

ESTTA Tracking number: **ESTTA343482**

Filing date: **04/21/2010**

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	The Armor All/STP Products Company
Granted to Date of previous extension	04/21/2010
Address	1221 Broadway Oakland, CA 94612 UNITED STATES

Attorney information	Adam Brink 1221 Broadway Oakland, CA 94612 UNITED STATES trademarks@clorox.com Phone:510 208 1496
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Applicant Information

Application No	77639948	Publication date	12/22/2009
Opposition Filing Date	04/21/2010	Opposition Period Ends	04/21/2010
Applicant	Standard Motor Products, Inc. 37-18 Northern Boulevard Long Island City, NY 11101 UNITED STATES		

Goods/Services Affected by Opposition

<p>Class 009. First Use: 2007/10/09 First Use In Commerce: 2007/10/09 All goods and services in the class are opposed, namely: Replacement parts for automotive heating apparatus, namely, electric switches and relays; replacement parts for automotive air conditioners, namely, electric switches and relays; automotive parts, namely, oxygen sensors, exhaust gas oxygen sensors, air fuel sensors, air fuel ratio sensors, planar sensors, wide band sensors, wide range sensors, titania sensors and oxygen sensors for emission reduction for motors and engines and electronic controls for motors; computer control modules and sensing devices utilized for computer control of the performance of internal combustion engines; replacement parts for land vehicles namely, reprogrammed computers for the control of the engine functions of land vehicles; computer peripherals, namely, computer control devices in the nature of engine controls that provide information to on-board computers; combination antenna for use in the reception of AM and FM signals and for use in transmitting and receiving in the citizens band frequencies; battery cables for automotive use, automotive starter switches, voltage regulators for automotive use, automotive relays, automotive resistance units, namely, electric resistors, and electrical vacuum controls; electrical components for the control of internal automotive combustion engines, namely, voltage regulators, and modules for transistorized ignition systems; electrical parts for engine driven land or marine vehicles and farm and industrial devices utilizing internal combustion engines, namely, voltage regulators, battery cables, headlight relays, cut-outs switches, dimmer switches, horn relays, automotive cables, and electronic ignition distributor control devices, namely, vacuum controls but not</p>
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including feature that conditions electrical power, suppresses electrical surges, and prevents damage to equipment from electrical surges, sold as an integral part of electrical power conditioners, voltage surge protectors, and combination electrical power conditioners/voltage surge protectors

Class 011. First Use: 2007/10/09 First Use In Commerce: 2007/10/09

All goods and services in the class are opposed, namely: Repair and replacement parts for air conditioners and heaters for vehicles, namely, combustion engine land vehicle parts; replacement parts for automotive vehicle heating apparatus, namely, evaporators, heater cores, heater valves, heater fittings, namely, hose clamps, blower motors, and blower motor wheels; replacement parts for automotive air conditioners, namely, evaporators, motors, blower motors, valves, fans, fan blades, fan clutches, dryers and electric expansion valves; heat exchangers adapted to cool torque converter fluid, engine oil, power steering fluid and other fluid associated with power units and vehicles

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.	648087	Application Date	10/22/1956
Registration Date	07/09/1957	Foreign Priority Date	NONE
Word Mark	STP		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U015 (International Class 001). First use: First Use: 1954/09/05 First Use In Commerce: 1954/09/07 ADDITIVE COMPOUND FOR MOTOR OILS		

U.S. Registration No.	827102	Application Date	05/04/1966
Registration Date	04/11/1967	Foreign Priority Date	NONE
Word Mark	STP		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U015 (International Class 004). First use: First Use: 1954/09/05 First Use In Commerce: 1954/09/07 ADDITIVE COMPOUND FOR MOTOR OILS AND MOTOR FUELS		

U.S. Registration No.	929938	Application Date	08/28/1970
Registration Date	02/29/1972	Foreign Priority Date	NONE
Word Mark	STP		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U022 (International Class 016, 018, 020, 022, 025, 028). First use: First Use: 1963/00/00 First Use In Commerce: 1963/00/00 TOYS AND SPORTING GOODS-NAMELY, MODEL VEHICLES [, MODEL AIRPLANES, KITES, BALLOONS, AND COIN BANKS]		

U.S. Registration No.	958574	Application Date	08/19/1971
Registration Date	05/08/1973	Foreign Priority Date	NONE
Word Mark	STP		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U031 (International Class 011). First use: First Use: 1971/07/21 First Use In Commerce: 1971/07/21 FILTERS FOR AUTOMOTIVE AND MARINE ENGINES		

U.S. Registration No.	1061958	Application Date	08/19/1976
Registration Date	03/29/1977	Foreign Priority Date	NONE
Word Mark	STP		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 001. First use: First Use: 1975/05/09 First Use In Commerce: 1975/05/09 BRAKE FLUID

U.S. Registration No.	1072497	Application Date	12/29/1976
Registration Date	09/06/1977	Foreign Priority Date	NONE
Word Mark	STP		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 004. First use: First Use: 1976/04/29 First Use In Commerce: 1976/04/29 MOTOR OIL		

U.S. Registration No.	1117051	Application Date	07/26/1978
Registration Date	05/01/1979	Foreign Priority Date	NONE
Word Mark	STP		

Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 1977/11/08 First Use In Commerce: 1977/11/08 RESTORER AND BEAUTIFIER FOR PLASTIC, RUBBER, LEATHER AND WOOD		

U.S. Registration No.	1206873	Application Date	05/27/1980
Registration Date	09/07/1982	Foreign Priority Date	NONE

Word Mark	STP
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Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 1979/11/12 First Use In Commerce: 1979/11/12 Degreasing Cleaner for Vehicle Engines and Industrial Equipment		

U.S. Registration No.	1267491	Application Date	09/20/1982
Registration Date	02/21/1984	Foreign Priority Date	NONE

Word Mark	STP
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 001. First use: First Use: 1982/06/15 First Use In Commerce: 1982/06/15 [Chemical Penetrating Lubricant] Class 004. First use: First Use: 1982/06/15 First Use In Commerce: 1982/06/15 Lubricants-Namely, Power Steering Oil and Transmission Oil
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U.S. Registration No.	2103468	Application Date	10/24/1996
Registration Date	10/07/1997	Foreign Priority Date	NONE

Word Mark	STP
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 003. First use: First Use: 1990/12/19 First Use In Commerce: 1990/12/19 automotive and household cleaners, degreasers and cleaning concentrates; glass cleaners; multi-purpose cleaners for interior and exterior home and automotive use, preparations to clean and shine tires; brake parts cleaner; carburetor cleaner and hand cleaner
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U.S. Registration No.	2540084	Application Date	03/05/2001
Registration Date	02/19/2002	Foreign Priority Date	NONE

Word Mark	STP
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Design Mark	<h1>STP</h1>		
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 1999/02/01 First Use In Commerce: 1999/02/01 PROVIDING INFORMATION ON-LINE THROUGH GLOBAL COMPUTER NETWORKS ABOUT STOCK CAR RACING, STOCK CAR RACING PERSONAGES, AND AUTOMOTIVE PRODUCTS		

U.S. Registration No.	2570964	Application Date	08/21/2000
Registration Date	05/21/2002	Foreign Priority Date	NONE

Word Mark	STP		
Design Mark	<h1>STP</h1>		
Description of Mark	NONE		
Goods/Services	Class 002. First use: First Use: 1999/12/31 First Use In Commerce: 1999/12/31 AUTO IGNITION WIRE DRYING PREPARATION IN THE NATURE OF A COATING Class 004. First use: First Use: 1999/12/31 First Use In Commerce: 1999/12/31 MULTI-PURPOSE SILICONE SPRAY LUBRICANT AND AUTOMOBILE BELT DRESSING IN THE NATURE OF A LUBRICANT		

U.S. Registration No.	2704259	Application Date	04/22/2002
Registration Date	04/08/2003	Foreign Priority Date	NONE
Word Mark	STP		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 003. First use: First Use: 1990/12/19 First Use In Commerce: 1990/12/19 PREPARATION TO SHINE AND PROTECT TIRES

U.S. Registration No.	3750167	Application Date	11/14/2006
Registration Date	02/16/2010	Foreign Priority Date	NONE
Word Mark	STP		
Design Mark			
Description of Mark	The mark consists of The letters "STP" within ovals.		
Goods/Services	Class 007. First use: First Use: 2008/03/31 First Use In Commerce: 2008/03/31 Power tools, namely, drills, circular saws, jig saws, screwdrivers; power-operated tools, namely, sanders, and buffers Class 009. First use: First Use: 2008/11/30 First Use In Commerce: 2008/11/30 Emergency auto kit, namely, rechargeable spotlight and battery charger		

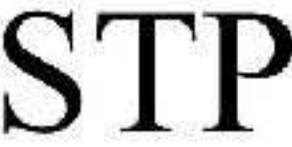
U.S. Registration No.	3636177	Application Date	01/15/2008
Registration Date	06/09/2009	Foreign Priority Date	NONE
Word Mark	STP		

Design Mark	
Description of Mark	The mark consists of "STP" in two ovals.
Goods/Services	Class 009. First use: First Use: 2008/10/01 First Use In Commerce: 2008/10/01 Thermometers

U.S. Registration No.	3632640	Application Date	03/11/2008
Registration Date	06/02/2009	Foreign Priority Date	NONE
Word Mark	STP		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2008/10/01 First Use In Commerce: 2008/10/01 Barometers		

U.S. Registration No.	3779025	Application Date	11/10/2008
Registration Date	04/20/2010	Foreign Priority Date	NONE
Word Mark	STP		
Design Mark			
Description of Mark	The mark consists of the color white appears in the wording "STP" and the outline of the oval; the color red appears in the background of the oval; the color blue appears in the outline of the wording "STP" and the border of the oval; the color black appears in the outline of the wording "STP"; the color gray appears in the outline of the wording "STP", the border of the oval and the oval's shadow.		
Goods/Services	Class 025. First use: First Use: 2009/12/01 First Use In Commerce: 2009/12/01 Shirts		

U.S. Application No.	77043031	Application Date	11/13/2006
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	STP		
Design Mark			
Description of Mark	The mark consists of The letters STP within oval shapes.		
Goods/Services	Class 008. First use: Hand tools, namely, wrenches, screwdrivers, hammers and pliers Class 009. First use: Tire pressure gauge Class 021. First use: Funnel		

U.S. Application No.	77611496	Application Date	11/10/2008
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	STP		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: Shirts		

U.S. Application No.	77622712	Application Date	11/26/2008
Registration Date	NONE	Foreign Priority Date	NONE

Word Mark	STP
Design Mark	
Description of Mark	The mark consists of the color white appears in the wording "STP" and the outline of the oval; the color red appears in the background of the oval; the color blue appears in the outline of the wording "STP" and the border of the oval; the color black appears in the outline of the wording "STP"; the color gray appears in the outline of the wording "STP", the border of the oval and the oval's shadow.
Goods/Services	Class 025. First use: Caps

U.S. Registration No.	3779058	Application Date	12/04/2008
Registration Date	04/20/2010	Foreign Priority Date	NONE
Word Mark	STP		
Design Mark			
Description of Mark	The mark consists of the color white appears in the wording "STP" and the outline of the oval; the color red appears in the background of the oval; the color blue appears in the outline of the wording "STP" and the border of the oval; the color gray appears in the outline of the wording "STP", the border of the oval and the oval's shadow.		
Goods/Services	Class 012. First use: First Use: 2009/02/22 First Use In Commerce: 2009/02/22 Air filters for automobile passenger cabins		

Attachments	72244934#TMSN.gif (1 page)(bytes) 72369386#TMSN.gif (1 page)(bytes) 72400645#TMSN.gif (1 page)(bytes) 73097125#TMSN.gif (1 page)(bytes) 73111107#TMSN.gif (1 page)(bytes) 73179705#TMSN.gif (1 page)(bytes) 73263776#TMSN.gif (1 page)(bytes) 73386671#TMSN.gif (1 page)(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	/adam brink/
Name	Adam Brink
Date	04/21/2010

I hereby certify that this correspondence is being deposited electronically with the Trademark Trial and Appeal Board on the date shown below.

The Trademark office is authorized by Adam C. Brink, Attorney for Opposer, to charge the requisite filing fees to the Deposit Account of The Clorox Company, Account No. 03-2270. Please deduct any additional fees that may be due, or credit any overpayment, to the same Deposit Account.



Adam C. Brink

Dated: April 21, 2010

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

THE ARMOR ALL/STP PRODUCTS
COMPANY,

Opposer,

v.

STANDARD MOTOR PRODUCTS, INC.,

Applicant.

Notice of Opposition

Mark: SMP

Serial No. 77/639,948

Filed: December 24, 2008

Published: December 22, 2009

Opposition No.: _____

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

NOTICE OF OPPOSITION

The Armor All/STP Products Company (“Opposer”) a corporation organized under the laws of Delaware, having its primary place of business at 1221 Broadway, Oakland, California 94612, believes that it will be damaged by registration of the trademark SMP (“SMP Mark”) shown in Application Serial No. 77/639,948 (“Opposed Application”), filed by Standard Motor Products, Inc. (“Applicant”), and hereby opposes the same.

As grounds for this opposition, Opposer alleges:

1. Applicant, with an address at 37-18 Northern Boulevard, Long Island City, New York 11101, filed the Opposed Application to register the SMP Mark for use in connection with the following goods, which are the subject of this Opposition:

Replacement parts for automotive heating apparatus, namely, electric switches and relays; replacement parts for automotive air conditioners, namely, electric switches and relays; automotive parts, namely, oxygen sensors, exhaust gas oxygen sensors, air fuel sensors, air fuel ratio sensors, planar sensors, wide band sensors, wide range sensors, titania sensors and oxygen sensors for emission reduction for motors and engines and electronic controls for motors; computer control modules and sensing devices utilized for computer control of the performance of internal combustion engines; replacement parts for land vehicles namely, reprogrammed computers for the control of the engine functions of land vehicles; computer peripherals, namely, computer control devices in the nature of engine controls that provide information to on-board computers; combination antenna for use in the reception of AM and FM signals and for use in transmitting and receiving in the citizens band frequencies; battery cables for automotive use, automotive starter switches, voltage regulators for automotive use, automotive relays, automotive resistance units, namely, electric resistors, and electrical vacuum controls; electrical components for the control of internal automotive combustion engines, namely, voltage regulators, and modules for transistorized ignition systems. electrical parts for engine driven land or marine vehicles and farm and industrial devices utilizing internal combustion engines, namely, voltage regulators, battery cables, headlight relays, cut-outs switches, dimmer switches, horn relays, automotive cables, and electronic ignition distributor control devices, namely, vacuum controls but not including feature that conditions electrical power, suppresses electrical surges, and prevents damage to equipment from electrical surges, sold as an integral part of electrical power conditioners, voltage surge protectors, and combination electrical power conditioners/voltage surge protectors, in International Class 009; and

Repair and replacement parts for air conditioners and heaters for vehicles, namely, combustion engine land vehicle parts; replacement parts for automotive vehicle heating apparatus, namely, evaporators, heater cores, heater valves, heater fittings, namely, hose clamps, blower motors, and blower motor wheels; replacement parts for automotive air conditioners, namely, evaporators, motors, blower motors, valves, fans, fan blades, fan clutches, dryers and electric expansion valves; heat exchangers adapted to cool torque converter fluid, engine oil, power steering fluid and other fluid associated with power units and vehicles, in International Class 011.

(The goods in International Classes 009 and 011 listed above are collectively referred to herein as "Applicant's Goods"). The Opposed Application also claims other goods in International Classes 006 and 012, which are not subject to this Opposition.

2. The Opposed Application was filed with the United States Patent and Trademark Office (“USPTO”) on December 24, 2008 on the basis of Applicant’s claimed use of the SMP Mark in commerce since as early as October 9, 2007 under Section 1(a) of the Lanham Act, 15 U.S.C. Section 1051(a).

3. The Opposed Application was published for opposition in the *Official Gazette* on December 22, 2009.

4. Opposer filed a request for extension of time to oppose the Opposed Application on January 8, 2010. The USPTO granted the request on January 8, 2010, and extended the opposition period until April 21, 2010. This Notice of Opposition is timely filed on April 21, 2010.

5. Opposer is headquartered in Oakland, California. Opposer is the owner of numerous STP and STP & Design marks, and distributes a wide variety of automotive products, including but not limited to motor oil, brake fluid, additives for motor oil and motor fuels, lubricants, filters, cleaning preparations, and related products (“Opposer’s Goods”). Opposer’s Goods are widely distributed throughout the United States.

6. Opposer is the owner of a large number of incontestable STP and STP & Design U.S Trademark Registrations for Opposer’s Goods, including:

Trademarks	Reg. No.	Reg. Date	Int’l. Class: Goods/Services
STP	0648087	July 9, 1957	Int’l. Class 1: Additive compound for motor oils.
	0827102	April 11, 1967	Int’l. Class 4: Additive compound for motor oils and motor fuels
	0929938	February 29, 1972	Int’l. Class 16: Toys and sporting goods- namely, model vehicles.
	0958574	May 8, 1973	Int’l. Class 11: Filters for automotive and marine engines.
	1061958	March 29, 1977	Int’l. Class 1: Brake fluid.

	1072497	September 6, 1977	Int'l. Class 4: Motor oil.
	1117051	May 1, 1979	Int'l. Class 3: Restorer and beautifier for plastic, rubber, leather and wood.
	1206873	September 7, 1982	Int'l. Class 3: Degreasing cleaner for vehicle engines and industrial equipment.
	1267491	February 21, 1984	Int'l. Class 4: Lubricants - namely, power steering oil and transmission oil.
	2103468	October 7, 1997	Int'l. Class 3: Automotive and household cleaners, degreasers and cleaning concentrates; glass cleaners; multi-purpose cleaners for interior and exterior home and automotive use, preparations to clean and shine tires; brake parts cleaner; carburetor cleaner and hand cleaner.
STP	2540084	February 19, 2002	Int'l. Class 41: Providing information on-line through global computer networks about stock car racing, stock car racing personages, and automotive products.
STP	2570964	May 21, 2002	Int'l. Class 2: Auto ignition wire drying preparation in the nature of a coating. Int'l. Class 4: Multi-purpose silicone spray lubricant and automobile belt dressing in the nature of a lubricant.
STP	2704259	April 8, 2003	Int'l. Class 3: Preparation to shine and protect tires.

Copies of the Certificates of Registration for each of the above marks are attached hereto as Exhibit A. Said incontestable Registrations of Opposer are valid and subsisting and are conclusive evidence of Opposer's exclusive right to use the marks above for the goods claimed in said Registrations. All of the Applications for the Registrations above were filed and registered prior to both the filing date of the Opposed Application and the date of first use claimed in the Opposed Application.

7. Opposer is the also the owner of a number of additional STP and STP & Design U.S Trademark Registrations for Opposer's Goods, including:

Trademarks	Reg. No.	Reg. Date	Int'l. Class: Goods
	3750167	February 16, 2010	Int'l. Class 7: Power tools, namely, drills, circular saws, jig saws, screwdrivers; power-operated tools, namely, sanders, and buffers. Int'l. Class 9: Emergency auto kit, namely, rechargeable spotlight and battery charger.
	3636177	June 9, 2009	Int'l. Class 9: Thermometers.
STP	3632640	June 2, 2009	Int'l. Class 9: Barometers.
	3779025	April 20, 2010	Int'l. Class 25: Shirts.

Copies of the Certificates of Registration for the marks above are attached hereto as Exhibit B. Said Registrations of Opposer are valid and subsisting and are evidence of Opposer's exclusive right to use the marks above for the goods claimed in said Registrations. The Applications for all of the Registrations above were filed prior to the filing date of the Opposed Application.

8. Opposer is the also the owner of a number of STP and STP & Design U.S Trademark Applications for Opposer's Goods, including but not limited to:

Trademark	Serial No.	Filing Date	Int'l. Class: Goods
	77/043,031	November 13, 2006	Int'l. Class 8: Hand tools, namely, wrenches, screwdrivers, hammers and pliers. Int'l. Class 9: Tire pressure gauge
STP	77/611,496	November 10, 2008	Int'l. Class 25: Shirts.
	77/622,712	November 26, 2008	Int'l. Class 25: Caps.
	77/626,903	December 4, 2008	Int'l. Class 12: Air filters for automobile passenger cabins.

Copies of the USPTO Trademark Electronic Search System ("TESS") printouts for these

Applications to register the above marks are attached hereto as Exhibit C. Said Applications of Opposer are valid and subsisting and are evidence of Opposer's intent to use the marks above for the goods claimed in said Applications. All of the Applications above were filed prior to the filing date of the Opposed Application. (The marks listed in paragraphs 6 through 8 are collectively referred to herein as the "STP Marks.")

9. Since at least as early as 1954, which is significantly prior to both the filing date of the Opposed Application and the date of first use claimed in the Opposed Application, Opposer through its predecessors in interest adopted and began using the STP Marks in interstate commerce in connection with some or all of Opposer's Goods. Since then, Opposer and/or its predecessor in interest has made valid and continuous use of the STP Marks, and such trademark use has not been abandoned.

10. Opposer has allocated substantial resources to developing the STP Marks and marketing Opposer's Goods sold in connection with the STP Marks. Opposer has invested in television advertisements, print advertisements, press releases, and an extensive web-based marketing program to promote the STP Marks. Due to a number of factors, including the exceptional quality of the goods sold under the STP Marks, the extensive marketing campaigns supporting the STP Marks, the lengthy period of use of the STP Marks, and the high volume of positive commentary among consumers, Opposer's STP Marks have acquired extensive goodwill and consumer recognition throughout the United States, are associated in the minds of the general public with Opposer, and constitute famous marks.

11. Applicant's SMP Mark is similar in appearance, sound and commercial impression to Opposer's STP Marks. Applicant's SMP Mark consists of a three-letter acronym with two of the three letters – "S" and "P," the first and last letters – being identical to Opposer's STP Marks.

12. Applicant's Goods are identical and closely related to Opposer's Goods covered by Opposer's STP Marks. Applicant's Goods are also likely to be sold in the same channels of trade and to the same customers as the goods offered by Opposer under the STP Marks.

13. Applicant's registration of the SMP Mark in connection with Applicant's Goods

is likely to cause confusion, mistake, or deception in the minds of prospective consumers as to the origin, source or sponsorship of Applicant's Goods, within the meaning of Section 2 of the Lanham Act, 15 U.S.C. Section 1052(d).

14. Applicant's use of the SMP Mark in connection with Applicant's Goods would create a likelihood of confusion, mistake or deception in the minds of prospective consumers as to the origin, source or sponsorship of Applicant's Goods, within the meaning of Section 43 of the Lanham Act, 15 U.S.C. Section 1125(a).

15. Applicant's use of the SMP Mark is likely to dilute the value of the STP Marks by blurring the strength of these marks and by affecting the ability of these marks to serve as unique identifiers of Opposer's Goods, thereby causing serious injury to the reputation and goodwill that Opposer has established in its STP Marks, within the meaning of Section 43 of the Lanham Act, 15 U.S.C. Section 1125(c)(2)(B).

16. Given Opposer's significant goodwill and excellent reputation, consumers familiar with Opposer's STP Marks are likely to believe that Applicant's Goods are sponsored, authorized, or otherwise approved by Opposer. Deficiencies or faults in the quality of Applicant's Goods will reflect negatively upon Opposer, causing Opposer loss of revenues and damage to its reputation.

WHEREFORE, Opposer believes that it would be damaged by registration of Applicant's SMP Mark and respectfully requests that registration of the mark shown in Application Serial No. 77/639,948 be refused, and that this Opposition be sustained in favor of Opposer.

By and through Opposer, the USPTO is authorized by Adam C. Brink, Attorney for Opposer, to charge the requisite filing fees to the Deposit Account of The Clorox Company, Account No. 03-2270. Please deduct any additional fees that may be due, or credit any overpayment, to the same Deposit Account.

DATED: April 21, 2010

THE ARMOR ALL/STP PRODUCTS
COMPANY

1221 Broadway

Oakland, California 94612

Telephone: (510) 208-1496

Facsimile: (510) 271-1652



ADAM C. BRINK

Attorney for Opposer

EXHIBIT A

Int. Cl.: 1

Prior U.S. Cl.: 15

Reg. No. 648,087

United States Patent and Trademark Office

Registered July 9, 1957

10 Year Renewal

Renewal Term Begins July 9, 1997

**TRADEMARK
PRINCIPAL REGISTER**

STP

FIRST BRANDS PROPERTIES INC.
(DELAWARE CORPORATION)
202 RODNEY BUILDING
3411 SILVERSIDE ROAD
WILMINGTON, DE 198104812, BY AS-
SIGNMENT, ASSIGNMENT, ASSIGN-
MENT, CHANGE OF NAME, ASSIGN-
MENT, ASSIGNMENT, ASSIGNMENT,
ASSIGNMENT, CHANGE OF NAME,
CHANGE OF NAME, ASSIGNMENT,
ASSIGNMENT, CHANGE OF NAME,
CHANGE OF NAME, ASSIGNMENT,
ASSIGNMENT AND ASSIGNMENT
FROM CHEMICAL COMPOUNDS
(PARTNERSHIP) ST. JOSEPH, MO

FOR: ADDITIVE COMPOUND FOR
MOTOR OILS, IN CLASS 15 (INT. CL. 1).
FIRST USE 9-5-1954; IN COMMERCE
9-7-1954.

SER. NO. 72-017,872, FILED 10-22-1956.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Aug. 26, 1997.*

COMMISSIONER OF PATENTS AND TRADEMARKS

United States Patent Office

648,087
Registered July 9, 1957

PRINCIPAL REGISTER Trademark

Ser. No. 17,872, filed Oct. 22, 1956

STP

Chemical Compounds (partnership)
601 S. 9th St.
St. Joseph, Mo.

For: ADDITIVE COMPOUND FOR MOTOR OILS,
in CLASS 15.
First use Sept. 5, 1954; in commerce Sept. 7, 1954.

PRINCIPAL REGISTER
Trademark

Ser. No. 244,934, filed May 4, 1966



Studebaker Corporation (Michigan corporation)
635 S. Main St.
South Bend, Ind. 46627

For: ADDITIVE COMPOUND FOR MOTOR OILS
AND MOTOR FUELS, in CLASS 15.
First use Sept. 5, 1954; in commerce Sept. 7, 1954.
Owner of Reg. No. 648,087.

G. R. LEADER, *Examiner.*

Int. Cl.: 28

Prior U.S. Cl.: 22

United States Patent and Trademark Office

10 Year Renewal

Reg. No. 929,938

Registered Feb. 29, 1972

Renewal Term Begins Feb. 29, 1992

TRADEMARK
PRINCIPAL REGISTER



FIRST BRANDS PROPERTIES INC.
(DELAWARE CORPORATION)

SUITE 1012

300 DELAWARE AVENUE

WILMINGTON, DE 19801, BY ASSIGN-
MENT, CHANGE OF NAME AND
MESNE ASSIGNMENT FROM STP
CORPORATION (DELAWARE CORPO-
RATION) DES PLAINES, IL

OWNER OF U.S. REG. NOS. 648,087
AND 827,102.

FOR: TOYS AND SPORTING
GOODS—NAMELY, MODEL VEHICLES,
MODEL AIRPLANES, KITES, BAL-
LOONS, AND COIN BANKS, IN CLASS
22 (INT. CL. 28).

FIRST USE 0-0-1963; IN COMMERCE
0-0-1963.

SER. NO. 72-369,386, FILED 8-28-1970.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on May 5, 1992.*

COMMISSIONER OF PATENTS AND TRADEMARKS

United States Patent Office

929,938
Registered Feb. 29, 1972

PRINCIPAL REGISTER Trademark

Ser. No. 369,386, filed Aug. 28, 1970



STP Corporation (Delaware corporation)
125 Oakton St.
Des Plaines, Ill. 60018

For: TOYS AND SPORTING GOODS—NAMELY,
MODEL VEHICLES, MODEL AIRPLANES, KITES,
BALLOONS, AND COIN BANKS—in CLASS 22 (INT.
CL. 28).

First use at least as early as 1963 as to balloons; in
commerce at least as early as 1963.

Owner of Reg. Nos. 648,087 and 827,102.

Int. Cl.: 11

Prior U.S. Cl.: 31

United States Patent and Trademark Office
10 Year Renewal

Reg. No. 958,574
Registered May 8, 1973
Renewal Term Begins May 8, 1993

TRADEMARK
PRINCIPAL REGISTER



FIRST BRANDS PROPERTIES INC.
(DELAWARE CORPORATION)
300 DELAWARE AVE., SUITE 1012
WILMINGTON, DE 19801, BY ASSIGN-
MENT, CHANGE OF NAME, CHANGE
OF NAME, ASSIGNMENT AND AS-
SIGNMENT FROM STP CORPORA-
TION (DELAWARE CORPORATION)
DES PLAINES, IL

OWNER OF U.S. REG. NOS. 648,087,
827,102 AND OTHERS.

FOR: FILTERS FOR AUTOMOTIVE
AND MARINE ENGINES, IN CLASS 31
(INT. CL. 11).

FIRST USE 7-21-1971; IN COMMERCE
7-21-1971.

SER. NO. 72-400,645, FILED 8-19-1971.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Nov. 9, 1993.*

COMMISSIONER OF PATENTS AND TRADEMARKS

PRINCIPAL REGISTER Trademark

Ser. No. 400,645, filed Aug. 19, 1971



STP Corporation (Delaware corporation)
125 Oakton St.
Des Plaines, Ill. 60018

For: FILTERS FOR AUTOMOTIVE AND MARINE
ENGINES, in CLASS 31 (INT. CL. 11).
First use July 21, 1971; in commerce July 21, 1971.
Owner of Reg. Nos. 648,087, 827,102, and others.

ABRAM I. SACHS, Examiner

ABRAM I. SACHS, Examiner

Int. Cl.: 1

Prior U.S. Cl.: 6

United States Patent and Trademark Office

10 Year Renewal

Reg. No. 1,061,958

Registered Mar. 29, 1977

Renewal Term Begins Mar. 29, 1997

TRADEMARK
PRINCIPAL REGISTER



FIRST BRANDS PROPERTIES INC.
(DELAWARE CORPORATION)
1207 NORTH MARKET STREET
PLAZA OFFICE CENTER
WILMINGTON, DE 19899, BY ASSIGN-
MENT, CHANGE OF NAME, CHANGE
OF NAME, ASSIGNMENT, ASSIGN-
MENT, AND ASSIGNMENT FROM
STP CORPORATION (DELAWARE
CORPORATION) FT. LAUDERDALE,
FL

OWNER OF U.S. REG. NO. 827,102
AND OTHERS.

FOR: BRAKE FLUID, IN CLASS 1
(U.S. CL. 6).

FIRST USE 5-9-1975; IN COMMERCE
5-9-1975.

SER. NO. 73-097,125, FILED 8-19-1976.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on May 20, 1997.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl. : 1

Prior U.S. Cl. : 6

United States Patent Office

Reg. No. 1,061,958
Registered Mar. 29, 1977

TRADEMARK
Principal Register



STP Corporation (Delaware corporation)
1400 W. Commercial Blvd.
Fort Lauderdale, Fla. 33310

For: BRAKE FLUID, in CLASS 1 (U.S. CL. 6).
First use May 9, 1975; in commerce May 9, 1975.
Owner of Reg. Nos. 827,102 and others.

Ser. No. 97,125, filed Aug. 19, 1976.

J. P. BOUXSEIN III, Examiner

Int. Cl.: 4

Prior U.S. Cl.: 15

United States Patent and Trademark Office

10 Year Renewal

Reg. No. 1,072,497

Registered Sep. 6, 1977

Renewal Term Begins Sep. 6, 1997

TRADEMARK
PRINCIPAL REGISTER



FIRST BRANDS PROPERTIES INC.
(DELAWARE CORPORATION)
202 RODNEY BUILDING
3411 SILVERSIDE ROAD
WILMINGTON, DE 198104812, BY AS-
SIGNMENT, CHANGE OF NAME,
CHANGE OF NAME, ASSIGNMENT,
ASSIGNMENT AND ASSIGNMENT
FROM STP CORPORATION (DELA-
WARE CORPORATION) FORT LAU-
DERDALE, FL

OWNER OF U.S. REG. NOS. 827,102
AND 933,735.

FOR: MOTOR OIL. IN CLASS 4 (U.S.
CL. 15).

FIRST USE 4-29-1976; IN COMMERCE
4-29-1976.

SER. NO. 73-111,107. FILED 12-29-1976.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Sep. 9, 1997.*

Int. Cl.: 4

Prior U.S. Cl.: 15

United States Patent Office

Reg. No. 1,072,497
Registered Sept. 6, 1977

TRADEMARK
Principal Register



STP Corporation (Delaware corporation)
1400 W. Commercial Blvd.
Fort Lauderdale, Fla. 33310

For: MOTOR OIL, in CLASS 4 (U.S. CL. 15).
First use Apr. 29, 1976; in commerce Apr. 29, 1976.
Owner of Reg. Nos. 827,102 and 933,735.

Ser. No. 111,107, filed Dec. 29, 1976.

B. C. WASHINGTON, Examiner

Int. Cl.: 3

Prior U.S. Cl.: 4

United States Patent and Trademark Office

Reg. No. 1,117,051
Registered May 1, 1979

TRADEMARK
Principal Register



STP Corporation (Delaware corporation)
1400 W. Commercial Blvd.
Fort Lauderdale, Fla. 33310

For: RESTORER AND BEAUTIFIER FOR PLAS-
TIC, RUBBER, LEATHER AND WOOD, in CLASS 3
(U.S. CL. 4).

First use Nov. 8, 1977; in commerce Nov. 8, 1977.

Ser. No. 179,705, filed July 26, 1978.

JOHN C. DEMOS, Supervisory Examiner
DEBORAH L. KRAMM, Examiner

Int. Cl.: 3

Prior U.S. Cl.: 52

United States Patent and Trademark Office

Reg. No. 1,206,873

Registered Sep. 7, 1982

TRADEMARK
Principal Register



STP Corporation (Delaware corporation)
1400 W. Commercial Blvd.
Ft. Lauderdale, Fla. 33310

For: DEGREASING CLEANER FOR VEHICLE ENGINES AND INDUSTRIAL EQUIPMENT, in CLASS 3 (U.S. Cl. 52).

First use Nov. 12, 1979; in commerce Nov. 12, 1979.

Owner of U.S. Reg. Nos. 827,102, 941,186, 1,117,051 and others.

Ser. No. 263,776, filed May 27, 1980.

LISA N. KAUFMAN, Primary Examiner

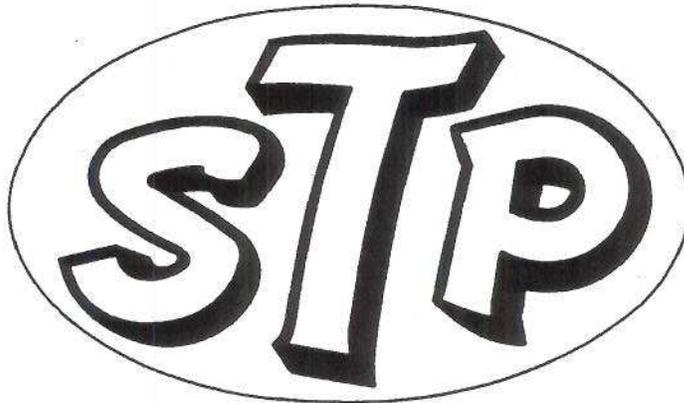
Int. Cls.: 1 and 4

Prior U.S. Cls.: 6 and 15

United States Patent and Trademark Office

Reg. No. 1,267,491
Registered Feb. 21, 1984

TRADEMARK
Principal Register



STP Corporation (Delaware corporation)
5300 Broken Sound Blvd.
Boca Raton, Fla. 33431

For: CHEMICAL PENETRATING LUBRI-
CANT, in CLASS 1 (U.S. Cl. 6).

First use Jun. 15, 1982; in commerce Jun. 15, 1982.

For: LUBRICANTS—NAMELY, POWER
STEERING OIL AND TRANSMISSION OIL, in
CLASS 4 (U.S. Cl. 15).

First use Jun. 15, 1982; in commerce Jun. 15, 1982.

Owner of U.S. Reg. Nos. 648,087 and 827,102.

Ser. No. 386,671, filed Sep. 20, 1982.

B. C. WASHINGTON, Examining Attorney

Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51 and 52

Reg. No. 2,103,468

United States Patent and Trademark Office

Registered Oct. 7, 1997

**TRADEMARK
PRINCIPAL REGISTER**



FIRST BRANDS PROPERTIES INC. (DELA-
WARE CORPORATION)
202 RODNEY BUILDING
3411 SILVERSIDE ROAD
WILMINGTON, DE 19810

FOR: AUTOMOTIVE AND HOUSEHOLD
CLEANERS, DEGREASERS AND CLEANING
CONCENTRATES; GLASS CLEANERS; MULTI-
PURPOSE CLEANERS FOR INTERIOR AND
EXTERIOR HOME AND AUTOMOTIVE USE,
PREPARATIONS TO CLEAN AND SHINE

TIRES; BRAKE PARTS CLEANER; CARBU-
RETOR CLEANER AND HAND CLEANER, IN
CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 12-19-1990; IN COMMERCE
12-19-1990.

OWNER OF U.S. REG. NOS. 648,087, 1,955,994
AND OTHERS.

SER. NO. 75-187,058, FILED 10-24-1996.

JILL C. ALT, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 2,540,084

Registered Feb. 19, 2002

**SERVICE MARK
PRINCIPAL REGISTER**

STP

**ARMOR ALL/STP PRODUCTS COMPANY, THE
(DELAWARE CORPORATION)
1221 BROADWAY
OAKLAND, CA 94612**

**FOR: PROVIDING INFORMATION ON-LINE
THROUGH GLOBAL COMPUTER NETWORKS
ABOUT STOCK CAR RACING, STOCK CAR RA-
CING PERSONAGES, AND AUTOMOTIVE PRO-
DUCTS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).**

FIRST USE 2-1-1999; IN COMMERCE 2-1-1999.

**OWNER OF U.S. REG. NOS. 648,087, 1,117,051,
AND 2,016,263.**

SER. NO. 76-219,547, FILED 3-5-2001.

BRIDGETT SMITH, EXAMINING ATTORNEY

Int. Cls.: 2 and 4

Prior U.S. Cls.: 1, 6, 11, 15 and 16

Reg. No. 2,570,964

United States Patent and Trademark Office

Registered May 21, 2002

**TRADEMARK
PRINCIPAL REGISTER**

STP

ARMOR AII/STP PRODUCTS COMPANY, THE
(DELAWARE CORPORATION)
1221 BROADWAY
OAKLAND, CA 94612

FOR: AUTO IGNITION WIRE DRYING PRE-
PARATION IN THE NATURE OF A COATING, IN
CLASS 2 (U.S. CLS. 6, 11 AND 16).

FIRST USE 12-31-1999; IN COMMERCE 12-31-1999.

FOR: MULTI-PURPOSE SILICONE SPRAY LU-
BRICANT AND AUTOMOBILE BELT DRESSING IN

THE NATURE OF A LUBRICANT, IN CLASS 4 (U.S.
CLS. 1, 6 AND 15).

FIRST USE 12-31-1999; IN COMMERCE 12-31-1999.

OWNER OF U.S. REG. NOS. 648,087, 2,016,263 AND
OTHERS.

SER. NO. 76-112,854, FILED 8-21-2000.

HOWARD B. LEVINE, EXAMINING ATTORNEY

Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51 and 52

Reg. No. 2,704,259

United States Patent and Trademark Office

Registered Apr. 8, 2003

**TRADEMARK
PRINCIPAL REGISTER**

STP

ARMOR AII/STP PRODUCTS COMPANY, THE
(DELAWARE CORPORATION)
1221 BROADWAY
OAKLAND, CA 94612

OWNER OF U.S. REG. NOS. 648,087, 2,540,084 AND
OTHERS.

FOR: PREPARATION TO SHINE AND PROTECT
TIRES, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

SER. NO. 76-398,516, FILED 4-22-2002.

FIRST USE 12-19-1990; IN COMMERCE 12-19-1990.

CHRIS WELLS, EXAMINING ATTORNEY

EXHIBIT B

United States of America

United States Patent and Trademark Office



Reg. No. 3,750,167 THE ARMOR ALL/STP PRODUCTS COMPANY (DELAWARE CORPORATION)
Registered Feb. 16, 2010 1221 BROADWAY
OAKLAND, CA 94612

Int. Cls.: 7 and 9 FOR: POWER TOOLS, NAMELY, DRILLS, CIRCULAR SAWS, JIG SAWS, SCREWDRIVERS;
POWER-OPERATED TOOLS, NAMELY, SANDERS, AND BUFFERS, IN CLASS 7 (U.S. CLS.
13, 19, 21, 23, 31, 34 AND 35).

TRADEMARK
PRINCIPAL REGISTER FIRST USE 3-31-2008; IN COMMERCE 3-31-2008.

FOR: EMERGENCY AUTO KIT, NAMELY, RECHARGEABLE SPOTLIGHT AND BATTERY
CHARGER, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 11-30-2008; IN COMMERCE 11-30-2008.

OWNER OF U.S. REG. NOS. 648,087, 958,574, AND OTHERS.

THE MARK CONSISTS OF THE LETTERS "STP" WITHIN OVALS.

SN 77-043,701, FILED 11-14-2006.

JILL PRATER, EXAMINING ATTORNEY



David S. Kayas

Director of the United States Patent and Trademark Office

Int. Cl.: 9

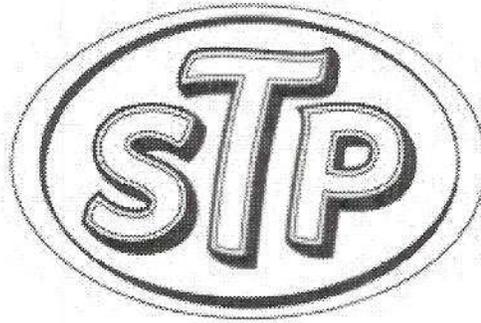
Prior U.S. Cls.: 21, 23, 26, 36, and 38

United States Patent and Trademark Office

Reg. No. 3,636,177

Registered June 9, 2009

TRADEMARK
PRINCIPAL REGISTER



ARMOR ALL/STP PRODUCTS COMPANY, THE
(DELAWARE CORPORATION)
1221 BROADWAY
OAKLAND, CA 94612

FOR: THERMOMETERS, IN CLASS 9 (U.S. CLS.
21, 23, 26, 36 AND 38).

FIRST USE 10-1-2008; IN COMMERCE 10-1-2008.

OWNER OF U.S. REG. NOS. 648,087, 958,574, AND
OTHERS.

THE MARK CONSISTS OF "STP" IN TWO OVALS.

SN 77-372,375, FILED 1-15-2008.

ERIN FALK, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36, and 38

Reg. No. 3,632,640

United States Patent and Trademark Office

Registered June 2, 2009

TRADEMARK
PRINCIPAL REGISTER

STP

THE ARMOR ALL/STP PRODUCTS COMPANY
(DELAWARE CORPORATION)

1221 BROADWAY

OAKLAND, CA 94612

FOR: BAROMETERS, IN CLASS 9 (U.S. CLS. 21, 23,
26, 36 AND 38).

FIRST USE 10-1-2008; IN COMMERCE 10-1-2008.

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

OWNER OF U.S. REG. NOS. 648,087, 2,704,259,
AND OTHERS.

SN 77-418,758, FILED 3-11-2008.

CYNTHIA SLOAN, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office



Reg. No. 3,779,025

Registered Apr. 20, 2010

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

THE ARMOR ALL/STP PRODUCTS COMPANY (DELAWARE CORPORATION)
1221 BROADWAY
OAKLAND, CA 94612

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

FIRST USE 12-1-2009; IN COMMERCE 12-1-2009.

OWNER OF U.S. REG. NOS. 929,938, 1,061,958, AND OTHERS.

THE COLOR(S) WHITE, RED, BLUE, BLACK AND GRAY IS/ARE CLAIMED AS A FEATURE OF THE MARK.

THE MARK CONSISTS OF THE COLOR WHITE APPEARS IN THE WORDING "STP" AND THE OUTLINE OF THE OVAL; THE COLOR RED APPEARS IN THE BACKGROUND OF THE OVAL; THE COLOR BLUE APPEARS IN THE OUTLINE OF THE WORDING "STP" AND THE BORDER OF THE OVAL; THE COLOR BLACK APPEARS IN THE OUTLINE OF THE WORDING "STP"; THE COLOR GRAY APPEARS IN THE OUTLINE OF THE WORDING "STP", THE BORDER OF THE OVAL AND THE OVAL'S SHADOW.

SN 77-611,503, FILED 11-10-2008.

LEIGH LOWRY, EXAMINING ATTORNEY



David J. Kyppas

Director of the United States Patent and Trademark Office

EXHIBIT C



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Word Mark	STP
Goods and Services	IC 008. US 023 028 044. G & S: Hand tools, namely, wrenches, screwdrivers, hammers and pliers IC 009. US 021 023 026 036 038. G & S: Tire pressure gauge IC 021. US 002 013 023 029 030 033 040 050. G & S: Funnel
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	26.03.02 - Ovals, plain single line; Plain single line ovals 26.03.17 - Concentric ovals; Concentric ovals and ovals within ovals; Ovals within ovals; Ovals, concentric
Serial Number	77043031
Filing Date	November 13, 2006
Current Filing Basis	1B
Original Filing Basis	1B
Published for Opposition	March 6, 2007
Owner	(APPLICANT) THE ARMOR ALL/STP PRODUCTS COMPANY CORPORATION DELAWARE 1221 Broadway Oakland CALIFORNIA 94612
Attorney of Record	Tim Humphrey
Prior Registrations	0648087;0827102;0958574;AND OTHERS
Description of Mark	Color is not claimed as a feature of the mark. The mark consists of The letters STP within oval shapes.
Type of Mark	TRADEMARK

Register PRINCIPAL
Live/Dead Indicator LIVE

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STP

Word Mark	STP
Goods and Services	IC 025. US 022 039. G & S: Shirts
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77611496
Filing Date	November 10, 2008
Current Filing Basis	1B
Original Filing Basis	1B
Published for Opposition	March 17, 2009
Owner	(APPLICANT) The Armor All/STP Products Company CORPORATION DELAWARE 1221 Broadway Oakland CALIFORNIA 94612
Attorney of Record	Tim Humphrey
Prior Registrations	2540084;2570964;2704259;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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Word Mark	STP
Goods and Services	IC 025. US 022 039. G & S: Caps
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	26.03.17 - Concentric ovals; Concentric ovals and ovals within ovals; Ovals within ovals; Ovals, concentric 26.03.21 - Ovals that are completely or partially shaded
Serial Number	77622712
Filing Date	November 26, 2008
Current Filing Basis	1B
Original Filing Basis	1B
Published for Opposition	April 28, 2009
Owner	(APPLICANT) The Armor All/STP Products Company CORPORATION DELAWARE 1221 Broadway Oakland CALIFORNIA 94612
Attorney of Record	Tim Humphrey
Prior Registrations	0929938;0958574;1061958;AND OTHERS
Description of Mark	The color(s) white, red, blue, black and gray is/are claimed as a feature of the mark. The mark consists of the color white appears in the wording "STP" and the outline of the oval; the color red appears in the background of the oval; the color blue appears in the outline of the wording "STP" and the border of the oval; the color black appears in the outline of the wording "STP"; the color gray appears in the outline of the wording "STP", the border of the oval and the oval's shadow.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE



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Word Mark	STP
Goods and Services	IC 012. US 019 021 023 031 035 044. G & S: Air filters for automobile passenger cabins. FIRST USE: 20090222. FIRST USE IN COMMERCE: 20090222
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	26.03.17 - Concentric ovals; Concentric ovals and ovals within ovals; Ovals within ovals; Ovals, concentric 26.03.21 - Ovals that are completely or partially shaded
Trademark Search Facility Classification Code	LETTER-3-OR-MORE STP Combination of three or more letters as part of the mark SHAPES-COLORS-3-OR-MORE Design listing or lined for three or more colors SHAPES-OVALS Oval figures or designs including incomplete ovals and one or more ovals
Serial Number	77626903
Filing Date	December 4, 2008
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	May 5, 2009
Registration Number	3779058
Registration Date	April 20, 2010
Owner	(REGISTRANT) The Armor All/STP Products Company CORPORATION DELAWARE 1221 Broadway Oakland CALIFORNIA 94612
Attorney of Record	Tim Humphrey
Prior Registrations	0648087;0827102;2103468;AND OTHERS
Description of Mark	The color(s) white, red, blue and gray is/are claimed as a feature of the mark. The mark consists of the color white appears in the wording "STP" and the outline of the oval; the color red appears in the background of the

oval; the color blue appears in the outline of the wording "STP" and the border of the oval; the color gray appears in the outline of the wording "STP", the border of the oval and the oval's shadow.

Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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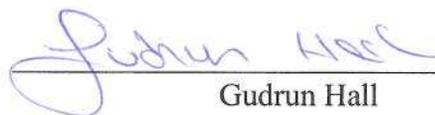
PROOF OF SERVICE BY MAIL

The undersigned declares and says as follows: My business address is 1221 Broadway, Oakland, CA 94612. I am employed in the City of Oakland and County of Alameda; I am over the age of 18 years, and I am not a party to this cause. I am readily familiar with this business' practices for collection and processing of correspondence for mailing with the United States Postal Services. On the same day that a sealed envelope is placed for collection and mailing, it is deposited in the ordinary course of business with the United States Postal Service with postage fully prepaid.

On the date indicated below, I served the within **NOTICE OF OPPOSITION** on Applicant by placing a true copy thereof, enclosed in a sealed envelope with postage thereon fully prepaid, for deposit in the United States mail at Oakland, California, following ordinary business practices of The Armor All/STP Products Company, addressed to Applicant's attorney of record as follows:

D. Wade Cloud, Jr., Esq.
Hiersche, Hayward, Drakeley & Urbach, P.C.
15303 Dallas Parkway, Suite 700
Addison, TX 75001

I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct, and that this Declaration is executed in Oakland, California, this 21st day of April, 2010.



Gudrun Hall