

ESTTA Tracking number: **ESTTA468405**

Filing date: **04/22/2012**

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

| | |
|------------------------|---|
| Proceeding | 91199879 |
| Party | Plaintiff Gilbert Lerma Jr., d/b/a Stylistics Car Club |
| Correspondence Address | ZACHARY LEVINE WLF LAWYERS 550 NORTH BRAND BLVD, SUITE 625 GLENDALE, CA 91203 UNITED STATES zjl@wltlawyers.com |
| Submission | Plaintiff's Notice of Reliance |
| Filer's Name | Zachary Levine |
| Filer's e-mail | zjl@wltlawyers.com |
| Signature | /Zachary Levine/ |
| Date | 04/22/2012 |
| Attachments | Second Notice of Reliance.pdf (8 pages)(286301 bytes) |

Dated: April 22, 2012

Respectfully submitted,

WLF Lawyers



By: _____

Zachary Levine
Attorney for Opposer
550 North Brand Blvd., Suite 625
Glendale, California 91203
(818) 241-7499

CERTIFICATE OF SERVICE

I hereby certify that I have served a copy hereof by electronic and first class mail this 22nd day of April, 2012 upon the following:

Christina S. Loza
LOZA & LOZA, LLP
305 N. Second Ave., # 127
Upland, CA 91768
tina@lozaip.com



Zachary Levine

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

Gilbert Lerma Jr., d/b/a Stylistics Car Club,)
Opposer,)
v.) Opposition No. 91199879
Stylistics Los Angeles Car Club, Inc. a)
California Corporation)
Applicant.)

NOTICE OF RELIANCE

Trial Exhibit # 4

**State of California
Secretary of State**

CERTIFICATE OF REGISTRATION OF SERVICE MARK

I, *DEBRA BOWEN*, Secretary of State of the State of California, hereby certify:

Service Mark Reg. No.: 66192
Name of Registrant: Gilbert Lerma
Business Address: 2417 Cleveland Ave., Montebello, CA 90640
Date First Used in California: June 8, 1987
Date First Used Anywhere: June 8, 1987
Description of Service Mark: The design is a drawing of the word "Stylistics" in an artistic curvy and block style over a base composed of two tilted curvy "S" shapes which tilt inward from top to bottom and have floral type offshoots from their middle areas towards each other over a solid base which joins the two "S" shapes at the bottom.

Description of Services with which the Service Mark is Used: Promoting and conducting trade shows and exhibits in the field of automobiles.

Class Number(s): 35
Date of Registration: January 13, 2010
Term of Registration Extends to and Includes: January 13, 2015

In accordance with the application filed in this office, the Service Mark described above has been duly registered. A copy, specimen, facsimile, counterpart or a reproduction of the mark is attached.

IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this 25th day of January 2010



Debra Bowen

DEBRA BOWEN
Secretary of State



State of California Secretary of State

REGISTRATION OF TRADEMARK OR SERVICE MARK

Pursuant to Business and Professions Code Section 14207
IMPORTANT - Read instructions before completing this form.

| | | |
|--|---|---|
| REGISTRATION APPLICATION FOR: <input type="checkbox"/> TRADEMARK <input checked="" type="checkbox"/> SERVICE MARK | | |
| 1. REGISTRANT NAME <p style="text-align: center;">Gilbert Lerma</p> | | |
| 2. BUSINESS ADDRESS 2417 Cleveland Avenue | CITY AND STATE Montebello, CA | ZIP CODE 90640 |
| 3. BUSINESS STRUCTURE (Check One) | | |
| <input type="checkbox"/> CORPORATION (State of Incorporation) _____ | <input checked="" type="checkbox"/> SOLE PROPRIETOR | |
| <input type="checkbox"/> LIMITED LIABILITY COMPANY (State of Organization) _____ | <input type="checkbox"/> SPOUSES, AS COMMUNITY PROPERTY | |
| <input type="checkbox"/> LIMITED PARTNERSHIP (State of Organization) _____ | <input type="checkbox"/> DOMESTIC PARTNERS, AS COMMUNITY PROPERTY | |
| <input type="checkbox"/> GENERAL PARTNERSHIP (State of Organization) _____ | <input type="checkbox"/> OTHER (Describe) _____ | |
| 4. NAMES OF GENERAL PARTNERS, IF REGISTRANT IS A PARTNERSHIP | | |
| 5. NAME AND/OR DESIGN OF MARK. (For design, provide a brief written description that can be pictured in the mind without reference to the specimens. Do not draw the design on the application. Attach a drawing of the mark.) | | |
| The design is a drawing of the word "Stylistics" in an artistic curvy and block style over a base composed of two tilted curvy "S" shapes which tilt inward from top to bottom and have floral type offshoots from their middle areas towards each other over a solid base which joins the two "S" shapes at the bottom. | | |
| 6. DISCLAIMER (If Applicable) NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE TERM: | | |
| | | |
| 7a. DATE THE MARK WAS FIRST USED IN CALIFORNIA June 8, 1987 | 7b. DATE THE MARK WAS FIRST USED ANYWHERE June 8, 1987 | |
| 8a. IF A TRADEMARK, LIST SPECIFIC GOODS. IF A SERVICE MARK, LIST SPECIFIC SERVICE. | | THIS SPACE FOR FILING OFFICER USE TRADE/SERVICE MARK REG. NO. <u>00066192</u> CLASS NO.(S) <u>35</u> |
| Promoting and conducting trade shows and exhibits in the field of automobiles | | |
| | | |
| 8b. CLASS NUMBER(S) <u>035</u> | | |
| 9. RETURN ACKNOWLEDGMENT TO: (Type or Print) | | |
| NAME | Michael A. Rivera, Esq.] | |
| ADDRESS | Rivera Law Corporation 7840 Firestone Blvd., Suite#105 | |
| CITY/STATE/ZIP | Downey, CA 90241] | |

FILED
in the office of the Secretary of State
of the State of California

JAN 13 2010

10. PLEASE INDICATE WHETHER AN APPLICATION TO REGISTER THE MARK, OR PORTIONS, OR A COMPOSITE THEREOF, HAS BEEN FILED BY THE REGISTRANT OR A PREDECESSOR IN INTEREST WITH THE UNITED STATES PATENT AND TRADEMARK OFFICE.

FILING DATE not yet SERIAL/FILE NO. _____ STATUS OF APPLICATION forthcoming

IF REFUSED, WHY? _____

11. MANNER IN WHICH THE MARK IS USED (Check all that apply)

FOR TRADEMARKS ONLY

- ON LABELS AND TAGS AFFIXED TO THE GOODS
- ON LABELS AND TAGS AFFIXED TO CONTAINERS OF THE GOODS
- BY PRINTING IT DIRECTLY ONTO THE GOODS
- BY PRINTING IT DIRECTLY ONTO THE CONTAINERS OF THE GOODS
- OTHER _____

FOR SERVICE MARKS ONLY

- ON BUSINESS SIGNS
- ON ADVERTISING BROCHURES
- ON ADVERTISING LEAFLETS
- ON BUSINESS CARDS
- ON LETTERHEADS
- ON MENUS
- OTHER On Banners

12. SPECIMENS (Check one box below and enclose three (3) identical original specimens)

FOR TRADEMARKS ONLY

- ACTUAL LABELS
- ACTUAL TAGS
- PHOTOGRAPHS OF GOODS/CONTAINERS SHOWING THE TRADEMARK
- FRONT PANELS OF A PAPER CONTAINER BEARING THE TRADEMARK
- OTHER _____

FOR SERVICE MARKS ONLY

- BUSINESS CARDS
- ADVERTISING BROCHURES
- ADVERTISING LEAFLETS
- MENUS SHOWING THE MARK
- OTHER _____

13. DECLARATION OF OWNERSHIP

Applicant declares that the applicant is the owner of the mark, that the mark is in use, and that to the knowledge of the person verifying the application, no other person has registered in this state, or has the right to use the mark, either in the identical form or in such near resemblance as to be likely, when applied to the goods or services of the other person, to cause confusion, to cause mistake, or to deceive.

14. DECLARATION OF ACCURACY

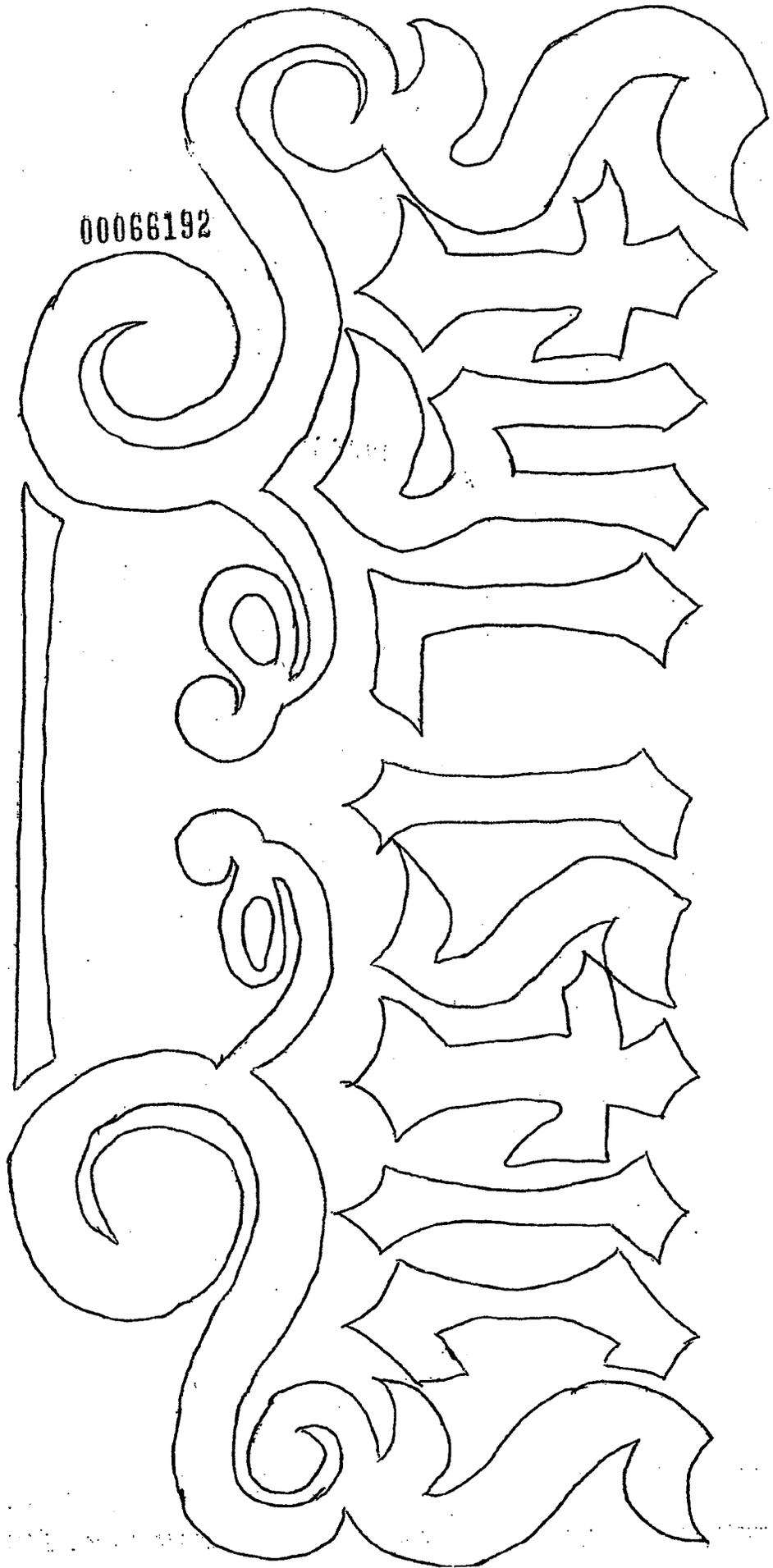
00066192

Applicant declares that all the information contained in this registration is accurate and if the applicant willfully states in the registration any material fact that the applicant knows to be false, the applicant shall be subject to a civil penalty of not more than ten thousand dollars (\$10,000.00).

DATE 4/13/09
Gilbert Lerma
SIGNATURE OF AUTHORIZED PERSON

Gilbert Lerma
TYPE OR PRINT NAME AND TITLE

00066192



A COPY, SPECIMEN, FACSIMILE, COUNTERPART OR
REPRODUCTION OF SERVICEMARK REG. NO. 00066192

Gilbert Lerma
(323) 895-6681



Car Club
Events and Promotions