

ESTTA Tracking number: **ESTTA104159**

Filing date: **10/13/2006**

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	HOSHINO GAKKI CO., LTD
Granted to Date of previous extension	10/15/2006
Address	No. 22, 3-chome, Shumoku-cho Higashi-ku, Nagoya Aichi, 461-8717 JAPAN

Domestic Representative	Douglas R. Wolf Attorney for Opposer Wolf, Greenfield & Sacks, P.C. 600 Atlantic Avenue Boston, MA 02210-2206 UNITED STATES drwtrademarks@wolfgreenfield.com,cactrademarks@wolfgreenfield.com Phone:(617) 646-8000
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**Applicant Information**

Application No	76629488	Publication date	04/18/2006
Opposition Filing Date	10/13/2006	Opposition Period Ends	10/15/2006
Applicant	Stanley World, Ltd. c/o Joseph Young Associates, Ltd. 18 Hook Mountain Road Pine Brook, NJ 070589785 UNITED STATES		

**Goods/Services Affected by Opposition**

Class 015. All goods and services in the class are opposed, namely: GRIPS AND HANDLES FOR GUITARS AND OTHER STRINGED INSTRUMENTS
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Signature	/drw/
Name	Douglas R. Wolf
Date	10/13/2006

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

Applicant: Stanley World, Ltd.  
Serial No.: 76/629488  
Filing Date: January 27, 2005  
Mark: MONKEY GRIP  
Published: April 18, 2006

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**NOTICE OF OPPOSITION**

This Notice of Opposition relates to the application of Stanley World, Ltd. ("Stanley"), of Pine Brook, New Jersey, in International Class 15, shown in Application Serial No. 76/629488, filed on January 27, 2005, and published in the Official Gazette on April 18, 2006.

Hoshino Gakki Co., Ltd. ("Hoshino"), organized and existing under the laws of Japan, having a place of business at No. 22, 3-chome, Shumoku-cho, Higashi-ku Nagoya, Japan 461-8717, believes that it will be damaged by registration of MONKEY GRIP and hereby opposes the same.

The grounds for opposition are as follows:

1. Hoshino is a company duly organized under the laws of Japan, having a place of business at No. 22, 3-chome, Shumoku-cho, Higashi-ku Nagoya, Japan 461-8717.
2. Hoshino is involved in the manufacture and sale of stringed guitars and has been marketing guitars since 1987 with a unique grip and handle design described as a "monkey grip."
3. Hoshino has sold its guitars extensively throughout the United States and has promoted and advertised its unique handle design as a "monkey grip" feature of its guitar.
4. By virtue of its efforts, and the expenditure of considerable sums for promotional activities, the guitar industry trade has come to refer to certain style guitar grips and handles as "monkey grip."

5. Stanley seeks to register MONKEY GRIP as a trademark for “grips and handles for guitars and other stringed instruments.”

6. Stanley’s mark consists of a mark which, when applied to Stanley’s goods, is merely descriptive in that the mark is a common term used to describe goods of the nature involved herein.

7. Hoshino’s goods are identical to those recited in Stanley’s application, and Hoshino has a valid and legal right to use the term sought to be registered by Stanley to describe its goods.

8. If Stanley is granted the registration herein opposed, it would thereby obtain at least a prima facie exclusive right to the use of its mark. Such registration would be a source of damage and injury to Hoshino which uses “monkey grip” extensively to describe a type of guitar grip and handle.

WHEREFORE, Hoshino believes it will be damaged by the application for registration and prays that this Opposition be sustained in favor of Hoshino.

Respectfully submitted,

By 

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Attorneys for Opposer  
Hoshino Gakki Co., Ltd.

Date: October 13, 2006