

TRADEMARK LAW OFFICE: 105
Serial No. 76/539,284
Mark: CES
Attorney Docket No.: BHT/3227-21

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

Applicant : CES CORPORATION
Opposition No. : **91160974**
Serial No. : 76/539,284
Filed : August 7, 2003
Mark : CES
Trademark Examining Attorney : Lalita Greet, Legal Assistant
Law Office : 105
Docket No. : BHT/3227-21

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

ANSWER

Sir:

Applicant, CES Corporation, answers the allegation of Opposer, Consumer Electronics Association, as follows:

1. CES Corporation is without knowledge or information sufficient to form a belief as to the truth of this allegation.
2. CES Corporation is without knowledge or information sufficient to form a belief as to the truth of this allegation.



08-02-2004

3. CES Corporation is without knowledge or information sufficient to form a belief as to the truth of this allegation.
4. CES Corporation is without knowledge or information sufficient to form a belief as to the truth of this allegation.
5. CES Corporation is without knowledge or information sufficient to form a belief as to the truth of this allegation.
6. CES Corporation is without knowledge or information sufficient to form a belief as to the truth of this allegation.
7. CES Corporation admits this allegation.
8. CES Corporation is without knowledge or information sufficient to form a belief as to the truth of this allegation.
9. CES Corporation denies that any likelihood of confusion exists between Applicant's mark and any of the marks in Registration Nos. 1,296,762 and 1,296,762, or application no. 76/541,066. The dissimilarities between Applicant's mark, CES (stylized), and all of Opposer's marks in appearance, sound, connotation and commercial impression, would prevent any likelihood that the use of Applicant's mark, when used on or in connection with the goods in Applicant's application, would cause confusion, mistake or deception as to the origin of Applicant's goods, or Opposer's services. CES Corporation denies that Opposer will be damaged if CES Corporation is permitted to register "CES" (stylized).

10. CES Corporation is without knowledge or information sufficient to form a belief as to the truth of this allegation.
11. CES Corporation is without knowledge or information sufficient to form a belief as to the truth of this allegation.
12. CES Corporation denies that any dilution of the goodwill created by Opposer would occur.

CES Corporation, therefore, prays that this Opposition be terminated and that trademark application Serial No. 76/539,284 be passed to registration.

Date: August 2, 2004



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Serial No. 76/539,284

Opposition No.: 91160974

CERTIFICATE OF SERVICE

I hereby certify that this correspondence is being deposited by FEDERAL EXPRESS, in a Prepaid envelope addressed to: D. Peter Hochberg, Esp., D. PETER HOCHBERG CO., L.P.A., The Baker Building, 6th Floor, 1940 East 6th Street, Cleveland, Ohio, 44114.

Date: August 2, 2004



Bruce H. Troxell
Attorney for CES Corporation



TTAB

Trademark Trial And Appeal Board
Opposition No. 91160974
Mark: CES
Attorney Docket No.: 3227-21

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

CONSUMER ELECTRONICS ASSOCIATION) Opposition No. 91160974
Opposer,) Serial No.: 76/539,284
v.) Mark: CES
CES CORPORATION)
Applicant.)

BOX TTAB NO FEE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

TRANSMITTAL COVER SHEET

Sir:

Transmitted herewith for filing are the following:

- 1. APPLICANT'S ANSWER TO OPPOSER'S NOTICE OF OPPOSITION.
2. Certificate of Service.

The Commissioner is hereby authorized to charge any fees which may be required for the filing of this document to Deposit Account No. 501874.

Respectfully submitted,

Date: August 2, 2004

[Handwritten signature]

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