

UNITED STATES PATENT AND TRADEMARK OFFICE
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, VA 22313-1451

am

Opposition No. 91204150

The University of Mary
Hardin-Baylor

v.

Campus Crusade for Christ,
Inc. aka Campus Crusade for
Christ International, Campus
Crusade for Christ, Campus
Crusade, CCCI

Cheryl S. Goodman, Interlocutory Attorney:

On October 16, 2013, applicant filed a proposed amendment to its application Serial No. 85200344, with opposer's consent.

By the proposed amendment applicant seeks to change the identification of goods and services as follows (the proposed amendments for deletion are stricken through and proposed additions are underlined):

Class 16

from

"Paper goods and printed matter, namely, books, pamphlets, booklets, ~~notebooks~~, newspapers, brochures, leaflets, magazines, newsletters, bookmarks, training manuals, printed teaching materials and instructional guides, featuring and dealing with religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and building and strengthening relationships"

to

"Paper goods and printed matter, namely, books, pamphlets, booklets, newspapers, brochures, leaflets, magazines, newsletters, bookmarks, training manuals, printed teaching materials and instructional guides, featuring and dealing with religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and building and strengthening relationships."

Class 35

from

"On-line retail store featuring books, CDs, DVDs, and other materials featuring and dealing with religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships; charitable services, namely, organizing and conducting volunteer programs, community service projects, and short-term missionary projects in the fields of disaster relief to benefit suffering people and victims of natural disasters, to increase support and morale of members of the U.S. military, and promote public awareness of poverty; charitable services, namely, coordination of the procurement and distribution of food and clothing donations from others, specifically individuals, religious institutions, manufacturers, wholesalers, and retailers to benefit suffering people, victims of natural disasters, and the needy; developing and co-coordinating volunteer projects for charitable organizations"

to

"On-line retail store featuring books, CDs, DVDs, and other materials featuring and dealing with religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships; charitable services, namely, organizing and conducting volunteer programs, community service projects, and short-term missionary projects in the fields of disaster relief to benefit suffering people and victims of natural disasters, to increase support and morale of members of the U.S. military, and promote public awareness of poverty; charitable services, namely, coordination of the procurement and distribution of food and clothing donations from others, specifically

individuals, religious institutions, manufacturers, wholesalers, and retailers to benefit suffering people, victims of natural disasters, and the needy; developing and co-coordinating volunteer projects for charitable organizations, all of the foregoing provided by an international faith-based mission and relief organization and none of the foregoing provided by a university or college"

Class 38

from

"Streaming of audio and video material on the Internet, featuring and dealing with religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships; providing on-line forums for transmission of messages among computer users featuring and dealing with religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships"

to

"Streaming of audio and video material on the Internet, featuring and dealing with religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships; providing on-line forums for transmission of messages among computer users featuring and dealing with religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships, all of the foregoing provided by an international faith-based mission and relief organization and none of the foregoing provided by a university or college"

Class 41

from

"Educational services, namely, conducting seminars, conferences not relating to business, workshops, and weekly meetings not relating to business in the fields of religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening

relationships, and distribution of course materials in connection therewith; educational services, namely, providing educational materials on-line and via email, namely, articles, newsletters, manuals, and documents featuring and dealing with religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships; educational services, namely, providing instruction in the fields of religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships via a global computer network; entertainment services, namely, continuing biblically-based programs about religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships provided through radio broadcasts”

to

“Educational services, namely, conducting seminars, conferences not relating to business, workshops, and weekly meetings not relating to business in the fields of religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships, and distribution of course materials in connection therewith, none of the foregoing for undergraduate credit; educational services, namely, providing educational materials on-line and via email, namely, articles, newsletters, manuals, and documents featuring and dealing with religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships; educational services, namely, providing instruction, none of the foregoing for undergraduate credit, in the fields of religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships via a global computer network; entertainment services, namely, continuing biblically-based programs about religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships provided through radio broadcasts, all of the foregoing provided by an international faith-based mission and

relief organization and none of the foregoing provided by a university or college"

Class 45

from

"Evangelistic and Christian ministerial services directed towards college students; religious services, namely, providing ministerial, missionary, evangelical and counseling services featuring and dealing with religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships; evangelistic and ministerial services, namely, conducting spiritual retreats that assist individuals in achieving spiritual growth, developing character, and developing and strengthening relationships; providing information in the fields of religion, spiritual, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships via a global computer network"

to

"Evangelistic and Christian ministerial services directed towards college students; religious services, namely, providing ministerial, missionary, evangelical and counseling services featuring and dealing with religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships; evangelistic and ministerial services, namely, conducting spiritual retreats that assist individuals in achieving spiritual growth, developing character, and developing and strengthening relationships; providing information in the fields of religion, spiritual, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships via a global computer network, all of the foregoing provided by an international faith-based mission and relief organization and none of the foregoing provided by a university or college"

The identification of goods in Class 9 remains unchanged.

Inasmuch as the amendment is clearly limiting in nature as required by Trademark Rule 2.71(a), and because opposer consents thereto, it is approved and entered. See Trademark Rule 2.133(a).

If this resolves the dispute herein, opposer is allowed until thirty days from the mailing date of this order to file a withdrawal of the opposition, failing which the opposition will go forward on the application as amended. See Trademark Rule 2.106(c).