

ESTTA Tracking number: **ESTTA171625**

Filing date: **10/30/2007**

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 parties oppose registration of the indicated application.

Opposers Information

Name	Bridgestone Corporation
Granted to Date of previous extension	01/09/2008
Address	10-1 Kyobashi 1-chomeChuo-ku Tokyo, JAPAN
Party who filed Extension of time to oppose	Bridgestone Corporation, BFS Brands, LLC, Bridgestone Firestone North American Tire, LLC Bridgestone Corporation, BFS Brands, LLC, Bridgestone Firestone North American Tire, LLC
Relationship to party who filed Extension of time to oppose	There are three Opposers in this proceeding. The TTAB site requires that they be entered separately. Bridgestone Corporation is one of the three Opposers

Name	Bridgestone Firestone North American Tire, LLC		
Entity	Limited Liability Company	Citizenship	Delaware
Address	535 Marriot Drive Nashville, TN 37214 UNITED STATES		

Name	BFS Brands, LLC		
Entity	Limited Liability Company	Citizenship	Delaware
Address	535 Marriot Drive Nashville, TN 37214 UNITED STATES		

Attorney information	Cynthia Clarke Weber 2100 Pennsylvania Avenue, NW Washington, DC 20037 UNITED STATES tm@sughrue.com, mwhite@sughrue.com Phone:202-663-7927
----------------------	--

Applicant Information

Application No	79038316	Publication date	09/11/2007
Opposition Filing Date	10/30/2007	Opposition Period Ends	01/09/2008
International Registration No.	0923689	International Registration Date	03/01/2007
Applicant	SHANDONG SANTAI RUBBER CO., LTD.		

	Rubber Industrial Zone Dawang Town, Guangrao County Shandong Province, CHINA
--	--

Goods/Services Affected by Opposition

Class 012. All goods and services in the class are opposed, namely: Vehicle wheel tyres; inner tubes for pneumatic tyres; vehicle inner tyres
--

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	1340354	Application Date	09/25/1984
Registration Date	06/11/1985	Foreign Priority Date	NONE
Word Mark	BRIDGESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1980/01/00 First Use In Commerce: 1980/01/00 CALCULATORS Class 014. First use: First Use: 1980/01/00 First Use In Commerce: 1980/01/00 CLOCKS, WATCHES Class 016. First use: First Use: 1980/01/00 First Use In Commerce: 1980/01/00 LETTER OPENERS, PENS, PENCILS, ADDRESS BOOKS, CLIPBOARDS Class 018. First use: First Use: 1980/01/00 First Use In Commerce: 1980/01/00 WALLETS, TOTE BAGS, AND KEY FOBS Class 020. First use: First Use: 1980/01/00 First Use In Commerce: 1980/01/00 DESKS, DIRECTOR'S CHAIRS, SEAT CUSHIONS Class 021. First use: First Use: 1980/01/00 First Use In Commerce: 1980/01/00 INSULATED PICNIC COOLERS, JUGS, AND MUGS Class 034. First use: First Use: 1980/01/00 First Use In Commerce: 1980/01/00 CIGARETTE LIGHTERS, ASHTRAYS		

U.S. Registration No.	1342473	Application Date	11/14/1984
Registration Date	06/18/1985	Foreign Priority Date	NONE
Word Mark	BRIDGESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 012. First use: First Use: 1983/12/01 First Use In Commerce: 1983/12/01 [BICYCLES AND STRUCTURAL PARTS THEREOF;] TIRES [INNER TUBES AND WHEELS FOR VEHICLES,]		

U.S. Registration No.	1664213	Application Date	09/04/1990
Registration Date	11/12/1991	Foreign Priority Date	NONE
Word Mark	BRIDGESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 1984/03/16 First Use In Commerce: 1984/04/01 golf balls, golf clubs, golf bags and tennis rackets		

U.S. Registration No.	1817733	Application Date	03/12/1993
Registration Date	01/25/1994	Foreign Priority Date	NONE
Word Mark	BRIDGESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 007. First use: First Use: 1992/12/18 First Use In Commerce: 1992/12/18 machine parts; namely, holders for machine tools		

U.S. Registration No.	2220423	Application Date	12/11/1997
Registration Date	01/26/1999	Foreign Priority Date	NONE
Word Mark	BRIDGESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 017. First use: First Use: 1984/04/01 First Use In Commerce: 1984/04/01 Rubber dock fenders, non-metallic hose pipes and rubber bearings		

U.S. Registration No.	2220424	Application Date	12/11/1997
Registration Date	01/26/1999	Foreign Priority Date	NONE
Word Mark	BRIDGESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 007. First use: First Use: 1984/04/01 First Use In Commerce: 1984/04/01 Conveyor belts		

U.S. Registration No.	2238510	Application Date	12/11/1997
Registration Date	04/13/1999	Foreign Priority Date	NONE
Word Mark	BRIDGESTONE		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 020. First use: First Use: 1984/04/01 First Use In Commerce: 1984/04/01 Glass fiber reinforced plastic storage tanks, sold empty, for the storage of water, for both domestic and industrial use

U.S. Registration No.	2886688	Application Date	10/03/2003
Registration Date	09/21/2004	Foreign Priority Date	NONE
Word Mark	BRIDGESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 012. First use: First Use: 1928/00/00 First Use In Commerce: 1956/12/31 TIRES; WHEELS FOR VEHICLES; INNER TUBES, RIMS AND COVERS FOR VEHICLE WHEELS; INNER TUBES FOR VEHICLE TIRES; PARTS AND FITTINGS FOR ALL THE AFORESAID GOODS		

U.S. Registration No.	3276236	Application Date	06/10/2004
Registration Date	08/07/2007	Foreign Priority Date	NONE
Word Mark	BRIDGESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 014. First use: First Use: 2002/08/00 First Use In Commerce: 2002/08/00 Clocks incorporating radios; jewelry, jewelry charms, pendants, pins being jewelry, cufflinks; key holders of precious metals; silver and gold ware, namely cups, dishes, plates saucers; pepper pots of precious metal, sugar bowls of precious metal, salt shakers of precious metal, egg cups of precious metal, napkin holders of precious metal, napkin rings of precious metals, trays and toothpick holders of precious metal; needle cases of precious metal; candlesticks and candle extinguishers of precious metal; jewel cases of precious metal; vases of precious metal; memorial cups of precious metal, memorial stands of precious metal, ornaments of precious metal; purses of precious metal; paste jewelry; shoe ornaments of precious metal; chronometric instruments, namely, clocks, watches; smokers' articles of precious metal, namely ashtrays; drinking cups of precious metal</p> <p>Class 024. First use: First Use: 2002/08/00 First Use In Commerce: 2002/08/00 Fabrics for the manufacture of clothing and flags; mosquito nets; bed sheets, quilts, pillowcases, bed, receiving, and textile printers blankets; table napkins of textile, non-fitted furniture coverings of textile, fabric table runners, wall tapestry of textile, fabric bed covers, curtains; labels of textile; cloth and fabric flags; handkerchiefs; towels</p> <p>Class 025. First use: First Use: 2002/08/00 First Use In Commerce: 2002/08/00 Clothing, namely, T-shirts, shirts, sweaters, sweatshirts, jackets, wind-resistant jackets, coats, trousers, slacks, shorts, socks, overalls, aprons, gloves, mittens; footwear; caps, hats, visors</p> <p>Class 028. First use: First Use: 2002/08/00 First Use In Commerce: 2002/08/00</p>		

	Computer video game machines for use in homes and commercial arcades; toys, namely model cars, baby multiple-activity, bath, bathtub, bendable, cat, construction, crib, disc-toss, dog, drawing, electric-action, fantasy-character, flying-saucer, infant-action crib, infant, inflatable, mechanical, mechanical-action, music-box, and musical toys; party favors in the nature of small toys; pet, plush, pop-up, printing, pull, punching, push, ride-on, sand, sandbox, sketching, soft-sculpture plush, squeeze, stuffed, talking, and tossing-disc toys; toys designed to be attached to car seats, strollers, cribs, and high chairs; transforming robotic, water-squirting, wind-up, wind-up walking toys; model toy vehicles; sports and sporting equipment, articles and accessories, namely, tennis balls, tennis rackets, tennis grip tape; apparatus for use in golfing, namely golfing club heads, golfing club head covers; golf club bags; trolley bags for golf equipment; golf clubs; golf putters; golf gloves; golf balls, golf-club grips and golf-club shafts
--	--

U.S. Registration No.	1359304	Application Date	09/25/1984
Registration Date	09/10/1985	Foreign Priority Date	NONE
Word Mark	BRIDGESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1978/01/00 First Use In Commerce: 1978/01/00 CLOTHING, NAMELY, [SWEATERS,] JUMPSUITS, JACKETS, SHIRTS, VESTS, HATS, CAPS, SHOES, BELTS, AND GLOVES		

U.S. Registration No.	2607465	Application Date	10/12/2001
Registration Date	08/13/2002	Foreign Priority Date	NONE
Word Mark	BRIDGESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 012. First use: First Use: 1983/10/05 First Use In Commerce: 1983/11/10 Tires and inner tubes therefor		

U.S. Registration No.	2969687	Application Date	12/29/2004
Registration Date	07/19/2005	Foreign Priority Date	NONE
Word Mark	BRIDGESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 006. First use: Metal wire, cording, beading, springs and fiber for use in tires for aircraft, vehicles and motorcycles		

U.S. Registration No.	1857555	Application Date	09/24/1993
Registration Date	10/11/1994	Foreign Priority	NONE

		Date	
Word Mark	BRIDGESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1987/10/01 First Use In Commerce: 1987/10/01 golf clinic apparatus comprised of video cameras, computer processor, computer programs and video monitor		

U.S. Registration No.	3085843	Application Date	07/29/2003
Registration Date	04/25/2006	Foreign Priority Date	NONE
Word Mark	BRIDGESTONE AIRCRAFT TIRES		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 037. First use: First Use: 2003/09/29 First Use In Commerce: 2003/09/29 Providing advice and information relating to the repair, replacement and maintenance of aircraft tires and parts and fittings therefor Class 040. First use: First Use: 2003/09/29 First Use In Commerce: 2003/09/29 Providing technical advice and information relating to the custom manufacture of aircraft tires and parts and fittings therefor Class 042. First use: First Use: 2003/09/29 First Use In Commerce: 2003/09/29 Providing technical consultation and research relating to the manufacture and use of aircraft tires and parts and fittings therefor		

U.S. Registration No.	3274342	Application Date	08/10/2005
Registration Date	08/07/2007	Foreign Priority Date	06/03/2005
Word Mark	BRIDGESTONE MULTI AIR CHAMBER WHEEL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 012. First use: automobile wheels		

U.S. Registration No.	952683	Application Date	05/28/1971
Registration Date	02/06/1973	Foreign Priority Date	NONE
Word Mark	BRIDGESTONE V-STEEL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U035 (International Class 012). First use: First Use: 1970/04/24 First Use In Commerce: 1970/12/30 ALL KINDS OF RUBBER TIRES AND TUBES FOR AUTOMOBILES, AUTOBICYCLES, OR AND OTHER VEHICLES		

U.S. Registration No.	140804	Application Date	04/05/1920
Registration Date	03/29/1921	Foreign Priority Date	NONE
Word Mark	FIRESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U035 (International Class 007, 012, 017). First use: First Use: 1900/00/00 First Use In Commerce: 1900/00/00 Rubber Tires, Pneumatic [and Solid; Inner Tubes, Rubber-Impregnated Tire Building and Rebuilding Fabrics; Tire Accessories-Namely,] [Hook-On Boots, Lace-On Boots,] [Flaps, and Tire-Repair Air-Bags, Fabric and Rubber Repair-Patches, Tube-Patches in Sheet and Patch Form, and Reliners and Tire-Repair Gum Materials in Sheet Form-Namely, Tread-Gums, Cushion-Gums, Tube-Gums, Camel-Back-Tread Gums, and Combination-Gums]		

U.S. Registration No.	209064	Application Date	09/22/1924
Registration Date	02/16/1926	Foreign Priority Date	NONE
Word Mark	FIRESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U019 (International Class 012). First use: First Use: 1912/06/03 First Use In Commerce: 1912/06/03 VEHICLE WHEELS AND RIMS THEREFOR		

U.S. Registration No.	378189	Application Date	02/03/1940
Registration Date	05/28/1940	Foreign Priority Date	NONE
Word Mark	FIRESTONE TRANSPORT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U035 (International Class 012). First use: First Use: 1940/01/19 First Use In Commerce: 1940/01/19 RESILIENT VEHICLE TIRES AND TUBES OF RUBBER OR RUBBER COMPOSITION OR RUBBER AND FABRIC		

U.S. Registration No.	948402	Application Date	05/10/1971
Registration Date	12/12/1972	Foreign Priority Date	NONE
Word Mark	FIRESTONE		
Design Mark			
Description of Mark	NONE		

Goods/Services	Class U001 (International Class 001). First use: First Use: 1958/06/10 First Use In Commerce: 1958/06/10 RAW OR PARTLY PREPARED PLASTIC RESINS IN THE FORM OF POWDERS, GRANULES, PELLETS, OR CHIPS, FOR FURTHER USE IN THE INDUSTRIAL ARTS		
----------------	---	--	--

U.S. Registration No.	1178631	Application Date	02/15/1980
Registration Date	11/17/1981	Foreign Priority Date	NONE
Word Mark	FIRESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 1928/12/24 First Use In Commerce: 1928/00/00 Retail Tire and Automotive Store Services		

U.S. Registration No.	1387468	Application Date	08/29/1985
Registration Date	03/25/1986	Foreign Priority Date	NONE
Word Mark	FIRESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 012. First use: First Use: 1971/10/31 First Use In Commerce: 1971/10/31 VEHICLE TIRES AND INNER TUBES THEREFOR		

U.S. Registration No.	1445182	Application Date	12/12/1986
Registration Date	06/30/1987	Foreign Priority Date	NONE
Word Mark	FIRESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 019. First use: First Use: 1980/11/10 First Use In Commerce: 1980/11/10 ROOFING MEMBRANE SYSTEM CONSISTING OF RUBBER MEMBRANE, SEALER AND ADHESIVE SOLD AS A UNIT; AND RUBBER ROOFING MEMBRANE SOLD SEPARATELY		

U.S. Registration No.	1471665	Application Date	12/12/1986
Registration Date	01/05/1988	Foreign Priority Date	NONE
Word Mark	FIRESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 037. First use: First Use: 1980/09/30 First Use In Commerce: 1980/09/30		

	ROOFING SERVICES		
U.S. Registration No.	2223630	Application Date	04/07/1997
Registration Date	02/16/1999	Foreign Priority Date	NONE
Word Mark	FIRESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 037. First use: First Use: 1996/01/14 First Use In Commerce: 1996/01/14 providing, by means of an on-line computer network, information in the field of roofing and other building products		
U.S. Registration No.	2464005	Application Date	07/07/2000
Registration Date	06/26/2001	Foreign Priority Date	NONE
Word Mark	FIRESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 012. First use: First Use: 1896/01/31 First Use In Commerce: 1900/12/31 VEHICLE TIRES AND INNER TUBES THEREFOR		
U.S. Registration No.	2582878	Application Date	08/05/1999
Registration Date	06/18/2002	Foreign Priority Date	NONE
Word Mark	FIRESTONE POLYMERS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 017. First use: First Use: 2000/03/22 First Use In Commerce: 2000/03/22 SYNTHETIC SOLUTION RUBBER SOLD IN BULK FOR GENERAL MANUFACTURING USE		
U.S. Registration No.	2813281	Application Date	08/05/1999
Registration Date	02/10/2004	Foreign Priority Date	NONE
Word Mark	FIRESTONE POLYMERS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 017. First use: First Use: 2000/03/22 First Use In Commerce: 2000/03/22 NATURAL LATEX RUBBER AND PALE CREPE RUBBER SOLD IN BULK FOR GENERAL MANUFACTURING USE		

Attachments	73500964#TMSN.gif (1 page)(bytes) 74367406#TMSN.gif (1 page)(bytes) 75403971#TMSN.gif (1 page)(bytes) 75403972#TMSN.gif (1 page)(bytes) 75403964#TMSN.gif (1 page)(bytes) 78432861#TMSN.jpeg (1 page)(bytes) 73501245#TMSN.gif (1 page)(bytes) 76325019#TMSN.gif (1 page)(bytes) 76625989#TMSN.gif (1 page)(bytes) 74439637#TMSN.gif (1 page)(bytes) 76533814#TMSN.gif (1 page)(bytes) 78689438#TMSN.jpeg (1 page)(bytes) 71130668#TMSN.gif (1 page)(bytes) 71202863#TMSN.gif (1 page)(bytes) 71428189#TMSN.gif (1 page)(bytes) 73250427#TMSN.gif (1 page)(bytes) 73555946#TMSN.gif (1 page)(bytes) 73635018#TMSN.gif (1 page)(bytes) 76085370#TMSN.gif (1 page)(bytes) 75768719#TMSN.gif (1 page)(bytes) 75768214#TMSN.gif (1 page)(bytes) 400118 ROCKSTONE Notice of Opposition.pdf (10 pages)(298225 bytes)
-------------	--

Signature	/Cynthia C. Weber/
Name	Cynthia C. Weber
Date	10/30/2007

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

BRIDGESTONE FIRESTONE NORTH)	
AMERICAN TIRE, LLC,)	
)	
BRIDGESTONE CORPORATION,)	
)	
and)	Opposition No. _____
)	
BFS BRANDS, LLC,)	Serial No.: 79038316
)	Mark: ROCKSTONE
v.)	
)	
SHANDONG SANTAI RUBBER CO., LTD.,)	
)	
Applicant)	

NOTICE OF OPPOSITION

Bridgestone Firestone North American Tire, LLC, Bridgestone Corporation, and BFS Brands, LLC (collectively, “Opposers”), through their attorneys, hereby file this Notice of Opposition against the registration of the mark ROCKSTONE, which is the subject of Serial No. 79038316.

1. Opposer Bridgestone Firestone North American Tire, LLC (“Bridgestone Firestone”) is a Delaware limited liability company with a business address at 535 Marriot drive, Nashville, Tennessee 37214.

2. Opposer Bridgestone Corporation is a corporation organized under the laws of Japan with a business address at 10-1 Kyobashi 1-chome, Chuo-ku, Tokyo, Japan.

3. Opposer BFS Brands, LLC is a Delaware limited liability company with a business address at 535 Marriot Drive, Nashville, Tennessee 37214.

4. Applicant Shandong Santai Rubber Co., Ltd., is a Chinese corporation with a business address at Rubber Industrial Zone Dawang Town, Guangrao County, Shandong Province, China.

**Opposers and their BRIDGESTONE, FIRESTONE, and
BRIDGESTONE FIRESTONE Marks**

5. Opposers use and own the marks and names BRIDGESTONE, FIRESTONE, and BRIDGESTONE FIRESTONE in the United States for vehicle tires and other goods and services.

6. Opposer Bridgestone Corporation is the owner of all right, title, and interest in and to the trademark BRIDGESTONE for vehicle tires and related goods.

7. Opposer Bridgestone Corporation owns various valid and subsisting U.S. trademark registrations and approved applications for the BRIDGESTONE mark, including the following:

<u>Mark</u>	<u>Reg. No.</u>	<u>Goods/Services</u>	<u>Reg. Date</u>
BRIDGESTONE	1,340,354	09: calculators 14: clocks, watches 16: letter openers, pens, pencils, address books, clipboards 18: wallets, tote bags, and key fobs 20: desks, director's chairs, seat cushions 21: insulated picnic coolers, jugs and mugs 34: cigarette lighters, ashtrays.	6/11/1985
BRIDGESTONE	1,342,473	12: bicycles and structural parts thereof; tires, inner tubes and wheels for vehicles.	6/18/1985
BRIDGESTONE	1,664,213	28: golf balls, golf clubs, golf bags and tennis rackets.	11/12/1991
BRIDGESTONE	1,817,733	07: machine parts; namely, holders for machine tools	1/25/1994
BRIDGESTONE	2,220,423	17: rubber dock fenders, non-metallic hose pipes and rubber bearings	1/26/1999
BRIDGESTONE	2,220,424	07: conveyor belts	1/26/1999
BRIDGESTONE	2,238,510	20: glass fiber reinforced plastic storage tanks, sold empty, for the storage of water,	4/13/1999

		for both domestic and industrial use	
BRIDGESTONE	2,886,688	12: tires; wheels for vehicles; inner tubes, rims and covers for vehicle wheels; inner tubes for vehicle tires; parts and fittings for all the aforesaid goods	9/21/2004
BRIDGESTONE (Stylized in color) 	3,276,236	14: Clocks incorporating radios; jewelry, jewelry charms, pendants, pins being jewelry, cufflinks; key holders of precious metals; silver and gold ware, namely cups, dishes, plates saucers; pepper pots of precious metal, sugar bowls of precious metal, salt shakers of precious metal, egg cups of precious metal, napkin holders of precious metal, napkin rings of precious metals, trays and toothpick holders of precious metal; needle cases of precious metal; candlesticks and candle extinguishers of precious metal; jewel cases of precious metal; vases of precious metal; memorial cups of precious metal, memorial stands of precious metal, ornaments of precious metal; purses of precious metal; paste jewelry; shoe ornaments of precious metal; chronometric instruments, namely, clocks, watches; smokers' articles of precious metal, namely ashtrays; drinking cups of precious metal 24: Fabrics for the manufacture of clothing and flags; mosquito nets; bed sheets, quilts, pillowcases, bed, receiving, and textile printers blankets; table napkins of textile, non-fitted furniture coverings of textile, fabric table runners, wall tapestry of textile, fabric bed covers, curtains; labels of textile; cloth and fabric flags; handkerchiefs; towels. 25: Clothing, namely, T-shirts, shirts, sweaters, sweatshirts, jackets, wind-resistant jackets, coats, trousers, slacks, shorts, socks, overalls, aprons, gloves, mittens; footwear; caps, hats, visors. 28: Computer video game machines for use in homes and commercial arcades; toys, namely model cars, baby multiple-activity, bath, bathtub, bendable, cat, construction, crib, disc-toss, dog, drawing, electric-action, fantasy-character, flying-saucer, infant-action crib, infant, inflatable, mechanical, mechanical-action, music-box, and musical toys; party favors in the nature of small toys; pet, plush, pop-up, printing, pull, punching,	8/7/2007

		push, ride-on, sand, sandbox, sketching, soft-sculpture plush, squeeze, stuffed, talking, and tossing-disc toys; toys designed to be attached to car seats, strollers, cribs, and high chairs; transforming robotic, water-squirting, wind-up, wind-up walking toys; model toy vehicles; sports and sporting equipment, articles and accessories, namely, tennis balls, tennis rackets, tennis grip tape; apparatus for use in golfing, namely golfing club heads, golfing club head covers; golf club bags; trolley bags for golf equipment; golf clubs; golf putters; golf gloves; golf balls, golf-club grips and golf-club shafts.	
BRIDGESTONE (stylized) <i>BRIDGESTONE</i>	1,359,304	25: clothing, namely, sweaters, jumpsuits, jackets, shirts, vests, hats, caps, shoes, belts, and gloves.	9/10/1985
BRIDGESTONE (Stylized) <i>BRIDGESTONE</i>	2,607,465	12: tires and inner tubes therefor	8/13/2002
BRIDGESTONE (Stylized) <i>BRIDGESTONE</i>	2,969,687	06: metal wire, cording, beading, springs and fiber for use in tires for aircraft, vehicles and motorcycles	7/19/2005
BRIDGESTONE (STYLIZED) <i>BRIDGESTONE</i>	1,857,555	09: golf clinic apparatus comprised of video cameras, computer processor, computer programs and video monitor	10/11/1994
BRIDGESTONE AIRCRAFT TIRES & Design  BRIDGESTONE AIRCRAFT TIRES	3,085,843	37: providing advice and information relating to the repair, replacement and maintenance of aircraft tires and parts and fittings therefor 40: Providing technical advice and information relating to the custom manufacture of aircraft tires and parts and fittings therefor 42: Providing technical consultation and research relating to the manufacture and use of aircraft tires and parts and fittings therefor	4/25/2006
BRIDGESTONE MULTI AIR CHAMBER WHEEL	3,274,342	12: automobile wheels	8/7/2007
BRIDGESTONE V- STEEL	952,683	12: all kinds of rubber tires and tubes for automobiles, auto-bicycles, or any other vehicles	2/6/1973

8. In 1988, Bridgestone Firestone's predecessor-in-interest The Firestone Tire & Rubber Company was purchased by The Bridgestone Corporation -- its ultimate parent company.

9. Opposer BFS Brands, LLC is the owner of all right, title, and interest in and to the FIRESTONE mark and name for tires; retail tire and automotive services; chemical, polymer, and rubber products; roofing products and services; clothing; sporting goods; and other goods and services. The FIRESTONE mark and name was first used in the United States more than one hundred years ago, in January, 1896 as the mark and name of The Firestone Tire & Rubber Company, the predecessor of BFS Brands, LLC and Bridgestone Firestone North American Tire, LLC. The FIRESTONE mark and name has been continuously used since 1896 in connection with the advertising, promotion, sale and offering of Opposers' goods and services in interstate commerce.

10. Opposer BFS Brands, LLC owns the following valid and subsisting U.S. trademark registrations:

<u>Mark</u>	<u>Goods & Services</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
	Rubber tires, pneumatic	140,804	3/29/1921
	Vehicle wheels and rims therefor	209,064	02/16/1926
	Resilient vehicle tires and tubes of rubber or rubber composition or rubber and fabric	378,189	5/28/1940
FIRESTONE	Raw or partly prepared plastic resins in the form of powders, granules, pellets, or chips, for further use in the industrial	948,402	12/12/1972

	arts		
Firestone	Retail tire and automotive store services	1,178,631	11/17/1981
Firestone	Vehicle tires and inner tubes therefor	1,387,468	3/25/1986
Firestone	Roofing membrane system consisting of rubber membrane, sealer and adhesive sold as a unit; and rubber roofing membrane sold separately	1,445,182	6/30/1987
FIRESTONE	Roofing services	1,471,665	1/5/1988
FIRESTONE	Providing, by means of an on-line computer network, information in the field of roofing and other building products	2,223,630	2/16/1999
FIRESTONE	Vehicle tires and inner tubes therefor	2,464,005	06/26/2001
	Synthetic solution rubber sold in bulk for general manufacturing use	2,582,878	6/18/02
	Natural latex rubber and pale crepe rubber sold in bulk for general manufacturing use	2,813,281	2/10/2004

11. Bridgestone Firestone, along with other related companies, uses the registered BRIDGESTONE and FIRESTONE marks and names in the United States for tires, and related goods and services, with the authorization of Bridgestone Corporation and BFS Brands.

12. Bridgestone Firestone is responsible for the sale and promotion of BRIDGESTONE and FIRESTONE brand tires in the United States and has sold billions of dollars worth of those tires in the United States.

13. Since The Bridgestone Corporation purchased The Firestone Tire & Rubber Company, Bridgestone Firestone has been using the name and mark BRIDGESTONE together with the name and mark FIRESTONE to create a unitary impression conveyed by the composite name and mark BRIDGESTONE FIRESTONE.

14. Bridgestone Firestone promotes and sells tires and related goods and services under the marks and names BRIDGESTONE, FIRESTONE and BRIDGESTONE FIRESTONE.

15. Bridgestone Firestone has for many years spent many millions of dollars advertising, marketing, and promoting the BRIDGESTONE, FIRESTONE and BRIDGESTONE FIRESTONE marks and names in connection with its products and related services through a variety of media, including television advertisements, print advertisements, the Internet, and any array of sponsorships, product placements, promotions, and promotional materials (such as clothing, calendars, toys, etc.). Moreover, the BRIDGESTONE, FIRESTONE and BRIDGESTONE FIRESTONE marks and names have received considerable third-party press, attention and recognition.

16. As a result of extensive use, sales, advertising, promotion, commercial success, and third-party recognition, the BRIDGESTONE, FIRESTONE and BRIDGESTONE FIRESTONE marks and names are strong, well-known and famous.

17. In Bridgestone/Firestone North American Tire, LLC and BFS Brands, LLC v. Silverstone Berhad, 2003 TTAB LEXIS 142, 28-29 (TTAB 2003) the Trademark Trial and Appeal Board of the United States Patent and Trademark Office held that Bridgestone Firestone's FIRESTONE mark and BRIDGESTONE FIRESTONE trade name are famous in the field of tires.

18. In Bridgestone/Firestone North American Tire, LLC and BFS Brands, LLC v. Silverstone Berhad, 2003 TTAB LEXIS 142, 28-29 (TTAB 2003) the Trademark Trial and Appeal Board of the United States Patent and Trademark Office held that the mark SILVERSTONE for tires was likely to cause confusion under Section 2(d) of The Lanham Act with Bridgestone Firestone's FIRESTONE and BRIDGESTONE FIRESTONE marks and names.

19. The BRIDGESTONE, FIRESTONE and BRIDGESTONE FIRESTONE marks and names share the unifying suffix "-STONE," which conveys to purchasers and prospective purchasers that goods bearing this suffix emanate from the same source.

20. Bridgestone Firestone has been using the BRIDGESTONE, FIRESTONE and BRIDGESTONE FIRESTONE marks and names in connection with its goods, services and business since long prior to the March 1, 2007 filing date of Applicant's ROCKSTONE application.

Applicant's Mark

21. Applicant filed an intent-to-use application for the mark ROCKSTONE for "Vehicle wheel tyres; inner tubes for pneumatic tyres; vehicle inner tyres" on March 1, 2007.

22. Applicant's ROCKSTONE application was assigned Serial No. 79038316.

23. Applicant bases its ROCKSTONE application on an alleged intent to use the mark in U.S. Commerce pursuant to Section 1(b) of the Trademark Act, 15 U.S.C. § 1051(b).

24. Opposers' rights in the BRIDGESTONE, FIRESTONE, and BRIDGESTONE FIRESTONE marks and names predate the March 1, 2007 filing of Applicant's ROCKSTONE application.

25. Opposers' BRIDGESTONE and FIRESTONE marks were famous before the March 1, 2007 filing date of Applicant's ROCKSTONE application.

26. Applicant's proposed mark ROCKSTONE for vehicle wheel tyres; inner tubes for pneumatic tyres; vehicle inner tyres is similar in sound, cadence, appearance, and commercial impression to Opposers' BRIDGESTONE and FIRESTONE marks.

27. The goods for which Applicant seeks to register the mark ROCKSTONE -- vehicle wheel tyres; inner tubes for pneumatic tyres; vehicle inner tyres -- are the same goods with which the Opposers have used the BRIDGESTONE and FIRESTONE marks.

Count One
Likelihood of Confusion, 15 U.S.C. § 1052(d)

28. The mark ROCKSTONE, as sought to be registered by Applicant for vehicle wheel tyres; inner tubes for pneumatic tyres; vehicle inner tyres, so resembles Opposers' BRIDGESTONE and FIRESTONE marks for tires and related goods and services, as to be likely to cause confusion, mistake or deception, under Section 2(d) of the Trademark Act, 15 U.S.C. § 1052(d).

Count Two
Dilution, 15 U.S.C. § 1125(c)

29. Through extensive use, Opposers' BRIDGESTONE and FIRESTONE marks have become distinctive and famous as defined under Section 43(c)(1) of the Trademark Act, as amended, 15 U.S.C. § 1125(c)(1).

30. Opposers' BRIDGESTONE and FIRESTONE marks became famous well prior to the filing date of Applicant's intent-to-use Application Serial No. 79038316.

31. Applicant's ROCKSTONE mark is likely to dilute and will dilute the distinctive quality of Opposers' BRIDGESTONE and FIRESTONE marks under Section 43(c) of the Trademark Act, as amended, 15 U.S.C. § 1125(c).

WHEREFORE, Opposers request that the registration of the mark ROCKSTONE, Application No. 79038316, be refused and this opposition be sustained on all grounds.

Please charge the \$900 opposition filing fee covering three Opposers to the undersigned's Deposit Account No. 19-4880. Please charge any deficiency or credit any overpayment to the undersigned's Deposit Account No. 19-4880.

Respectfully submitted,

BRIDGESTONE FIRESTONE NORTH
AMERICAN TIRE, LLC,
BRIDGESTONE CORPORATION,
BFS BRANDS, LLC.

By: 
Cynthia C. Weber
Gary D. Krugman
Attorneys for Opposers
Sughrue Mion, PLLC
2100 Pennsylvania Avenue, NW
Washington, DC 20037-3213
Tel: (202) 663-7927
Fax: (202) 331-4308