

ESTTA Tracking number: **ESTTA205184**

Filing date: **04/16/2008**

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	No Fear, Inc.
Granted to Date of previous extension	05/03/2008
Address	1812 Aston Avenue Carlsbad, CA 92008 UNITED STATES

Attorney information	Kit M. Stetina Stetina Brunda Garred & Brucker 75 Enterprise Ste 250 Aliso Viejo, CA 92656 UNITED STATES opposition@stetinalaw.com Phone:9498551246
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Applicant Information

Application No	77119809	Publication date	03/04/2008
Opposition Filing Date	04/16/2008	Opposition Period Ends	05/03/2008
Applicant	Alon Oliver Stivi 3975-A Birch Street Newport Beach, CA 92660 UNITED STATES		

Goods/Services Affected by Opposition

Class 025. All goods and services in the class are opposed, namely: Apparel and headwear, namely, shirts, t-shirts, hats, caps, jeans, belts, jackets, pants, scarves and bandanas

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.	1600980	Application Date	04/13/1989
Registration Date	06/12/1990	Foreign Priority Date	NONE
Word Mark	FEARLESS		
Design Mark			

Description of Mark	NONE
Goods/Services	Class 025. First use: First Use: 1989/04/01 First Use In Commerce: 1989/04/03 SHORTS, SHIRTS, FOOTWEAR AND HEADWEAR

U.S. Registration No.	1737420	Application Date	02/07/1991
Registration Date	12/01/1992	Foreign Priority Date	NONE
Word Mark	NO FEAR		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 1990/08/01 First Use In Commerce: 1990/08/01 decals Class 025. First use: First Use: 1990/08/01 First Use In Commerce: 1990/08/01 wearing apparel; namely, T-shirts, shirts, shorts, pants, sweat shirts, sweat pants, hats, visors, shoes, sandals, and belts Class 028. First use: First Use: 1990/08/01 First Use In Commerce: 1990/08/01 surfboards, skateboards, surf leashes, and protective articles; namely, knee pads, elbow pads, and helmets for use in skateboarding		

U.S. Registration No.	1822026	Application Date	11/06/1992
Registration Date	02/15/1994	Foreign Priority Date	NONE
Word Mark	NO FEAR		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 018. First use: First Use: 1990/09/01 First Use In Commerce: 1990/09/01 all purpose sports bags, travel bags		

U.S. Registration No.	1855031	Application Date	10/19/1992
Registration Date	09/20/1994	Foreign Priority Date	NONE
Word Mark	NO FEAR		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 014. First use: First Use: 1986/04/01 First Use In Commerce: 1990/06/01 jewelry; namely, watches, bracelets, earrings and anklets Class 025. First use: First Use: 1986/04/01 First Use In Commerce: 1990/06/01 clothing and footwear; namely, pants, shirts, shorts, T-shirts, bathing suits, jackets, sweat shirts, visors, sandals and shoes		

U.S. Registration No.	1891475	Application Date	12/10/1993
Registration Date	04/25/1995	Foreign Priority	NONE

		Date	
Word Mark	NO FEAR		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 1990/07/00 First Use In Commerce: 1990/07/00 retail clothing store services		

U.S. Registration No.	1907882	Application Date	10/12/1993
Registration Date	07/25/1995	Foreign Priority Date	NONE
Word Mark	NO FEAR		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 1993/09/01 First Use In Commerce: 1993/09/01 toys; namely, model cars		

U.S. Registration No.	1912489	Application Date	08/02/1993
Registration Date	08/15/1995	Foreign Priority Date	NONE
Word Mark	FEAR THIS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 1994/10/10 First Use In Commerce: 1994/10/10 decals and stickers		

U.S. Registration No.	1996125	Application Date	10/31/1994
Registration Date	08/20/1996	Foreign Priority Date	NONE
Word Mark	FEARLESS FACTORY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1994/01/00 First Use In Commerce: 1994/01/00 wearing apparel, namely T-shirts, shirts, shorts, pants, sweat shirts, sweat pants, hats, visors, shoes, sandals, and belts		

U.S. Registration No.	2019466	Application Date	04/23/1993
Registration Date	11/26/1996	Foreign Priority Date	NONE
Word Mark	FEAR GOD		
Design Mark			
Description of	NONE		

Mark	
Goods/Services	Class 016. First use: First Use: 1993/06/00 First Use In Commerce: 1994/06/00 bumper stickers Class 025. First use: First Use: 1993/06/00 First Use In Commerce: 1994/06/00 clothing; namely, shirts, hats and pants

U.S. Registration No.	2044263	Application Date	09/09/1994
Registration Date	03/11/1997	Foreign Priority Date	NONE
Word Mark	FEAR THIS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1996/08/08 First Use In Commerce: 1996/08/08 wearing apparel, namely T-shirts, shirts, shorts, pants, visors, caps, polo shirts, and sweatshirts		

U.S. Registration No.	2055148	Application Date	05/20/1996
Registration Date	04/22/1997	Foreign Priority Date	NONE
Word Mark	NO FEAR		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1996/05/16 First Use In Commerce: 1996/05/16 wearing apparel, namely, shirts, T-shirts, shorts, pants, sweatshirts, sweatpants, hats, visors, shoes and belts		

U.S. Registration No.	2055158	Application Date	05/20/1996
Registration Date	04/22/1997	Foreign Priority Date	NONE
Word Mark	NO FEAR		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1996/05/16 First Use In Commerce: 1996/05/16 wearing apparel, namely, shirts, T-shirts, shorts, pants, sweatshirts, sweatpants, hats, visors, shoes and belts		

U.S. Registration No.	2093391	Application Date	09/09/1994
Registration Date	09/02/1997	Foreign Priority Date	NONE
Word Mark	NO FEAR		
Design Mark			
Description of Mark	NONE		

Goods/Services	Class 016. First use: First Use: 1995/12/00 First Use In Commerce: 1995/12/00 printed matter, namely, calendars, posters, newspapers, and magazines featuring sports and recreation subject matter		
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U.S. Registration No.	2095492	Application Date	06/30/1994
Registration Date	09/09/1997	Foreign Priority Date	NONE
Word Mark	NO FEAR		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 018. First use: First Use: 1995/07/00 First Use In Commerce: 1995/07/00 luggage and all-purpose sport bags Class 025. First use: First Use: 1995/07/00 First Use In Commerce: 1995/07/00 snowboard boots, ski boots, sport shoes, and sport sandals		

U.S. Registration No.	2176874	Application Date	07/21/1997
Registration Date	07/28/1998	Foreign Priority Date	NONE
Word Mark	FEARLESS FACTORY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1995/10/01 First Use In Commerce: 1995/10/01 retail store services featuring wearing apparel		

U.S. Registration No.	2203143	Application Date	08/01/1996
Registration Date	11/10/1998	Foreign Priority Date	NONE
Word Mark	FEAR GOD		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1998/03/01 First Use In Commerce: 1998/03/01 wearing apparel, namely, shirts, T-shirts, shorts, pants, sweatshirts, sweatpants, hats, visors, shoes and belts		

U.S. Registration No.	2285679	Application Date	08/25/1994
Registration Date	10/12/1999	Foreign Priority Date	NONE
Word Mark	FEAR NO FISH		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1996/04/21 First Use In Commerce: 1996/04/21 clothing, namely hats, shirts, T-shirts, warmup suits, swimsuits, sweatshirts,		

	sweatpants, shorts, pants, vests, sweaters and jackets		
U.S. Registration No.	2818464	Application Date	10/10/2002
Registration Date	02/24/2004	Foreign Priority Date	NONE
Word Mark	NO FEAR		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 032. First use: First Use: 2002/11/21 First Use In Commerce: 2003/01/20 Sports drinks, namely, energy drinks		
U.S. Registration No.	2995742	Application Date	01/17/2003
Registration Date	09/13/2005	Foreign Priority Date	NONE
Word Mark	NO FEAR		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 005. First use: First Use: 2002/11/21 First Use In Commerce: 2003/01/02 Liquid dietary supplements Class 032. First use: First Use: 2002/11/21 First Use In Commerce: 2003/01/02 Non-alcoholic beverages, namely, mineral water; aerated waters, carbonated soft drinks; sports drinks; energy drinks		
U.S. Registration No.	3098868	Application Date	10/14/2003
Registration Date	05/30/2006	Foreign Priority Date	NONE
Word Mark	NO FEAR		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 029. First use: First Use: 2005/03/23 First Use In Commerce: 2005/06/15 protein based ready to eat nutritional food bars		
U.S. Registration No.	3104724	Application Date	12/16/2003
Registration Date	06/13/2006	Foreign Priority Date	NONE
Word Mark	NO FEAR		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 012. First use: First Use: 2005/01/01 First Use In Commerce: 2005/02/01 Automobiles, trucks and motorcycles; automobile, truck and motorcycle bodies; automobile, truck and motorcycle spare structural and body parts		

U.S. Registration No.	3140408	Application Date	02/24/2005
Registration Date	09/05/2006	Foreign Priority Date	NONE
Word Mark	NO FEAR		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 030. First use: First Use: 2005/03/10 First Use In Commerce: 2005/06/01 CANDY AND CANDY BARS		

Attachments	73793133#TMSN.gif (1 page)(bytes) 74137108#TMSN.gif (1 page)(bytes) 74328751#TMSN.gif (1 page)(bytes) 74381937#TMSN.gif (1 page)(bytes) 75106655#TMSN.gif (1 page)(bytes) 75107086#TMSN.gif (1 page)(bytes) 74565651#TMSN.gif (1 page)(bytes) 78341792#TMSN.jpeg (1 page)(bytes) 78574687#TMSN.jpeg (1 page)(bytes) NoticeOfOpposition 490M.pdf (56 pages)(402193 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Kit M. Stetina/
Name	Kit M. Stetina
Date	04/16/2008

Case: NOFER-490M

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of Trademark Application Serial No. 77/119,809

No Fear, Inc.,)	Opposition No.:
)	
Opposer)	
)	
vs.)	
)	
Alon Oliver Stivi)	
)	
Applicant)	

NOTICE OF OPPOSITION

Box TTAB – Fee
Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

Dear Sir/Madam:

In the matter of the application of Alon Oliver Stivi of Newport Beach, CA (hereinafter “Applicant”) for registration of the mark Fearless American, Application Serial No. 77/119,809 published in the Official Gazette on March 4, 2008 at TM 906, No Fear, Inc., a California corporation, with offices at 1812 Aston Avenue, Carlsbad, California 92008 (hereinafter “Opposer”), believes that it will be damaged by registration of the mark shown in Serial No. 77/119,809, and hereby opposes the same.

The grounds for opposition are as follows:

1. Opposer is and has been for many years engaged in the extensive development, advertising, and marketing of a variety of products and services including shorts, pants, shirts, t-shirts, polo shirts, tank tops, sweatshirts, sweatpants, hats, visors, caps, belts, footwear including shoes, thongs, sandals and tennis shoes, toys and sporting goods products including video game cartridges, model cars, bicycles and structural parts therefor, surfboards, skateboards, surf leashes, jewelry, watches, bracelets, earrings, anklets, fragrance products for men and women, sunglasses, eyeglasses, sports bags, travel bags stickers, printed matter, namely, calendars, posters, newspapers, and magazines featuring sports and recreation subject matter. In connection therewith, Opposer has used, or filed federal applications with an intent to use, in interstate commerce, the marks NO FEAR, FEAR THIS, NO FEAR (PLUS DESIGN), FEAR GOD, FEAR NO FISH, FEARLESS, and FEARLESS FACTORY, (hereinafter collectively referred to as the NO FEAR TRADEMARKS) for the aforementioned goods since long prior to Applicant's filing date of the application of Serial No. 77/119,809 for the mark FEARLESS AMERICAN.

2. Since at least as early as April 1986, Opposer has made use of its NO FEAR TRADEMARKS throughout the United States in interstate commerce. Since adoption of its NO FEAR TRADEMARKS, Opposer has continuously used those marks throughout the United States in interstate commerce.

3. Opposer has expended considerable sums in exerting every effort to maintain the highest standard of quality for its products, and has created valuable goodwill among the purchasing public under its NO FEAR TRADEMARKS.

4. As a result of the continuous and extensive use of the NO FEAR TRADEMARKS by Opposer, those marks have become and continue to function as a valuable business and marketing asset of Opposer, and serve to indicate to the trade and consuming public the products originating from Opposer and its authorized representative.

5. Opposer has obtained United States Trademark Registration No. 1,600,980, registered June 12, 1990, for the mark FEARLESS (stylized) for the goods set forth in that registration. A copy of that registration is attached hereto as **Exhibit 1**.

6. Opposer has obtained United States Trademark Registration No. 1,737,420, registered December 1, 1992, for the mark NO FEAR for the goods set forth in that registration. A copy of that registration is attached hereto as **Exhibit 2**.

7. Opposer has obtained United States Trademark Registration No. 1,822,026, registered February 15, 1994, for the mark NO FEAR for the goods set forth in that registration. A copy of that registration is attached hereto as **Exhibit 3**.

8. Opposer has obtained United States Trademark Registration No. 1,855,031, registered September 20, 1994, for the mark NO FEAR for the goods set forth in that registration. A copy of that registration is attached hereto as **Exhibit 4**.

9. Opposer has obtained United States Trademark Registration No. 1,891,475, registered April 25, 1995, for the mark NO FEAR for the goods set forth in that registration. A copy of that registration is attached hereto as **Exhibit 5**.

10. Opposer has obtained United States Trademark Registration No. 1,907,882, registered July 25, 1995, for the mark NO FEAR for the goods set forth in that registration. A copy of that registration is attached hereto as **Exhibit 6**.

11. Opposer has obtained United States Trademark Registration No. 1,912,489, registered August 15, 1995, for the mark FEAR THIS for the goods set forth in that registration. A copy of that registration is attached hereto as **Exhibit 7**.

12. Opposer has obtained United States Trademark Registration No. 1,996,125, registered August 20, 1996, for the mark FEARLESS FACTORY for the goods set forth in that registration. A copy of that registration is attached hereto as **Exhibit 8**.

13. Opposer has obtained United States Trademark Registration No. 2,019,466, registered November 26, 1996, for the mark FEAR GOD for the goods set forth in that registration. A copy of that registration is attached hereto as **Exhibit 9**.

14. Opposer has obtained United States Trademark Registration No. 2,044,263, registered March 11, 1997, for the mark FEAR THIS for the goods set forth in that registration. A copy of that registration is attached hereto as **Exhibit 10**.

15. Opposer has obtained United States Trademark Registration No. 2,055,148, registered April 22, 1997, for the mark NO FEAR for the goods set forth in that registration. A copy of that registration is attached hereto as **Exhibit 11**.

16. Opposer has obtained United States Trademark Registration No. 2,055,158, registered April 22, 1997, for the mark NO FEAR for the goods set forth in that registration. A copy of that registration is attached hereto as **Exhibit 12**.

17. Opposer has obtained United States Trademark Registration No. 2,093,391, registered September 2, 1997, for the mark NO FEAR for the goods set forth in that registration. A copy of that registration is attached hereto as **Exhibit 13**.

18. Opposer has obtained United States Trademark Registration No. 2,095,492, registered September 9, 1997, for the mark NO FEAR for the goods set forth in that registration. A copy of that registration is attached hereto as **Exhibit 14**.

19. Opposer has obtained United States Trademark Registration No. 2,176,874, registered July 28, 1998, for the mark FEARLESS FACTORY for the goods set forth in that registration. A copy of that registration is attached hereto as **Exhibit 15**.

20. Opposer has obtained United States Trademark Registration No. 2,203,143, registered November 10, 1998, for the mark FEAR GOD for the goods set forth in that registration. A copy of that registration is attached hereto as **Exhibit 16**.

21. Opposer has obtained United States Trademark Registration No. 2,285,679, registered October 12, 1999, for the mark FEAR NO FISH for the goods set forth in that registration. A copy of that registration is attached hereto as **Exhibit 17**.

22. Opposer has obtained United States Trademark Registration No. 2,818,464, registered February 24, 2004 for the mark NO FEAR for the goods set forth in that registration. A copy of that registration is attached hereto as **Exhibit 18**.

23. Opposer has obtained United States Trademark Registration No. 2,995,742, registered September 13, 2005 for the mark NO FEAR for the goods set forth in that registration. A copy of that registration is attached hereto as **Exhibit 19**.

24. Opposer has obtained United States Trademark Registration No. 3,098,868 registered May 30, 2006 for the mark NO FEAR for the goods set forth in that registration. A copy of that registration is attached hereto as **Exhibit 20**.

25. Opposer has obtained United States Trademark Registration No. 3,104,724 registered June 13, 2006 for the mark NO FEAR for the goods set forth in that registration. A copy of that registration is attached hereto as **Exhibit 21**.

26. Opposer has obtained United States Trademark Registration No. 3,140,408 registered September 5, 2006 for the mark NO FEAR for the goods set forth in that registration. A copy of that registration is attached hereto as **Exhibit 22**.

27. Notwithstanding Opposer's rights in and to said NO FEAR TRADEMARKS, on August 27, 2007 Applicant, on information and belief, filed an application for registration of the mark FEARLESS AMERICAN in International Class: 025 for apparel and headwear, namely, shirts, t-shirts, hats, caps, jeans, belts, jackets, pants, scarves and bandanas. Said application was published for opposition in the Official Gazette on March 3, 2008 at TM 906.

28. Pursuant to Trademark Rules of Practice 2.102, Opposer filed a Request to Extend Time for Filing this Notice of Opposition to May 3, 2008. A copy of said Request to Extend Time is attached hereto as **Exhibit 23**.

29. Applicant's FEARLESS AMERICAN mark is confusingly similar to Opposer's NO FEAR TRADEMARKS and its registration and use by Applicant on the goods claimed in the subject application is likely to cause confusion, deception and mistake.

30. Applicant's use of its FEARLESS AMERICAN mark interferes with Opposer's use of its NO FEAR TRADEMARKS and dilutes the strength of Opposer's trademark and use of, or registration of Applicant's mark in by Applicant will seriously damage Opposer.

WHEREFORE, Opposer believes that it will be damaged by said registration and prays that registration of Application Serial No. 77/119/809 to Applicant be denied.

Opposer authorizes the filing fee for this Opposition in the amount of \$300 (one international class) to be charged to Opposer's Deposit Account.

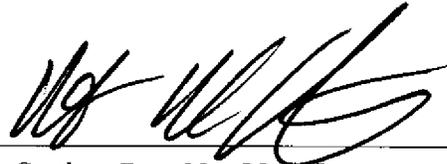
Respectfully submitted,

STETINA BRUNDA GARRED & BRUCKER

Dated:

4/16/08

By:



Kit M. Stetina, Reg. No. 29,445

75 Enterprise, Suite 250

Aliso Viejo, CA 92656

(949) 855-1246

Counsel for Opposer

No Fear, Inc.

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KMS/vl

PROOF OF SERVICE

State of California)
) ss.
County of Orange)

I am over the age of 18 and not a party to the within action; my business address is 75 Enterprise, Suite 250, Aliso Viejo, California 92656. On **April 16, 2008**, the attached **NOTICE OF OPPOSITION** was served on all interested parties in this action by U.S. Mail, postage prepaid, at the address as follows:

ELISE TENEN-AOKI
GREENBERG TRAUIG, LLP
2450 COLORADO AVE STE 400E
SANTA MONICA, CA 90404-5524

Executed on **April 16, 2008** at Aliso Viejo, California. I declare under penalty of perjury that the above is true and correct. I declare that I am employed in the office of STETINA BRUNDA GARRED & BRUCKER at whose direction service was made.



Victoria Liu

Exhibit 1

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 1,600,980

Registered June 12, 1990

**TRADEMARK
PRINCIPAL REGISTER**



DRUCKMAN, ADAM B. (UNITED STATES CITIZEN)
266 MISSOURI STREET
SAN FRANCISCO, CA 94107

FIRST USE 4-1-1989; IN COMMERCE
4-3-1989.

SER. NO. 73-793,133, FILED 4-13-1989.

FOR: SHORTS, SHIRTS, FOOTWEAR AND
HEADWEAR, IN CLASS 25 (U.S. CLS. 22 AND
39).

ANNE L. CORNELIUS, EXAMINING ATTORNEY

Exhibit 2

Int. Cls.: 16, 25, and 28

Prior U.S. Cls.: 22, 38, and 39

United States Patent and Trademark Office

Reg. No. 1,737,420

Registered Dec. 1, 1992

**TRADEMARK
PRINCIPAL REGISTER**



NO FEAR, INC. (CALIFORNIA CORPORATION)
2077 LAS PALMAS DRIVE
CARLSBAD, CA 92009

FOR: DECALS, IN CLASS 16 (U.S. CL. 38).
FIRST USE 8-1-1990; IN COMMERCE
8-1-1990.

FOR: WEARING APPAREL; NAMELY, T-SHIRTS, SHIRTS, SHORTS, PANTS, SWEAT SHIRTS, SWEAT PANTS, HATS, VISORS, SHOES, SANDALS, AND BELTS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 8-1-1990; IN COMMERCE
8-1-1990.

FOR: SURFBOARDS, SKATEBOARDS, SURF LEASHES, AND PROTECTIVE ARTICLES; NAMELY, KNEE PADS, ELBOW PADS, AND HELMETS FOR USE IN SKATEBOARDING, IN CLASS 28 (U.S. CL. 22).

FIRST USE 8-1-1990; IN COMMERCE
8-1-1990.

SN 74-137,108, FILED 2-7-1991.

CHARLES BOTTORFF, EXAMINING ATTORNEY

Exhibit 3

Int. Cl.: 18

Prior U.S. Cl.: 3

United States Patent and Trademark Office **Reg. No. 1,822,026**
Registered Feb. 15, 1994

**TRADEMARK
PRINCIPAL REGISTER**



NO FEAR, INC. (CALIFORNIA CORPORATION)
17221 MIMOSA DRIVE
CARLSBAD, CA 92009

FIRST USE 9-1-1990; IN COMMERCE
9-1-1990.

OWNER OF U.S. REG. NO. 1,737,420.

SN 74-328,751, FILED 11-6-1992.

FOR: ALL PURPOSE SPORTS BAGS,
TRAVEL BAGS, IN CLASS 18 (U.S. CL. 3).

CHARLES BOTTORFF, EXAMINING ATTORNEY

Exhibit 4

Int. Cls.: 14 and 25

Prior U.S. Cls.: 27, 28, and 39

United States Patent and Trademark Office

Reg. No. 1,855,031

Registered Sep. 20, 1994

**TRADEMARK
PRINCIPAL REGISTER**

NO FEAR

NO FEAR, INC. (CALIFORNIA CORPORATION)
2077 LAS PALMAS DRIVE
CARLSBAD, CA 92009

FOR: JEWELRY; NAMELY, WATCHES,
BRACELETS, EARRINGS AND ANKLETS, IN
CLASS 14 (U.S. CLS. 27 AND 28).

FIRST USE 4-1-1986; IN COMMERCE
6-1-1990.

FOR: CLOTHING AND FOOTWEAR;
NAMELY, PANTS, SHIRTS, SHORTS, T-

SHIRTS, BATHING SUITS, JACKETS, SWEAT
SHIRTS, VISORS, SANDALS AND SHOES, IN
CLASS 25 (U.S. CL. 39).

FIRST USE 4-1-1986; IN COMMERCE
6-1-1990.

OWNER OF U.S. REG. NO. 1,737,420.

SN 74-323,845, FILED 10-19-1992.

LINDA E. BLOHM, EXAMINING ATTORNEY

Exhibit 5

Int. Cl.: 42

Prior U.S. Cl.: 101

United States Patent and Trademark Office

Reg. No. 1,891,475

Registered Apr. 25, 1995

**SERVICE MARK
PRINCIPAL REGISTER**

NO FEAR

NO FEAR, INC. (CALIFORNIA CORPORATION)
2251 FARADAY AVE.
CARLSBAD, CA 92008

FIRST USE 7-0-1990; IN COMMERCE
7-0-1990.
OWNER OF U.S. REG. NOS. 1,737,420 AND
1,822,026.

FOR: RETAIL CLOTHING STORE SERVICES,
IN CLASS 42 (U.S. CL. 101).

SER. NO. 74-468,095, FILED 12-10-1993.

LINDA E. BLOHM, EXAMINING ATTORNEY

Exhibit 6

Int. Cl.: 28

Prior U.S. Cls.: 22, 23, 38, and 50

United States Patent and Trademark Office **Reg. No. 1,907,882**
Registered July 25, 1995

**TRADEMARK
PRINCIPAL REGISTER**

NO FEAR

NO FEAR, INC. (CALIFORNIA CORPORATION)
2251 FARADAY AVE.
CARLSBAD, CA 92008

FOR: TOYS; NAMELY, MODEL CARS, IN
CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 9-1-1993; IN COMMERCE
9-1-1993.

OWNER OF U.S. REG. NO. 1,737,420.

SN 74-445,613, FILED 10-12-1993.

W. A. CONN, EXAMINING ATTORNEY

Exhibit 7

Int. Cl.: 16

Prior U.S. Cl.: 38

United States Patent and Trademark Office **Reg. No. 1,912,489**
Registered Aug. 15, 1995

**TRADEMARK
PRINCIPAL REGISTER**

FEAR THIS

VORTECH ENGINEERING, INC. (CALIFOR-
NIA CORPORATION)
5351 BONSAI AVENUE
MOORPARK, CA 93021

FIRST USE 10-10-1994; IN COMMERCE
10-10-1994.

SN 74-419,131, FILED 8-2-1993.

FOR: DECALS AND STICKERS, IN CLASS 16
(U.S. CL. 38).

ANTHONY R. MASIELLO, EXAMINING AT-
TORNEY

Exhibit 8

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office Reg. No. 1,996,125
Registered Aug. 20, 1996

**TRADEMARK
PRINCIPAL REGISTER**

FEARLESS FACTORY

NO FEAR, INC. (CALIFORNIA CORPORATION)
2251 FARADAY AVE.
CARLSBAD, CA 92008

FOR: WEARING APPAREL, NAMELY T-SHIRTS, SHIRTS, SHORTS, PANTS, SWEAT SHIRTS, SWEAT PANTS, HATS, VISORS, SHOES, SANDALS, AND BELTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 1-0-1994; IN COMMERCE 1-0-1994.

OWNER OF U.S. REG. NO. 1,600,980.
NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FACTORY", APART FROM THE MARK AS SHOWN.

SN 74-592,911, FILED 10-31-1994.

CATHERINE KAISER KREBS, EXAMINING ATTORNEY

Exhibit 9

Int. Cls.: 16 and 25

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 39, and 50

Reg. No. 2,019,466

United States Patent and Trademark Office

Registered Nov. 26, 1996

**TRADEMARK
PRINCIPAL REGISTER**

The image shows the words "FEAR GOD" in a very bold, black, hand-drawn or stencil-like font. The letters are thick and have a slightly irregular, textured appearance. The word "FEAR" is positioned above "GOD".

TARDIFF, DON (UNITED STATES CITIZEN)
P.O. BOX 884
CARDIFF, CA 92007

FIRST USE 6-0-1993; IN COMMERCE
6-0-1994.

FOR: BUMPER STICKERS, IN CLASS 16 (U.S.
CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "GOD", APART FROM THE
MARK AS SHOWN.

FIRST USE 6-0-1993; IN COMMERCE
6-0-1994.

SN 74-381,937, FILED 4-23-1993.

FOR: CLOTHING; NAMELY, SHIRTS, HATS
AND PANTS, IN CLASS 25 (U.S. CLS. 22 AND
39).

SCOTT J. MAJOR, EXAMINING ATTORNEY

Exhibit 10

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

Reg. No. 2,044,263

United States Patent and Trademark Office

Registered Mar. 11, 1997

**TRADEMARK
PRINCIPAL REGISTER**

FEAR THIS

NO FEAR, INC. (CALIFORNIA CORPORATION)
2251 FARADAY AVE.
CARLSBAD, CA 92008

FIRST USE 8-8-1996; IN COMMERCE
8-8-1996.

SN 74-571,491, FILED 9-9-1994.

FOR: WEARING APPAREL, NAMELY T-SHIRTS, SHIRTS, SHORTS, PANTS, VISORS, CAPS, POLO SHIRTS, AND SWEATSHIRTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

ANTHONY R. MASIELLO, EXAMINING ATTORNEY

Exhibit 11

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

Reg. No. 2,055,148

United States Patent and Trademark Office

Registered Apr. 22, 1997

**TRADEMARK
PRINCIPAL REGISTER**

**NO
FEAR**

NO FEAR, INC. (CALIFORNIA CORPORATION)
2251 FARADAY AVENUE
CARLSBAD, CA 92008

SHOES AND BELTS, IN CLASS 25 (U.S. CLS. 22 AND 39).
FIRST USE 5-16-1996; IN COMMERCE 5-16-1996.

SER. NO. 75-106,655, FILED 5-20-1996.

FOR: WEARING APPAREL, NAMELY, SHIRTS, T-SHIRTS, SHORTS, PANTS, SWEATSHIRTS, SWEATPANTS, HATS, VISORS,

DIANE B. MELNICK, EXAMINING ATTORNEY

Exhibit 12

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

Reg. No. 2,055,158

United States Patent and Trademark Office

Registered Apr. 22, 1997

**TRADEMARK
PRINCIPAL REGISTER**

**NO
FEAR**

NO FEAR, INC. (CALIFORNIA CORPORATION)
2251 FARADAY AVENUE
CARLSBAD, CA 92008

SHOES AND BELTS, IN CLASS 25 (U.S. CLS. 22 AND 39).
FIRST USE 5-16-1996; IN COMMERCE 5-16-1996.

SER. NO. 75-107,086, FILED 5-20-1996.

FOR: WEARING APPAREL, NAMELY, SHIRTS, T-SHIRTS, SHORTS, PANTS, SWEATSHIRTS, SWEATPANTS, HATS, VISORS,

DIANE B. MELNICK, EXAMINING ATTORNEY

Exhibit 13

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, and 50

Reg. No. 2,093,391

United States Patent and Trademark Office

Registered Sep. 2, 1997

**TRADEMARK
PRINCIPAL REGISTER**

NO FEAR

NO FEAR, INC. (CALIFORNIA CORPORATION)
2251 FARADAY AVE.
CARLSBAD, CA 92008

FIRST USE 12-0-1995; IN COMMERCE
12-0-1995.

OWNER OF U.S. REG. NOS. 1,737,420,
1,842,402, AND OTHERS.

FOR: PRINTED MATTER, NAMELY, CALENDARS, POSTERS, NEWSPAPERS, AND MAGAZINES FEATURING SPORTS AND RECREATION SUBJECT MATTER, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

SN 74-571,492, FILED 9-9-1994.

JENNIFER RICHARD, EXAMINING ATTORNEY

Exhibit 14

Int. Cls.: 18 and 25

Prior U.S. Cls.: 1, 2, 3, 22, 39, and 41

Reg. No. 2,095,492

United States Patent and Trademark Office

Registered Sep. 9, 1997

**TRADEMARK
PRINCIPAL REGISTER**

NO FEAR

NO FEAR, INC. (CALIFORNIA CORPORATION)
2251 FARADAY AVE.
CARLSBAD, CA 92008

FOR: LUGGAGE AND ALL-PURPOSE
SPORT BAGS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22
AND 41).

FIRST USE 7-0-1995; IN COMMERCE
7-0-1995.

FOR: SNOWBOARD BOOTS, SKI BOOTS,
SPORT SHOES, AND SPORT SANDALS, IN
CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 7-0-1995; IN COMMERCE
7-0-1995.

SN 74-543,996, FILED 6-30-1994.

JENNIFER RICHARD, EXAMINING ATTORNEY

Exhibit 15

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

Reg. No. 2,176,874

United States Patent and Trademark Office

Registered July 28, 1998

**SERVICE MARK
PRINCIPAL REGISTER**

FEARLESS FACTORY

NO FEAR, INC. (CALIFORNIA CORPORATION)
2251 FARADAY AVENUE
CARLSBAD, CA 92008

FOR: RETAIL STORE SERVICES FEATURING WEARING APPAREL, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 10-1-1995; IN COMMERCE 10-1-1995.

OWNER OF U.S. REG. NO. 1,996,125.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FACTORY", APART FROM THE MARK AS SHOWN.

SER. NO. 75-327,331, FILED 7-21-1997.

IRENE D. WILLIAMS, EXAMINING ATTORNEY

Exhibit 16

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

Reg. No. 2,203,143

United States Patent and Trademark Office

Registered Nov. 10, 1998

**TRADEMARK
PRINCIPAL REGISTER**

FEAR GOD

NO FEAR, INC. (CALIFORNIA CORPORATION)
2251 FARADAY AVENUE
CARLSBAD, CA 92008

FOR: WEARING APPAREL, NAMELY, SHIRTS, T-SHIRTS, SHORTS, PANTS, SWEAT-SHIRTS, SWEATPANTS, HATS, VISORS, SHOES AND BELTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 3-1-1998; IN COMMERCE 3-1-1998.

OWNER OF U.S. REG. NO. 2,019,466.

SN 75-143,165, FILED 8-1-1996.

DIANE B. MELNICK, EXAMINING ATTORNEY

Exhibit 17

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

Reg. No. 2,285,679

United States Patent and Trademark Office

Registered Oct. 12, 1999

**TRADEMARK
PRINCIPAL REGISTER**

FEAR NO FISH

NO FEAR, INC. (CALIFORNIA CORPORATION)
2251 FARADAY AVENUE
CARLSBAD, CA 92008 BY ASSIGNMENT G.
LOOMIS, INC. (WASHINGTON CORPORATION) WOODLAND, WA 98674

FOR: CLOTHING, NAMELY HATS, SHIRTS,
T-SHIRTS, WARMUP SUITS, SWIMSUITS,

SWEATSHIRTS, SWEATPANTS, SHORTS,
PANTS, VESTS, SWEATERS AND JACKETS,
IN CLASS 25 (U.S. CLS. 22 AND 39).
FIRST USE 4-21-1996; IN COMMERCE
4-21-1996.

SN 74-565,651, FILED 8-25-1994.

JESSIE B. BILLINGS, EXAMINING ATTORNEY

Exhibit 18

Int. Cl.: 32

Prior U.S. Cls.: 45, 46, and 48

Reg. No. 2,818,464

United States Patent and Trademark Office

Registered Feb. 24, 2004

**TRADEMARK
PRINCIPAL REGISTER**

NO FEAR

NO FEAR, INC. (CALIFORNIA CORPORATION)
2251 FARADAY AVENUE
CARLSBAD, CA 92008

OWNER OF U.S. REG. NOS. 2,055,158, 2,095,492,
AND OTHERS.

FOR: SPORTS DRINKS, NAMELY, ENERGY
DRINKS, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

SN 78-173,294, FILED 10-10-2002.

FIRST USE 11-21-2002; IN COMMERCE 1-20-2003.

LINDA MICKLEBURGH, EXAMINING ATTORNEY

Exhibit 19

Int. Cls.: 5 and 32

Prior U.S. Cls.: 6, 18, 44, 45, 46, 48, 51, and 52

Reg. No. 2,995,742

United States Patent and Trademark Office

Registered Sep. 13, 2005

**TRADEMARK
PRINCIPAL REGISTER**

NO FEAR

NO FEAR, INC. (CALIFORNIA CORPORATION)
2251 FARADAY AVENUE
CARLSBAD, CA 92008

FOR: NON-ALCOHOLIC BEVERAGES, NAMELY,
MINERAL WATER; AERATED WATERS, CARBO-
NATED SOFT DRINKS; SPORTS DRINKS; ENERGY
DRINKS, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FOR: LIQUID DIETARY SUPPLEMENTS, IN
CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 11-21-2002; IN COMMERCE 1-2-2003.

SN 78-204,767, FILED 1-17-2003.

FIRST USE 11-21-2002; IN COMMERCE 1-2-2003.

SHARI SHEFFIELD, EXAMINING ATTORNEY

Exhibit 20

Int. Cl.: 29

Prior U.S. Cl.: 46

Reg. No. 3,098,868

United States Patent and Trademark Office

Registered May 30, 2006

**TRADEMARK
PRINCIPAL REGISTER**

NO FEAR

NO FEAR, INC. (CALIFORNIA CORPORATION)
2251 FARADAY AVENUE
CARLSBAD, CA 92008

OWNER OF U.S. REG. NO. 2,818,464.

FOR: PROTEIN BASED READY TO EAT NUTRI-
TIONAL FOOD BARS, IN CLASS 29 (U.S. CL. 46).

SN 78-313,223, FILED 10-14-2003.

FIRST USE 3-23-2005; IN COMMERCE 6-15-2005.

MATTHEW KLINE, EXAMINING ATTORNEY

Exhibit 21

Int. Cl.: 12

Prior U.S. Cls.: 19, 21, 23, 31, 35, and 44

Reg. No. 3,104,724

United States Patent and Trademark Office

Registered June 13, 2006

**TRADEMARK
PRINCIPAL REGISTER**

NO FEAR

NO FEAR, INC. (CALIFORNIA CORPORATION)
2251 FARADAY AVENUE
CARLSBAD, CA 92008

FIRST USE 1-1-2005; IN COMMERCE 2-1-2005.

FOR: AUTOMOBILES, TRUCKS AND MOTOR-
CYCLES; AUTOMOBILE, TRUCK AND MOTOR-
CYCLE BODIES; AUTOMOBILE, TRUCK AND
MOTORCYCLE SPARE STRUCTURAL AND BODY
PARTS, IN CLASS 12 (U.S. CLS. 19, 21, 23, 31, 35 AND
44).

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

SN 78-341,792, FILED 12-16-2003.

KARANENDRA S. CHHINA, EXAMINING ATTOR-
NEY

Exhibit 22

Int. Cl.: 30

Prior U.S. Cl.: 46

United States Patent and Trademark Office

Reg. No. 3,140,408

Registered Sep. 5, 2006

**TRADEMARK
PRINCIPAL REGISTER**

NO FEAR

NO FEAR, INC. (CALIFORNIA CORPORATION)
2251 FARADAY AVENUE
CARLSBAD, CA 92008

FOR: CANDY AND CANDY BARS, IN CLASS 30
(U.S. CL. 46).

FIRST USE 3-10-2005; IN COMMERCE 6-1-2005.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,818,464, 2,995,742,
AND OTHERS.

SN 78-574,687, FILED 2-24-2005.

JEFFERY COWARD, EXAMINING ATTORNEY

Exhibit 23

ESTTA Tracking number: **ESTTA197483**

Filing date: **03/11/2008**

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

Applicant: **Alon Oliver Stivi**
Application Serial Number: **77119809**
Application Filing Date: **03/01/2007**
Mark: **FEARLESS AMERICAN**
Date of Publication: **03/04/2008**

First 30 Day Request for Extension of Time to Oppose

Pursuant to 37 C.F.R. Section 2.102, No Fear, Inc., 1812 Aston Avenue, Carlsbad, CA 92008, UNITED STATES, a corporation organized under the laws of California, respectfully requests that it be granted a 30-day extension of time to file a notice of opposition against the above-identified mark.

The time within which to file a notice of opposition is set to expire on 04/03/2008. No Fear, Inc. respectfully requests that the time period within which to file an opposition be extended until 05/03/2008.

Respectfully submitted,

/kms/

03/11/2008

Kit M. Stetina

Stetina Brunda Garred & Brucker

75 Enterprise Ste 250

Aliso Viejo, CA 92656

UNITED STATES

opposition@stetinalaw.com

949-855-1246

UNITED STATES PATENT AND TRADEMARK OFFICE
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, VA 22313-1451

Kit M. Stetina
Stetina Brunda Garred & Brucker
75 Enterprise Ste 250
Aliso Viejo, CA 92656

Mailed: March 11, 2008

Serial No.: 77119809
ESTTA TRACKING NO: ESTTA197483

The request to extend time to oppose is granted until
5/3/2008 on behalf of potential opposer **No Fear, Inc.**

Please do not hesitate to contact the Trademark Trial and
Appeal Board at (571)272-8500 if you have any questions
relating to this extension.

New Developments at the Trademark Trial and Appeal Board

TTAB forms for electronic filing of extensions of time to
oppose, notices of opposition, petition for cancellation, notice
of ex parte appeal, and inter partes filings are now available
at <http://estta.uspto.gov>. Images of TTAB proceeding files can
be viewed using TTABVue at <http://ttabvue.uspto.gov>.

TRADEMARK TRIAL AND APPEAL BOARD RULE CHANGES

The USPTO has issued new rules pertaining to TTAB
proceedings. Parties are urged to familiarize themselves
with the new rules.

Among other changes, for any notice of opposition filed on
or after November 1, 2007, the new rules require an opposer
to provide proof of service of the notice of opposition
upon the applicant at the time the notice of opposition is
filed. Trademark Rule 2.101. (Parallel amendments to
Trademark Rule 2.111 require a petitioner to include proof
of service of the petition for cancellation.) Service may
be made by any of the means set out in Trademark Rule

2.119(b). A certificate of service is adequate proof of service; service by a process server is not necessary. A notice of opposition (or petition for cancellation) filed without a certificate of service will not be instituted.

The notice of final rulemaking and a chart summarizing the changes contained in the notice are available for viewing on the TTAB web page:

www.uspto.gov/web/offices/com/sol/notices/72fr42242.pdf

www.uspto.gov/web/offices/com/sol/notices/72fr42242_FinalRuleChart.pdf