

ESTTA Tracking number: **ESTTA269013**

Filing date: **02/26/2009**

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	Shake-N-Go Fashion, Inc.
Granted to Date of previous extension	03/04/2009
Address	83 Harbor Road Port Washington, NY 11050 UNITED STATES

Attorney information	John K. Kim Greenberg Traurig 200 Park Avenue P.O. Box 677 Florham Park, NJ 07932-0677 UNITED STATES kimjo@gtlaw.com, stroeverw@gtlaw.com
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### Applicant Information

Application No	77495627	Publication date	11/04/2008
Opposition Filing Date	02/26/2009	Opposition Period Ends	03/04/2009
Applicant	Lee, Rashanna 245 Dorset Street Brooklyn, NY 11236 UNITED STATES		

### Goods/Services Affected by Opposition

Class 041. First Use: 1998/01/01 First Use In Commerce: 2000/10/15  
All goods and services in the class are opposed, namely: Training services in the field of hair extensions

### Grounds for Opposition

The mark is merely descriptive	Trademark Act section 2(e)(1)
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Attachments	WEAVEMASTERS Notice of Opposition.pdf ( 4 pages )(734757 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	/John K. Kim/
Name	John K. Kim
Date	02/26/2009

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

In the matter of Application	)	
Serial No. 77/495,627	)	
For the mark:	)	
<b>WEAVEMASTERS</b>	)	
Published in the Official Gazette	)	
(Trademarks) on November 4, 2008	)	
SHAKE-N-GO FASHION INC.,	)	
Opposer,	)	
v.	)	
RASHANNA LEE,	)	Opposition No. _____
Applicant.	)	

U.S. Patent and Trademark Office  
Trademark Trial and Appeal Board  
P.O. Box 1451  
Alexandria, VA 22313-1451

**NOTICE OF OPPOSITION**

Shake-N-Go Fashion, Inc. believes that it would be damaged by registration of the mark shown in U.S. Trademark Application Serial No. 77/495,627 for **WEAVEMASTERS** and hereby opposes same. The time to oppose was extended up to and including March 4, 2009 by a timely submitted request for extension of time to file an opposition.

The grounds for opposition are as follows:

1. Shake-N-Go Fashion, Inc. (“Opposer”) is a corporation organized and existing under the laws of the state of New York and having a principal place of business at 83 Harbor Road, Port Washington, New York 11050.

2. Upon information and belief, the Applicant Rashanna Lee (“Applicant”) is an individual having a correspondence address of 245 Dorset Street, Brooklyn, NY 11236.

3. Upon information and belief, Applicant’s U.S. Trademark Application Serial No. 77/495,627 (“the ‘627 Application”) was filed June 10, 2008 as a use application for **WEAVEMASTERS** as applied to “Training services in the field of hair extensions” in International Class 041 (“Applicant’s Services”).

4. Opposer is the owner of U.S. Trademark Application Serial No. 77/525,914 (“the ‘914 Application”), filed July 18, 2008 for **WEAVE MASTER** in International Class 026 as applied to “hair products, namely, hair pieces, wigs, hair braids, hair extensions, ponytails and hair weaves” (“Opposer’s Goods”).

5. Opposer currently sells hair products, namely, hair pieces, wigs, hair braids, hair extensions, ponytails and hair weaves under Opposer’s **WEAVE MASTER** mark.

6. Applicant’s **WEAVEMASTERS** mark, when used in connection with Applicant’s Services, is merely descriptive of Applicant’s Services in that it merely describes a quality, characteristic, function or feature of Applicant’s Services.

7. The granting of a trademark registration on **WEAVEMASTERS** to Applicant would be contrary to Section 2(e) of the Lanham Act, 15 U.S.C. § 1052(e).

8. Upon information and belief, Opposer's '914 Application will be rejected by the P.T.O. on the grounds that the Opposer's Mark so resembles Applicant's Mark as to be likely, when applied to the goods of Opposer, to cause confusion, or to cause mistake, or to deceive.

9. Upon information and belief, should Applicant's '627 Application be permitted to mature into a registration, Opposer would not be able to obtain federal trademark protection for its **WEAVE MASTER** mark.

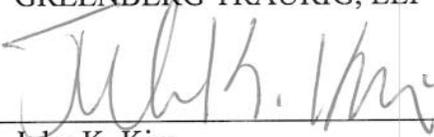
WHEREFORE, Opposer prays that said Application Serial No. 77/495,627 be rejected, that no registration be issued thereon to Applicant, and that this opposition be sustained in favor of Opposer.

Dated: February 26, 2009

Respectfully submitted,

GREENBERG TRAURIG, LLP

By: \_\_\_\_\_

  
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Attorneys for Opposer  
Shake-N-Go Fashion, Inc.

CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of the foregoing Notice of Opposition has been served on Rashanna Lee by mailing said copy on February 26, 2009, via First Class Mail, postage prepaid to:

Rashanna Lee  
245 Dorset Street  
Brooklyn, NY 11236



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William Stroever