

ESTTA Tracking number: **ESTTA443020**

Filing date: **11/23/2011**

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	Mag Instrument, Inc.		
Entity	Corporation	Citizenship	California
Address	2001 S. Hellman Ave. Ontario, CA 91761 UNITED STATES		

Attorney information	Anna E. Raimer Jones Day 717 Texas Ave., Suite 3300 Houston, TX 77002 UNITED STATES aeraimer@jonesday.com Phone:832.239.3786		
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Applicant Information

Application No	85396915	Publication date	11/01/2011
Opposition Filing Date	11/23/2011	Opposition Period Ends	12/01/2011
Applicant	Surefire, LLC 18300 Mount Baldy Circle Fountain Valley, CA 92708 UNITED STATES		

Goods/Services Affected by Opposition

Class 013. First Use: 2011/05/28 First Use In Commerce: 2011/05/28
All goods and services in the class are opposed, namely: Magazines for weapons

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.	1154816	Application Date	11/13/1979
Registration Date	05/19/1981	Foreign Priority Date	NONE
Word Mark	MAG-LITE		
Design Mark			
Description of Mark	NONE		

Goods/Services	Class 011. First use: First Use: 1979/02/22 First Use In Commerce: 1979/02/22 Flashlight		
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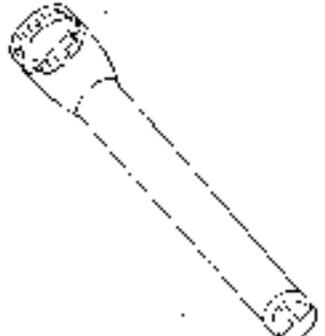
U.S. Registration No.	1389804	Application Date	08/26/1985
Registration Date	04/15/1986	Foreign Priority Date	NONE
Word Mark	MINI MAGLITE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 011. First use: First Use: 1984/01/00 First Use In Commerce: 1984/01/00 FLASHLIGHTS		

U.S. Registration No.	1245187	Application Date	06/30/1982
Registration Date	07/12/1983	Foreign Priority Date	NONE
Word Mark	MAG-NUM STAR		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 011. First use: First Use: 1980/01/19 First Use In Commerce: 1980/01/19 Flashlight Bulbs		

U.S. Registration No.	1611960	Application Date	06/30/1987
Registration Date	09/04/1990	Foreign Priority Date	NONE
Word Mark	MINI MAGLITE AAA		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 011. First use: First Use: 1987/01/08 First Use In Commerce: 1987/01/08 FLASHLIGHTS AND FLASHLIGHT ACCESSORIES, NAMELY, LAMPS AND BULBS Class 013. First use: First Use: 1987/01/08 First Use In Commerce: 1987/01/08 FLASHLIGHT HOLSTERS		

U.S. Registration No.	1655486	Application Date	07/25/1988
Registration Date	09/03/1991	Foreign Priority Date	NONE
Word Mark	MAG-LITE		

Design Mark	
Description of Mark	THE MARK CONSISTS OF A CIRCUMFERENTIAL INSCRIPTION EXTENDING SUBSTANTIALLY AROUND THE HEAD OF A FLASHLIGHT AND BEARING THE WORDS "MAG-LITE". THE DOTTED LINES ARE NOT PART OF THE MARK AND SERVE ONLY TO SHOW THE POSITION OF THE MARK ON THE GOODS.
Goods/Services	Class 011. First use: First Use: 1979/02/22 First Use In Commerce: 1979/02/22 FLASHLIGHTS

U.S. Registration No.	1667539	Application Date	07/25/1988
Registration Date	12/10/1991	Foreign Priority Date	NONE
Word Mark	MINI-MAGLITE		
Design Mark			
Description of Mark	THE MARK CONSISTS OF A CIRCUMFERENTIAL INSCRIPTION EXTENDING SUBSTANTIALLY AROUND THE HEAD OF A FLASHLIGHT AND BEARING THE WORDS "MINI-MAGLITE". THE DOTTED LINES ARE NOT PART OF THE MARK AND SERVE ONLY TO SHOW THE POSITION OF THE MARK ON THE GOODS.		
Goods/Services	Class 011. First use: First Use: 1984/01/00 First Use In Commerce: 1984/01/00 FLASHLIGHTS		

U.S. Registration No.	1715086	Application Date	10/10/1989
Registration Date	09/15/1992	Foreign Priority Date	NONE
Word Mark	MAG INSTRUMENT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1979/02/22 First Use In Commerce: 1979/02/22		

	BATTERIES, CHARGERS, ELECTRICAL CONVERTERS AND POWER CORDS Class 011. First use: First Use: 1979/02/22 First Use In Commerce: 1979/02/22 FLASHLIGHTS, FLASHLIGHT PARTS, AND FLASHLIGHT ACCESSORIES; NAMELY, BULBS, CLAMPS, HOLSTERS, TRAFFIC WANDS, LANYARDS, KEYRINGS, BATTERY SPRINGS, BULB PROTECTORS, POCKET CLIPS AND LENSES		
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U.S. Registration No.	1975632	Application Date	11/19/1993
Registration Date	05/28/1996	Foreign Priority Date	NONE
Word Mark	MAG		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1992/01/09 First Use In Commerce: 1992/01/09 electric flashlight accessories sold together or separately, namely rechargeable batteries, battery chargers, electrical converters, power cords, charger cradles, flashlight recharger adapters for use with vehicle cigarette lighters, battery packs for flashlights, voltage converters, foreign plug adapters, hardwiring harnesses for adapting flashlight rechargers to land vehicles, boats and airplanes Class 011. First use: First Use: 1992/01/09 First Use In Commerce: 1992/01/09 flashlights and related parts, component parts and accessories therefor, namely replacement flashlight lamps, combination lens holder/anti-roll units adapted to fit the heads of flashlights, flashlight mounting brackets, rubber gripper sleeves adapted to fit on the barrels of flashlights and leather and nylon carrying holsters and belt holders		

U.S. Registration No.	2485515	Application Date	11/05/1997
Registration Date	09/04/2001	Foreign Priority Date	NONE
Word Mark	MAGLITE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 011. First use: First Use: 1984/05/17 First Use In Commerce: 1984/07/00 flashlights and flashlight accessories, namely, lamps, bulbs, flashlight accessory kits comprising holsters, lens holders, lenses, pocket clips, wrist lanyards and key rings		

U.S. Registration No.	2575768	Application Date	02/05/2001
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Registration Date	06/04/2002	Foreign Priority Date	NONE
Word Mark	MAG-LITE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 014. First use: First Use: 1998/11/00 First Use In Commerce: 1998/11/00 Clocks</p> <p>Class 016. First use: First Use: 1998/11/00 First Use In Commerce: 1998/11/00 Decals, pens, and note pads</p> <p>Class 021. First use: First Use: 1998/11/00 First Use In Commerce: 1998/11/00 Coffee mugs and insulated containers for beverages</p> <p>Class 025. First use: First Use: 1986/00/00 First Use In Commerce: 1986/00/00 Clothing, namely, caps, shirts, T-shirts, sweatshirts, and jackets</p>		

U.S. Registration No.	2999097	Application Date	12/12/2003
Registration Date	09/20/2005	Foreign Priority Date	NONE
Word Mark	MAG CHARGER		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 1982/09/00 First Use In Commerce: 1982/09/00 Electric flashlight accessories sold together or separately, namely, rechargeable batteries, charger cradles, electrical converters, power cords, flashlight recharger adapters for use with vehicle cigarette lighters, foreign plug adapters</p> <p>Class 011. First use: First Use: 1982/09/00 First Use In Commerce: 1982/09/00 Flashlights and related parts, component parts and accessories therefor, namely replacement flashlight lamps, flashlight mounting brackets</p>		

U.S. Registration No.	3104551	Application Date	04/29/2002
Registration Date	06/13/2006	Foreign Priority Date	NONE
Word Mark	MAG-LED		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 011. First use: First Use: 2006/02/09 First Use In Commerce: 2006/02/09 Flashlights, LED flashlights, and related parts, component parts and accessories therefor, namely, replacement flashlight lamps, LED lamps and nylon carrying holster and belt holder		

U.S. Registration No.	3105299	Application Date	02/25/2004
Registration Date	06/13/2006	Foreign Priority Date	NONE
Word Mark	MAG		
Design Mark			
Description of Mark	The mark consists of the word "MAG" and the stylized design of a Panther head.		
Goods/Services	<p>Class 009. First use: First Use: 2006/01/11 First Use In Commerce: 2006/01/11 Electric flashlight accessories sold together or separately, namely rechargeable batteries, battery chargers, electrical converters, power cords, charger cradles, flashlight recharger adapters for use with vehicle cigarette lighters, battery packs for flashlights, voltage converters, foreign plug adapters</p> <p>Class 011. First use: First Use: 2006/01/11 First Use In Commerce: 2006/01/11 Flashlights and related parts, component parts and accessories therefor, namely, replacement flashlight lamps, combination lens holder/anti-roll units adapted to fit the heads of flashlights, flashlight mounting brackets, rubber gripper sleeves adapted to fit on the barrels of flashlights and leather and nylon carrying holsters and belt holders</p>		

	Class 025. First use: First Use: 2006/01/11 First Use In Commerce: 2006/01/11 Clothing, namely, shirts, and caps		
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U.S. Registration No.	3265427	Application Date	04/29/2002
Registration Date	07/17/2007	Foreign Priority Date	NONE
Word Mark	MAG-LED		
Design Mark	MAG-LED		
Description of Mark	NONE		
Goods/Services	Class 011. First use: First Use: 2006/02/09 First Use In Commerce: 2006/05/23 Flashlight accessories, namely, combination lens holder/anti-roll units adapted to fit the heads of flashlights, flashlight mounting brackets, and leather carrying holsters and belt holders		

U.S. Registration No.	3280356	Application Date	04/29/2002
Registration Date	08/14/2007	Foreign Priority Date	NONE
Word Mark	MAGLED		
Design Mark	MAGLED		
Description of Mark	NONE		
Goods/Services	Class 011. First use: First Use: 2006/05/23 First Use In Commerce: 2006/05/23 Flashlights, LED flashlights, and related parts		

U.S. Registration No.	3382287	Application Date	04/29/2002
Registration Date	02/12/2008	Foreign Priority Date	NONE

Word Mark	MAGLED
Design Mark	MAGLED
Description of Mark	NONE
Goods/Services	Class 011. First use: First Use: 2006/02/09 First Use In Commerce: 2006/05/23 Flashlight accessories, namely, combination lens holder/anti-roll units adapted to fit the heads of flashlights, flashlight mounting brackets, and leather carrying holsters and belt holders

U.S. Registration No.	3508161	Application Date	02/26/2008
Registration Date	09/30/2008	Foreign Priority Date	NONE
Word Mark	MAG-LED		
Design Mark	MAG-LED		
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2008/02/02 First Use In Commerce: 2008/02/02 Shirts; Long-sleeved shirts		

U.S. Registration No.	2622179	Application Date	03/12/2001
Registration Date	09/17/2002	Foreign Priority Date	NONE
Word Mark	MAGLITE		
Design Mark	MAGLITE		
Description of	NONE		

Mark	
Goods/Services	<p>Class 009. First use: First Use: 2001/01/01 First Use In Commerce: 2001/01/01 electric flashlight accessories sold together or separately, namely rechargeable batteries, battery chargers, electrical converters, power cords, charger cradles, flashlight recharger adapters for use with vehicle cigarette lighters, battery packs for flashlights, voltage converters, foreign plug adapters, hardwiring harnesses for adapting flashlight rechargers to land vehicles, boats and airplanes</p> <p>Class 011. First use: First Use: 2001/01/01 First Use In Commerce: 2001/01/01 flashlights and related parts, component parts and accessories therefor, namely replacement flashlight lamps, combination lens holder/anti-roll units adapted to fit the heads of flashlights, flashlight mounting brackets, rubber gripper sleeves adapted to fit on the barrels of flashlights and leather and nylon carrying holsters and belt holders</p>

Attachments	<p>73741896#TMSN.gif (1 page)(bytes) 73741897#TMSN.gif (1 page)(bytes) 75385568#TMSN.gif (1 page)(bytes) 76205030#TMSN.gif (1 page)(bytes) 78340422#TMSN.jpeg (1 page)(bytes) 76978030#TMSN.gif (1 page)(bytes) 78976964#TMSN.jpeg (1 page)(bytes) 76401349#TMSN.gif (1 page)(bytes) 76978029#TMSN.gif (1 page)(bytes) 76401348#TMSN.gif (1 page)(bytes) 77406326#TMSN.jpeg (1 page)(bytes) 76223778#TMSN.gif (1 page)(bytes) Notice of Opposition - Surefire.pdf (7 pages)(27305 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 First Class Mail on this date.

Signature	/Anna Raimer/
Name	Anna E. Raimer
Date	11/23/2011

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

MAG INSTRUMENT, INC.,)	Opposition No. _____
)	
Opposer,)	Application Serial No.: 85/396,915
)	Filing Date: August 12, 2011
v.)	Publication Date: November 1, 2011
)	Trademark: MAG5-60
SUREFIRE, LLC,)	International Class: 13
)	
Applicant.)	
)	
)	
_____)	

NOTICE OF OPPOSITION

Box TTAB FEE
Commissioner for Trademarks
P.O. Box 1451
Arlington, Virginia 22313-1451

Dear Sir or Madam:

Mag Instrument, Inc. (“Mag Instrument”), a California corporation located and doing business at 2001 S. Hellman Avenue, Ontario, California 91761, believes that it will be damaged by registration of the alleged mark shown in Serial No. 85/396,915 and, through its attorneys, hereby opposes the same. Mag Instrument opposes registration of this alleged mark in all classes for which Applicant has applied, which, upon information and belief, is only International Class 13.

On information and belief, Application Serial No. 85/396,915 (for “MAG5-60” for magazines for weapons, in International Class 13) was filed on August 12, 2011, by Surefire, LLC (“Applicant”), a California limited liability company with an address at 18300 Mount Baldy

Circle, Fountain Valley, CA 92708. It was published for Opposition in the Official Gazette on November 1, 2011.

As grounds of opposition, it is alleged that:

1. Since at least as early as February 22, 1979, Mag Instrument has been using the trademark MAG-LITE[®] in connection with its manufacture, advertising, and sale of flashlights and/or related products. Mag Instrument is the owner of United States Trademark Registration No. 1,154,816 for MAG-LITE[®], which is in full force and effect, and which has become incontestable. Mag Instrument is also the owner of United States Trademark Registration No. 1,389,804 for MINI MAGLITE[®].

2. In addition to the aforementioned MAG-LITE[®] and MINI MAGLITE[®] trademarks, Mag Instrument has obtained registrations on the following marks:

	TRADEMARK	UNITED STATES REG. NO.
1.	MAG-NUM STAR	1,245,187
2.	MINI MAGLITE AAA	1,611,960
3.	MAG-LITE and circumferential inscription	1,655,486
4.	MINI MAGLITE and circumferential inscription	1,667,539
5.	MAG INSTRUMENT	1,715,086
6.	MAG	1,975,632
7.	MAGLITE	2,485,515
8.	MAG-LITE	2,575,768
9.	MAGLITE	2,622,179

TRADEMARK		UNITED STATES REG. NO.
10.	MAG CHARGER	2,999,097
11.	MAG-LED	3,104,551
12.	MAG and panther design	3,105,299
13.	MAG-LED	3,265,427
14.	MAGLED	3,280,356
15.	MAGLED	3,382,287
16.	MAG-LED	3,508,161

These marks are collectively referred to as the “MAG Family of Marks.” Of these marks, numbers 1-10 have become incontestable.

3. Mag Instrument has also obtained trademark registrations on marks in its MAG Family of Marks in the State of California, starting in 1979, and currently has the following marks, among others, registered:

TRADEMARK		STATE OF CALIFORNIA REG. NO.
1.	MAG-LITE	60569
2.	MINI MAGLITE	78422
3.	MAG-LITE AND DESIGN	084986
4.	MINI MAGLITE AAA	086000

4. Mag Instrument has manufactured, marketed, and advertised its flashlights and related products so that the public associates them with the idea of extraordinary design, materials, workmanship, and reliability. In furtherance of that goal, Mag Instrument usually displays its products and the associated trademarks in its advertising and promotional

presentations. At frequent trade shows, Mag Instrument prominently displays many of the MAG Family Marks, including the MAG-LITE[®] and MINI MAGLITE[®] trademarks, in conjunction with the “Mag Instrument” trade name on a booth where its products are exhibited. Mag Instrument distributes full-color brochures that depict and describe its entire line of flashlights and related accessories. In addition, many of the MAG Family Marks, including the MAG-LITE[®] and MINI MAGLITE[®] trademarks, appear on the packaging and containers for the flashlights and/or related accessories and/or on the flashlights themselves. Mag Instrument has spent millions of dollars in advertising and promoting its flashlights and related products.

5. As a result of Mag Instrument’s continuous use and promotion of the MAG Family Marks, including the MAG-LITE[®] and MINI MAGLITE[®] trademarks, as well as the distinctiveness of the marks, the purchasing public has come to associate the MAG Family Marks, including the MAG-LITE[®] and MINI MAGLITE[®] trademarks, with Mag Instrument as the source and sponsor thereof.

6. Mag Instrument’s MAG-LITE[®] and MINI MAGLITE[®] flashlights and other flashlights and accessories bearing the MAG Family Marks have developed a reputation of high quality. For example, Mag Instrument’s MAG-LITE[®] flashlight and other flashlights have earned a superb reputation among police officers, firemen, and other emergency response professionals, as well as among mountaineers, explorers, sportsmen, campers, and others who require the finest flashlights available. Mag Instrument’s flashlight products are sold in quantity to police and fire departments and other civil-defense agencies. They are also advertised on television, in sports/outdoor magazines, and by high-quality catalog houses. They are sold at retail through various stores, including sporting goods stores, police equipment stores, hardware stores, and mass merchandisers.

7. The Applicant has applied to register “MAG5-60” for magazines for weapons, in International Class 13.

8. Mag Instrument has used its MAG-LITE[®] and MINI MAGLITE[®] trademarks, as well as many of its other MAG Family Marks, on flashlights and/or related accessories well before August 12, 2011 -- the date the Applicant filed its application for “MAG5-60” for magazines for weapons, in International Class 13.

9. The MAG Family Marks are distinctive and are famous marks. Applicant’s use of “MAG5-60” (if any), as well as its filing of a trademark application for “MAG5-60,” occurred subsequent to the MAG Family Marks becoming famous. Registration and/or use of Applicant’s alleged mark have caused and/or will cause dilution of the distinctive quality of the MAG Family Marks. If Applicant is permitted to use and register its alleged mark, Mag Instrument will suffer injury to the value of the MAG Family Marks, its product identity, control over its goodwill and reputation, and ability to move into new markets.

In view of the above, Applicant is not entitled to federal registration of its alleged mark in that Applicant’s proposed use is likely to cause confusion, or to cause mistake, or to deceive. Further, Applicant’s alleged mark dilutes the distinctive quality of the famous MAG Family Marks.

WHEREFORE, Mag Instrument prays that said Application Serial No. 85/396,915 be rejected, that no registration be issued thereon to Applicant, and that this Opposition be sustained in favor of Mag Instrument.

The appropriate fee under 37 C.F.R. §2.6 is also submitted herewith. Please direct all future correspondence to the undersigned.

Respectfully submitted,

JONES DAY

Dated: November 23, 2011

By: 
717 Texas, Suite 3300
Houston, TX 77002
Tel: 832.239.3786
Fax: 832.239.3600
aeraimer@jonesday.com

Attorneys for Opposer
MAG INSTRUMENT, INC.

CERTIFICATE OF SERVICE

It is hereby certified that a copy of the foregoing document entitled Notice of Opposition has been served upon Applicant by mailing said copy on November 23, 2011, via First Class Mail, postage prepaid at the correspondence address of record in the Patent and Trademark Office:

JANET ROBERTSON KAUFMAN
WEEKS, KAUFMAN, NELSON & JOHNSON
462 STEVENS AVE STE 310
SOLANA BEACH, CA 92075-2066



Anna E. Raimer