

ESTTA Tracking number: **ESTTA333349**

Filing date: **02/22/2010**

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	Emerson Power Transmission Corporation
Granted to Date of previous extension	02/24/2010
Address	7120 New Buffington Road Florence, KY 41042 UNITED STATES
Attorney information	Lisa M. DuRoss/Jessica S. Sachs Harness, Dickey & Pierce, P.L.C. 5445 Corporate Drive Suite 200 Troy, MI 48098 UNITED STATES jsachs@hdp.com Phone:248-641-1600

Applicant Information

Application No	77107787	Publication date	10/27/2009
Opposition Filing Date	02/22/2010	Opposition Period Ends	02/24/2010
Applicant	McGuire Bearing Company 947 SE Market Portland, OR 97214 UNITED STATES		

Goods/Services Affected by Opposition


Class 007. First Use: 2006/08/00 First Use In Commerce: 2006/08/00
All goods and services in the class are opposed, namely: Machine parts, namely, gear-boxes, speed reducers, and shaft mount reducers

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
<i>Torres v. Cantine Torresella S.r.l.Fraud</i>	808 F.2d 46, 1 USPQ2d 1483 (Fed. Cir. 1986)

Marks Cited by Opposer as Basis for Opposition

U.S. Application No.	77311141	Application Date	10/23/2007
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	VORTEX		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 007. First use: Sheaves; belt drives; v-belt drives; v-drives; pulleys being parts of machines

U.S. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Word Mark	VORTEX		
Goods/Services	sheaves, drives, pulleys, power transmission products		

Attachments	77311141#TMSN.jpeg (1 page)(bytes) Notice of Opposition.PDF (12 pages)(387086 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	/jss/
Name	Jessica S. Sachs
Date	02/22/2010

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3. Opposer is a leading manufacturer and seller of power transmission products, including drives, sheaves, bearings, bushings, and components.

4. Opposer has been continuously using the VORTEX trademark in connection with sheaves, belt drives, pulleys and related products since at least as early as 1999, and continues to use the mark in connection with such products.

5. McGuire is a distributor of bearings and power transmission products.

6. McGuire was an authorized distributor of Opposer's products for approximately thirty (30) years. On September 30, 2005, McGuire's status as an authorized distributor of Opposer's products expired.

7. McGuire was an authorized distributor of Opposer's products offered in connection with the VORTEX mark for several years, from at least 1999 until 2005.

8. Opposer is the owner of a pending trademark application (Application Serial No. 77/311,141), and the common law rights associated therewith, in the United States for the trademark VORTEX for "sheaves; belt drives; v-belt drives; v-drives; pulleys being parts of machines" in International Class 7 ("Opposer's Mark"). Copies of the TARR printout and Assignment Abstract of Title for Opposer's Mark are attached hereto as Exhibit A.

9. Opposer's Mark symbolizes the goodwill, reputation, and recognition built up by Opposer as a result of the time, resources and effort spent advertising, promoting, and publicizing the goods offered in connection with Opposer's Mark, and establishing Opposer's Mark in the minds of consumers as an indicator of high-quality products offered by Opposer. As

a result, Opposer's Mark has become, through favorable public acceptance and recognition, an asset of value as a symbol of Opposer, its quality products and its goodwill.

10. McGuire seeks to register the trademark VORTEX for "machine parts, namely, gear-boxes, speed reducers, and shaft mount reducers" ("McGuire's Mark") in International Class 7. Said trademark was published in the October 27, 2009 edition of the *Official Gazette*.

11. McGuire's Application was filed on February 14, 2007 with an asserted date of first use of August 2006. Notably, Opposer has been using Opposer's Mark since at least 1999, a date significantly earlier than either the filing date of McGuire's Application or the asserted date of first use of McGuire's Mark.

12. McGuire's Application for the VORTEX mark has been cited by an Examining Attorney at the U.S. Patent and Trademark Office as a potential bar to registration of Application Serial No. 77/311,141 for Opposer's Mark. Further action on Opposer's application has been suspended.

13. McGuire's Mark is visually, aurally, and conceptually indistinguishable from Opposer's Mark and the goods listed in McGuire's Application are sufficiently related to the goods offered by Opposer as to be likely to cause confusion, or to cause mistake, or to deceive.

14. Opposer reasonably believes that consumers, upon encountering McGuire's Mark used on or in connection with McGuire's goods, are likely to believe that such goods emanate from, are authorized or sponsored by, are made in accordance with instructions or specifications of, or are in some other way affiliated with or connected to Opposer.

15. McGuire's Mark falsely suggests a connection or association with Opposer. When McGuire's Mark is applied to goods traveling in the same or similar channels of trade as those sold by Opposer in connection with Opposer's Mark, McGuire's Mark so resembles Opposer's Mark as to be likely to cause confusion and lead to deception or mistake as to the origin of McGuire's goods offered under McGuire's Mark. Consequently, Opposer believes that McGuire's use and registration of the VORTEX mark will cause consumers to draw a false conclusion about the origin, nature, or quality of McGuire's goods under circumstances where such a conclusion will be material to the consumer's deliberations regarding the purchase of such goods.

16. If McGuire is permitted to use and register the VORTEX mark for the goods specified in the application herein opposed, confusion in trade resulting in damage and injury to Opposer would result by reason of the similarity between Opposer's Mark and McGuire's Mark. Furthermore, any defect, objection or fault found with McGuire's goods marketed and sold under the VORTEX mark would necessarily reflect upon and seriously injure the reputation that Opposer has established in its mark.

17. Upon information and belief, McGuire filed its application for the VORTEX mark with prior knowledge of Opposer's use of the VORTEX mark.

18. Upon information and belief, at the time McGuire filed its application for the VORTEX mark and executed the oath in support of the application, McGuire knew, as a result of its prior, long-standing status as an authorized distributor of Opposer's products, including products offered in connection with the VORTEX mark, that Opposer was using the VORTEX mark and had been using the mark for many years.

19. Upon information and belief, McGuire filed its application for the VORTEX mark with prior knowledge of Opposer's superior rights in the VORTEX mark.

20. Upon information and belief, at the time McGuire filed its application for the VORTEX mark and executed the oath in support of the application, McGuire knew, as a result of its prior, long-standing status as an authorized distributor of Opposer's products, including products offered in connection with the VORTEX mark, that Opposer had superior rights to use the VORTEX mark in connection with goods the same as or related to the goods set forth in McGuire's Application.

21. Upon information and belief, at the time McGuire filed its application for the VORTEX mark and executed the oath in support of the application, McGuire did not, as a result of its prior, long-standing status as an authorized distributor of Opposer's products, including products offered in connection with the VORTEX mark, have an honest, good faith belief that it had superior rights in the VORTEX mark or that no other person, firm or corporation had the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, firm or corporation, to cause confusion, or to cause mistake, or to deceive.

22. Upon information and belief, at the time McGuire filed its application for the VORTEX mark and executed the oath in support of the application, McGuire knowingly and willfully failed to disclose Opposer's prior, superior rights in the VORTEX mark.

23. Upon information and belief, McGuire's intentional failure to disclose Opposer's prior, superior rights in the VORTEX mark was in bad faith and with the intent to obtain a registration for which it would not otherwise have been entitled.

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24. Upon information and belief, McGuire knowingly filed its application and executed the oath in support of the application in bad faith and in an attempt to perpetrate fraud upon the U.S. Patent and Trademark Office because McGuire knew or was in reckless disregard of the truth that Opposer had been using the VORTEX mark for many years and had prior, superior rights in the mark.

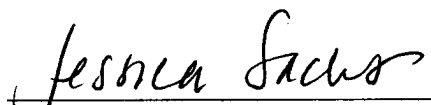
25. McGuire's intentional failure to disclose Opposer's prior, superior rights in the VORTEX mark was material to the prosecution and acceptance of McGuire's Application.

26. Reasonably relying on the truth of the statements contained in McGuire's Application that no other user had prior rights in the VORTEX mark superior to McGuire's, the Examining Attorney approved the application for publication.

WHEREFORE, Opposer prays that this opposition be sustained and that McGuire be denied registration of the mark VORTEX as identified in Application Serial No. 77/107,787 in International Class 7.

Respectfully submitted,

Date: 2/22/10



Michael P. Brennan

Lisa M. DuRoss

Jessica S. Sachs

Harness, Dickey & Pierce, P.L.C.

5445 Corporate Drive, Suite 200

Troy, Michigan 48098

Phone: (248) 641-1600

Fax: (248) 641-0270

Email: jsachs@hdp.com

Attorneys for Opposer

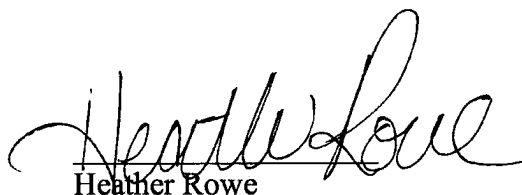
Emerson Power Transmission Corporation

CERTIFICATE OF SERVICE

I hereby certify that on this 22nd day of February, 2010, I mailed, via First Class Mail, postage prepaid, a true and correct copy of the foregoing NOTICE OF OPPOSITION to:

Correspondent of Record:

Ernest G. Bootsma
Ater Wynne LLP
1331 NW Lovejoy Street
Suite 900
Portland, Oregon 97209



Heather Rowe

**EXHIBIT A
TO
NOTICE OF OPPOSITION**

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2010-02-04 14:16:17 ET

Serial Number: 77311141 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

VORTEX

(words only): VORTEX

Standard Character claim: Yes

Current Status: Further action on the application has been suspended.

Date of Status: 2010-01-25

Filing Date: 2007-10-23

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 107

Attorney Assigned:
LAMOTHE LESLEY

Current Location: L70 -TMEG Law Office 107

Date In Location: 2010-01-25

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. EMERSON POWER TRANSMISSION CORPORATION

Address:
EMERSON POWER TRANSMISSION CORPORATION
7120 NEW BUFFINGTON ROAD

FLORENCE, KY 41042

United States

Legal Entity Type: Corporation

State or Country of Incorporation: Delaware

GOODS AND/OR SERVICES

International Class: 007

Class Status: Active

Sheaves; belt drives; v-belt drives; v-drives; pulleys being parts of machines

Basis: 1(b)

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2010-01-25 - Report Completed Suspension Check Case Still Suspended

2009-10-21 - Automatic Update Of Assignment Of Ownership

2009-10-14 - Automatic Update Of Assignment Of Ownership

2009-07-24 - Report Completed Suspension Check Case Still Suspended

2009-01-24 - Report Completed Suspension Check Case Still Suspended

2009-01-21 - Assigned To LIE

2009-01-16 - Teas/Email Correspondence Entered

2009-01-16 - Communication received from applicant

2009-01-16 - TEAS Response To Suspension Inquiry Received

2008-07-21 - Notification Of Letter Of Suspension E-Mailed

2008-07-21 - LETTER OF SUSPENSION E-MAILED

2008-07-21 - Suspension Letter Written

2008-06-24 - Teas/Email Correspondence Entered

2008-06-24 - Communication received from applicant

2008-06-24 - TEAS Response to Office Action Received

2007-12-28 - Notification Of Non-Final Action E-Mailed

2007-12-28 - Non-final action e-mailed

2007-12-28 - Non-Final Action Written

2007-12-19 - Assigned To Examiner

2007-10-26 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Michael P. Brennan, Lisa M. DuRoss

Correspondent

MICHAEL P. BRENNAN, LISA M. DUROSS
HARNESS, DICKEY & PIERCE, P.L.C.
PO BOX 828
BLOOMFIELD HILLS, MI 48303-0828
Phone Number: 248-641-1600
Fax Number: 248-641-0270



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Assignments on the Web > Trademark Query

Trademark Assignment Abstract of Title

Total Assignments: 1

Serial #: 77311141

Filing Dt: 10/23/2007

Reg #: NONE

Reg. Dt:

Applicant: Emerson Power Transmission Manufacturing

Mark: VORTEX

Assignment: 1

Reel/Frame: 4074/0982

Received: 10/07/2009

Recorded: 10/07/2009

Pages: 10

Conveyance: ASSIGNS THE ENTIRE INTEREST

Assignor: EMERSON POWER TRANSMISSION MANUFACTURING

Exec Dt: 08/07/2009

Entity Type: PARTNERSHIP

Citizenship: MISSOURI

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: EMERSON POWER TRANSMISSION CORPORATION

7120 NEW BUFFINGTON ROAD

FLORENCE, KENTUCKY 41042

Correspondent: CHRISTOPHER J. HAYES

8000 WEST FLORISSANT AVENUE

P.O. BOX 4100

ST. LOUIS, MO 63136-8506

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