

ESTTA Tracking number: **ESTTA224638**

Filing date: **07/16/2008**

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	Habitat for Humanity International, Inc.
Granted to Date of previous extension	09/03/2008
Address	270 Peachtree Street NWSuite 1300 Atlanta, GA 30303 UNITED STATES

Attorney information	Alex Fonoroff Kilpatrick Stockton LLP 1100 Peachtree StreetSuite 2800 Atlanta, GA 30309-4530 UNITED STATES afonoroff@kilpatrickstockton.com,lestrin@kilpatrickstockton.com,rgordon@kilpatrickstockton.com,tmadmin@kilpatrickstockton.com Phone:404-815-6500
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**Applicant Information**

Application No	77348042	Publication date	05/06/2008
Opposition Filing Date	07/16/2008	Opposition Period Ends	09/03/2008
Applicant	RICOL Stephane, Benoit, Rene 2, avenue Rodin 75116 PARIS, FRANCE		

**Goods/Services Affected by Opposition**

<p>Class 036. All goods and services in the class are opposed, namely: Advice relating to investments; Agencies or brokerage for renting of buildings; Apartment house management; Apartment locating services for others; Appraisal of real estate; Appraisals for insurance claims of real estate; Arranging of loans; Assessment and management of real estate; Banking and financing services; Building leasing; Building management; Capital investment services; Charitable fund raising services; Commodity investment advice; Commodity quotations; Consumer credit consultation; Consumer lending services; Credit and loan services; Estate planning; Estate trust management; Evaluation of real property; Financial advice and consultancy services; Financial services in the field of money lending; Financial services, namely, estate settlement services; Financial valuation of personal property and real estate; Housing agencies; Housing services, namely, real property acquisition and consumer financing to facilitate home ownership; Insurance and financial information and consultancy services; Investment advice; Land valuation; Leasing of apartments; Leasing of farms; Leasing of land; Leasing of office space; Leasing of real estate; Leasing of real property; Leasing of shopping mall space; Leasing or renting of buildings; Management of buildings; Mortgage lending; Mortgage services, namely, buyer pre-qualification of mortgages for mortgage brokers and banks; Providing information in the field of real estate via the Internet; Providing on-line financial calculators; Providing</p>
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real estate listings and real estate information via the Internet; Real estate agencies; Real estate appraisal and valuation; Real estate consultancy; Real estate consultation; Real estate investment; Real estate listing; Real estate management; Real estate multiple listing services; Vacation real estate timeshare services

## Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
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## Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	2169719	Application Date	08/18/1997
Registration Date	06/30/1998	Foreign Priority Date	NONE
Word Mark	HABITAT FOR HUMANITY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 1975/10/00 First Use In Commerce: 1975/10/00 charitable fund raising services		

U.S. Registration No.	2976273	Application Date	08/05/2004
Registration Date	07/26/2005	Foreign Priority Date	NONE
Word Mark	HABITAT FOR HUMANITY		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 016. First use: First Use: 1977/00/00 First Use In Commerce: 1977/00/00 series of books featuring inspiration essays about building a fulfilling and productive life and a series of books on the history of the applicant and its work around the world</p> <p>Class 025. First use: First Use: 1995/00/00 First Use In Commerce: 1995/00/00 Shirts, sweaters, pants, shorts, coats and jackets, footwear, caps, hats, bandanas, children's cloth eating bibs, coveralls, foul weather gear, gloves, hat bands, head bands, headwear, infantwear, jumpers, kerchiefs, loungewear, neckerchiefs, neckties, neckwear, overalls, pajamas, pocket squares, rainwear, scarves, sleepwear, socks, sweat bands, sweat suits, ties, tracksuits, uniforms, vests, visors, warm-up suits and wrist bands</p>		

U.S. Registration No.	1473529	Application Date	05/18/1987
Registration Date	01/19/1988	Foreign Priority Date	NONE
Word Mark	HABITAT FOR HUMANITY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 037. First use: First Use: 1975/10/00 First Use In Commerce: 1975/10/00 RENOVATION AND CONSTRUCTION OF RESIDENTIAL HOUSING FOR THE NEEDY		

U.S. Registration No.	3370179	Application Date	07/09/2004
Registration Date	01/15/2008	Foreign Priority Date	NONE
Word Mark	HABITAT FOR HUMANITY		
Design Mark			
Description of Mark	The mark consists of three figures forming a house with the words HABITAT FOR HUMANITY below the design.		
Goods/Services	<p>Class 025. First use: First Use: 2005/05/02 First Use In Commerce: 2005/05/02 Shirts, jackets, caps, hats, children's cloth eating bibs, headwear, infantwear, rainwear, visors</p> <p>Class 036. First use: First Use: 2005/05/02 First Use In Commerce: 2005/05/02 Charitable fund raising services and mortgage lending services</p> <p>Class 037. First use: First Use: 2005/05/02 First Use In Commerce: 2005/05/02 Renovation and construction of residential housing</p>		

U.S. Registration No.	3340897	Application Date	07/09/2004
Registration Date	11/20/2007	Foreign Priority Date	NONE
Word Mark	HABITAT FOR HUMANITY		
Design Mark			
Description of Mark	The mark consists of three figures forming a house with the words HABITAT FOR HUMANITY adjacent to the design.		
Goods/Services	<p>Class 025. First use: First Use: 2005/05/02 First Use In Commerce: 2005/05/02 Shirts, jackets, caps, hats, children's cloth eating bibs, headwear, infantwear, rainwear, visors</p> <p>Class 036. First use: First Use: 2005/05/02 First Use In Commerce: 2005/05/02 Charitable fund raising services and mortgage lending services</p> <p>Class 037. First use: First Use: 2005/05/02 First Use In Commerce: 2005/05/02 Renovation and construction of residential housing</p>		

U.S. Registration No.	2275598	Application Date	01/14/1998
Registration Date	09/07/1999	Foreign Priority Date	NONE
Word Mark	ALUMINUM CANS BUILD HABITAT FOR HUMANITY HOMES		
Design Mark			
Description of Mark	The Mark consists in part of a stylized aluminum can superimposed upon a stylized structure of a house.		
Goods/Services	Class 036. First use: First Use: 1997/11/21 First Use In Commerce: 1997/11/21 CHARITABLE FUNDRAISING SERVICES		

Attachments	<p>78462748#TMSN.jpeg ( 1 page )( bytes )</p> <p>78448424#TMSN.gif ( 1 page )( bytes )</p> <p>78448417#TMSN.gif ( 1 page )( bytes )</p> <p>75417956#TMSN.gif ( 1 page )( bytes )</p> <p>Notice of Opposition.pdf ( 15 pages )(166775 bytes )</p>
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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 Overnight Courier on this date.

Signature	/Lauren T. Estrin/
Name	Lauren T. Estrin
Date	07/16/2008

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

HABITAT FOR HUMANITY	)	
INTERNATIONAL, INC.,	)	
	)	
Opposer,	)	
	)	Opposition No.
v.	)	Serial No. 77/348,042
	)	Mark: 1HABITAT
STEPHANE RICOL	)	
	)	
Applicant.	)	

NOTICE OF OPPOSITION

Opposer Habitat for Humanity International, Inc. will be damaged by the registration of the 1HABITAT mark underlying Application Serial No. 77/348,042 and states the following for its Notice of Opposition to that application:

1. Opposer Habitat for Humanity International, Inc. (“HFHI” or “Opposer”) is a Georgia non-profit organization with a principal place of business at 270 Peachtree Street NW, Suite 1300, Atlanta, Georgia 30303. HFHI is an ecumenical Christian housing ministry whose mission is to address the problems of poverty and homelessness and make decent shelter a matter of public action.

2. HFHI is a worldwide, grassroots movement that has a presence in more than 90 countries, including over 1,500 affiliates in all 50 states of the United States, the District of Columbia, Guam, and Puerto Rico. For the past 30 years, HFHI and its affiliates have invested a substantial amount of time, effort, and money in promoting the internationally famous and well-known Habitat For Humanity organization.

3. Beginning in the 1970's, more than 30 years prior to the December 10, 2007 filing date of Applicant's intent-to-use application, HFHI's predecessors-in-interest started HFHI to provide affordable housing to families in need. Since its start in the 1970's, HFHI has helped to build more than 250,000 houses worldwide.

4. HFHI recruits volunteers to work with future homeowners to build or renovate homes. The homes are sold to families for zero profit and HFHI assists its homeowners with down payments and offers financing through affordable loans. The homeowners' monthly mortgage payments are used to build additional houses through HFHI.

5. HFHI also widely promotes its mission by generous donations and fundraising efforts among its affiliates and corporate sponsors. HFHI raises money from a variety of sources including individual donations, planned giving, corporate sponsorships, and governmental and non-profit grants and partnerships. HFHI has thousands of corporate partners, including numerous Fortune 500 companies such as Bank of America, Delta Air Lines, Cisco Systems, CitiBank, Dow Chemical Company, The Home Depot, and State Farm Mutual Insurance Company, among others. Many of these companies donate employee time and other goods and services, in addition to making significant monetary contributions.

6. Also contributing to the worldwide acclaim of HFHI is the Carter Work Project. In 1984, President Jimmy Carter and his wife Rosalynn led a renovation project in New York City through HFHI. Since that time, the Carters have sponsored an annual week-long project at different locations around the world.

7. HFHI is the owner of the following registrations:

Mark	Goods & Services
<p>HABITAT FOR HUMANITY Reg. No. 2169719</p>	<p>Charitable fund raising services, in International Class 36</p>
<p>HABITAT FOR HUMANITY Reg. No. 2976273</p>	<p>Series of books featuring inspiration essays about building a fulfilling and productive life and a series of books on the history of the applicant and its work around the world, in International Class 16; and</p> <p>Shirts, sweaters, pants, shorts, coats and jackets, footwear, caps, hats, bandanas, children's cloth eating bibs, coveralls, foul weather gear, gloves, hat bands, head bands, headwear, infantwear, jumpers, kerchiefs, loungewear, neckerchiefs, neckties, neckwear, overalls, pajamas, pocket squares, rainwear, scarves, sleepwear, socks, sweat bands, sweat suits, ties, tracksuits, uniforms, vests, visors, warm-up suits and wrist bands, in International Class 25</p>
<p>HABITAT FOR HUMANITY Reg. No. 1473529</p>	<p>Renovation and construction of residential housing for the needy, in International Class 37</p>
<p>HABITAT FOR HUMANITY (&amp; Design) Reg. No. 3370179</p>	<p>Shirts, jackets, caps, hats, children's cloth eating bibs, headwear, infantwear, rainwear, visors, in International Class 25;</p> <p>Charitable fund raising services and mortgage lending services, in International Class 36; and</p> <p>Renovation and construction of residential housing in International Class 37</p>
<p>HABITAT FOR HUMANITY (&amp; Design) Reg. No. 3340897</p>	<p>Shirts, jackets, caps, hats, children's cloth eating bibs, headwear, infantwear, rainwear, visors, in International Class 25;</p> <p>Charitable fund raising services and mortgage lending services, in International Class 36; and</p> <p>Renovation and construction of residential housing in International Class 37</p>

ALUMINUM CANS BUILD HABITAT FOR HUMANITY HOMES (& Design) Reg. No. 2275598	Charitable fund raising services in International Class 36
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True and correct copies of these registrations as reflected in the Patent and Trademark Office online records are attached hereto as Exhibit A.

8. In addition to using its registered marks, since prior to the filing date of Applicant’s application, HFHI also has used unregistered marks in connection with its goods and services, including the following: HABITAT FOR HUMANITY UNIVERSITY, HABITAT WORLD, HABITAT ATLAS, HABITAT.ORG, HABITAT GIFT, and HABITAT STORE (collectively, HFHI’s registered and unregistered marks containing the term “HABITAT” are referred to as the “HABITAT Marks”).

9. References to HFHI’s HABITAT Marks often are abbreviated by HFHI and by the public to HABITAT.

10. Taken together, HFHI’s HABITAT Marks constitute a family of marks containing the term “HABITAT.” Beginning over 30 years ago, Opposer and its predecessors have expended considerable sums of money and effort into developing international brand recognition for its family of HABITAT Marks.

11. As a result of widespread advertising and promotion by Opposer and its predecessors, the marks making up Opposer’s family of HABITAT Marks acquired a high degree of recognition, fame, and distinctiveness as symbols of the high quality products and services offered by Opposer prior to the filing date of Applicant’s application. The public is familiar with and identifies Opposer’s marks with Opposer and, by reason of this identification,

goods and services associated with the marks are understood by the public to be produced, marketed, and supplied under Opposer's authority, or otherwise derived from Opposer.

12. The marks making up HFHI's family of HABITAT Marks are important factors employed by the public in identifying the source of HFHI's products and services and are distinctive of those products and services. HFHI's HABITAT Marks are famous and distinctive. As a result of their fame and notoriety, HFHI's marks are entitled to a broad scope of protection.

13. On December 10, 2007, Applicant filed intent-to-use application Serial No. 77/348,042 to register the 1HABITAT mark on the Principal Register for "Advice relating to investments; Agencies or brokerage for renting of buildings; Apartment house management; Apartment locating services for others; Appraisal of real estate; Appraisals for insurance claims of real estate; Arranging of loans; Assessment and management of real estate; Banking and financing services; Building leasing; Building management; Capital investment services; Charitable fund raising services; Commodity investment advice; Commodity quotations; Consumer credit consultation; Consumer lending services; Credit and loan services; Estate planning; Estate trust management; Evaluation of real property; Financial advice and consultancy services; Financial services in the field of money lending; Financial services, namely, estate settlement services; Financial valuation of personal property and real estate; Housing agencies; Housing services, namely, real property acquisition and consumer financing to facilitate home ownership; Insurance and financial information and consultancy services; Investment advice; Land valuation; Leasing of apartments; Leasing of farms; Leasing of land; Leasing of office space; Leasing of real estate; Leasing of real property; Leasing of shopping mall space; Leasing or renting of buildings; Management of buildings; Mortgage lending;

Mortgage services, namely, buyer pre-qualification of mortgages for mortgage brokers and banks; Providing information in the field of real estate via the Internet; Providing on-line financial calculators; Providing real estate listings and real estate information via the Internet; Real estate agencies; Real estate appraisal and valuation; Real estate consultancy; Real estate consultation; Real estate investment; Real estate listing; Real estate management; Real estate multiple listing services; Vacation real estate timeshare services” in International Class 36.

14. The word HABITAT in the mark that Applicant seeks to register is identical in appearance, sound, meaning, and commercial impression to the salient element of Opposer’s HABITAT Marks, and will be used for services related to the goods and services for which Opposer uses its family of HABITAT marks.

15. When taken as a whole, Applicant’s mark is substantially similar in sound, meaning, and commercial impression to the salient element of Opposer’s HABITAT Marks, and will be used for services that are related to the goods and services for which Opposer uses its family of HABITAT marks.

16. Based on the similarities of the marks and the goods and services, the relevant public is likely to be confused into believing that Applicant’s services, as offered under the HABITAT mark, emanate from Opposer, or are authorized, licensed, endorsed, or sponsored by Opposer. Registration of Applicant’s mark on the Principal Register thus would be inconsistent with Opposer’s prior rights in its family of well-known HABITAT marks.

17. Based on the fact that Opposer routinely promotes goods and services that are related to the services underlying Applicant’s application, the relevant public is likely to be

confused into believing that Applicant's services, as offered under the IHABITAT mark, emanate from Opposer, or are authorized, licensed, endorsed, or sponsored by Opposer.

18. Opposer will be damaged by the registration of Applicant's IHABITAT mark because it so resembles Opposer's previously used and well-known marks as to be likely, when used on or in connection with the services identified in the subject application, to cause confusion, or to cause mistake, or to deceive in violation of section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

19. Opposer will be damaged by the registration of Applicant's IHABITAT mark because the mark is likely to dilute the distinctiveness of the famous marks making up Opposer's family of HABITAT Marks by eroding consumers' exclusive identification of these marks with Opposer, and/or by tarnishing and degrading the positive associations and prestigious connotations of these famous marks, and/or by otherwise lessening the capacity of the marks to identify and distinguish Opposer's goods and services in violation of section 43(c) of the Lanham Act, 15 U.S.C. § 1125(c).

20. Opposer further objects to registration of Applicant's mark on the grounds that it is being procured by fraud. Specifically, and on information and belief, Applicant did not have a bona fide intent to use its mark in connection with every service identified in Application Serial No. 77/348,042 as of the filing date of the application.

21. This Notice of Opposition is being filed with the required fee of \$300. The Commissioner is authorized to debit Kilpatrick Stockton LLP's deposit Account No. 11-0860 if there is any deficiency in the required fee.

Opposer therefore requests that the Board refuse registration to the mark underlying application Serial No. 77/348,042 and that this Opposition be sustained in favor of Opposer.

This 16th day of July, 2008.

Respectfully submitted,

/Lauren T. Estrin/

Alex S. Fonoroff

Lauren T. Estrin

KILPATRICK STOCKTON LLP

1100 Peachtree Street, NE

Atlanta, Georgia 30309-4530

(404) 815-6500 (telephone)

(404) 815-6555 (facsimile)

Attorneys for Opposer

#### CERTIFICATE OF SERVICE

This is to certify that the attached Notice of Opposition has been served upon Applicant by depositing a copy via Federal Express, addressed as follows:

Stephane Ricol  
2, Avenue Rodin  
Paris, France 75116

This 16th day of July, 2008.

/Lauren T. Estrin/

Lauren T. Estrin

# EXHIBIT A

Int. Cl.: 37

Prior U.S. Cl.: 103

**United States Patent and Trademark Office**

**Reg. No. 1,473,529**

Registered Jan. 19, 1988

**SERVICE MARK  
PRINCIPAL REGISTER**

**HABITAT FOR HUMANITY**

HABITAT FOR HUMANITY, INC. (GEORGIA  
CORPORATION)  
HABITAT AND CHURCH STREETS  
AMERICUS, GA 31709

FIRST USE 10-0-1975; IN COMMERCE  
10-0-1975.

SER. NO. 661,630, FILED 5-18-1987.

FOR: RENOVATION AND CONSTRUCTION  
OF RESIDENTIAL HOUSING FOR THE  
NEEDY, IN CLASS 37 (U.S. CL. 103).

R. ELLSWORTH WILLIAMS, EXAMINING AT-  
TORNEY

Int. Cl.: 36

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

Reg. No. 2,169,719

**United States Patent and Trademark Office**

Registered June 30, 1998

**SERVICE MARK  
PRINCIPAL REGISTER**

**HABITAT FOR HUMANITY**

HABITAT FOR HUMANITY INTERNATIONAL,  
INC. (GEORGIA NONPROFIT CORPORATION)  
121 HABITAT STREET  
AMERICUS, GA 31709

FIRST USE 10-0-1975; IN COMMERCE  
10-0-1975.

OWNER OF U.S. REG. NO. 1,473,529.

SER. NO. 75-342,796, FILED 8-18-1997.

FOR: CHARITABLE FUND RAISING SERVICES,  
IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

TRICIA SONNEBORN, EXAMINING ATTORNEY

Int. Cl.: 36

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

Reg. No. 2,275,598

**United States Patent and Trademark Office**

Registered Sep. 7, 1999

**SERVICE MARK  
PRINCIPAL REGISTER**



ALUMINUM ASSOCIATION, INCORPORATED,  
THE (DELAWARE NOT-FOR-PROFIT COR-  
PORATION)  
900 19TH STREET, N.W.  
WASHINGTON, DC 20006 AND

HABITAT FOR HUMANITY INTERNATIONAL  
INC. (GEORGIA NOT-FOR-PROFIT CORPO-  
RATION)  
121 HABITAT STREET  
AMERICUS, GA 31709

FOR: CHARITABLE FUNDRAISING SERV-  
ICES, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).  
FIRST USE 11-21-1997; IN COMMERCE  
11-21-1997.

THE MARK CONSISTS IN PART OF A STYL-  
IZED ALUMINUM CAN SUPERIMPOSED  
UPON A STYLIZED STRUCTURE OF A  
HOUSE.

SER. NO. 75-417,956, FILED 1-14-1998.

EDWARD NELSON, EXAMINING ATTORNEY

Int. Cl.: 36

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

Reg. No. 2,275,598

**United States Patent and Trademark Office**

Registered Sep. 7, 1999

**SERVICE MARK  
PRINCIPAL REGISTER**



ALUMINUM ASSOCIATION, INCORPORATED,  
THE (DELAWARE NOT-FOR-PROFIT COR-  
PORATION)

900 19TH STREET, N.W.  
WASHINGTON, DC 20006 AND

HABITAT FOR HUMANITY INTERNATIONAL  
INC. (GEORGIA NOT-FOR-PROFIT CORPO-  
RATION)

121 HABITAT STREET  
AMERICUS, GA 31709

FOR: CHARITABLE FUNDRAISING SERV-  
ICES, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).  
FIRST USE 11-21-1997; IN COMMERCE  
11-21-1997.

THE MARK CONSISTS IN PART OF A STYL-  
IZED ALUMINUM CAN SUPERIMPOSED  
UPON A STYLIZED STRUCTURE OF A  
HOUSE.

SER. NO. 75-417,956, FILED 1-14-1998.

EDWARD NELSON, EXAMINING ATTORNEY

**Int. Cls.: 25, 36, and 37**

**Prior U.S. Cls.: 22, 39, 100, 101, 102, 103, and 106**

**United States Patent and Trademark Office**

**Reg. No. 3,340,897**

**Registered Nov. 20, 2007**

**TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER**



HABITAT FOR HUMANITY INTERNATIONAL,  
INC. (GEORGIA NON-PROFIT CORPORATION)  
121 HABITAT STREET  
AMERICUS, GA 31709

FOR: SHIRTS, JACKETS, CAPS, HATS, CHILDREN'S CLOTH EATING BIBS, HEADWEAR, INFANTWEAR, RAINWEAR, VISORS , IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 5-2-2005; IN COMMERCE 5-2-2005.

FOR: CHARITABLE FUND RAISING SERVICES AND MORTGAGE LENDING SERVICES, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 5-2-2005; IN COMMERCE 5-2-2005.

FOR: RENOVATION AND CONSTRUCTION OF RESIDENTIAL HOUSING, IN CLASS 37 (U.S. CLS. 100, 103 AND 106).

FIRST USE 5-2-2005; IN COMMERCE 5-2-2005.

OWNER OF U.S. REG. NOS. 1,473,529 AND 2,169,719.

THE MARK CONSISTS OF THREE FIGURES FORMING A HOUSE WITH THE WORDS HABITAT FOR HUMANITY ADJACENT TO THE DESIGN.

SN 78-448,417, FILED 7-9-2004.

ELLEN B. AWRICH, EXAMINING ATTORNEY

**Int. Cls.: 16 and 25**

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

**United States Patent and Trademark Office**

**Reg. No. 2,976,273**

**Registered July 26, 2005**

**TRADEMARK  
PRINCIPAL REGISTER**

**HABITAT FOR  
HUMANITY**

HABITAT FOR HUMANITY INTERNATIONAL,  
INC. (GEORGIA NON-PROFIT ORGANIZA-  
TION)

121 HABITAT STREET  
AMERICUS, GA 31709

FOR: SERIES OF BOOKS FEATURING INSPIRA-  
TION ESSAYS ABOUT BUILDING A FULFILLING  
AND PRODUCTIVE LIFE AND A SERIES OF  
BOOKS ON THE HISTORY OF THE APPLICANT  
AND ITS WORK AROUND THE WORLD, IN CLASS  
16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 0-0-1977; IN COMMERCE 0-0-1977.

FOR: SHIRTS, SWEATERS, PANTS, SHORTS,  
COATS AND JACKETS, FOOTWEAR, CAPS, HATS,  
BANDANAS, CHILDREN'S CLOTH EATING BIBS,  
COVERALLS, FOUL WEATHER GEAR, GLOVES,  
HAT BANDS, HEAD BANDS, HEADWEAR, IN-  
FANTWEAR, JUMPERS, KERCHIEFS, LOUNGE-

WEAR, NECKERCHIEFS, NECKTIES,  
NECKWEAR, OVERALLS, PAJAMAS, POCKET  
SQUARES, RAINWEAR, SCARVES, SLEEPWEAR,  
SOCKS, SWEAT BANDS, SWEAT SUITS, TIES,  
TRACKSUITS, UNIFORMS, VESTS, VISORS,  
WARM-UP SUITS AND WRIST BANDS, IN CLASS  
25 (U.S. CLS. 22 AND 39).

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

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

OWNER OF U.S. REG. NOS. 1,473,529 AND  
2,169,719.

SER. NO. 78-462,748, FILED 8-5-2004.

ELLEN B. AWRICH, EXAMINING ATTORNEY