

ESTTA Tracking number: **ESTTA473238**

Filing date: **05/18/2012**

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                                  | Artemide S.P.A.                              |
| Granted to Date of previous extension | 05/19/2012                                   |
| Address                               | Corso Monforte, 19<br>Milano, 20122<br>ITALY |

|                      |                                                                                                                                                                    |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Attorney information | MARIA A SAVIO<br>GOTTLIEB RACKMAN & REISMAN PC<br>270 MADISION AVENUE<br>NEW YORK, NY 10016<br>UNITED STATES<br>efiling@grr.com, msavio@grr.com Phone:212-684-3900 |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|

### Applicant Information

|                                |                                                                      |                                 |            |
|--------------------------------|----------------------------------------------------------------------|---------------------------------|------------|
| Application No                 | 85444984                                                             | Publication date                | 03/20/2012 |
| Opposition Filing Date         | 05/18/2012                                                           | Opposition Period Ends          | 05/19/2012 |
| International Registration No. | NONE                                                                 | International Registration Date | NONE       |
| Applicant                      | Certa Products Ltd.<br>581 Bole Court,<br>Coquitlam, B.C.,<br>CANADA |                                 |            |

### Goods/Services Affected by Opposition

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Class 011.<br/>All goods and services in the class are opposed, namely: (Based on Intent to Use) Electric light bulbs; Lamp bulbs; Lamp whose light can be turned in all directions; LED light assemblies for street lights, signs, commercial lighting, automobiles, buildings, and other architectural uses; LED light bulbs; LED lighting fixtures for indoor and outdoor lighting applications; Lighting fixtures for use in parking decks and garages; Lighting fixtures for use in parking lots and walkways; Lighting tubes; Luminaires, using light emitting diodes (LEDs) as a light source, for street or roadway lighting; Solar light fixtures, namely, indoor and outdoor solar powered lighting units and fixtures; Solar-powered all-weather lights; Wall lights(Based on 44(d) Priority Application) Electric light bulbs; Lamp bulbs; Lamp whose light can be turned in all directions; LED light assemblies for street lights, signs, commercial lighting, automobiles, buildings, and other architectural uses; LED light bulbs; LED lighting fixtures for indoor and outdoor lighting applications; Lighting fixtures for use in parking decks and garages; Lighting fixtures for use in parking lots and walkways; Lighting tubes; Luminaires, using light emitting diodes (LEDs) as a light source, for street or roadway lighting; Solar light fixtures, namely, indoor and outdoor solar powered lighting units and fixtures; Solar-powered all-weather lights; Wall lights</p> |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## 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. | 1334169                                                                                                                                                                                                                       | Application Date      | 09/28/1982 |
| Registration Date     | 05/07/1985                                                                                                                                                                                                                    | Foreign Priority Date | NONE       |
| Word Mark             | ARTEMIDE                                                                                                                                                                                                                      |                       |            |
| Design Mark           |                                                                                                                                                                                                                               |                       |            |
| Description of Mark   | NONE                                                                                                                                                                                                                          |                       |            |
| Goods/Services        | Class 011. First use: First Use: 1970/00/00 First Use In Commerce: 1970/00/00<br>Electric Lights and Lighting Fixtures Therefor<br>Class 020. First use: First Use: 1970/00/00 First Use In Commerce: 1970/00/00<br>Furniture |                       |            |

|                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                       |            |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|------------|
| U.S. Registration No. | 2349855                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Application Date      | 03/23/1999 |
| Registration Date     | 05/16/2000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Foreign Priority Date | NONE       |
| Word Mark             | ARTEMIDE ARCHITECTURAL                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                       |            |
| Design Mark           |  <p>The logo for Artemide Architectural features the word "Artemide" in a large, bold, serif font, with "ARCHITECTURAL" in a smaller, bold, sans-serif font directly below it.</p>                                                                                                                                                                                                                                                                                                                           |                       |            |
| Description of Mark   | NONE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                       |            |
| Goods/Services        | Class 011. First use: First Use: 1997/05/31 First Use In Commerce: 1997/09/30<br>electric candelabras, electric lighting fixtures, flashlights, fluorescent lighting tubes, klieg lights, lamp reflectors, lamp shades, lamps, filaments for electric lamps, gas lamps, oil lamps, [ sun lamps, electric Chinese lanterns, oil lanterns, ] chemically activated light sticks, electric lightbulbs, electric track lighting units, [ aquarium lights, bicycle lights, ] electric night lights, pen lights, [ electric lights for Christmas trees, lights for vehicles, ] searchlights chandeliers |                       |            |

|                       |            |                       |            |
|-----------------------|------------|-----------------------|------------|
| U.S. Registration No. | 3731640    | Application Date      | 12/15/2008 |
| Registration Date     | 12/29/2009 | Foreign Priority Date | 10/15/2008 |
| Word Mark             | ARTEMIDE   |                       |            |

|                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Design Mark         |                                                                                                                                                                                                                                                                                                                                                                     |
| Description of Mark | The mark consists of the wording "ARTEMIDE" in stylized font.                                                                                                                                                                                                                                                                                                                                                                                         |
| Goods/Services      | Class 011. First use:<br>Lighting apparatus and installations for the interior and exterior use, namely lamps, chandeliers, wall lights, floor lamps<br>Class 020. First use:<br>Furniture, mirrors, picture frames<br>Class 042. First use:<br>Services of project studies and design, provided by professionals including engineers, architects and designers, namely, consulting services in the field of architectural design and lighting design |

|             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Attachments | 75666396#TMSN.gif ( 1 page )( bytes )<br>79065392#TMSN.jpeg ( 1 page )( bytes )<br>Artemis Opp.-Exhibit A.pdf ( 4 pages )(884978 bytes )<br>Artemis Opp.-Exhibit B.pdf ( 4 pages )(973975 bytes )<br>Artemis Opp.-Exhibit C.pdf ( 5 pages )(1237035 bytes )<br>Artemis Opp.-Exhibit D.pdf ( 5 pages )(1312344 bytes )<br>Artemis Opp.-Exhibit E.pdf ( 1 page )(443036 bytes )<br>Artemis Opp.-Exhibit F.pdf ( 8 pages )(4490879 bytes )<br>ARTEMIS - Notice of Opposition.pdf ( 8 pages )(243118 bytes ) |
|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

### Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by Overnight Courier on this date.

|           |               |
|-----------|---------------|
| Signature | /mas/         |
| Name      | MARIA A SAVIO |
| Date      | 05/18/2012    |



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**Typed Drawing**

**Word Mark** ARTEMIDE  
**Goods and Services** IC 011. US 021. G & S: Electric Lights and Lighting Fixtures Therefor. FIRST USE: 19700000. FIRST USE IN COMMERCE: 19700000  
 (CANCELLED) IC 020. US 032. G & S: Furniture. FIRST USE: 19700000. FIRST USE IN COMMERCE: 19700000  
**Mark Drawing Code** (1) TYPED DRAWING  
**Serial Number** 73390710  
**Filing Date** September 28, 1982  
**Current Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** February 26, 1985  
**Change In Registration** CHANGE IN REGISTRATION HAS OCCURRED  
**Registration Number** 1334169  
**Registration Date** May 7, 1985  
**Owner** (REGISTRANT) ARTEMIDE S.P.A. CORPORATION ITALY Corso Monforte 19 MILANO ITALY 20121  
**Attorney of Record** HERBERT DUBNO  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR). PARTIAL SECTION 8(10-YR) 20050822.  
**Renewal** 1ST RENEWAL 20050822  
**Live/Dead Indicator** LIVE

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Serial Number: 73390710 Assignment Information      Trademark Document Retrieval

Registration Number: 1334169

Mark (words only): ARTEMIDE

Standard Character claim: No

Current Status: The registration has been renewed.

Date of Status: 2005-08-22

Filing Date: 1982-09-28

Transformed into a National Application: No

Registration Date: 1985-05-07

Register: Principal

Law Office Assigned: (NOT AVAILABLE)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 40S -Scanning On Demand

Date In Location: 2008-05-20

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

---

1. ARTEMIDE S.P.A.

**Address:**

ARTEMIDE S.P.A.

Corso Monforte 19

MILANO 20121

Italy

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Italy

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**GOODS AND/OR SERVICES**

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**International Class:** 011

**Class Status:** Active

Electric Lights and Lighting Fixtures Therefor

**Basis:** 1(a)

**First Use Date:** 1970-00-00

**First Use in Commerce Date:** 1970-00-00

**International Class:** 020

**Class Status:** Section 8 - Cancelled  
Furniture  
**Basis:** 1(a)  
**First Use Date:** 1970-00-00  
**First Use in Commerce Date:** 1970-00-00

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**ADDITIONAL INFORMATION**

---

(NOT AVAILABLE)

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**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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

2011-06-13 - Notice Of Suit  
2011-03-22 - Notice Of Suit  
2008-05-20 - Case File In TICRS  
2005-08-22 - First renewal 10 year  
2005-08-22 - Section 9 granted/check record for Section 8  
2005-08-22 - Partial Section 8 ( 10-Year) accepted/checked record for section  
2005-08-22 - Assigned To Paralegal  
2005-04-13 - Combined Section 8 (10-year)/Section 9 filed  
2005-04-13 - TEAS Section 8 & 9 Received  
1990-08-16 - Section 8 (6-year) accepted & Section 15 acknowledged  
1990-06-01 - Section 8 (6-year) and Section 15 Filed  
1985-05-07 - Registered - Principal Register  
1985-02-26 - Published for opposition  
1985-02-14 - Notice of publication  
1985-01-17 - Notice of publication  
1985-01-09 - Approved for Pub - Principal Register (Initial exam)  
1984-12-06 - Communication received from applicant  
1984-06-26 - Non-final action mailed  
1984-06-06 - Communication received from applicant

1984-02-14 - Non-final action mailed

1984-02-06 - Allowance/count withdrawn

1984-01-23 - Communication received from applicant

1983-07-26 - Non-final action mailed

1983-07-13 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

HERBERT DUBNO

**Correspondent**

HERBERT DUBNO

KARL F. ROSS, P.C.

STE. 310

5676 RIVERDALE AVE.

BRONX (RIVERDALE), NY 104700900

**Domestic Representative**

KARL F. ROSS

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# Artemide

## ARCHITECTURAL

**Word Mark** ARTEMIDE ARCHITECTURAL

**Goods and Services** IC 011. US 013 021 023 031 034. G & S: electric candelabras, electric lighting fixtures, flashlights, fluorescent lighting tubes, klieg lights, lamp reflectors, lamp shades, lamps, filaments for electric lamps, gas lamps, oil lamps, [ sun lamps, electric Chinese lanterns, oil lanterns, ] chemically activated light sticks, electric lightbulbs, electric track lighting units, [ aquarium lights, bicycle lights, ] electric night lights, pen lights, [ electric lights for Christmas trees, lights for vehicles, ] searchlights chandeliers. FIRST USE: 19970531. FIRST USE IN COMMERCE: 19970930

**Mark Drawing Code** (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

**Serial Number** 75666396

**Filing Date** March 23, 1999

**Current Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** February 22, 2000

**Registration Number** 2349855

**Registration Date** May 16, 2000

**Owner** (REGISTRANT) ARTEMIDE S.P.A. JOINT STOCK COMPANY ITALY Corso Monforte 19 MILANO ITALY

**Attorney of Record** AMY B GOLDSMITH

**Prior Registrations** 1334169;1467190;1582440

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ARCHITECTURAL" APART FROM THE MARK AS SHOWN

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20100324.

**Renewal** 1ST RENEWAL 20100324

**Live/Dead Indicator** LIVE

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Serial Number: 75666396 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 2349855

Mark

**Artemide**  
ARCHITECTURAL

(words only): ARTEMIDE ARCHITECTURAL

Standard Character claim: No

Current Status: The registration has been renewed.

Date of Status: 2010-03-24

Filing Date: 1999-03-23

Transformed into a National Application: No

Registration Date: 2000-05-16

Register: Principal

Law Office Assigned: LAW OFFICE 114

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: (NOT AVAILABLE)

Date In Location: 2010-03-24

---

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

---

1. ARTEMIDE S.P.A.

**Address:**

ARTEMIDE S.P.A.  
Corso Monforte 19  
MILANO  
Italy

**Legal Entity Type:** Joint Stock Company

**State or Country Where Organized:** Italy

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**GOODS AND/OR SERVICES**

---

**International Class:** 011

**Class Status:** Active

electric candelabras, electric lighting fixtures, flashlights, fluorescent lighting tubes, klieg lights, lamp reflectors, lamp shades, lamps, filaments for electric lamps, gas lamps, oil lamps, chemically activated light sticks, electric lightbulbs, electric track lighting units, electric night lights, pen lights, searchlights chandeliers

**Basis:** 1(a)

**First Use Date:** 1997-05-31

**First Use in Commerce Date:** 1997-09-30

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#### ADDITIONAL INFORMATION

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**Disclaimer:** "ARCHITECTURAL"

**Prior Registration Number(s):**

1334169

1467190

1582440

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#### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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#### PROSECUTION HISTORY

---

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

2010-03-24 - First renewal 10 year

2010-03-24 - Section 8 (10-year) accepted/ Section 9 granted

2010-03-24 - Case Assigned To Post Registration Paralegal

2010-03-23 - TEAS Section 8 & 9 Received

2010-03-23 - Attorney Revoked And/Or Appointed

2010-03-23 - TEAS Revoke/Appoint Attorney Received

2006-10-25 - Section 8 (6-year) accepted & Section 15 acknowledged

2006-09-29 - PAPER RECEIVED

2006-08-18 - Post Registration action mailed Section 8 & 15

2006-06-25 - Assigned To Paralegal

2006-04-07 - Section 8 (6-year) and Section 15 Filed

2006-04-07 - TEAS Section 8 & 15 Received

2006-03-29 - Case File In TICRS

2000-05-16 - Registered - Principal Register

2000-02-22 - Published for opposition  
2000-01-21 - Notice of publication  
1999-11-05 - Approved for Pub - Principal Register (Initial exam)  
1999-10-06 - Communication received from applicant  
1999-08-27 - Non-final action mailed  
1999-08-11 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

AMY B GOLDSMITH

**Correspondent**

AMY B GOLDSMITH  
GOTTLIEB, RACKMAN & REISMAN, P.C.  
270 Madison Avenue, 8th Floor  
New York NY 10016-0601  
Phone Number: 212 684 3900  
Fax Number: 212 684 3999

**Domestic Representative**

THE FIRM OF KARL F. ROSS, P.C.

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# Artemide

**Word Mark** ARTEMIDE

**Goods and Services** IC 011. US 013 021 023 031 034. G & S: Lighting apparatus and installations for the interior and exterior use, namely lamps, chandeliers, wall lights, floor lamps

IC 020. US 002 013 022 025 032 050. G & S: Furniture, mirrors, picture frames

IC 042. US 100 101. G & S: Services of project studies and design, provided by professionals including engineers, architects and designers, namely, consulting services in the field of architectural design and lighting design

**Mark Drawing Code** (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

**Trademark Search**

**Facility** SHAPES-MISC Miscellaneous shaped designs

**Classification Code**

**Serial Number** 79065392

**Filing Date** December 15, 2008

**Current Basis** 66A

**Original Filing Basis** 66A

**Published for Opposition** October 13, 2009

**Registration Number** 3731640

**International Registration Number** 0993495

**Registration Date** December 29, 2009

**Owner** (REGISTRANT) ARTEMIDE S.p.A. Joint stock company ITALY 19, Corso Monforte I-20122 MILANO ITALY

**Attorney of Record** Amy B. Goldsmith

**Priority Date** October 15, 2008

**Prior Registrations** 1334169;2349855

**Description of Mark** Color is not claimed as a feature of the mark. The mark consists of the wording "ARTEMIDE" in stylized font.

**Type of Mark** TRADEMARK. SERVICE MARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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Serial Number: 79065392 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3731640

Mark

# Artemide

(words only): ARTEMIDE

Standard Character claim: No

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2009-12-29

Filing Date: 2008-12-15

Transformed into a National Application: No

Registration Date: 2009-12-29

Register: Principal

Law Office Assigned: LAW OFFICE 110

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: 650 -Publication And Issue Section

Date In Location: 2009-12-29

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

---

1. ARTEMIDE S.p.A.

**Address:**

ARTEMIDE S.p.A.  
19, Corso Monforte I-20122 MILANO  
Italy

**Legal Entity Type:** Joint stock company

**State or Country Where Organized:** Italy

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#### GOODS AND/OR SERVICES

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**International Class: 011****Class Status:** Active

Lighting apparatus and installations for the interior and exterior use, namely lamps, chandeliers, wall lights, floor lamps

**Basis:** 66(a)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)**International Class: 020****Class Status:** Active

Furniture, mirrors, picture frames

**Basis:** 66(a)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)**International Class: 042****Class Status:** Active

Services of project studies and design, provided by professionals including engineers, architects and designers, namely, consulting services in the field of architectural design and lighting design

**Basis:** 66(a)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)

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**ADDITIONAL INFORMATION**

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**Color(s) Claimed:** Color is not claimed as a feature of the mark.**Description of Mark:** The mark consists of the wording "ARTEMIDE" in stylized font.**Prior Registration Number(s):**

1334169

2349855

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**MADRID PROTOCOL INFORMATION**

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**International Registration Number:** 0993495**International Registration Date:** 2008-12-15**Priority Claimed:** Yes**Date of Section 67 Priority Claim:** 2008-10-15**International Registration Status:** Request For Extension Of Protection Processed**Date of International Registration Status:** 2009-03-12**International Registration Renewal Date:** 2018-12-15**Notification of Designation Date:** 2009-03-12**Date of Automatic Protection:** 2010-09-12**Date International Registration Cancelled:** (DATE NOT AVAILABLE)**First Refusal:** Yes

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**PROSECUTION HISTORY**

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2011-06-13 - Notice Of Suit

2011-03-22 - Notice Of Suit

2010-06-18 - Final Decision Transaction Processed By IB

2010-04-27 - Final Disposition Notice Sent To IB  
2010-04-27 - Final Disposition Processed  
2010-03-29 - Final Disposition Notice Created, To Be Sent To IB  
2009-12-29 - Registered - Principal Register  
2009-10-13 - Official Gazette Publication Confirmation E-Mailed  
2009-10-13 - Published for opposition  
2009-09-04 - Law Office Publication Review Completed  
2009-08-27 - Data Modification Completed  
2009-08-27 - Approved for Pub - Principal Register (Initial exam)  
2009-08-27 - Examiner's Amendment Entered  
2009-08-26 - Assigned To LIE  
2009-08-26 - Correspondence Mailed  
2009-08-26 - Examiners Amendment -Written  
2009-08-26 - Attorney Revoked And/Or Appointed  
2009-08-26 - TEAS Revoke/Appoint Attorney Received  
2009-04-10 - Refusal Processed By IB  
2009-03-20 - Application Filing Receipt Mailed  
2009-03-18 - Non-Final Action Mailed - Refusal Sent To IB  
2009-03-18 - Refusal Processed By MPU  
2009-03-18 - Non-Final Action (Ib Refusal) Prepared For Review  
2009-03-17 - Non-Final Action Written  
2009-03-16 - Assigned To Examiner  
2009-03-16 - New Application Office Supplied Data Entered In Tram  
2009-03-13 - Limitation Of Goods/Services From IB Entered  
2009-03-12 - Sn Assigned For Sect 66a Appl From IB

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Amy B. Goldsmith

**Correspondent**

AMY B. GOLDSMITH  
GOTTLIEB, RACKMAN & REISMAN, PC  
270 MADISON AVE  
FL 8  
NEW YORK, NY 10016-0601  
Phone Number: 212-684-3900  
Fax Number: 212-684-3999

**Domestic Representative**

Amy B. Goldsmith  
Phone Number: 212-684-3900  
Fax Number: 212-684-3999

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**Record 1 out of 1**

TARR Status ASSIGN Status TDR TTAB Status ( Use the "Back" button of the Internet Browser to return to TESS)



**Word Mark** ARTEMIS

**Goods and Services** IC 011. US 013 021 023 031 034. G & S: (Based on Intent to Use) Electric light bulbs; Lamp bulbs; Lamp whose light can be turned in all directions; LED light assemblies for street lights, signs, commercial lighting, automobiles, buildings, and other architectural uses; LED light bulbs; LED lighting fixtures for indoor and outdoor lighting applications; Lighting fixtures for use in parking decks and garages; Lighting fixtures for use in parking lots and walkways; Lighting tubes; Luminaires, using light emitting diodes (LEDs) as a light source, for street or roadway lighting; Solar light fixtures, namely, indoor and outdoor solar powered lighting units and fixtures; Solar-powered all-weather lights; Wall lights(Based on 44(d) Priority Application) Electric light bulbs; Lamp bulbs; Lamp whose light can be turned in all directions; LED light assemblies for street lights, signs, commercial lighting, automobiles, buildings, and other architectural uses; LED light bulbs; LED lighting fixtures for indoor and outdoor lighting applications; Lighting fixtures for use in parking decks and garages; Lighting fixtures for use in parking lots and walkways; Lighting tubes; Luminaires, using light emitting diodes (LEDs) as a light source, for street or roadway lighting; Solar light fixtures, namely, indoor and outdoor solar powered lighting units and fixtures; Solar-powered all-weather lights; Wall lights

**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design Search Code** 02.03.26 - Grotesque women formed by letters, numbers, punctuation or geometric shapes  
 04.07.03 - Geometric figures or combinations of geometric figures representing a person; Geometric figures representing a person; Geometric shapes forming a person; Person formed by geometric shapes  
 23.01.03 - Archery bows; Bows, archery; Crossbows  
 26.01.06 - Circles, semi; Semi-circles  
 26.05.13 - Triangles, exactly two triangles; Two triangles  
 26.05.21 - Triangles that are completely or partially shaded  
 26.05.25 - Triangles with one or more curved sides

**Serial Number** 85444984

**Filing Date** October 12, 2011

**Current Basis** 1B

**Original Filing Basis** 1B;44D

**Published for Opposition** March 20, 2012

**Owner** (APPLICANT) Certa Products Ltd. LIMITED LIABILITY COMPANY CANADA 581 Bole Court, Coquitlam, B.C., CANADA

**Priority Date** September 21, 2011

**Description of Mark** The color(s) green is/are claimed as a feature of the mark. The mark consists of a Grotesque woman representing a Greek goddess holding a bow and arrow, running atop two concentric arcs enclosing the wording "ARTEMIS", all in green.

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

Live/Dead  
Indicator LIVE

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Serial Number: 85444984 [Assignment Information](#)      [Trademark Document Retrieval](#)

Registration Number: (NOT AVAILABLE)

Mark



(words only): ARTEMIS

Standard Character claim: No

Current Status: A request for an extension of time to file an opposition has been filed with the Trademark Trial and Appeal Board. For further information, see TTABVue on the Trademark Trial and Appeal Board web page.

Date of Status: 2012-04-19

Filing Date: 2011-10-12

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 106

Attorney Assigned:  
KON ELISSA GARBER

Current Location: 650 -Publication And Issue Section

Date In Location: 2012-02-16

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

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1. Certa Products Ltd.

Address:

Certa Products Ltd.  
581 Bole Court,  
Coquitlam, B.C.,  
Canada

Legal Entity Type: Limited Liability Company

State or Country Where Organized: Canada

Phone Number: 604 9360625

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**GOODS AND/OR SERVICES**

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**International Class:** 011**Class Status:** Active

(Based on Intent to Use) Electric light bulbs; Lamp bulbs; Lamp whose light can be turned in all directions; LED light assemblies for street lights, signs, commercial lighting, automobiles, buildings, and other architectural uses; LED light bulbs; LED lighting fixtures for indoor and outdoor lighting applications; Lighting fixtures for use in parking decks and garages; Lighting fixtures for use in parking lots and walkways; Lighting tubes; Luminaires, using light emitting diodes (LEDs) as a light source, for street or roadway lighting; Solar light fixtures, namely, indoor and outdoor solar powered lighting units and fixtures; Solar-powered all-weather lights; Wall lights(Based on 44(d) Priority Application) Electric light bulbs; Lamp bulbs; Lamp whose light can be turned in all directions; LED light assemblies for street lights, signs, commercial lighting, automobiles, buildings, and other architectural uses; LED light bulbs; LED lighting fixtures for indoor and outdoor lighting applications; Lighting fixtures for use in parking decks and garages; Lighting fixtures for use in parking lots and walkways; Lighting tubes; Luminaires, using light emitting diodes (LEDs) as a light source, for street or roadway lighting; Solar light fixtures, namely, indoor and outdoor solar powered lighting units and fixtures; Solar-powered all-weather lights; Wall lights

**Basis:** 1(b)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)

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**ADDITIONAL INFORMATION**

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**Color(s) Claimed:** The color(s) green is/are claimed as a feature of the mark.**Description of Mark:** The mark consists of a Grotesque woman representing a Greek goddess holding a bow and arrow, running atop two concentric arcs enclosing the wording "ARTEMIS" , all in green.**Design Search Code(s):****02.03.26** - Grotesque women formed by letters, numbers, punctuation or geometric shapes**04.07.03** - Geometric figures or combinations of geometric figures representing a person; Geometric figures representing a person; Geometric shapes forming a person; Person formed by geometric shapes**23.01.03** - Archery bows; Bows, archery; Crossbows**26.01.06** - Circles, semi; Semi-circles**26.05.13** - Triangles, exactly two triangles; Two triangles**26.05.21** - Triangles that are completely or partially shaded**26.05.25** - Triangles with one or more curved sides**Foreign Application Number:** 1544405**Country:** Canada**Foreign Filing Date:** 2011-09-21

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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

2012-04-19 - Extension Of Time To Oppose Received

2012-03-20 - Official Gazette Publication Confirmation E-Mailed

2012-03-20 - Published for opposition

2012-02-29 - Notification Of Notice Of Publication E-Mailed

2012-02-16 - Law Office Publication Review Completed

2012-02-15 - Assigned To LIE

2012-01-31 - Approved For Pub - Principal Register

2012-01-31 - Assigned To Examiner

2011-10-19 - Notice Of Design Search Code Mailed

2011-10-18 - New Application Office Supplied Data Entered In Tram

2011-10-15 - New Application Entered In Tram

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**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Correspondent**

CERTA PRODUCTS LTD.

CERTA PRODUCTS LTD.

581 BOLE COURT,

COQUITLAM, B.C.,

CANADA

Phone Number: 604 9360625

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# Artemide

From Wikipedia, the free encyclopedia

Artemide

Artemis (in Greek: Ἄρτεμις, Ἀρτέμιδος), in the religions of ancient Greece is the daughter of Zeus and Leto (Latona for the Romans) and twin sister of Apollo. She was one of the most revered gods of Olympus and its origin dates back to ancient times. [1] In Roman times she was associated with Diana, while the Etruscans with the name of the revered Artume. The deer and the cypress were among her sacred symbols.

See Artemis

## Private Company

**Artemide** is a design-oriented Italian manufacturer founded by Ernesto Gismondi and Sergio Mazza in 1958. Based in Pregnana Milanese, a suburb of Milan, the company specialises in the manufacture of lighting designed by designers and architects.

The company is known for the Tizio desk lamp designed by Richard Sapper in 1972 and the Tolomeo desk lamp, designed by Michele De Lucchi and Giancarlo Piretti in 1986.

Other designers who have collaborated with the company include Mario Botta, Sir Norman Foster, Michele De Lucchi, Richard Sapper, Ettore Sottsass, Enzo Mari, Neil Poulton, Karim Rashid and Luigi Serafini.

The company has won accolades, including the Compasso d'Oro award for lifetime achievement in 1995 and the European Design Prize in 1997. In 2006 Artemide won two Best of The Best Red dot design awards for lamps designed by designer Neil Poulton and by architects Herzog & de Meuron.

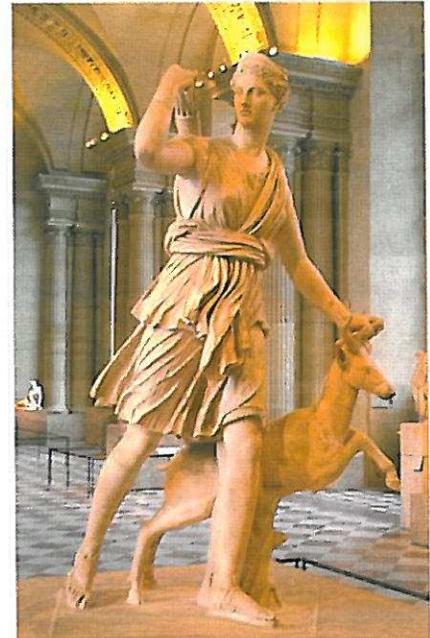
Artemide lamps are in permanent museum collections, including the Musée des Artes Décoratifs de Montreal, The Metropolitan Museum of Art in New York, The Museum of Modern Art in New York and the Galleria Nazionale d'Arte Moderna in Rome.

## External links

- artemide.com (<http://www.artemide.com/>)
- Artemide Pendants and Chandeliers ([http://www.dofaso.com/Wholesale-artemide-pendants-and-chandeliers\\_c813/](http://www.dofaso.com/Wholesale-artemide-pendants-and-chandeliers_c813/))
- Artemide Ceiling Lights ([http://www.dofaso.com/Wholesale-artemide-ceiling-lights\\_c812/](http://www.dofaso.com/Wholesale-artemide-ceiling-lights_c812/))
- Artemide Floor Lamps ([http://www.dofaso.com/Wholesale-artemide-floor-lamps\\_c814/](http://www.dofaso.com/Wholesale-artemide-floor-lamps_c814/))
- Artemide Table Lamps ([http://www.dofaso.com/Wholesale-artemide-table-lamps\\_c815/](http://www.dofaso.com/Wholesale-artemide-table-lamps_c815/))
- Artemide Wall Sconces ([http://www.dofaso.com/Wholesale-artemide-wall-sconces\\_c847n/](http://www.dofaso.com/Wholesale-artemide-wall-sconces_c847n/))
- All Artemide Lighting ([http://www.dofaso.com/Wholesale-all-artemide-lighting\\_c832/](http://www.dofaso.com/Wholesale-all-artemide-lighting_c832/))

Retrieved from "http://en.wikipedia.org/w/index.php?title=Artemide&oldid=458579358"

Categories: Companies based in Lombardy | Italian design | Design companies | Lighting brands | Companies established in 1960



La *Diana di Versailles*, copia Romana di una statua di Leocare (Musco del Louvre Parigi)

### Artemide S.p.A.

|                     |                                                                                     |
|---------------------|-------------------------------------------------------------------------------------|
| <b>Type</b>         | privately held                                                                      |
| <b>Founded</b>      | 1960                                                                                |
| <b>Headquarters</b> | Pregnana Milanese, Italy                                                            |
| <b>Products</b>     | lighting                                                                            |
| <b>Website</b>      | artemide.com<br>( <a href="http://www.artemide.com/">http://www.artemide.com/</a> ) |

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# Artemis

From Wikipedia, the free encyclopedia

**Artemis** was one of the most widely venerated of the Ancient Greek deities. Her Roman equivalent is Diana. Some scholars<sup>[1]</sup> believe that the name and indeed the goddess herself was originally pre-Greek.<sup>[2]</sup> Homer refers to her as *Artemis Agrotera, Potnia Theron*: "Artemis of the wildland, Mistress of Animals".<sup>[3]</sup> The Arcadians believed she was the daughter of Demeter<sup>[4]</sup>.

In the classical period of Greek mythology, Artemis (Greek: (nominative) Ἄρτεμις, (genitive) Ἀρτέμιδος) was often described as the daughter of Zeus and Leto, and the twin sister of Apollo. She was the Hellenic goddess of the hunt, wild animals, wilderness, childbirth, virginity and young girls, bringing and relieving disease in women; she often was depicted as a huntress carrying a bow and arrows.<sup>[5]</sup> The deer and the cypress were sacred to her. In later Hellenistic times, she even assumed the ancient role of Eileithyia in aiding childbirth.

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**Artemis**



The *Diana of Versailles*, a Roman copy of a Greek sculpture by Leochares (Louvre Museum)

**Goddess of the Hunt, Forests and Hills, the Moon**

|                         |                                          |
|-------------------------|------------------------------------------|
| <b>Symbol</b>           | Bow, arrows, stags, hunting dog and moon |
| <b>Parents</b>          | Zeus and Leto                            |
| <b>Siblings</b>         | Apollo                                   |
| <b>Roman equivalent</b> | Diana                                    |

## Etymology

Ancient Greek writers linked Artemis (Doric *Artamis*) by way of folk etymology to *artemes* (ἀρτεμής) 'safe'<sup>[6]</sup> or *artamos* (ἀρταμος) 'butcher'.<sup>[7][8]</sup> However, the name *Artemis* (variants *Arktemis*, *Arktemisa*) is most likely related to Greek *árktos* 'bear' (from PIE *\*h<sub>2</sub>r̥ǵʰkōs*), supported by the bear cult that the goddess had in Attica (Brauronia) and the Neolithic remains at the Arkouditessa, as well as the story about Callisto, which was originally about Artemis (Arcadian epithet *kallisto*).<sup>[9]</sup>

This cult was a survival of very old totemic and shamanistic rituals and formed part of a larger bear cult found further afield in other Indo-European cultures (e.g., Gaulish Artio). It is believed that a precursor of Artemis was worshiped in Minoan Crete as the goddess of mountains and hunting, Britomartis. While connection with Anatolian names has been suggested,<sup>[10][11]</sup> the earliest attested forms of the name *Artemis* are the Mycenaean Greek *a-te-mi-to* and *a-ti-ni-te*, written in Linear B at Pylos.<sup>[12]</sup> Artemis was venerated in Lydia as *Artimus*.<sup>[13]</sup>

## Artemis in mythology

### Birth

Various conflicting accounts are given in Classical Greek mythology of the birth of Artemis and her twin brother, Apollo. All accounts agree, however, that she was the daughter of Zeus and Leto and that she was the twin sister of Apollo.

An account by Callimachus has it that Hera forbade Leto to give birth on either terra firma (the mainland) or on an island. Hera was angry with Zeus, her husband, because he had impregnated Leto. But the island of Delos (or Ortygia in the Homeric Hymn to Artemis) disobeyed Hera, and Leto gave birth there.<sup>[14]</sup>

In ancient Cretan history Leto was worshipped at Phaistos and in Cretan mythology Leto gave birth to Apollo and Artemis at the islands known today as the Paximadia.

A *scholium* of Servius on *Aeneid* iii. 72 accounts for the island's archaic name Ortygia<sup>[15]</sup> by asserting that Zeus transformed Leto into a quail (*ortux*) in order to prevent Hera from finding out his infidelity, and Kenneth McLeish suggested further that in quail form Leto would have given birth with as few birth-pains as a mother quail suffers when it lays an egg.<sup>[16]</sup>

The myths also differ as to whether Artemis was born first, or Apollo. Most stories depict Artemis as born first, becoming her mother's mid-wife upon the birth of her brother Apollo.

## Childhood

The childhood of Artemis is not fully related in any surviving myth. The *Iliad* reduced the figure of the dread goddess to that of a girl, who, having been thrashed by Hera, climbs weeping into the lap of Zeus.<sup>[17]</sup> A poem of Callimachus to the goddess "who amuses herself on mountains with archery" imagines some charming vignettes: according to Callimachus, at three years old, Artemis, while sitting on the knee of her father, Zeus, asked him to grant her six wishes: to remain always a virgin; to have many names to set her apart from her brother Apollo; to be the **Phaesporia** or Light Bringer; to have a bow and arrow and a knee-length tunic so that she could hunt; to have sixty "daughters of Okeanos", all nine years of age, to be her choir; and for twenty Amnisides Nymphs as handmaidens to watch her dogs and bow while she rested. She wished for no city dedicated to her, but to rule the mountains, and for the ability to help women in the pains of childbirth.<sup>[18]</sup>

Artemis believed that she had been chosen by the Fates to be a midwife, particularly since she had assisted her mother in the delivery of her twin brother, Apollo.<sup>[19]</sup> All of her companions remained virgins, and Artemis closely guarded her own chastity. Her symbols included the golden bow and arrow, the hunting dog, the stag, and the moon. Callimachus tells<sup>[20]</sup> how Artemis spent her girlhood seeking out the things that she would need to be a huntress, how she obtained her bow and arrows from the isle of Lipara, where Hephaestus and the Cyclops worked.

Okeanos' daughters were filled with fear, but the young Artemis bravely approached and asked for bow and arrows. Callimachus then tells how Artemis visited Pan, the god of the forest, who gave her seven bitches and six dogs. She then captured six golden-horned deer to pull her chariot. Artemis practiced with her bow first by shooting at trees and then at wild beasts.<sup>[20]</sup>

## Woing the Goddess

As a virgin, Artemis had interested many gods and men, but only her hunting companion, Orion, won her heart. Orion was accidentally killed either by Artemis or by Gaia.

Alpheus, a river god, was in love with Artemis, but he realizes that he can do nothing to win her heart. So he decides to capture her. Artemis, who is with her companions at Letrenoi, goes to Alpheus, but, suspicious of his motives, she covers her face with mud so that the river god does not recognize her. In another story, Alphaeus tries to rape Artemis' attendant Arethusa. Artemis pities Arethusa and saves her by transforming Arethusa into a spring in Artemis' temple, Artemis Alphaea in Letrini, where the goddess and her attendant drink.

Bouphagos, the son of the Titan Iapetus, sees Artemis and thinks about raping her. Reading his sinful thoughts, Artemis strikes him at Mount Pholoe.

Sipriotes is a boy, who, either because he accidentally sees Artemis bathing or because he attempts to rape her, is turned into a girl by the goddess.

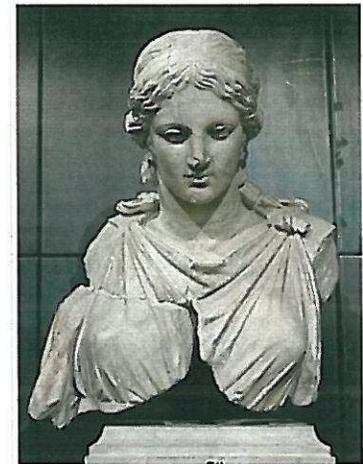
## Actaeon

Multiple versions Actaeon myth survive, though many are fragmentary. The details vary but at the core they involve a great hunter, Actaeon who Artemis turns into a stag for a transgression and who is then killed by hunting dogs. Usually the dogs are his own, who no longer recognize their master. Sometimes they are Artemis' hounds.

According to the standard modern text on the work, Lamar Ronald Lacey's *The Myth of Aktaion: Literary and Iconographic Studies*, the most likely original version of the myth is that Actaeon was the hunting companion of the goddess who, seeing her naked in her sacred spring, attempts to force himself on her. For this hubris he is turned into a stag and devoured by his own hounds. However, in some surviving versions Actaeon is a stranger who happens upon her. Different tellings also diverge in the hunter's transgression, which is sometimes merely seeing the virgin goddess naked, sometimes boasting he is a better hunter than she, or even merely being a rival of Zeus for the affections of Semele.



*Apollo (left) and Artemis.* Brygos (potter, signed), Briseis Painter, Tondo of an Attic red-figure cup, ca. 470 BC, Louvre.



Roman marble *Bust of Artemis* after Kephisodotos (Musei Capitolini), Rome.

## Adonis

In some versions of the story of Adonis, who was a late addition to Greek mythology during the Hellenistic period, Artemis sent a wild boar to kill Adonis as punishment for his hubristic boast that he was a better hunter than she.

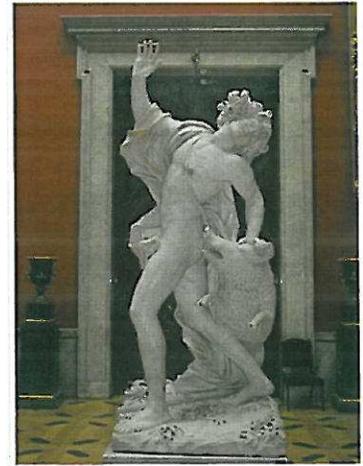
In other versions, Artemis killed Adonis for revenge. In later myths, Adonis had been related as a favorite of Aphrodite, and Aphrodite was responsible for the death of Hippolytus, who had been a favorite of Artemis. Therefore, Artemis killed Adonis to avenge Hippolytus's death.

In yet another version, Adonis was not killed by Artemis, but by Ares, as punishment for being with Aphrodite.

## Orion

Orion was Artemis' hunting companion. In some versions, he is killed by Artemis, while in others he is killed by a scorpion sent by Gaia. In some versions, Orion tries to seduce Opis,<sup>[21]</sup> one of her followers, and she killed him. In a version by Aratus,<sup>[22]</sup> Orion took hold of Artemis' robe and she killed him in self-defense.

In yet another version, Apollo sends the scorpion. According to Hyginus<sup>[23]</sup> Artemis once loved Orion (in spite of the late source, this version appears to be a rare remnant of her as the pre-Olympian goddess, who took consorts, as Eos did), but was tricked into killing him by her brother Apollo, who was "protective" of his sister's maidenhood.



*The Death of Adonis*, by Giuseppe Mazzuoli, 1709 - Hermitage Museum

## The Aloadae

These twin sons of Iphidemia and Poseidon, Otos and Ephialtes, grew enormously at a young age. They were aggressive, great hunters, and could not be killed unless they killed each other. The growth of the Aloadae never stopped, and they boasted that as soon as they could reach heaven, they would kidnap Artemis and Hera and take them as wives. The gods were afraid of them, except for Artemis who captured a fine deer (or in another version of the story, she changed herself into a doe) and jumped out between them. The Aloadae threw their spears and so mistakenly killed each other.

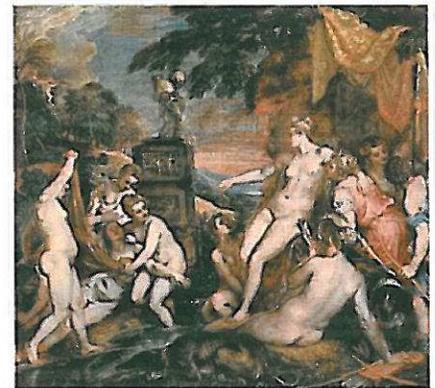
## Callisto

Callisto was the daughter of Lycaon, King of Arcadia and also was one of Artemis's hunting attendants. As a companion of Artemis, she took a vow of chastity. Zeus appeared to her disguised as Artemis, or in some stories Apollo, gained her confidence, then took advantage of her (or raped her, according to Ovid). As a result of this encounter she conceived a son, Arcas.

Enraged, Hera or Artemis (some accounts say both) changed her into a bear. Arcas almost killed the bear, but Zeus stopped him just in time. Out of pity, Zeus placed Callisto the bear into the heavens, thus the origin of Callisto the Bear as a constellation. Some stories say that he placed both Arcas and Callisto into the heavens as bears, forming the Ursa Minor and Ursa Major constellations.

## Iphigenia and the Taurian Artemis

Artemis punished Agamemnon after he killed a sacred stag in a sacred grove and boasted that he was a better hunter than the goddess. When the Greek fleet was preparing at Aulis to depart for Troy to begin the Trojan War, Artemis becalmed the winds. The seer Calchas advised Agamemnon that the only way to appease Artemis was to sacrifice his daughter Iphigenia. Artemis then snatched Iphigenia from the altar and substituted a deer. Various myths have been told around what happened after Artemis took her. Either she was brought to Tauros and led the priests there, or became Artemis' immortal companion.<sup>[24]</sup>



*Diana and Callisto* by Titian.

## Niobe

A Queen of Thebes and wife of Amphion, Niobe boasted of her superiority to Leto because while she had fourteen children (Niobids), seven boys and seven girls, Leto had only one of each. When Artemis and Apollo heard this impiety, Apollo killed her sons as they practiced athletics, and Artemis shot her daughters, who died instantly without a sound. Apollo and Artemis used poisoned arrows to kill them, though according to some versions two of the Niobids were spared, one boy and one girl. Amphion, at the sight of his dead sons, killed himself. A devastated Niobe and her remaining children were turned to stone by Artemis as they wept. The gods themselves entombed them.

## Chione

Chione was a princess of Pokis. She was beloved by two gods, Hermes and Apollo, and boasted that she was prettier than Artemis because she made two gods fall in love with her at once. Artemis was furious and killed Chione with her arrow or struck her dumb by shooting off her tongue. However, some versions of this myth say Apollo and Hermes protected her from Artemis' wrath.

## Atalanta, Oeneus and the Meleagrids

Artemis saved the infant Atalanta from dying of exposure after her father abandoned her. She sent a female bear to suckle the baby, who was then raised by hunters. But she later sent a bear to hurt Atalanta because people said Atalanta was a better hunter. This is in some stories.

Among other adventures, Atalanta participated in the hunt for the Calydonian Boar, which Artemis had sent to destroy Calydon because King Oeneus had forgotten her at the harvest sacrifices. In the hunt, Atalanta drew the first blood, and was awarded the prize of the skin. She hung it in a sacred grove at Tegea as a dedication to Artemis.

Meleager was a hero of Aetolia. King Oeneus had him gather heroes from all over Greece to hunt the Calydonian Boar. After the death of Meleager, Artemis turned his grieving sisters, the Meleagrids into guineafowl that Artemis loved very much.

## Aura

In Nonnus *Dionysiaca*,<sup>[25]</sup> Aura was Greek goddess of breezes and cool air, daughter of Lelantos and Periboia. She was a virgin huntress, just like Artemis and proud of her maidenhood. One day, she claimed that the body of Artemis was too womanly and she doubted her virginity. Artemis asked Nemesis for help to avenge her dignity and caused the rape of Aura by Dionysus. Aura became a mad and dangerous killer. When she bore twin sons, she ate one of them while the other one, Iakhos, was saved by Artemis. Iakhos later became an attendant of Demeter and the leader of Eleusinian Mysteries.

## Trojan War

Artemis may have been represented as a supporter of Troy because her brother Apollo was the patron god of the city and she herself was widely worshipped in western Anatolia in historical times. In the *Iliad*<sup>[26]</sup> she came to blows with Hera, when the divine allies of the Greeks and Trojans engaged each other in conflict. Hera struck Artemis on the ears with her own quiver, causing the arrows to fall out. As Artemis fled crying to Zeus, Leto gathered up the bow and arrows.

Artemis played quite a large part in this war. Like her mother and brother, who was widely worshiped at Troy, Artemis took the side of the Trojans. At the Greek's journey to Troy, Artemis becalmed the sea and stopped the journey until an oracle came and said they could win the goddess' heart by sacrificing Iphigenia, Agamemnon's daughter. Agamemnon once promised the goddess he would sacrifice the dearest thing to him, which was Iphigenia, but broke the promise. Other sources said he boasted about his hunting ability and provoked the goddess' anger. Artemis saved Iphigenia because of her bravery. In some versions of the myth,, Artemis made Iphigenia her attendant or turned her into Hecate, goddess of night, witchcraft, and the underworld.

Aeneas was helped by Artemis, Leto, and Apollo. Apollo found him wounded by Diomedes and lifted him to heaven. There, the three of them secretly healed him in a great chamber.

## Worship of Artemis

*Main article: Brauronia*

Artemis, the goddess of forests and hills, was worshipped throughout ancient Greece.<sup>[27]</sup> Her best known cults were on the island of Delos (her birthplace); in Attica at Brauron and Mounikhia (near Piraeus); in Sparta. She was often depicted in paintings and statues in a forest setting, carrying a bow and arrows, and accompanied by a deer.

The ancient Spartans used to sacrifice to her as one of their patron goddesses before starting a new military campaign.

Athenian festivals in honor of Artemis included Elaphebolia, Mounikhia, Kharisteria, and Brauronia. The festival of Artemis Orthia was observed in Sparta.

Pre-pubescent and adolescent Athenian girls were sent to the sanctuary of Artemis at Brauron to serve the Goddess for one year. During this time, the girls were known as *arktoi*, or little she-bears. A myth explaining this servitude states that a bear had formed the habit of regularly visiting the town of Brauron, and the people there fed it, so that, over time, the bear became tame. A girl teased the bear, and, in some versions of the myth, it killed her, while, in other versions, it clawed out her eyes. Either way, the girl's brothers killed the bear, and Artemis was enraged. She demanded that young girls "act the bear" at her sanctuary in atonement for the bear's death.

Virginal Artemis was worshipped as a fertility/childbirth goddess in some places, assimilating Ilithyia, since, according to some myths, she assisted her mother in the delivery of her twin. During the Classical period in Athens, she was identified with Hecate. Artemis also assimilated Caryatis (Carya).

## Epithets

As **Aeginaea**, she was worshiped in Sparta; the name means either huntress of chamois, or the wielder of the javelin (*αἰγανέα*).<sup>[28][29]</sup> She was worshipped at Naupactus as **Aetole**; in her temple in that town there was a statue of white marble representing her throwing a javelin.<sup>[30]</sup> This "Aetolian Artemis" would not have been introduced at Naupactus, anciently a place of Ozolian Locris, until it was awarded to the Aetolians by Philip II of Macedon. Strabo records another precinct of "Aetolian Artemos" at the head of the Adriatic.<sup>[31]</sup> As **Agoraea** she was the protector of the agora.

As **Agrotera**, she was especially associated as the patron goddess of hunters. In Elis she was worshiped as **Alphaea**. In Athens Artemis was often associated with the local Aeginian goddess, **Aphaea**. As **Potnia Theron**, she was the patron of wild animals; Homer used this title. As **Kourotrophos**, she was the nurse of youths. As **Locheia**, she was the goddess of childbirth and midwives. She was sometimes known as **Cynthia**, from her birthplace on Mount Cynthus on Delos, or **Amarynthia** from a festival in her honor originally held at Amarynthus in Euboea. She was sometimes identified by the



*Roman Temple of Artemis in Jerash, Jordan, built during the reign of Antoninus Pius.*

name **Phoebē**, the feminine form of her brother Apollo's solar epithet Phoebus.

In Sparta the Artemis *Lygodesma* was worshipped. This epithet means "willow-bound" from the Gr. *lygos* (λυγός, willow) and *desmos* (δεσμός, bond). The willow tree appears in several ancient Greek myths and rituals.<sup>[32]</sup>

## Festivals

Artemis was born at the sixth day, the reason why it was sacred for her.

- Festival of Artemis in Brauron, where girls, aged between five and ten, dressed in saffron robes and played the bear to appease the goddess after she sent the plague when her bear was killed.
- Festival of Amarysia is a celebration to worship Artemis Amarysia in Attica. In 2007, a team of Swiss and Greek archaeologists found the ruin of Artemis Amarysia Temple, at Euboea, Greece.<sup>[33]</sup>
- Festival of Artemis Saronia, a festival to celebrate Artemis in Trozeinos, a town in Argolis. A king named Saron built a sanctuary for the goddess after the goddess saved his life when he went on hunting and swept by the wave and held a festival for her.<sup>[34]</sup>
- At the 16 of Metageitnio (second month on Athenian calendar), people sacrifice to Artemis and Hecate at deme of Erchia.<sup>[35]</sup>
- Kharisteria Festival on 6 of Boidromion (third month) to celebrate the victory of Marathon and also known as the Athenian "Thanksgiving".<sup>[36]</sup>
- Day six of Elaphobolia (ninth month) festival of Artemis the Deer Huntress where she was offered cakes shaped like stags, made from dough, honey and sesame-seeds.<sup>[37]</sup>
- Day 6 of 16 of Mounikhion (tenth month) a celebration of her as the goddess of nature and animal. A goat was being sacrificed to her.<sup>[38]</sup>
- Day 6 of Thargelion (eleventh month) the 'birthday' of the goddess, while the seventh was Apollo's.<sup>[39]</sup>
- A festival for Artemis Diktynna (of the net) in Hypsous.
- Laphria, a festival for Artemis in Patrai. The procession started by setting the logs of wood around the altar, each of them sixteen cubits long. On the altar, within the circle, is placed the driest of their wood. Just before the time of the festival, they construct a smooth ascent to the altar, piling earth upon the altar steps. The festival begins with a most splendid procession in honor of Artemis, and the maiden officiating as priestess rides last in the procession upon a chariot yoked to four deer, Artemis' traditional mode of transportation (see below). It is, however, not until the next day that the sacrifice is offered.
- In Orchomenus, a sanctuary was built for Artemis Hymnia where her festival was celebrated every year.



Sanctuary of Artemis at Brauron.

## Modern

## Artemis in art

The oldest representations of Artemis in Greek Archaic art portray her as *Potnia Theron* ("Queen of the Beasts"): a winged goddess holding a stag and leopard in her hands, or sometimes a leopard and a lion. This winged Artemis lingered in ex-votos as Artemis Orthia, with a sanctuary close by Sparta.

In Greek classical art she is usually portrayed as a maiden huntress, young, tall and slim, clothed in a girl's short skirt,<sup>[40]</sup> with hunting boots, a quiver, a bow<sup>[41]</sup> and arrows. Often, she is shown in the shooting pose, and is accompanied by a hunting dog or stag. When portrayed as a goddess of the moon, Artemis wore a long robe and sometimes a veil covered her head. Her darker side is revealed in some vase paintings, where she is shown as the death-bringing goddess whose arrows fell young maidens and women, such as the daughters of Niobe.

Only in post-Classical art do we find representations of Artemis-Diana with the crown of the crescent moon, as Luna. In the ancient world, although she was occasionally associated with the moon, she was never portrayed as the moon itself. Ancient statues of Artemis have been found with crescent moons, but these moons are always Renaissance-era additions.

On June 7, 2007, a Roman era bronze sculpture of *Artemis and the Stag* was sold at Sotheby's auction house in New York state by the Albright-Knox Art Gallery for \$25.5 million.

## Attributes

- **Bow and arrow**

According to the Homeric Hymn to Artemis, she had golden bow and arrows, as her epithet was **Khryselakatos**, "of the Golden Shaft", and **Iokheira** (Showered by Arrows). The arrows of Artemis could also to bring sudden death and disease to girls and women. Artemis got her bow and arrow for the first time from The Kyklopes, as the one she asked from her father. The bow of Artemis also became the witness of Callisto's oath of her virginity. In later cult, the bow became the symbol of waxing moon.<sup>[42]</sup>

- **Chariots**

Artemis' chariot was made of gold and was pulled by four golden horned deer (Elaphoi Khrysokeroi). The bridles of her chariot were also made of gold.<sup>[43]</sup>



Fourth century Praxitelean bronze head of a goddess wearing a lunate crown, found at Issa (Vis, Croatia).

#### ▪ Spears, nets, and lyre

Although quite seldom, Artemis is sometimes portrayed with a hunting spear. Her cult in Aetolia, the Artemis Aetolian, showed her with a hunting spear. The description about Artemis' spear can be found in Ovid's *Metamorphosis*, while Artemis with a fishing connected with her cult as a patron goddess of fishing.<sup>[44]</sup>

As a goddess of maiden dances and songs, Artemis is often portrayed with a lyre.<sup>[45]</sup>

#### Fauna

##### ▪ Deer

Deer were the only animals held sacred to Artemis herself. On seeing a deer larger than a bull with horns shining, she fell in love with these creatures and held them sacred. Deer were also the first animals she captured. She caught five golden horned deer called **Elaphoi Khrysokeroi** and harnessed them to her chariot.<sup>[43]</sup> The third labour of Heracles, commanded by Eurystheus, consisted in catching the Cerynithian Hind alive. Heracles begged Artemis for forgiveness and promised to return it alive. Artemis forgave him but targeted Eurystheus for her wrath.<sup>[46]</sup>

##### ▪ Hunting dog

Artemis got her hunting dogs from Pan in the forest of Arcadia. Pan gave Artemis two black-and-white dogs, three reddish ones, and one spotted one - these dogs were able to hunt even lions. Pan also gave Artemis seven bitches of the finest Arcadian race. However, Artemis only ever brought seven dogs hunting with her at any one time.<sup>[47]</sup>

##### ▪ Bear

The sacrifice of a bear for Artemis started with the Brauron cult. Every year a girl between five and ten years of age was sent to Artemis' temple at Brauron. The Byzantine writer Suidos relayed the legend in *Arktos e Brauroniois*. A bear was tamed by Artemis and introduced to the people of Athens. They touched it and played with it until one day a group of girls poked the bear until it attacked them. A brother of one of the girls killed the bear, so Artemis sent a plague in revenge. The Athenians consulted an oracle to understand how to end the plague. The oracle suggested that, in payment for the bear's blood, no Athenian virgin should be allowed to marry until she had served Artemis in her temple ('played the bear for the goddess').<sup>[48]</sup>

##### ▪ Boar

The boar is one of the favorite animals of the hunters, and also hard to tame. In honor of Artemis' skill, they sacrificed it to her. Oineus and Adonis were both killed by Artemis' boar.<sup>[49]</sup>

##### ▪ Guinea fowl

Artemis felt pity for the Meleagrids as they mourned for their lost brother, Meleagor, so she transformed them into Guinea Fowl to be her favorite animals.<sup>[citation needed]</sup>

##### ▪ Buzzard hawk

Hawks were the favored birds of many of the gods, Artemis included.<sup>[citation needed]</sup>

#### Flora

Palm and Cypress were issued to be her birth place. Other plants sacred to Artemis are Amaranth and Asphodel.<sup>[50]</sup>

## Artemis as the Lady of Ephesus

*Main article: Temple of Artemis*

At Ephesus in Ionia, Turkey, her temple became one of the Seven Wonders of the World. It was probably the best known center of her worship except for Delos. There the Lady whom the Ionians associated with Artemis through *interpretatio graeca* was worshiped primarily as a mother goddess, akin to the Phrygian goddess Cybele, in an ancient sanctuary where her cult image depicted the "Lady of Ephesus" adorned with multiple rounded breast like protuberances on her chest. They had been traditionally interpreted as multiple accessory breasts, or as sacrificed bull testes, as some newer scholars claimed,<sup>[51]</sup> until excavation at the site of the *Artemision* in 1987-88 identified the multitude of tear-shaped amber beads that had adorned her ancient wooden *xoanon*. In Acts of the Apostles, Ephesian metalsmiths who felt threatened by Saint Paul's preaching of Christianity, jealously rioted in her defense, shouting "*Great is Artemis of the Ephesians!*"<sup>[52]</sup> Only one of 121 columns still stand in Ephesus. The rest were used for making churches, roads, and forts.

## Artemis in astronomy

A minor planet, (105) Artemis; a lunar crater; the Artemis Chasma and the Artemis Corona have all been named for her.

Artemis is the acronym for "Architectures de bolometres pour des Telescopes a grand champ de vue dans le domaine sub-Millimetrique au Sol," a large



The site of the Temple of Artemis at Ephesus.



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  40. ^ Homer portrayed Artemis as girlish in the *Iliad*.
  41. ^ Greek poets could not decide whether her bow was silver or gold: "Over the shadowy hills and windy peaks she draws her golden bow." (Homeric Hymn to Artemis), and it is a golden bow as well in Ovid, *Metamorphoses* 1.693, where her nymph's is of horn. "And how often goddess, didst thou make trial of thy silver bow?", asks Callimachus for whom it is a Cydonian bow that the Cyclopes make for her (Callimachus, Hymn 3 to Artemis).
  42. ^ "Bow" (<http://www.theoi.com/Olympios/ArtemisTreasures.html#Bow>) . <http://www.theoi.com/Olympios/ArtemisTreasures.html#Bow>.
  43. ^ <sup>a</sup> <sup>b</sup> "Chariot" (<http://www.theoi.com/Olympios/ArtemisTreasures.html#Chariot>) . <http://www.theoi.com/Olympios/ArtemisTreasures.html#Chariot>.
  44. ^ "Spears" (<http://www.theoi.com/Olympios/ArtemisTreasures.html#Spears>) . <http://www.theoi.com/Olympios/ArtemisTreasures.html#Spears>.
  45. ^ "Dance" (<http://www.theoi.com/Olympios/ArtemisGoddess.html#Dance>) . <http://www.theoi.com/Olympios/ArtemisGoddess.html#Dance>.
  46. ^ "Kerynitian" (<http://www.theoi.com/Olympios/ArtemisTreasures.html#Kerynitian>) . <http://www.theoi.com/Olympios/ArtemisTreasures.html#Kerynitian>.
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  51. ^ "In Search of Diana of Ephesus", *New York Times*, August 21, 1994. (<http://query.nytimes.com/gst/fullpage.html?sec=travel&res=9E04E3DB1130F932A1575BC0A962958260>)
  52. ^ Acts 19:28.
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## External links

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Categories: Artemis | Animal goddesses | Childhood goddesses | Deities in the Iliad | Greek goddesses | Greek mythology | Lunar goddesses | Hunting goddesses | Mythological Greek archers | Nature goddesses | Offspring of Zeus | Twelve Olympians | Virgin goddesses

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

In the Matter of Application Serial No. 85/444,984  
Of the mark ARTEMIS & DESIGN filed October 12, 2011  
Applicant: Certa Products Ltd.  
Published in the Official Gazette of March 20, 2012

|                      |   |                |
|----------------------|---|----------------|
| -----X               | : |                |
| ARTEMIDE S.P.A.,     | : |                |
|                      | : |                |
| Opposer,             | : | Opposition No. |
|                      | : |                |
| v.                   | : |                |
|                      | : |                |
| CERTA PRODUCTS LTD., | : |                |
|                      | : |                |
| Applicant.           | : |                |
| -----X               | : |                |

**NOTICE OF OPPOSITION**

Opposer Artemide S.P.A. (hereinafter "Artemide"), a joint stock company of Italy, having its principal place business at Corso Monforte 19, Milano, 20122, Italy, will be damaged by the registration of the mark ARTEMIS & Design of Application Serial No. 85/444,984 filed by Applicant Certa Products Ltd., a limited liability company of Canada, with a principal place of business at 581 Bole Court, Coquitlam, B.C., Canada, which application was filed October 12, 2011 and published for Opposition in the Official Gazette on March 20, 2012.

As grounds for the Opposition against said application, Opposer, by its attorneys, Gottlieb, Rackman & Reisman, P.C., alleges as follows on knowledge as to Artemide and otherwise on information and belief:

1. Since the 1970's, Artemide and its related company Artemide, Inc., have been selling lighting products, including wall lamps, floor lamps, table lamps and suspension lamps in the United States under the trade name Artemide and mark ARTEMIDE. Since that time, Artemide has sold hundreds of thousands of such products in the United States under the mark ARTEMIDE.

2. Artemide's trademark ARTEMIDE is used to identify its products as goods Artemide sells and which emanate from Artemide. Artemide subsequently began to offer lighting design services under its trade name and mark and has made a reputation of itself in such a field.

3. Today, Artemide is considered a leading designer, manufacturer and resource of distinctive and innovative lighting products. Artemide lighting products have been included in the permanent collections of many museums, including the Musee des Artes Decoratifs de Montreal, the Galleria Nazionale d'Arte Moderna in Rome, the Metropolitan Museum of Art in New York and the Museum of Modern Art in New York. Artemide's reputation for designing and marketing innovative lighting products is well known in the design marketplace among interior designers and architects, and also among consumers interested in well-designed and attractive contemporary lighting products. In recent years, stories about Artemide and its products have appeared in publications such as Architectural Lighting, Metropolitan Home, The New York Times, GQ, Dwell, Fortune, House Beautiful, Ty Pennington at Home, and Town and Country, among others.

4. Artemide's marks have been advertised and promoted in connection with the sale of Artemide's products throughout the United States in ways customary in the lighting industry including in trade magazines and at trade shows.

5. Artemide created and enjoys exceedingly valuable goodwill in its marks. As a result of Artemide's exclusive and extensive use, advertising, promotion and publicity of its marks, and the success and popularity of Artemide's lighting products and services, Artemide's products are favorably known throughout the United States and internationally, and have become associated in the minds of the purchasing public and the trade with Artemide and/or have otherwise become indicative of the origin of Artemide's products and services. The marks have become favorably known and recognized as representing quality lighting products produced and/or sold by Artemide. The marks and the goodwill associated therewith are valuable assets of Artemide's business. Artemide has expended considerable amounts of time, effort and money in

promoting all of its trademarks in connection with its lighting products. Artemide’s trademarks have become assets of substantial value and symbols of the products offered under the marks, and substantial goodwill exists in these trademarks. Given the longstanding use of the mark ARTEMIDE, the substantial sales of products made under the mark, and the reputation that Artemide has achieved with respect to both its products and its lighting design services, the mark ARTEMIDE is well known, highly–respected and instantly recognized in the lighting industry by the trade and consumers alike.

6. Artemide owns the following federal registrations of interest herein:

| MARK                                                                                | REG. NO.  | REG. DATE                                      | GOODS                                                                                                                                                                                                                                                                                                                                                                             |
|-------------------------------------------------------------------------------------|-----------|------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ARTEMIDE                                                                            | 1,334,169 | May 7, 1985;<br><br>Renewed<br>August 22, 2005 | Electric lights and lighting fixtures therefore in International Class 11.                                                                                                                                                                                                                                                                                                        |
|  | 2,349,855 | May 16, 2000;<br><br>Renewed<br>March 24, 2010 | Electric candelabras, electric lighting fixtures, flashlights, fluorescent lighting tubes, klieg lights, lamp reflectors, lamp shades, lamps, filaments for electric lamps, gas lamps, oil lamps, chemically activated lights sticks, electric light bulbs, electric track lighting units, electric night lights, pen lights, searchlights chandeliers in International Class 11. |

| MARK            | REG. NO.                                                              | REG. DATE            | GOODS                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|-----------------|-----------------------------------------------------------------------|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Artemide</b> | 3,731,640<br><br>(International<br>Registration<br>Number<br>0993495) | December 29,<br>2009 | Lighting apparatus and installations for the interior and exterior use, namely lamps, chandeliers, wall lights, floor lamps in International Class 11.<br><br>Furniture, mirrors, picture frames in International Class 20.<br><br>Services of project studies and design, provided by professionals including engineers, architects and designers, namely, consulting services in the field of architectural design and lighting design in International Class 42. |

A copy of each registration (TESS and TDR database record) is attached hereto as **Exhibits A, B and C** respectively. Artemide will rely on its registrations as well as its common law rights, and on its use, and the use of its related companies, of the marks in interstate commerce and in foreign commerce with the United States in this opposition.

7. Artemide' mark ARTEMIDE is highly distinctive as used for its products and services and have also acquired distinctiveness based on long and extensive use.

8. Applicant filed on October 12, 2011 an application to register the mark ARTEMIS & Design for the following goods in International Class 11:

(Based on Intent to Use) electric light bulbs; lamp bulbs; lamp whose light can be turned in all directions; LED light assemblies for street lights, signs, commercial lighting, automobiles, buildings, and other architectural uses; LED light bulbs; LED lighting fixtures for indoor and outdoor lighting applications; lighting fixtures for use in parking decks and garages; lighting fixtures for use in parking lots and walkways; lighting tubes; luminaires, using light emitting diodes (LEDs) as a light source, for street or roadway lighting; solar light fixtures, namely, indoor and outdoor solar powered lighting units and fixtures; solar-powered all-weather lights; wall lights;

(Based on 44(d) Priority Application) electric light bulbs; lamp bulbs; lamp whose light can be turned in all directions; LED light assemblies

for street lights, signs, commercial lighting, automobiles, buildings, and other architectural uses; LED light bulbs; LED lighting fixtures for indoor and outdoor lighting applications; lighting fixtures for use in parking decks and garages; lighting fixtures for use in parking lots and walkways; lighting tubes; luminaires, using light emitting diodes (LEDs) as a light source, for street or roadway lighting; solar light fixtures, namely, indoor and outdoor solar powered lighting units and fixtures; solar-powered all-weather lights; wall light.

The application was accorded Application Serial No. 85/444,984. A copy of the TESS and TDR database record for said application is attached as **Exhibit D**.

9. The mark ARTEMIS & Design sought to be registered in Application Serial No. 85/444,984 for lighting products is confusingly similar to Artemide's valuable trademark ARTEMIDE for lighting products.

10. The word mark component of the mark ARTEMIS & Design sought to be registered in Application Serial No. 85/444,984 for lighting products is pronounced and sounds nearly the same as Artemide's valuable trademark ARTEMIDE.

11. The mark ARTEMIS & Design sought to be registered in Application Serial No. 85/444,984 for lighting products visually looks nearly the same as Artemide's valuable trademark ARTEMIDE.

12. The mark ARTEMIS & Design sought to be registered in Application Serial No. 85/444,984 for lighting products has the same meaning as Artemide's valuable trademark ARTEMIDE.

13. Both Artemide's mark ARTEMIDE and Applicant's mark ARTEMIS & Design refer to the same Greek goddess/deity, widely venerated as the goddess of the hunt and the moon and known as the sister of Apollo. Indeed, "Artemide" is Italian/Latin for "Artemis," which is the goddess' Greek name. Under the doctrine of equivalents, Artemide's Italian/Latin "ARTEMIDE" and Applicant's Greek "ARTEMIS" are the same. See also <http://en.wikipedia.org/wiki/Artemide> page regarding Opposer, attached hereto as **Exhibit E** and

the reference therein to “Artemis.” See also <http://en.wikipedia.org/wiki/Artemis> page regarding “Artemis” the goddess, the mark adopted by Applicant, attached hereto as **Exhibit F**.

14. The design component of the mark ARTEMIS & Design also depicts the Greek goddess identifiable by the bow and arrow for hunting. The goddess is often depicted with images of arrows, hunting dogs, etc. so she can be identified. Furthermore, Applicant’s application specifically indicates that the image in the mark represents a “Greek goddess holding a bow and arrow.” Thus, the image used by Applicant adds to source confusion, rather than mitigates it. See image of Applicant’s mark reproduced below:



15. The products which Artemide sells under the mark ARTEMIDE are identical or substantially identical to the products which Applicant sells or proposes to sell under its mark, namely lighting products.

16. The channels of trade in which Artemide sells its products under the mark ARTEMIDE are identical or substantially identical to those in which Applicant sells or will sell its products under its mark.

17. Thus, Applicant's mark is likely, when used on or in connection with lighting products, to cause confusion, or to cause mistake, or to deceive the industry or the public or both.

18. The industry or the public or both are likely to confuse Applicant’s products sold under the mark ARTEMIS & Design with Artemide’s products sold under the mark ARTEMIDE.

19. The industry or the public or both are likely to believe that Applicant is one and

the same with Artemide, when in fact that is not the case.

20. The industry or the public or both are likely to believe that Applicant or its goods are associated, sponsored, or endorsed by Artemide, when in fact that is not the case.

21. The industry or the public or both are likely to believe that Artemide is one of Applicant's partners or affiliates or related companies or subsidiaries, when in fact that is not the case.

22. Artemide's marks have been used by Artemide and its related entity since well prior to Applicant's anticipated first use or first use of the mark ARTEMIS & Design.

23. Artemide's rights in the mark ARTEMIDE are prior and superior to those of Applicant in the mark ARTEMIS & Design.

24. Applicant adopted and/or intends to adopt the mark ARTEMIS & Design to trade on the success, recognition and reputation of Artemide.

25. The existence of Applicant's mark on the Register will dilute, blur and/or tarnish Artemide's marks and its valuable trademark rights.

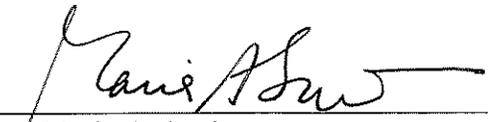
26. At least for the above reasons, Artemide would be damaged if registration of the mark ARTEMIS & Design of Application Serial No. 85/444,984 were granted to Applicant.

27. WHEREFORE, Artemide requests that registration of the mark ARTEMIS & DESIGN of Application Serial No. 85/444,984 be refused and that this opposition be sustained.

Dated: New York, New York  
May 18, 2012

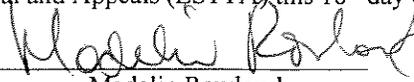
Respectfully submitted,

GOTTLIEB, RACKMAN & REISMAN, P.C.

By:   
\_\_\_\_\_  
Maria A. Savio  
Attorneys for Opposer  
270 Madison Avenue  
New York, New York 10016  
(212) 684-3900

**CERTIFICATE OF TRANSMITTAL**

I hereby certify that this Notice of Opposition is being electronically transmitted to the Trademark Trial and Appeal Board through the Electronic System for Trademark Trial and Appeals (ESTTA) this 18<sup>th</sup> day of May, 2012.

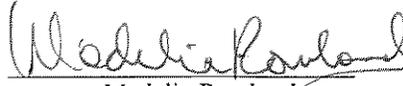
  
Madelin Rowland

**CERTIFICATE OF SERVICE**

I hereby certify that a true copy of the foregoing Notice of Opposition was served by overnight courier this 18<sup>th</sup> day of May, 2012 on Applicant and Applicant's counsel, as follows:

Certa Products Ltd.  
581 Bole Court  
Coquitlam, B.C.  
CANADA

Dated: May 18, 2012

  
Madelin Rowland