

Express Mailing Label No.: EV 695 611 374 US

Date of Deposit: November 22, 2005

TTAB

TRADEMARKS

Attorney Docket No. 26451-901

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

Project Lead The Way, Inc.)

Opposer,)

v.)

Opposition No. _____

Board of Regents of the)
University System of Georgia,)

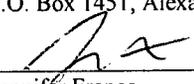
2,221,969/75230614

Applicant.)

CERTIFICATE OF EXPRESS MAIL

37 C.F.R. § 1.10

I hereby certify that this paper is being deposited with the U.S. Postal Service "Express Mail Postal Office to Addressee" service pursuant to 37 C.F.R. § 1.10, under Express Mail Label Number EV 695 511 374 US, on November 22, 2005, by being handed to a postal clerk, and is addressed to the Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451.


Jennifer Franco

TRANSMITTAL LETTER

Sir:

Transmitted herewith for filing in the above-identified registration are the following:

- (1) NOTICE OF OPPOSITION;
- (2) CHECK IN THE AMOUNT OF \$300 FOR REQUISITE FEE FOR NOTICE OF OPPOSITION FOR EACH CLASS; AND
- (3) RETURN POST CARD.

Should any of the items listed above not be included in this submission, the Office is respectfully requested to contact the undersigned.

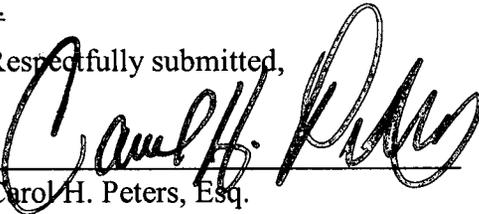
If the enclosed check is not sufficient to cover the requisite fees due, the Commissioner is hereby authorized to charge the balance required to the deposit account of the undersigned,



11-25-2005

Deposit Account 50-0311, referencing Attorney Docket No. 26451-901. A duplicate copy of this Transmittal Letter is enclosed for this purpose.

Respectfully submitted,



Carol H. Peters, Esq.
Mintz, Levin, Cohn, Ferris
Glovsky and Popeo, P.C.
Attorneys for Applicant
One Financial Center
Boston, MA 02111
Telephone: 617/348-4914
Facsimile: 617-542-2241
email: cpeters@mintz.com

Date: November 22, 2005

TRA 2095990v.1

Notice of Opposition
Serial No. 76/511,315
Mark: LEADING THE WAY

Applicant, the Board of Regents of the University System of Georgia, Department of State Government, having a place of business at 270 Washington Street, SW, Atlanta, Georgia 30334, filed application Serial No. 76/511,315 for Class 41 services, including “educational services in the nature of courses at the university level.” The application was published for opposition in the Official Gazette on May 31, 2005. Opposer requested, and was granted, extensions of time to file this opposition, until November 27, 2005. Opposer hereby opposes the registration thereof.

As grounds of opposition, it is alleged that:

1. Opposer, since 1996 or earlier, has been, and is now, using the mark PROJECT LEAD THE WAY[®] covered under Registration No. 2,221,969 in connection with Class 41 services including: “comprehensive program including advanced technology and science-based education training to public secondary school teachers in order to offer more advanced technical training in pre-engineering, information systems and other technology areas to secondary students to prepare them for post-secondary education in these fields . . .” (See identification of services recited in Registration No. 2,221,969.) Use has been valid and continuous since 1996 or earlier and has not been abandoned. The mark PROJECT LEAD THE WAY[®] is symbolic of extensive goodwill and consumer recognition built up by Opposer through substantial amounts of time and effort in marketing, promoting, advertising and sales activities. A representative sample of such activities includes web pages from Opposer’s web site accessed via the URL www.pltw.org, which are attached to this Notice as Exhibit A.

Notice of Opposition
Serial No. 76/511,315
Mark: LEADING THE WAY

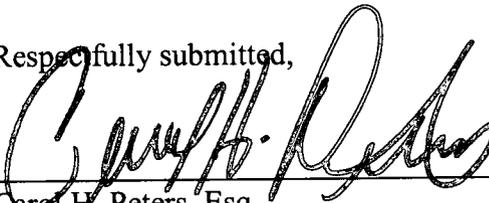
2. Consumer recognition of Opposer's PROJECT LEAD THE WAY® mark is evident from the information and content of its website at www.pltw.org.
3. Applicant's mark LEADING THE WAY is substantially similar to Opposer's mark PROJECT LEAD THE WAY® and will be used for related services that are marketed and advertised to the same or similar customers, in the same or similar industries, and sold or provided through the same or similar channels of trade.
4. Applicant's mark LEADING THE WAY so resembles Opposer's mark PROJECT LEAD THE WAY® as to be likely to cause confusion or mistake or to deceive potential consumers as to the source of services provided under the respective marks, thereby causing loss, damages, and injury to Opposer, diluting the value and source and identifying power of Opposer's PROJECT LEAD THE WAY® mark, and disparaging and falsely suggesting a connection, association, or other affiliation between Opposer and Applicant and their respective products.
5. Opposer will be damaged by the Applicant's registration of the mark LEADING THE WAY for "educational services in the nature of courses at the university level" in Class 41, and thereby opposes the registration of that mark for the noted services.

WHEREFORE, Opposer prays that the U.S. Trademark Trial and Appeal Board sustains this Notice of Opposition, denies registration of the LEADING THE WAY service mark Applicant has filed under application Serial No. 76/511,315, and renders judgment in favor of Opposer.

Notice of Opposition
Serial No. 76/511,315
Mark: LEADING THE WAY

Enclosed is a check in the amount of \$300 for the requisite fee to file this Notice of Opposition. Should the check be insufficient, the Commissioner is hereby authorized to charge Deposit Account No. 50-0311, Referencing Attorney Docket No. 26451-901, for all fees due in connection with this submission. All correspondence concerning this matter should be addressed to Carol H. Peters, Esq. in care of Mintz Levin Cohn Ferris Glovsky and Popeo, P.C., One Financial Center, Boston, MA 02111.

Respectfully submitted,



Carol H. Peters, Esq.
MINTZ, LEVIN, COHN, FERRIS
GLOVSKY and POPEO, P.C.
One Financial Center
Boston, MA 02111
Telephone 617/348-1805
Facsimile 671/542-2241
e-mail: ajmirabito@mintz.com
Attorneys for Opposer

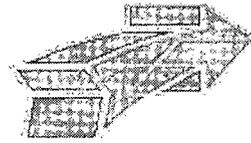
Date: November 22, 2005

TRA 2095771v.1

Notice of Opposition
Serial No. 76/511,315
Mark: LEADING THE WAY

EXHIBIT A

Home | About Us | Contact Us | FAQ | Media & Info | Teachers | Counselors | Schools | Parents & Students
 Affiliates



becoming a pltw state or regional affiliate

Our Affiliates Q an

Overview

Project Lead The Way (PLTW), a not for profit organization partnering with the public schools, organizations in the private sector, and higher engineering/engineering technology institutions to promote pre-engineering courses in the nation's high schools and an integrated math, science, technology curriculum in the middle schools, is seeking applicants among colleges/universities that are interested in joining PLTW by becoming State or Regional Affiliates.

Invitation: Please learn more about our cutting edge, engineering and engineering technology program that is sweeping the country from New York to California. The program offers a dynamic curriculum and hands-on pedagogy, a direct link to Rochester Institute of Technology and other affiliates nationwide, end-of-course examinations, a unique website, coordination throughout the country, recognition of Exemplary High Schools and Students, and a self-sustaining program through a variety of revenue sources. PLTW is eager to answer your questions and to assist you in completing your application.

For More Information Contact:

Richard Grimsley
 Director of University Initiatives
 Project Lead The Way
 747 Pierce Rd
 Clifton Park, NY 12065
 richard.grimsley@att.net

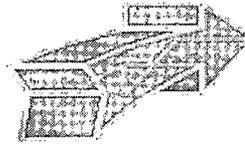
Key Elements A state or regional affiliate will provide or coordinate the following in the delivery of the PLTW program:

- Assessment and Pre-summer Institute Training
- Summer Institute for Teachers within the state/region or from other states/regions
- Ongoing Teacher Training
- College credit for secondary school teachers and secondary school students

Benefits of Joi

- Direct link to PLTW partners nationwide
- Ongoing assistance involvement with PLTW coordination and planning
- Direct link to high schools participating in PLTW
- Direct involvement in a unique, rapidly expanding national program
- Use of PLTW course/training materials with full-time/part-time college students
- Public relations opportunities to focus attention on programs/ courses
- Increased college enrollment
- Tuition from second students taking PLTW courses for college credit
- Tuition from second teaching staff enrollment college's/university's program
- Outside funding sources (grants)

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about project lead the way - An Overview

PLTW has developed a four year sequence of courses which, when combined with college preparatory mathematics and science courses in high school, introduces students to the scope, rigor and discipline of engineering and engineering technology prior to entering college. The courses are:

- Introduction to Engineering Design
- Digital Electronics
- Principles of Engineering
- Computer Integrated Manufacturing
- Civil Engineering and Architecture
- Biotechnical Engineering (in development)
- Aerospace Engineering (in development)
- Engineering Design and Development



Introduction at this level will attract more students to engineering, and will allow students, while still in high school, to determine if engineering is the career they desire. Students participating in PLTW courses are better prepared for college engineering programs and more likely to be successful, thus reducing the attrition rate in these college programs, which currently exceeds 50% nationally.

A critical component of the Project Lead The Way program is its comprehensive teacher training model. The curriculum these teachers are required to teach utilizes cutting edge technology and software requiring specialized training. Ongoing training supports the teachers as they implement the program and provides for continuous improvement of skills.

Understanding that another key to success is awareness, PLTW makes a concerted effort to inform school counselors through counselor conferences, brochures and videotapes about the benefits of the program, as well as the wide array of technology jobs and careers available to students who enter the field upon graduation from high school and college.

In addition, PLTW has developed an exciting Middle School Technology Curriculum: Gateway To Technology. This project-based, cutting edge curriculum is 40 weeks in length and is divided into four 10-week units from the following: Design and Modeling; The Magic of Electrons; The Science of Technology; Automation and Robotics; three new units in development: Environmental Engineering, Energy and the Environment, and Aerospace Engineering. Designed for all students, the units address national standards in math, science and technology. One of the goals is to increase interest and awareness of female and minority students in technology and related careers. Gateway To Technology will also encourage increasing numbers of students to elect the high school program.

Related Links

Overview
Our Goals
High School Program
Middle School Program
Core Values
Board of Directors
Directors
State Leaders
Central Staff

Latest news

We are pleased to announce enhancements to the Autodesk Software Pack
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Forging new generations of engineers

PLTW Netw

Registered Tea

Schools/District

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State Leaders & Affiliate Dir

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Fast Facts

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Colleges, Universities
Affiliates & Partners



Schools
in the PLTW
Network

PLTW Bulletins

PLTW in the news

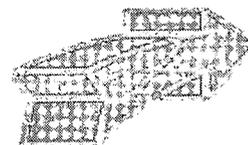
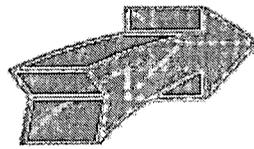
Project Lead The Way seeks to create dynamic partnerships with our nation's schools to prepare an increasing and more diverse group of students to be successful in engineering and engineering technology programs

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Learn more by reviewing samples of the curriculum on this website and the PLTW/School Agreement.

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 Affiliates



pltw affiliate/partner colleges and universities

Project Lead The Way, Inc. is proud to announce the expansion of its training program through the addition of new National Affiliates.

Using PLTW-trained master teachers and professors, all National Affiliates offer in more convenient locations the same quality summer training and ongoing teacher training program during the school year. Affiliates also provide college credit opportunities for secondary school teachers and secondary school students in certified schools. Additional affiliates will be joining the PLTW Network next year.

If you would like to become a Project Lead The Way National Affiliate, go here to find out how.

Have questions about the program? Check out our question and answer section for colleges and universities.



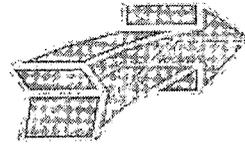
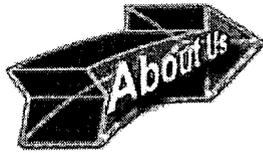
Please click the logo below to find information on the National Affiliate you are interested in.

 Rochester Institute Of Technology	 PURDUE UNIVERSITY	 UNIVERSITY OF HOUSTON Learning. Leading.	 Duke UNIVERSITY
 San Diego State University	 UNIVERSITY OF NEW HAVEN	 PENNSYLVANIA STATE UNIVERSITY Berks Lehigh Valley	 UNIVERSITY OF SOUTH FLORIDA
 WEBER STATE UNIVERSITY	 UNIVERSITY OF SOUTH CAROLINA	 University of Colorado- Colorado Springs	 New Jersey Institute Of Technology
 OLD DOMINION UNIVERSITY	 NHTI Concord's Community College New Hampshire Technical Institute	 AN HONORS UNIVERSITY IN MARYLAND	 South Seattle Community College

 <p>ARKANSAS TECH UNIVERSITY 1909</p>	 <p>MSOE Milwaukee School of Engineering</p>	 <p>Sinclair Community College</p>	 <p>DeVry Univers</p>
 <p>UMR UNIVERSITY OF MISSOURI-ROLLA</p>	 <p>OIT Oregon Institute of Technology</p>	 <p>UNIVERSITY OF ILLINOIS CHICAGO • SPRINGFIELD • URBANA-CHAMPAIGN</p>	
 <p> WPI</p>			

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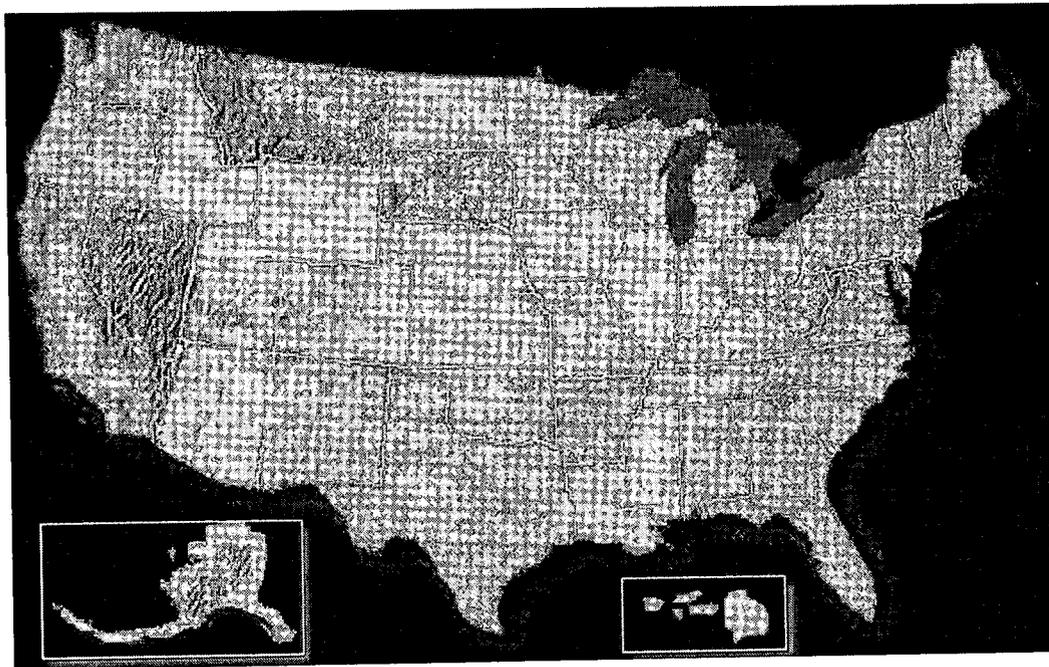
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Affiliates



pltw network of schools

**For A List Of Schools in the PLTW Network Please Click
On Your State**

Shaded areas indicate states with schools in the PLTW network



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Overview
Our Goals
Strategic Objectives
Strategic Action Plan
Core Values
Board of Directors
Directors
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Central Staff

Latest news

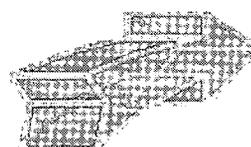
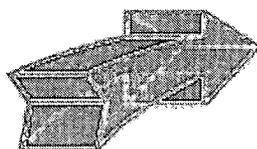
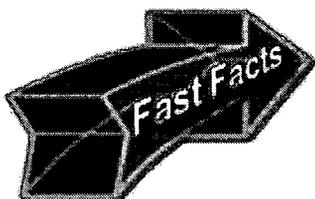
We are pleased to ann enhancements to the Autodesk Software Pa
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frequently asked questions for colleges & universities

Which students benefit from taking PLTW courses in high school?

The top 80% of students in school who like math, science, computers, and hands-on learning and who may be interested in engineering and technology are encouraged to enroll in one or more PLTW courses. As new courses are introduced, other students' interests will be satisfied, such as in biotechnology and civil engineering/architecture.

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How might colleges assess the rigor of the pre-engineering courses?

Four of the present five PLTW courses are similar to courses taken in many colleges. These courses have been designed by educators in colleges/universities and high schools. Samples of the curriculum may be reviewed on this website. [\(More\)](#)

How might colleges recognize PLTW students in the admissions process?

Students who have taken PLTW courses and/or received transcribed college credit have demonstrated their commitment to a rigorous, challenging program. They are prime candidates for your college or university. If they are enrolling in your engineering program, invite them to interview with the head of that program to discuss what they have learned and what college courses would be appropriate. Accept their transcribed college credit as part of their engineering program or as elective courses.

What is the Community College Associates Program?

Under a new agreement, PLTW Associate Community Colleges agree to offer a minimum of five (5) courses, worth three credits, to students enrolled in the college program. This provides an opportunity for students who enroll in or take all PLTW courses in high school to take them in the community college and to receive college credit there. [See more.](#)

How well do PLTW students do in engineering courses in college?

Because they have experienced a pre-engineering program in high school, they know the challenges and requirements of the program. Our ongoing studies indicate that they have a higher chance of remaining in and graduating from the program, unlike the 50% of entering high school students who drop out of the typical engineering program during their first year.

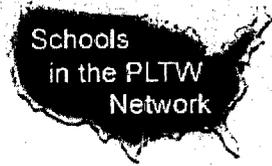
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Forging new generations of engineers

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 Schools in the Network
 PLTW Chapters
 State Leaders & Affiliates
 Key Dates

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- Colleges, Universities
Affiliates & Partners



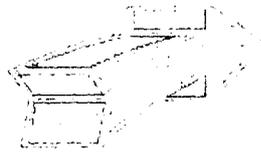
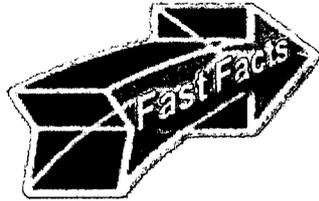
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How might you attract PLTW students to your program?

Offer competitive scholarships, as Clarkson University does, to PLTW students. Accept the transcribed colle:

 **How might your college/university become an affiliate training center for the PLTW program?**

PLTW welcomes your interest in joining our network of schools and colleges/universities. We invite you to retu
Homepage, click on Colleges/Universities, and click on Becoming an Affiliate.

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 WEBER STATE UNIVERSITY	 UNIVERSITY OF SOUTH CAROLINA	 University of Colorado-Colorado Springs	 New Jersey Institute of Technology
 OLD DOMINION UNIVERSITY	 NHTI Concord's Community College New Hampshire Technical Institute	 UMBC AN HONORS UNIVERSITY IN MARYLAND	 South Seattle Community College



Milwaukee School
of Engineering



Sinclair
Community
College

DeVry
Univers

UMR
UNIVERSITY OF MISSOURI-ROLLA

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