and are filled with air

mas-to-oid-ec-to-my \mas-tōi-'dek-tə-mē\ *n, pl -mies* [ISV] (1898) : surgical removal of part of the mastoid process of the temporal bone



mastiff

achieved by manual or other bodily contact exclusively or sexual intercourse, by instrumental manipulation, occas. by sexual fantasies, or by various combinations of these agencies

mas-tur-ba-to-ry \mas-tər-bə-tōr-ē, -tōr-\ *adj* (1864) 1 : of, relating to, or involving masturbation (~ fantasies) 2 : excessively self-absorbed or self-indulgent (write tedious, ~ books... about themselves for people to read... with envy — D. R. Katz)

mat \mat\ *n* [ME, fr. OE *meatte*, fr. LL *matta*, of Sem origin; akin to Heb *miffāh* bed] (bef. 12c) 1 a (1) : a piece of coarse, woven, plaited, or felted fabric used esp. as a floor covering or a support (2) : a piece of material placed at a door for wiping soiled shoe soles b : a decorative piece of material used under a small item (as a dish) esp. for support or protection c : a large thick pad or cushion used as a surface for wrestling, tumbling, and gymnastics 2 : something made up of densely tangled or adhering strands esp. of organic matter (algal ~) (a ~ of unkempt hair) 3 : a large slab usu. of reinforced concrete used as the supporting base of a building

mat *vb* **mat-ted**; **mat-ting** *vt* (1549) 1 : to provide with a mat or matting 2 a : to form into a tangled mass b : to pack down so as to form a dense mass ~ *vi* : to become matted

mat \mat\ *vt* **mat-ted**; **mat-ting** (1602) 1 : to make (as a metal, glass, or color) **matte** 2 : to provide (a picture) with a mat

mat *var of* MATTE

mat *n* [F *mat* dull color, unpolished surface, fr. *mat*, *adj.* — more at MATTE] (1845) : a border going around a picture between picture and frame or serving as the frame

mat *n* (1904) : MATRIX 2a

mat-a-dor \ma-tə-dōr\ *n* [Sp, fr. *matar* to kill] (1681) : a bullfighter who has the principal role and who kills the bull in a bullfight

match \mach\ *n* [ME *macche*, fr. OE *gemæcca* mate, equal; akin to OE *macian* to make — more at MAKE] (bef. 12c) 1 a : a person or thing equal or similar to another b : one able to cope with another c : an exact counterpart 2 : a pair suitably associated (carpet and curtains are a ~) 3 a : a contest between two or more parties (a golf ~) (a soccer ~) (a shouting ~) b : a contest (as in tennis or volleyball) completed when one player or side wins a specified number of sets or games 4 a : a marriage union b : a prospective partner in marriage

match *vt* (14c) 1 a : to encounter successfully as an antagonist b (1) : to set in competition or opposition (2) : to provide with a worthy competitor c : to set in comparison 2 : to join or give in marriage 3 a (1) : to put in a set possessing equal or harmonizing attributes (2) : to cause to correspond : SUIT b (1) : to be the counterpart of; also : to compare favorably with (2) : to harmonize with c : to provide with a counterpart d : to provide funds complementary to 4 : to fit together or make suitable for fitting together a : to flip or toss (coins) and compare exposed faces b : to toss coins with ~ *vi* : to be a counterpart — **match-able** \ma-'chə-bəl\ *adj*

match-er *n*

match *n* [ME *macche*, fr. MF *meiche*] (1549) 1 : a chemically prepared wick or cord formerly used in firing firearms or powder 2 : a short slender piece of flammable material (as wood) tipped with a combustible mixture that bursts into flame when slightly heated through friction (as by being scratched against a rough surface)

match-board \mach-bōrd, -bōrd\ *n* (ca. 1858) : a board with a groove cut along one edge and a tongue along the other so as to fit snugly with the edges of similarly cut boards

match-book \-bük\ *n* (1944) : a small folder containing rows of paper matches

match-box \-bäks\ *n* (1786) : a box for matches

match-less \-ləs\ *adj* (ca. 1530) : having no equal : PEERLESS

match-less-ly *adv*

match-lock \-lök\ *n* (1637) 1 : a slow-burning match lowered over a hole in the breech of a musket to ignite the charge 2 : a musket equipped with a matchlock

match-mak-er \-mä-kər\ *n* (ca. 1639) : one that arranges a match; also : one who tries to bring two unmarried individuals together in an attempt to promote a marriage — **match-mak-ing** \-kīŋ\ *n*

match play *n* (1893) : golf competition in which the winner is the person or team winning the greater number of holes — compare STROKE PLAY

match point *n* (1921) : a situation (as in tennis) in which one player or side will win the match by winning the next point; also : the point itself

match-stick \mach-'stik\ *n* (1791) 1 : a slender piece esp. of wood from which a match is made 2 : something resembling a matchstick esp. in slenderness

match-up \-əp\ *n* (1964) : MATCH

match-wood \-wüd\ *n* (1838) : small pieces of wood : SPLINTERS

mate \mat\ *vt* **mat-ed**; **mat-ing** [ME, fr. MF *mater*, fr. OF *mat*, checkmate, fr. Ar *māt* (in *shāh māt*)] (14c) : CHECKMATE 2

mate *n* (14c) : CHECKMATE 1

mate *n* [ME, prob. fr. MLG *māt*; akin to OE *gemetta* guest at a table, *mete* food — more at MEAT] (14c) 1 a (1) : ASSOCIATE COMPANION (2) chiefly Brit : an assistant to a more skilled worker : HELPER (3) chiefly Brit : FRIEND, BUDDY — often used as a familiar form of address b *archaic* : MATCH, PEER 2 : a deck officer on a merchant ship ranking below the captain 3 : one of a pair; as a : either member of a couple and esp. a married couple b : either member of a breeding pair of animals c : either of two matched objects

mate *vb* **mat-ed**; **mat-ing** *vt* (1509) 1 *archaic* : EQUAL, MATCH 2 : to join or fit together : COUPLE 3 a : to join together as mates b : to provide a mate for ~ *vi* 1 : to become mated (gears that ~ well) : COPULATE

ma-té or **ma-te** \mä-'tä-\ *n* [F & AmerSp; F *maté*, fr. AmerSp *maté*, vessel for drinking it, fr. Quechua *matí* vessel] (1758) 1 : a like beverage drunk esp. in So. America 2 : a So. American shrub tree (*Ilex paraguariensis*) of the holly family whose leaves and shoots are used in making maté; also : these leaves and shoots

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