

ESTTA Tracking number: **ESTTA65494**

Filing date: **02/08/2006**

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	Academy of International Business		
Entity	Unincorporated association	Citizenship	Michigan
Address	7 Eppley Center MICHIGAN STATE UNIVERSITY East Lansing, MI 48824-1121 UNITED STATES		

Attorney information	Mary M. Moyne McLEOD & MOYNE, P.C. 2190 Commons Parkway Okemos, MI 48864 UNITED STATES mclmyn@comcast.net Phone:517-347-4100
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Applicant Information

Application No	78624734	Publication date	01/10/2006
Opposition Filing Date	02/08/2006	Opposition Period Ends	02/09/2006
Applicant	AIBE 983 Woodland Drive Turlock, CA 953827281 UNITED STATES		

Goods/Services Affected by Opposition

Class 041. All goods and services in the class are opposed, namely: Publication of an academic, scholarly research journal

Related Proceedings	Opposition No. 91167879
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Attachments	210-3 - Notice of Opposition.pdf (3 pages)
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Signature	/Mary M. Moyne/
Name	Mary M. Moyne
Date	02/08/2006

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

In the matter of trademark application Serial No. 78/624,734

Filed May 6, 2005

For the mark INTERNATIONAL JOURNAL OF BUSINESS STUDIES (IJBS)

Published in the Official Gazette on January 10, 2006

Academy of International Business)	
Opposer,)	
)	Opposition No.
v.)	
)	
AIBE)	
Applicant.)	

NOTICE OF OPPOSITION

Opposer, the Academy of International Business, an unincorporated association having a principal place of business at 7 Eppley Center, Michigan State University, East Lansing, Michigan 48824-1121 believes that it will be damaged by registration of the mark INTERNATIONAL JOURNAL OF BUSINESS STUDIES (IJBS) as shown in trademark application Serial No. 78/624,734 in International Class 41 and hereby opposes the same.

The grounds for opposition are as follows:

1. At least as early as 1976 and since long prior to the filing date of the intent-to-use U.S. trademark Application Serial No. 78/624,734, Opposer has continuously used, in interstate commerce, the marks JOURNAL OF INTERNATIONAL BUSINESS STUDIES and JIBS as trademarks for its journals covering international business. Opposer intends to continue use of the marks JOURNAL OF INTERNATIONAL BUSINESS STUDIES and JIBS in connection with the above goods.
2. Since the initial use of the aforementioned trademarks, Opposer has thus built up extensive

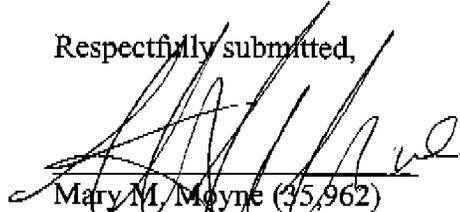
goodwill and a valuable reputation in connection with the journals under the trademarks JOURNAL OF INTERNATIONAL BUSINESS STUDIES and JIBS.

3. As a result of the above use of the trademarks, Opposer has developed substantial common law rights in the marks JOURNAL OF INTERNATIONAL BUSINESS STUDIES and JIBS.
4. Notwithstanding Opposer's long prior and continuous rights in and to the trademarks JOURNAL OF INTERNATIONAL BUSINESS STUDIES and JIBS, Applicant, on information and belief, on May 6, 2005, filed an application for registration of the trademark INTERNATIONAL JOURNAL OF BUSINESS STUDIES (IJBS) for publication of scholarly/academic research journal in Class 41, based on an intent-to-use the mark in interstate commerce. The application as filed included the following disclaimer: NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "INTERNATIONAL JOURNAL OF BUSINESS STUDIES (IJBS)" APART FROM THE MARK AS SHOWN. The application was assigned Serial No. 78/624,734. The identification of goods and/or services was amended by Examiner's amendment to publication of an academic, scholarly research journal, in International Class 41. The disclaimer was also amended by Examiner's amendment to disclaim only the phrase "INTERNATIONAL JOURNAL OF BUSINESS STUDIES". The mark was published for opposition in the Official Gazette on January 10, 2006.
5. Applicant's mark, INTERNATIONAL JOURNAL OF BUSINESS STUDIES (IJBS), so closely resembles in appearance, connotation and sound, Opposer's previously and continuously used marks JOURNAL OF INTERNATIONAL BUSINESS STUDIES and JIBS, that when Applicant's mark is used on or in connection with the services of Applicant,

Applicant's mark is likely to cause confusion, mistake, or to deceive, resulting in damage or detriment to Opposer and its reputation.

WHEREFORE, Opposer believes it will be damaged by the registration of trademark application Serial No. 78/624,734 and prays that the Opposition be sustained and that no registration be issued thereon to Applicant.

Respectfully submitted,



Dated: February 6, 2006

Mary M. Moyne (35,962)
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