

ESTTA Tracking number: **ESTTA477069**

Filing date: **06/08/2012**

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	Monster Energy Company
Granted to Date of previous extension	06/09/2012
Address	550 Monica Circle, Suite 201 Corona, CA 92880 UNITED STATES

Attorney information	Diane M. Reed Knobbe Martens Olson & Bear LLP 2040 Main Street, 14th Floor Irvine, CA 92614 UNITED STATES efiling@kmob.com Phone:949-760-0404
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Applicant Information

Application No	85446979	Publication date	04/10/2012
Opposition Filing Date	06/08/2012	Opposition Period Ends	06/09/2012
Applicant	Maker Studios, Inc. 13347 Washington Boulevard Culver City, CA 90066 UNITED STATES		

Goods/Services Affected by Opposition

Class 025. All goods and services in the class are opposed, namely: Clothing, namely, shirts, pants, hats, sweatshirts, and shoes
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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.	3908601	Application Date	04/02/2009
Registration Date	01/18/2011	Foreign Priority Date	NONE
Word Mark	M MONSTER ENERGY		

Design Mark			
Description of Mark	The mark consists of a stylized letter "M" and stylized words "MONSTER ENERGY".		
Goods/Services	Class 025. First use: First Use: 2002/05/24 First Use In Commerce: 2002/06/30 Clothing, namely, t-shirts, hooded shirts and hooded sweatshirts, sweat shirts, jackets, pants, bandanas, sweat bands and gloves; headgear, namely, hats and beanies		

U.S. Registration No.	4036681	Application Date	09/11/2007
Registration Date	10/11/2011	Foreign Priority Date	NONE
Word Mark	MONSTER ENERGY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 032. First use: First Use: 2002/03/27 First Use In Commerce: 2002/04/18 Non-alcoholic beverages, namely, energy drinks, excluding perishable beverage products that contain fruit juice or soy		

U.S. Registration No.	3057061	Application Date	04/18/2002
Registration Date	02/07/2006	Foreign Priority Date	NONE
Word Mark	MONSTER ENERGY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 032. First use: First Use: 2002/03/27 First Use In Commerce: 2002/04/18 Fruit juice drinks having a juice content of 50% or less by volume that are shelf stable, carbonated soft drinks, carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, [aerated water, soda water and		

	seltzer water,] but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not
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U.S. Registration No.	3044314	Application Date	05/23/2003
Registration Date	01/17/2006	Foreign Priority Date	NONE
Word Mark	M MONSTER ENERGY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 005. First use: First Use: 2002/03/27 First Use In Commerce: 2002/04/18 nutritional supplements in liquid [and non-liquid] form, but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not		

U.S. Registration No.	3044315	Application Date	05/23/2003
Registration Date	01/17/2006	Foreign Priority Date	NONE
Word Mark	MONSTER ENERGY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 005. First use: First Use: 2002/03/27 First Use In Commerce: 2002/04/18 nutritional supplements in liquid [and non-liquid] form, but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not		

U.S. Registration No.	3852123	Application Date	02/19/2009
Registration Date	09/28/2010	Foreign Priority Date	NONE
Word Mark	MONSTER MIXXD		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 005. First use: First Use: 2007/12/00 First Use In Commerce: 2007/12/00 Nutritional Supplements Class 032. First use: First Use: 2007/12/00 First Use In Commerce: 2007/12/00 non-alcoholic beverages, namely, carbonated soft drinks; carbonated drinks		

	enhanced with vitamins, minerals, nutrients, amino acids and/or herbs; carbonated energy or sports drinks
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U.S. Registration No.	4129288	Application Date	07/06/2010
Registration Date	04/17/2012	Foreign Priority Date	NONE
Word Mark	MONSTER REHAB		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 005. First use: First Use: 2011/03/02 First Use In Commerce: 2011/03/02 Nutritional supplements in liquid form</p> <p>Class 032. First use: First Use: 2011/03/02 First Use In Commerce: 2011/03/02 Beverages, namely, non-alcoholic non-carbonated drinks enhanced with vitamins, minerals, nutrients, proteins, amino acids and/or herbs; non-carbonated energy or sports drinks, fruit juice drinks having a juice content of 50% or less by volume that are shelf-stable; all the foregoing goods exclude perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not</p>		

U.S. Registration No.	4111964	Application Date	08/24/2011
Registration Date	03/13/2012	Foreign Priority Date	NONE
Word Mark	MONSTER REHAB		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 030. First use: First Use: 2011/02/00 First Use In Commerce: 2011/02/00 Ready to drink tea, iced tea and tea based beverages; ready to drink flavored tea, iced tea and tea based beverages</p>		

Attachments	77705822#TMSN.jpeg (1 page)(bytes) 77276989#TMSN.jpeg (1 page)(bytes) 77673736#TMSN.jpeg (1 page)(bytes) 85078405#TMSN.jpeg (1 page)(bytes) 85406210#TMSN.jpeg (1 page)(bytes) 2012-06-08-NTC OF OPP-85446979-HANBEV.1495M.pdf (45 pages)(1944120 bytes)
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Certificate of Service

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

Signature	/Diane M. Reed/
Name	Diane M. Reed
Date	06/08/2012

2. Since at least 2002, long before the filing date of the Application, Opposer has been, and still is, engaged in the development, production, marketing and sale of energy supplement drinks under the mark MONSTER ENERGY and related marks.

3. Since at least 2002, long before the filing date of the Application, Opposer has been, and still is, engaged in the development, licensing, marketing and sale of clothing and accessories bearing Opposer's MONSTER ENERGY and related marks.

4. Opposer owns and relies on U.S. Trademark Registration 3,908,601 for the mark  for "Clothing, namely, t-shirts, hooded shirts and hooded sweatshirts, sweat shirts, jackets, pants, bandanas, sweat bands and gloves; headgear, namely, hats and beanies" in International Class 25, which registration issued January 18, 2011 and is based on an application filed in the United States Patent and Trademark Office ("PTO") on April 2, 2009. The filing date of Opposer's '601 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the '601 Registration obtained from the PTO's TSDR, TESS and Assignment databases are attached hereto and made of record.

5. Opposer owns and relies on U.S. Trademark Registration 4,036,681 for the mark MONSTER ENERGY for "Non-alcoholic beverages, namely, energy drinks, excluding perishable beverage products that contain fruit juice or soy" in International Class 32, which registration issued October 11, 2011 and is based on an application filed in the United States Patent and Trademark Office ("PTO") on September 11, 2007. The filing date of Opposer's '681 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the '681 Registration obtained from the PTO's TSDR, TESS and Assignment databases are attached hereto and made of record.

6. Opposer owns and relies on incontestable U.S. Trademark Registration No. 3,057,061 for the mark MONSTER ENERGY for “Fruit juice drinks having a juice content of 50% or less by volume that are shelf stable, carbonated soft drinks, carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not” in International Class 32, which registration issued February 7, 2006 and is based on an application filed in the PTO on April 18, 2002. The filing date of Opposer’s ‘061 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the ‘061 Registration obtained from the PTO’s TSDR, TESS and Assignment databases are attached hereto and made of record.

7. Opposer owns and relies on incontestable U.S. Trademark Registration No. 3,044,314 for the mark M MONSTER ENERGY for “nutritional supplements in liquid form, but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not” in International Class 5, which registration issued January 17, 2006 and is based on an application filed in the PTO on May 23, 2003. The filing date of Opposer’s ‘314 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the ‘314 Registration obtained from the PTO’s TSDR, TESS and Assignment databases are attached hereto and made of record.

8. Opposer owns and relies on incontestable U.S. Trademark Registration No. 3,044,315 for the mark MONSTER ENERGY for “nutritional supplements in liquid form, but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not” in International Class 5, which registration issued January 17, 2006 and is based on an application filed in the PTO on May 23, 2003. The filing date of Opposer’s ‘315

Registration is prior to the filing date of the Application. True and correct copies of the specifics of the '315 Registration obtained from the PTO's TSDR, TESS and Assignment databases are attached hereto and made of record.

9. Opposer owns and relies on U.S. Trademark Registration No. 3,852,123 for the mark MONSTER MIXXD for "Nutritional supplements" in International Class 5 and for "non-alcoholic beverages, namely, carbonated soft drinks; carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs; carbonated energy or sports drinks" in International Class 32, which registration issued September 28, 2010 and is based on an application filed in the PTO on February 19, 2009. The filing date of Opposer's '123 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the '123 Registration obtained from the PTO's TSDR, TESS and Assignment databases are attached hereto and made of record.

10. Opposer owns and relies on U.S. Trademark Registration No. 4,129,288 for the mark MONSTER REHAB for "Nutritional supplements in liquid form" in International Class 5 and for "Beverages, namely, non-alcoholic non-carbonated drinks enhanced with vitamins, minerals, nutrients, proteins, amino acids and/or herbs; non-carbonated energy or sports drinks, fruit juice drinks having a juice content of 50% or less by volume that are shelf-stable; all the foregoing goods exclude perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not" in International Class 32, which registration issued April 17, 2012 and is based on an application filed in the PTO on July 6, 2010. The filing date of Opposer's '288 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the '288 Registration obtained from the PTO's TSDR, TESS and Assignment databases are attached hereto and made of record.

11. Opposer owns and relies on U.S. Trademark Registration No. 4,111,964 for the mark MONSTER REHAB for “Ready to drink tea, iced tea and tea based beverages; ready to drink flavored tea, iced tea and tea based beverages” in International Class 30, which registration issued March 13, 2012 and is based on an application filed in the PTO on August 24, 2011. The filing date of Opposer’s ‘964 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the ‘964 Registration obtained from the PTO’s TSDR, TESS and Assignment databases are attached hereto and made of record.

12. Opposer’s Registration Nos. 3,908,601, 4,036,681, 3,057,061, 3,044,314, 3,044,315, 3,852,123, 4,129,288, and 4,111,964 are valid, subsisting, unrevoked and uncanceled; as such they constitute *prima facie* evidence of the validity of the registered marks and of the registrations thereof, and of Opposer’s ownership of the marks shown therein. Opposer’s registrations also constitute notice to Applicant of Opposer’s claim of ownership of the marks shown therein as provided in Sections 7(b), 22 and 33(a) of the Trademark Act.

13. Opposer’s registrations as specified in Paragraphs 6, 7, and 8 above are incontestable. As such, they constitute conclusive evidence of the validity of the registered marks and of the registration of the marks, of Opposer’s ownership of its marks, and of Opposer’s exclusive right to use the registered marks in commerce as provided in Section 33 of the Lanham Act, 15 U.S.C. § 1115.

14. Since at least before the filing date of the Application, Opposer has continuously used and promoted the MONSTER ENERGY and M MONSTER ENERGY Marks shown in Registration Nos. 3,908,601, 4,036,681, 3,057,061, 3,044,314, and 3,044,315 in interstate commerce in connection with its goods, including the goods identified in such Registrations (the “MONSTER ENERGY Marks”). By virtue of Opposer’s continuous and substantial use, these

marks have become famous identifiers of Opposer and its goods, and distinguish Opposer's goods from the goods of others. As a result, Opposer has built up, at great expense and effort, valuable goodwill in the MONSTER ENERGY Marks.

15. Since at least before the filing date of the Application, Opposer has continuously used and promoted the MONSTER MIXXD and MONSTER REHAB Marks shown in Registration Nos. 3,852,123, 4,129,288, and 4,111,964 in interstate commerce in connection with its goods, including the goods identified in such Registrations. By virtue of Opposer's continuous and substantial use, these marks have become identifiers of Opposer and its goods, and distinguish Opposer's goods from the goods of others. As a result, Opposer has built up, at great expense and effort, valuable goodwill in the MONSTER MIXXD and MONSTER REHAB Marks.

16. In addition to the MONSTER ENERGY Marks, MONSTER MIXXD mark, and MONSTER REHAB mark discussed above, Opposer has extensively used other "MONSTER" formative marks in connection with beverages and supplements, including MONSTER KHAOSTM and MONSTER ASSAULTTM. By virtue of Opposer's continuous and substantial use, these marks have become identifiers of Opposer such that consumers have come to recognize a family of "MONSTER" marks with which Opposer markets and sells its goods (collectively referred to as "Family of MONSTER Marks").

17. In addition to the protection afforded Opposer by its federal trademark registrations, Opposer has extensive common law rights in its Family of MONSTER Marks throughout the United States, having sold hundreds of millions of dollars worth of goods under Opposer's Family of MONSTER Marks. Opposer's common law rights in its Family of MONSTER Marks predate the filing date of the Application. Opposer relies on its common law trademark rights in Opposer's Family of MONSTER Marks.

18. Opposer has used and continues to use its MONSTER ENERGY Marks extensively in connection with clothing, accessories, and sports gear, including, t-shirts, hooded shirts, hooded sweatshirts, sweat shirts, jackets, pants, bandanas, sweat bands, gloves, and headgear.

19. Opposer has used its MONSTER ENERGY Marks extensively in connection with clothing, accessories, and sports gear since well before the filing date of the Application. Numerous televised athletes wear clothing bearing the MONSTER ENERGY Marks to promote Opposer's MONSTER ENERGY® brand.

20. Through extensive use and promotion, Opposer's MONSTER ENERGY Marks have become famous for Opposer's goods since well before the filing date of the Application. Opposer's well-known MONSTER ENERGY Marks are global brands that have appeared on billions of beverage cans, on clothing, accessories, sports gear, and in extensive nationwide promotions. These include, among other things, sponsorship of music festivals, athletes, and sports events that are televised live nationwide and internationally and prominently feature Opposer's MONSTER ENERGY Marks.

21. There is a huge demand for t-shirts, hats, jackets, sweatshirts, and other clothing, gear and merchandise bearing Opposer's MONSTER ENERGY Marks. Monster has entered into license agreements with several clothing manufacturers, giving them a license to produce and sell clothing that bears Opposer's MONSTER ENERGY Marks. In the United States, Opposer's licensees sell licensed apparel bearing Opposer's MONSTER ENERGY Marks to consumers in all 50 states through their own websites and through nationwide retailers including PacSun, Tilly's, Jack's, Zumiez's, and Zappos. Those nationwide retailers also sell the licensed apparel bearing Opposer's MONSTER ENERGY Marks through their own websites. These licensees

and others also sell the licensed apparel bearing the MONSTER ENERGY Marks throughout the world including on websites, in retail stores, and at sporting events.

22. Opposer also sells clothing bearing Opposer's MONSTER ENERGY Marks directly to consumers who become members of the Monster Army on the website www.monsterarmy.com. Opposer also runs a MONSTER GEAR program where consumers can get free authentic Monster Energy Team Gear, such as t-shirts, hats, and sweatshirts when they purchase MONSTER ENERGY® products and mail in the can tabs. Opposer began the MONSTER GEAR program in July 2011, and it is run through Opposer's website at gear.monsterenergy.com.

23. The Application was filed on October 13, 2011, and is based on Applicant's intent-to-use the mark in interstate commerce. Opposer's use of its Family of MONSTER Marks predates Applicant's use of its mark.

24. Applicant seeks an unrestricted federal registration for ANIMONSTER covering the goods set forth in the application in Class 25. As such, if a registration issues for the Application, such registration will constitute prima facie evidence of the Applicant's exclusive right to use the registered mark in commerce on or in connection with the listed goods and services throughout the United States with no limitation thereon.

25. Opposer will be damaged by registration of the Application in that the ANIMONSTER mark so resembles Opposer's Family of MONSTER Marks registered in the United States Patent and Trademark Office, and in which Opposer owns common law trademark rights, as to be likely, when used on or in connection with the goods as they are identified in the Application, as to cause confusion, or to cause mistake or to deceive within the meaning of Section 2(d) of the Trademark Act, 15 U.S.C. § 1052(d).

26. Opposer will be damaged by registration of the Application in that the ANIMONSTER mark will dilute the distinctive quality of Opposer's MONSTER ENERGY Marks within the meaning of Section 43(c) of the Trademark Act, 15 U.S.C. 1125(c), and will lessen the ability of Opposer's MONSTER ENERGY Marks to distinguish the Opposer's goods.

27. In view of Opposer's prior rights in its Family of MONSTER Marks, Applicant is not entitled to federal registration of the ANIMONSTER mark pursuant to Section 2(d) of the Trademark Act, 15 U.S.C. § 1052(d).

28. In view of Opposer's prior rights in its MONSTER ENERGY Marks, Applicant is not entitled to federal registration of the ANIMONSTER mark pursuant to Section 43(c) of the Trademark Act, 15 U.S.C. 1125(c).

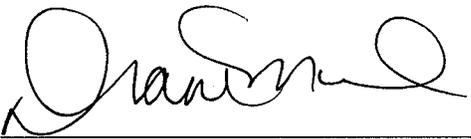
WHEREFORE, Opposer prays that U.S. Trademark Application Serial No. 85/446979 be rejected and stricken, that no registration be issued thereon to Applicant, and that this opposition be sustained in favor of Opposer.

Please charge Deposit Account No. 11-1410 to cover the opposition fee and any additional fees which may be required, or credit any overpayment to this account.

Respectfully submitted,

KNOBBE, MARTENS, OLSON & BEAR, LLP

Dated: 6/8/2012

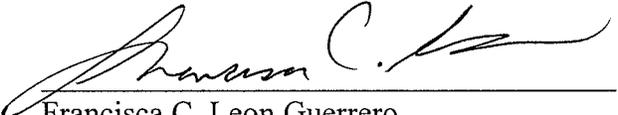
By: 

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(949) 760-0404
efiling@kmob.com
Attorneys for Opposer,
MONSTER ENERGY COMPANY

CERTIFICATE OF SERVICE

I hereby certify that I served a copy of the foregoing NOTICE OF OPPOSITION upon Applicant by depositing one copy thereof in the United States Mail, first-class postage prepaid, on June 8, 2012, addressed as follows:

APRIL L. BESL
DINSMORE & SHOHL LLP
255 E 5TH ST.,STE 1900
CINCINNATI, OH 45202-1971


Francisca C. Leon Guerrero

13321538
052212

United States of America

United States Patent and Trademark Office



MONSTER
ENERGY

Reg. No. 3,908,601

HANSEN BEVERAGE COMPANY (DELAWARE CORPORATION)
550 MONICA CIRCLE SUITE 201
CORONA, CA 92880

Registered Jan. 18, 2011

Int. Cl.: 25

FOR: CLOTHING, NAMELY, T-SHIRTS, HOODED SHIRTS AND HOODED SWEATSHIRTS, SWEAT SHIRTS, JACKETS, PANTS, BANDANAS, SWEAT BANDS AND GLOVES; HEADGEAR, NAMELY, HATS AND BEANIES, IN CLASS 25 (U.S. CLS. 22 AND 39).

TRADEMARK

FIRST USE 5-24-2002; IN COMMERCE 6-30-2002.

PRINCIPAL REGISTER

OWNER OF U.S. REG. NOS. 3,044,314, 3,134,842, AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF A STYLIZED LETTER "M" AND STYLIZED WORDS "MONSTER ENERGY".

SN 77-705,822, FILED 4-2-2009.

JILL PRATER, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office



United States Patent and Trademark Office

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Record 1 out of 1

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Word Mark	M MONSTER ENERGY
Goods and Services	IC 025. US 022 039. G & S: Clothing, namely, t-shirts, hooded shirts and hooded sweatshirts, sweat shirts, jackets, pants, bandanas, sweat bands and gloves; headgear, namely, hats and beanies. FIRST USE: 20020524. FIRST USE IN COMMERCE: 20020630
Mark Drawing Code	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Trademark Search Facility Classification Code	LETS-1 M A single letter, multiples of a single letter or in combination with a design SHAPES-MISC Miscellaneous shaped designs
Serial Number	77705822
Filing Date	April 2, 2009
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	June 23, 2009
Registration Number	3908601
International Registration Number	1048069
Registration Date	January 18, 2011
Owner	(REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE 550 Monica Circle Suite 201 Corona CALIFORNIA 92880

(LAST LISTED OWNER) MONSTER ENERGY COMPANY CORPORATION DELAWARE 550
MONICA CIRCLE, SUITE 201 CORONA CALIFORNIA 92880

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Diane M. Reed

Prior Registrations 3044314;3134841;3134842;AND OTHERS

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

Description of Mark Color is not claimed as a feature of the mark. The mark consists of a stylized letter "M" and stylized words "MONSTER ENERGY".

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Trademark Assignment Abstract of Title

Total Assignments: 1

Serial # : [77705822](#)

Filing Dt: 04/02/2009

Reg # : [3908601](#)

Reg. Dt: 01/18/2011

Registrant: Hansen Beverage Company

Mark: M MONSTER ENERGY

Assignment: 1

Reel/ Frame: [4699/0063](#)

Received: 01/13/2012

Recorded: 01/13/2012

Pages: 10

Conveyance: CHANGE OF NAME

Assignor: [HANSEN BEVERAGE COMPANY](#)

Exec Dt: 01/05/2012

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: [MONSTER ENERGY COMPANY](#)

550 MONICA CIRCLE, SUITE 201

CORONA, CALIFORNIA 92880

Entity Type: CORPORATION

Citizenship: DELAWARE

Correspondent: DIANE M. REED

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Search Results as of: 06/08/2012 02:27 PM

If you have any comments or questions concerning the data displayed, contact PRD / Assignments at 571-272-3350. v.2.3.1
Web interface last modified: Jan 26, 2012 v.2.3.1

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United States of America

United States Patent and Trademark Office

MONSTER ENERGY

Reg. No. 4,036,681

Registered Oct. 11, 2011

Int. Cl.: 32

TRADEMARK

PRINCIPAL REGISTER

HANSEN BEVERAGE COMPANY (DELAWARE CORPORATION)
550 MONICA CIRCLE
SUITE 201
CORONA, CA 92880

FOR: NON-ALCOHOLIC BEVERAGES, NAMELY, ENERGY DRINKS, EXCLUDING PERISHABLE BEVERAGE PRODUCTS THAT CONTAIN FRUIT JUICE OR SOY, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 3-27-2002; IN COMMERCE 4-18-2002.

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

OWNER OF U.S. REG. NOS. 3,044,314, 3,134,842 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY", APART FROM THE MARK AS SHOWN.

SER. NO. 77-276,989, FILED 9-11-2007.

MICHAEL WIENER, EXAMINING ATTORNEY



David J. Kyfos

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.



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MONSTER ENERGY

Word Mark	MONSTER ENERGY
Goods and Services	IC 032. US 045 046 048. G & S: Non-alcoholic beverages, namely, energy drinks, excluding perishable beverage products that contain fruit juice or soy. FIRST USE: 20020327. FIRST USE IN COMMERCE: 20020418
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77276989
Filing Date	September 11, 2007
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	July 26, 2011
Registration Number	4036681
Registration Date	October 11, 2011
Owner	(REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE 550 Monica Circle Suite 201 Corona CALIFORNIA 92880
	(LAST LISTED OWNER) MONSTER ENERGY COMPANY CORPORATION DELAWARE 550 MONICA CIRCLE, SUITE 201 CORONA CALIFORNIA 92880
Assignment Recorded	ASSIGNMENT RECORDED

Attorney of Record Diane M. Reed
Prior Registrations 3044314;3044315;3057061;3134841;3134842
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" APART FROM THE MARK AS SHOWN
Type of Mark TRADEMARK
Register PRINCIPAL
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Trademark Assignment Abstract of Title

Total Assignments: 1Serial #: [77276989](#)

Filing Dt: 09/11/2007

Reg #: [4036681](#)

Reg. Dt: 10/11/2011

Registrant: Hansen Beverage Company

Mark: MONSTER ENERGY

Assignment: 1Reel/ Frame: [4699/0063](#)

Received: 01/13/2012

Recorded: 01/13/2012

Pages: 10

Conveyance: CHANGE OF NAME

Assignor: [HANSEN BEVERAGE COMPANY](#)

Exec Dt: 01/05/2012

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: [MONSTER ENERGY COMPANY](#)550 MONICA CIRCLE, SUITE 201
CORONA, CALIFORNIA 92880

Entity Type: CORPORATION

Citizenship: DELAWARE

Correspondent: DIANE M. REED

2040 MAIN STREET, 14TH FLOOR
IRVINE, CA 92614

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Int. Cl.: 32

Prior U.S. Cls.: 45, 46 and 48

Reg. No. 3,057,061

United States Patent and Trademark Office

Registered Feb. 7, 2006

**TRADEMARK
PRINCIPAL REGISTER**

MONSTER ENERGY

HANSEN BEVERAGE COMPANY (DELAWARE
CORPORATION)
1010 RAILROAD STREET
CORONA, CA 92882

FOR: FRUIT JUICE DRINKS HAVING A JUICE
CONTENT OF 50% OR LESS BY VOLUME THAT
ARE SHELF STABLE, CARBONATED SOFT
DRINKS, CARBONATED DRINKS ENHANCED
WITH VITAMINS, MINERALS, NUTRIENTS, AMI-
NO ACIDS AND/OR HERBS, AERATED WATER,
SODA WATER AND SELTZER WATER, BUT EX-
CLUDING PERISHABLE BEVERAGE PRODUCTS
THAT CONTAIN FRUIT JUICE OR SOY, WHETHER

SUCH PRODUCTS ARE PASTEURIZED OR NOT, IN
CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 3-27-2002; IN COMMERCE 4-18-2002.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "ENERGY", APART FROM THE
MARK AS SHOWN.

SER. NO. 78-122,679, FILED 4-18-2002.

ANN E. SAPPENFIELD, EXAMINING ATTORNEY



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Typed Drawing

Word Mark	MONSTER ENERGY
Goods and Services	IC 032. US 045 046 048. G & S: Fruit juice drinks having a juice content of 50% or less by volume that are shelf stable, carbonated soft drinks, carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, [aerated water, soda water and seltzer water,] but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not. FIRST USE: 20020327. FIRST USE IN COMMERCE: 20020418
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	78122679
Filing Date	April 18, 2002
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	March 11, 2003
Registration Number	3057061
Registration Date	February 7, 2006
Owner	(REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE 550 Monica Circle Suite 201 Corona CALIFORNIA 92880 (LAST LISTED OWNER) MONSTER ENERGY COMPANY CORPORATION DELAWARE 550 MONICA CIRCLE, SUITE 201 CORONA CALIFORNIA 92880
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Diane M. Reed
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" APART FROM THE MARK AS SHOWN
Type of Mark Register	TRADEMARK PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

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Trademark Assignment Abstract of Title

Total Assignments: 1

Serial #: [78122679](#)

Filing Dt: 04/18/2002

Reg #: [3057061](#)

Reg. Dt: 02/07/2006

Registrant: Hansen Beverage Company

Mark: MONSTER ENERGY

Assignment: 1

Reel/ Frame: [4699/0063](#)

Received: 01/13/2012

Recorded: 01/13/2012

Pages: 10

Conveyance: CHANGE OF NAME

Assignor: [HANSEN BEVERAGE COMPANY](#)

Exec Dt: 01/05/2012

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: [MONSTER ENERGY COMPANY](#)

550 MONICA CIRCLE, SUITE 201

CORONA, CALIFORNIA 92880

Entity Type: CORPORATION

Citizenship: DELAWARE

Correspondent: DIANE M. REED

2040 MAIN STREET, 14TH FLOOR

IRVINE, CA 92614

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Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51 and 52

Reg. No. 3,044,314

United States Patent and Trademark Office

Registered Jan. 17, 2006

**TRADEMARK
PRINCIPAL REGISTER**

M MONSTER ENERGY

HANSEN BEVERAGE COMPANY (DELAWARE
CORPORATION)
1010 RAILROAD STREET
CORONA, CA 92882

FIRST USE 3-27-2002; IN COMMERCE 4-18-2002.

FOR: NUTRITIONAL SUPPLEMENTS IN LIQUID
AND NON-LIQUID FORM, BUT EXCLUDING PER-
ISHABLE BEVERAGE PRODUCTS THAT CONTAIN
FRUIT JUICE OR SOY, WHETHER SUCH PRO-
DUCTS ARE PASTEURIZED OR NOT, IN CLASS 5
(U.S. CLS. 6, 18, 44, 46, 51 AND 52).

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "ENERGY", APART FROM THE
MARK AS SHOWN.

SER. NO. 78-253,930, FILED 5-23-2003.

SUSAN HAYASH, EXAMINING ATTORNEY



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Typed Drawing

Word Mark	M MONSTER ENERGY
Goods and Services	IC 005. US 006 018 044 046 051 052. G & S: nutritional supplements in liquid [and non-liquid] form, but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not. FIRST USE: 20020327. FIRST USE IN COMMERCE: 20020418
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	78253930
Filing Date	May 23, 2003
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	August 31, 2004
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	3044314
Registration Date	January 17, 2006
Owner	(REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE 550 Monica Circle Suite 201 Corona CALIFORNIA 92880 (LAST LISTED OWNER) MONSTER ENERGY COMPANY CORPORATION DELAWARE 550 MONICA CIRCLE, SUITE 201 CORONA CALIFORNIA 92880
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	DIANE M. REED
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" APART FROM THE MARK AS SHOWN
Type of Mark Register	TRADEMARK PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

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Trademark Assignment Abstract of Title

Total Assignments: 1

Serial #: [78253930](#)

Filing Dt: 05/23/2003

Reg #: [3044314](#)

Reg. Dt: 01/17/2006

Registrant: Hansen Beverage Company

Mark: M MONSTER ENERGY

Assignment: 1

Reel/ Frame: [4699/0063](#)

Received: 01/13/2012

Recorded: 01/13/2012

Pages: 10

Conveyance: CHANGE OF NAME

Assignor: [HANSEN BEVERAGE COMPANY](#)

Exec Dt: 01/05/2012

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: [MONSTER ENERGY COMPANY](#)

550 MONICA CIRCLE, SUITE 201

CORONA, CALIFORNIA 92880

Entity Type: CORPORATION

Citizenship: DELAWARE

Correspondent: DIANE M. REED

2040 MAIN STREET, 14TH FLOOR

IRVINE, CA 92614

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Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51 and 52

Reg. No. 3,044,315

United States Patent and Trademark Office

Registered Jan. 17, 2006

**TRADEMARK
PRINCIPAL REGISTER**

MONSTER ENERGY

HANSEN BEVERAGE COMPANY (DELAWARE
CORPORATION)
1010 RAILROAD STREET
CORONA, CA 92882

FIRST USE 3-27-2002; IN COMMERCE 4-18-2002.

FOR: NUTRITIONAL SUPPLEMENTS IN LIQUID
AND NON-LIQUID FORM, BUT EXCLUDING PER-
ISHABLE BEVERAGE PRODUCTS THAT CONTAIN
FRUIT JUICE OR SOY, WHETHER SUCH PRO-
DUCTS ARE PASTEURIZED OR NOT, IN CLASS 5
(U.S. CLS. 6, 18, 44, 46, 51 AND 52).

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "ENERGY", APART FROM THE
MARK AS SHOWN.

SER. NO. 78-253,933, FILED 5-23-2003.

SUSAN HAYASH, EXAMINING ATTORNEY



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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)**Typed Drawing**

Word Mark	MONSTER ENERGY
Goods and Services	IC 005. US 006 018 044 046 051 052. G & S: nutritional supplements in liquid [and non-liquid] form, but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not. FIRST USE: 20020327. FIRST USE IN COMMERCE: 20020418
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	78253933
Filing Date	May 23, 2003
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	September 7, 2004
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	3044315
Registration Date	January 17, 2006
Owner	(REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE 550 Monica Circle Suite 201 Corona CALIFORNIA 92880 (LAST LISTED OWNER) MONSTER ENERGY COMPANY CORPORATION DELAWARE 550 MONICA CIRCLE, SUITE 201 CORONA CALIFORNIA 92880
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Diane M. Reed
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" APART FROM THE MARK AS SHOWN
Type of Mark Register	TRADEMARK PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

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Trademark Assignment Abstract of Title

Total Assignments: 1

Serial #: [78253933](#)

Filing Dt: 05/23/2003

Reg #: [3044315](#)

Reg. Dt: 01/17/2006

Registrant: Hansen Beverage Company

Mark: MONSTER ENERGY

Assignment: 1

Reel/ Frame: [4699/0063](#)

Received: 01/13/2012

Recorded: 01/13/2012

Pages: 10

Conveyance: CHANGE OF NAME

Assignor: [HANSEN BEVERAGE COMPANY](#)

Exec Dt: 01/05/2012

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: [MONSTER ENERGY COMPANY](#)

550 MONICA CIRCLE, SUITE 201

CORONA, CALIFORNIA 92880

Entity Type: CORPORATION

Citizenship: DELAWARE

Correspondent: DIANE M. REED

2040 MAIN STREET, 14TH FLOOR

IRVINE, CA 92614

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United States of America

United States Patent and Trademark Office

MONSTER MIXXD

Reg. No. 3,852,123

Registered Sep. 28, 2010

Int. Cls.: 5 and 32

HANSEN BEVERAGE COMPANY (DELAWARE CORPORATION)
SUITE 201
550 MONICA CIRCLE
CORONA, CA 92880

FOR: NUTRITIONAL SUPPLEMENTS, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

TRADEMARK

FIRST USE 12-0-2007; IN COMMERCE 12-0-2007.

PRINCIPAL REGISTER

FOR: NON-ALCOHOLIC BEVERAGES, NAMELY, CARBONATED SOFT DRINKS; CARBONATED DRINKS ENHANCED WITH VITAMINS, MINERALS, NUTRIENTS, AMINO ACIDS AND/OR HERBS; CARBONATED ENERGY OR SPORTS DRINKS, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 12-0-2007; IN COMMERCE 12-0-2007.

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

SER. NO. 77-673,736, FILED 2-19-2009.

JILL PRATER, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office



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MONSTER MIXXD

Word Mark	MONSTER MIXXD
Goods and Services	IC 005. US 006 018 044 046 051 052. G & S: Nutritional Supplements. FIRST USE: 20071200. FIRST USE IN COMMERCE: 20071200
	IC 032. US 045 046 048. G & S: non-alcoholic beverages, namely, carbonated soft drinks; carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs; carbonated energy or sports drinks. FIRST USE: 20071200. FIRST USE IN COMMERCE: 20071200
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Trademark Search Facility Classification Code	LETTER-3-OR-MORE MIXXD Combination of three or more letters as part of the mark
Serial Number	77673736
Filing Date	February 19, 2009
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	June 23, 2009
Registration Number	3852123
Registration	

Date September 28, 2010
Owner (REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE Suite 201 550 Monica Circle Corona CALIFORNIA 92880

(LAST LISTED OWNER) MONSTER ENERGY COMPANY CORPORATION DELAWARE 550 MONICA CIRCLE, SUITE 201 CORONA CALIFORNIA 92880
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Diane M. Reed
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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Trademark Assignment Abstract of Title

Total Assignments: 1

Serial #: [77673736](#)

Filing Dt: 02/19/2009

Reg #: [3852123](#)

Reg. Dt: 09/28/2010

Registrant: Hansen Beverage Company

Mark: MONSTER MIXXD

Assignment: 1

Reel/ Frame: [4699/0063](#)

Received: 01/13/2012

Recorded: 01/13/2012

Pages: 10

Conveyance: CHANGE OF NAME

Assignor: [HANSEN BEVERAGE COMPANY](#)

Exec Dt: 01/05/2012

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: [MONSTER ENERGY COMPANY](#)550 MONICA CIRCLE, SUITE 201
CORONA, CALIFORNIA 92880

Entity Type: CORPORATION

Citizenship: DELAWARE

Correspondent: DIANE M. REED

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United States of America

United States Patent and Trademark Office

MONSTER REHAB

Reg. No. 4,129,288

Registered Apr. 17, 2012

Int. Cls.: 5 and 32

TRADEMARK

PRINCIPAL REGISTER

MONSTER ENERGY COMPANY (DELAWARE CORPORATION)
550 MONICA CIRCLE, SUITE 201
CORONA, CA 92880

FOR: NUTRITIONAL SUPPLEMENTS IN LIQUID FORM, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 3-2-2011; IN COMMERCE 3-2-2011.

FOR: BEVERAGES, NAMELY, NON-ALCOHOLIC NON-CARBONATED DRINKS ENHANCED WITH VITAMINS, MINERALS, NUTRIENTS, PROTEINS, AMINO ACIDS AND/OR HERBS; NON-CARBONATED ENERGY OR SPORTS DRINKS, FRUIT JUICE DRINKS HAVING A JUICE CONTENT OF 50% OR LESS BY VOLUME THAT ARE SHELF-STABLE; ALL THE FOREGOING GOODS EXCLUDE PERISHABLE BEVERAGE PRODUCTS THAT CONTAIN FRUIT JUICE OR SOY, WHETHER SUCH PRODUCTS ARE PASTEURIZED OR NOT, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 3-2-2011; IN COMMERCE 3-2-2011.

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

OWNER OF U.S. REG. NOS. 3,057,061, 3,353,473, AND OTHERS.

SN 85-078,405, FILED 7-6-2010.

GEOFFREY FOSDICK, EXAMINING ATTORNEY



David J. Kyjars

Director of the United States Patent and Trademark Office

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Requirements in the First Ten Years*

What and When to File:

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Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

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***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

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MONSTER REHAB

Word Mark	MONSTER REHAB
Goods and Services	IC 005. US 006 018 044 046 051 052. G & S: Nutritional supplements in liquid form. FIRST USE: 20110302. FIRST USE IN COMMERCE: 20110302
	IC 032. US 045 046 048. G & S: Beverages, namely, non-alcoholic non-carbonated drinks enhanced with vitamins, minerals, nutrients, proteins, amino acids and/or herbs; non-carbonated energy or sports drinks, fruit juice drinks having a juice content of 50% or less by volume that are shelf-stable; all the foregoing goods exclude perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not. FIRST USE: 20110302. FIRST USE IN COMMERCE: 20110302
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85078405
Filing Date	July 6, 2010
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	November 29, 2011
Registration Number	4129288
Registration Date	April 17, 2012
Owner	(REGISTRANT) MONSTER ENERGY COMPANY CORPORATION DELAWARE 550 MONICA

CIRCLE, SUITE 201 CORONA CALIFORNIA 92880

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Alina S. Morris

Prior Registrations 3057061;3134842;3353473;AND OTHERS

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Trademark Assignment Abstract of Title

Total Assignments: 1Serial #: [85078405](#)

Filing Dt: 07/06/2010

Reg #: [4129288](#)

Reg. Dt: 04/17/2012

Registrant: MONSTER ENERGY COMPANY

Mark: MONSTER REHAB

Assignment: 1Reel/ Frame: [4699/0063](#)

Received: 01/13/2012

Recorded: 01/13/2012

Pages: 10

Conveyance: CHANGE OF NAME

Assignor: [HANSEN BEVERAGE COMPANY](#)

Exec Dt: 01/05/2012

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: [MONSTER ENERGY COMPANY](#)550 MONICA CIRCLE, SUITE 201
CORONA, CALIFORNIA 92880

Entity Type: CORPORATION

Citizenship: DELAWARE

Correspondent: DIANE M. REED

2040 MAIN STREET, 14TH FLOOR
IRVINE, CA 92614

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United States of America

United States Patent and Trademark Office

MONSTER REHAB

Reg. No. 4,111,964

Registered Mar. 13, 2012

Int. Cl.: 30

TRADEMARK

PRINCIPAL REGISTER

HANSEN BEVERAGE COMPANY (DELAWARE CORPORATION)
SUITE 201
550 MONICA CIRCLE
CORONA, CA 92880

FOR: READY TO DRINK TEA, ICED TEA AND TEA BASED BEVERAGES; READY TO DRINK FLAVORED TEA, ICED TEA AND TEA BASED BEVERAGES, IN CLASS 30 (U.S. CL. 46).

FIRST USE 2-0-2011; IN COMMERCE 2-0-2011.

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

SER. NO. 85-406,210, FILED 8-24-2011.

RONALD DELGIZZI, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office

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MONSTER REHAB

Word Mark	MONSTER REHAB
Goods and Services	IC 030. US 046. G & S: Ready to drink tea, iced tea and tea based beverages; ready to drink flavored tea, iced tea and tea based beverages. FIRST USE: 20110200. FIRST USE IN COMMERCE: 20110200
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85406210
Filing Date	August 24, 2011
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	December 27, 2011
Registration Number	4111964
Registration Date	March 13, 2012
Owner	(REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE Suite 201 550 Monica Circle Corona CALIFORNIA 92880
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Diane M. Reed
Type of Mark	TRADEMARK
Register	PRINCIPAL

Live/Dead Indicator LIVE

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Trademark Assignment Abstract of Title

Total Assignments: 1

Serial #: [85406210](#)

Filing Dt: 08/24/2011

Reg #: [4111964](#)

Reg. Dt: 03/13/2012

Registrant: Hansen Beverage Company

Mark: MONSTER REHAB

Assignment: 1

Reel/ Frame: [4699/0063](#)

Received: 01/13/2012

Recorded: 01/13/2012

Pages: 10

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