

ESTTA Tracking number: **ESTTA481622**

Filing date: **07/03/2012**

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		
Entity	Corporation	Citizenship	Delaware
Address	550 Monica Circle, Suite 201 Corona, CA 92880 UNITED STATES		

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

Application No	85508374	Publication date	06/05/2012
Opposition Filing Date	07/03/2012	Opposition Period Ends	07/05/2012
Applicant	LI-WEI CHIH P.O. Box 10763 Silver Spring, MD 20914 UNITED STATES		

Goods/Services Affected by Opposition

Class 025. First Use: 2005/05/15 First Use In Commerce: 2005/05/15 All goods and services in the class are opposed, namely: Baseball caps and hats; Golf caps; Hats; Hooded sweat shirts; Knitted caps; Sports caps and hats; Sweaters; T-shirts; Wearable garments and clothing, namely, shirts

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.	4051650	Application Date	07/28/2010
Registration Date	11/08/2011	Foreign Priority Date	NONE
Word Mark	M		

Design Mark	
Description of Mark	The mark consists of a stylized letter M in the form of a claw.
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.	3908601	Application Date	04/02/2009
Registration Date	01/18/2011	Foreign Priority Date	NONE

Word Mark	M MONSTER ENERGY
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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.	2903214	Application Date	05/07/2003
Registration Date	11/16/2004	Foreign Priority Date	NONE

Word Mark	M
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Design Mark	
Description of Mark	NONE
Goods/Services	Class 032. First use: First Use: 2002/03/27 First Use In Commerce: 2002/04/18 Drinks, namely, carbonated soft drinks, carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, carbonated and non-carbonated energy or sports drinks, fruit juice drinks having a juice content of 50% or less by volume that are shelf stable, [and water;]*but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not.*

U.S. Registration No.	3434821	Application Date	09/07/2007
Registration Date	05/27/2008	Foreign Priority Date	NONE
Word Mark	M		
Design Mark			
Description of Mark	The mark consists of the letter "m" in the form of a claw.		
Goods/Services	Class 005. First use: First Use: 2002/03/27 First Use In Commerce: 2002/04/18 Nutritional supplements		

U.S. Registration No.	3434822	Application Date	09/07/2007
Registration Date	05/27/2008	Foreign Priority Date	NONE
Word Mark	M		

Design Mark	
Description of Mark	The mark consists of the letter "m" in the form of a claw.
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.	3908600	Application Date	04/02/2009
Registration Date	01/18/2011	Foreign Priority Date	NONE

Word Mark	M MONSTER ENERGY
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Design Mark	
Description of Mark	The mark consists of a stylized letter "M" and stylized words "MONSTER ENERGY".
Goods/Services	Class 016. First use: First Use: 2004/01/00 First Use In Commerce: 2004/01/00 Stickers; sticker kits comprising stickers and decals; decals

U.S. Registration No.	3914828	Application Date	04/02/2009
Registration Date	02/01/2011	Foreign Priority Date	NONE

Word Mark	M MONSTER ENERGY
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Design Mark	
Description of Mark	The mark consists of a stylized letter "M" and the stylized words "MONSTER ENERGY".
Goods/Services	Class 009. First use: First Use: 2006/01/00 First Use In Commerce: 2006/01/00 Sports helmets

U.S. Registration No.	3923683	Application Date	04/02/2009
Registration Date	02/22/2011	Foreign Priority Date	NONE

Word Mark	M MONSTER ENERGY
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Design Mark	
Description of Mark	The mark consists of a stylized letter "M" and the stylized words "MONSTER ENERGY".
Goods/Services	Class 018. First use: First Use: 2004/05/00 First Use In Commerce: 2004/05/00 All purpose sport bags; All-purpose carrying bags; Backpacks; Duffle bags

U.S. Registration No.	3963668	Application Date	07/28/2010
Registration Date	05/17/2011	Foreign Priority Date	NONE

Word Mark	M
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Design Mark	
Description of Mark	The mark consists of a stylized letter "M" in the form of a claw.
Goods/Services	Class 016. First use: First Use: 2004/01/00 First Use In Commerce: 2004/01/00 Stickers; sticker kits comprising stickers and decals; decals; posters

U.S. Registration No.	3963669	Application Date	07/28/2010
Registration Date	05/17/2011	Foreign Priority Date	NONE
Word Mark	M		
Design Mark			
Description of Mark	The mark consists of a stylized letter "M" in the form of a claw.		
Goods/Services	Class 018. First use: First Use: 2002/05/24 First Use In Commerce: 2002/06/30 All purpose sport bags; all-purpose carrying bags; backpacks; duffel bags		

U.S. Registration No.	4011301	Application Date	07/27/2010
Registration Date	08/16/2011	Foreign Priority Date	NONE
Word Mark	M		

Design Mark	
Description of Mark	The mark consists of a stylized letter "M" in the form of a claw.
Goods/Services	Class 009. First use: First Use: 2002/05/24 First Use In Commerce: 2002/06/30 sports helmets; video recordings featuring sports, extreme sports, and motor sports

U.S. Registration No.	3134841	Application Date	05/07/2003
Registration Date	08/29/2006	Foreign Priority Date	NONE

Word Mark	M MONSTER ENERGY
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 032. First use: First Use: 2002/03/27 First Use In Commerce: 2002/04/18 Beverages, namely, carbonated soft drinks, carbonated soft drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, carbonated [and non-carbonated] energy and sports drinks, fruit juice drinks having a juice content of 50% or less by volume that are shelf stable, [and 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.	3134842	Application Date	05/07/2003
Registration Date	08/29/2006	Foreign Priority Date	NONE

Word Mark	M MONSTER ENERGY
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 032. First use: First Use: 2002/03/27 First Use In Commerce: 2002/04/18
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	Beverages, namely, carbonated soft drinks, carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, carbonated [and non-carbonated] energy or sports drinks, fruit juice drinks having a juice content of 50% or less by volume that are shelf stable, [and 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		

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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	/Brigette B. Chaput/
Name	Brigette B. Chaput
Date	07/03/2012

on the Principal Register of the trademark  for “Baseball caps and hats; Golf caps; Hats; Hooded sweat shirts; Knitted caps; Sports caps and hats; Sweaters; T-shirts; Wearable garments and clothing, namely, shirts” in International Class 25.

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 marks MONSTER ENERGY,  (“Claw Icon”), 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 4,051,650 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 July 28, 2010 and is based on an application filed in the PTO on November 8, 2011. The filing date of Opposer’s ‘650 Registration is prior to the filing date of Applicant’s Application. True and correct copies of the specifics of the ‘650 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 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.

6. Opposer owns and relies on incontestable U.S. Trademark Registration 2,903,214 for the mark  for “Drinks, namely, carbonated soft drinks, carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, carbonated and non-carbonated energy or sports drinks, fruit juice drinks having a juice content of 50% or less by volume that are shelf stable, 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 November 11, 2004 and is based on an application filed in the United States Patent and Trademark Office (“PTO”) on May 7, 2003. The filing date of Opposer’s ‘214 Registration is prior to the filing date of Applicant’s Application. True and correct copies of the specifics of the ‘214 Registration obtained from the PTO’s TSDR, TESS and Assignment databases are attached hereto and made of record.

7. Opposer owns and relies on U.S. Trademark Registration 3,434,821 for the mark  for “Nutritional supplements” in International Class 5, which registration issued May 27, 2008 and is based on an application filed in the PTO on September 7, 2007. The filing date of Opposer’s ‘821 Registration is prior to the filing date of Applicant’s Application. True and correct copies of the specifics of the ‘821 Registration obtained from the PTO’s TSDR, TESS and

Assignment databases are attached hereto and made of record.

8. Opposer owns and relies on U.S. Trademark Registration 3,434,822 for the mark



for “Non-alcoholic beverages, namely, energy drinks, excluding perishable beverage products that contain fruit juice or soy” in International Class 32, which registration issued May 27, 2008 and is based on an application filed in the PTO on September 7, 2007. The filing date of Opposer’s ‘822 Registration is prior to the filing date of Applicant’s Application. True and correct copies of the specifics of the ‘822 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 3,908,600 for the mark



MONSTER for “Stickers; sticker kits comprising stickers and decals; decals” in International Class 16, which registration issued January 18, 2011 and is based on an application filed in the PTO on April 2, 2009. The filing date of Opposer’s ‘600 Registration is prior to the filing date of Applicant’s Application. True and correct copies of the specifics of the ‘600 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 3,914,828 for the mark



MONSTER for “Sports helmets” in International Class 9, which registration issued February 1, 2011 and is based on an application filed in the PTO on April 2, 2009. The filing date of Opposer’s ‘828 Registration is prior to the filing date of Applicant’s Application. True and correct copies of the specifics of the ‘828 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 3,923,683 for the mark



for “All purpose sport bags; All-purpose carrying bags; Backpacks; Duffle bags” in International Class 18, which registration issued February 2, 2011 and is based on an application filed in the PTO on April 2, 2009. The filing date of Opposer’s ‘683 Registration is prior to the filing date of Applicant’s Application. True and correct copies of the specifics of the ‘683 Registration obtained from the PTO’s TSDR, TESS and Assignment databases are attached hereto and made of record.

12. Opposer owns and relies on U.S. Trademark Registration 3,963,668 for the mark



for “Stickers; sticker kits comprising stickers and decals; decals; posters” in International Class 16, which registration issued May 17, 2011 and is based on an application filed in the PTO on July 28, 2010. The filing date of Opposer’s ‘668 Registration is prior to the filing date of Applicant’s Application. True and correct copies of the specifics of the ‘668 Registration obtained from the PTO’s TSDR, TESS and Assignment databases are attached hereto and made of record.

13. Opposer owns and relies on U.S. Trademark Registration 3,963,669 for the mark



for “All purpose sport bags; all-purpose carrying bags; backpacks; duffel bags” in International Class 18, which registration issued May 17, 2011 and is based on an application filed in the PTO on July 28, 2010. The filing date of Opposer’s ‘669 Registration is prior to the filing date of Applicant’s Application. True and correct copies of the specifics of the ‘669 Registration obtained from the PTO’s TSDR, TESS and Assignment databases are attached hereto and made of record.

14. Opposer owns and relies on U.S. Trademark Registration 4,011,301 for the mark



for “sports helmets; video recordings featuring sports, extreme sports, and motor sports” in International Class 9, which registration issued August 16, 2011 and is based on an application filed in the PTO on July 27, 2010. The filing date of Opposer’s ‘301 Registration is prior to the filing date of Applicant’s Application. True and correct copies of the specifics of the ‘301 Registration obtained from the PTO’s TSDR, TESS and Assignment databases are attached hereto and made of record.

15. Opposer owns and relies on incontestable U.S. Trademark Registration No.



3,134,841 for the mark  for “Beverages, namely, carbonated soft drinks, carbonated soft drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, carbonated energy and sports drinks, fruit juice drinks having a juice content of 50% or less by volume that are shelf stable, 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 August 29, 2006 and is based on an application filed in the PTO on May 7, 2003. The filing date of Opposer’s ‘841 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the ‘841 Registration obtained from the PTO’s TSDR, TESS and Assignment databases are attached hereto and made of record.

16. Opposer owns and relies on incontestable U.S. Trademark Registration No. 3,134,842 for the mark M MONSTER ENERGY for “Beverages, namely, carbonated soft drinks, carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, carbonated energy or sports drinks, fruit juice drinks having a juice content of 50% or less by volume that are shelf stable, 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 August 29, 2006 and is based on an application filed in the PTO on May 7, 2003. The filing date of Opposer's '842 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the '842 Registration obtained from the PTO's TSDR, TESS and Assignment databases are attached hereto and made of record.

17. 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.

18. Opposer's Registrations Nos. 4,051,650, 3,908,601, 2,903,214, 3,434,821, 3,434,822, 3,908,600, 3,914,828, 3,923,683, 3,963,668, 3,963,669, 4,011,301, 3,134,841, 3,134,842, and 3,044,314 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.

19. Opposer's registrations as specified in Paragraphs 6, 15, 16, and 17 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.

20. Since at least before the filing date of the Application, Opposer has continuously used and promoted the , , and M MONSTER ENERGY Marks shown in Registration Nos. 44,051,650, 3,908,601, 2,903,214, 3,434,821, 3,434,822, 3,908,600, 3,914,828, 3,923,683, 3,963,668, 3,963,669, 4,011,301, 3,134,841, 3,134,842, and 3,044,314 (the “ and MONSTER Marks”) 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 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  and MONSTER Marks.

21. By virtue of Opposer’s continuous and substantial use, the  and MONSTER 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 its  and MONSTER Marks. Opposer has developed a significant amount of goodwill through the use and promotion of its  and MONSTER Marks, such that consumers have come to recognize a family of  and MONSTER Marks with which Opposer markets and sells its goods.

22. In addition to the protection afforded Opposer by its federal trademark registrations, Opposer has extensive common law rights in its  and MONSTER Marks

throughout the United States, having sold hundreds of millions of dollars worth of goods under Opposer's  and MONSTER Marks. Opposer's common law rights in its  and MONSTER Marks predate the filing date of the Application. Opposer relies on its common law trademark rights in Opposer's  and MONSTER Marks.

23. Opposer has used and continues to use its  and MONSTER 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.

24. Opposer has used its  and MONSTER 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  and MONSTER Marks to promote Opposer's MONSTER ENERGY® brand.

25. Through extensive use and promotion, Opposer's  and MONSTER Marks have become famous for Opposer's goods since well before the filing date of the Application.

Opposer's well-known  and MONSTER 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  and MONSTER Marks.

26. There is a huge demand for t-shirts, hats, jackets, sweatshirts, and other clothing,

gear and merchandise bearing Opposer's  and MONSTER Marks. Monster has entered into license agreements with several clothing manufacturers, giving them a license to produce and sell clothing that bears Opposer's  and MONSTER Marks. In the United States, Opposer's licensees sell licensed apparel bearing Opposer's  and MONSTER 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  and MONSTER Marks through their own websites. These licensees and others also sell the licensed apparel bearing the  and MONSTER Marks throughout the world including on websites, in retail stores, and at sporting events.

27. Opposer also sells clothing bearing Opposer's  and MONSTER 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.

28. The Application claims first use of the  mark as of May 15, 2005, and a first use in commerce as of May 15, 2005. Opposer's use of its  and MONSTER Marks predates Applicant's claimed date of first use of the mark as shown in the Application.

29. Applicant seeks an unrestricted federal registration for  covering the goods in Class 25 set forth in the Application. 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.

30. Opposer will be damaged by registration of the Application in that  mark so resembles Opposer's  and 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).

31. Opposer will be damaged by registration of the Application in that the  mark will dilute the distinctive quality of Opposer's  and MONSTER 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  and MONSTER Marks to distinguish Opposer's goods.

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

33. In view of Opposer's prior rights in its  and MONSTER Marks, Applicant is not entitled to federal registration of the  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. 85/508,374 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: June 26, 2012

By: 

Steven J. Nataupsky
Lynda Zadra-Symes
Diane M. Reed
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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 July 3, 2012, addressed as follows:

J. Wayne Hou
JUNWEI WAYNE HOU, P.C.
101 Chestnut St Ste 220B
Gaithersburg, MD 20877-2103


Francisca C. Leon Guerrero

13410659
060612

United States of America

United States Patent and Trademark Office



Reg. No. 4,051,650

Registered Nov. 8, 2011

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

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

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).

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

THE MARK CONSISTS OF A STYLIZED LETTER M IN THE FORM OF A CLAW.

SER. NO. 85-094,362, FILED 7-28-2010.

LEIGH LOWRY, EXAMINING ATTORNEY



David J. Kyffers

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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Word Mark	M
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	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	03.17.03 - Claws; Feet, bird; Parts of birds: claws, talons, feet, foot tracks; Talons; Tracks, bird 27.03.05 - Objects forming letters or numerals
Serial Number	85094362
Filing Date	July 28, 2010
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	May 17, 2011
Registration Number	4051650
Registration Date	November 8, 2011
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 Alina S. Morris

Description of Mark Color is not claimed as a feature of the mark. The mark consists of a stylized letter M in the form of a claw.

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Trademark Assignment Abstract of Title

Total Assignments: 1Serial #: [85094362](#)

Filing Dt: 07/28/2010

Reg #: [4051650](#)

Reg. Dt: 11/08/2011

Registrant: Hansen Beverage Company

Mark: M

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

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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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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

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. 2,903,214

United States Patent and Trademark Office

Registered Nov. 16, 2004

**TRADEMARK
PRINCIPAL REGISTER**



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

FOR: DRINKS, NAMELY, CARBONATED SOFT
DRINKS, CARBONATED DRINKS ENHANCED
WITH VITAMINS, MINERALS, NUTRIENTS, AMI-
NO ACIDS AND/OR HERBS, CARBONATED AND
NON-CARBONATED ENERGY OR SPORTS
DRINKS, FRUIT JUICE DRINKS HAVING A JUICE

CONTENT OF 50% OR LESS BY VOLUME THAT
ARE SHELF STABLE, AND WATER, IN CLASS 32
(U.S. CLS. 45, 46 AND 48).

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

SER. NO. 78-246,564, FILED 5-7-2003.

GINNY ISAACSON, EXAMINING ATTORNEY



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Word Mark M

Goods and Services IC 032. US 045 046 048. G & S: Drinks, namely, carbonated soft drinks, carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, carbonated and non-carbonated energy or sports drinks, fruit juice drinks having a juice content of 50% or less by volume that are shelf stable, [and 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 (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 78246564

Filing Date May 7, 2003

Current Basis 1A

Original Filing Basis 1A

Published for Opposition August 24, 2004

Change In Registration CHANGE IN REGISTRATION HAS OCCURRED

Registration Number 2903214

Registration Date November 16, 2004

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
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

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Trademark Assignment Abstract of Title

Total Assignments: 1

Serial #: [78246564](#)

Filing Dt: 05/07/2003

Reg #: [2903214](#)

Reg. Dt: 11/16/2004

Registrant: Hansen Beverage Company

Mark: M

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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Int. Cl.: 5

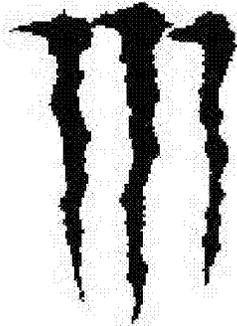
Prior U.S. Cls.: 6, 18, 44, 46, 51 and 52

United States Patent and Trademark Office

Reg. No. 3,434,821

Registered May 27, 2008

**TRADEMARK
PRINCIPAL REGISTER**



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

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

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

OWNER OF U.S. REG. NOS. 2,903,214 AND
3,134,841.

THE MARK CONSISTS OF THE LETTER "M" IN
THE FORM OF A CLAW.

SER. NO. 77-274,643, FILED 9-7-2007.

MICHAEL WIENER, EXAMINING ATTORNEY



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Word Mark	M
Goods and Services	IC 005. US 006 018 044 046 051 052. G & S: Nutritional supplements. FIRST USE: 20020327. FIRST USE IN COMMERCE: 20020418
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	03.17.03 - Claws; Feet, bird; Parts of birds: claws, talons, feet, foot tracks; Talons; Tracks, bird
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	77274643
Filing Date	September 7, 2007
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	March 11, 2008
Registration Number	3434821
Registration Date	May 27, 2008
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 2903214;3134841

Description of Mark Color is not claimed as a feature of the mark. The mark consists of the letter "m" in the form of a claw.

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Trademark Assignment Abstract of Title

Total Assignments: 1Serial #: [77274643](#)

Filing Dt: 09/07/2007

Reg #: [3434821](#)

Reg. Dt: 05/27/2008

Registrant: Hansen Beverage Company

Mark: M

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

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Int. Cl.: 32

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

United States Patent and Trademark Office

Reg. No. 3,434,822

Registered May 27, 2008

**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.

OWNER OF U.S. REG. NOS. 2,903,214 AND
3,134,841.

THE MARK CONSISTS OF THE LETTER "M" IN
THE FORM OF A CLAW.

SER. NO. 77-274,662, FILED 9-7-2007.

MICHAEL WIENER, EXAMINING ATTORNEY



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Word Mark	M
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
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	03.17.03 - Claws; Feet, bird; Parts of birds: claws, talons, feet, foot tracks; Talons; Tracks, bird
Trademark Search Facility Classification Code	ANI-MISC Part of the animals including animal bones,horns,claws,shells,eyes,coral,paws,eggs,feathers,hides or skins
Serial Number	77274662
Filing Date	September 7, 2007
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	March 11, 2008
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	3434822
Registration Date	May 27, 2008
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 STE. 201 CORONA CALIFORNIA 92880

Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Jonathan A. Menkes
Prior Registrations	2903214;3134841
Description of Mark	Color is not claimed as a feature of the mark. The mark consists of the letter "m" in the form of a claw.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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Trademark Assignment Abstract of Title

Total Assignments: 1Serial #: [77274662](#)

Filing Dt: 09/07/2007

Reg #: [3434822](#)

Reg. Dt: 05/27/2008

Registrant: Hansen Beverage Company

Mark: M

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

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United States of America

United States Patent and Trademark Office



MONSTER
ENERGY

Reg. No. 3,908,600

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

Registered Jan. 18, 2011

Int. Cl.: 16

FOR: STICKERS; STICKER KITS COMPRISING STICKERS AND DECALS; DECALS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

TRADEMARK

FIRST USE 1-0-2004; IN COMMERCE 1-0-2004.

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 77-705,747, FILED 4-2-2009.

JILL PRATER, EXAMINING ATTORNEY



David J. Kyfos

Director of the United States Patent and Trademark Office



United States Patent and Trademark Office

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MONSTER
ENERGY

Word Mark	M MONSTER ENERGY
Goods and Services	IC 016. US 002 005 022 023 029 037 038 050. G & S: Stickers; sticker kits comprising stickers and decals; decals. FIRST USE: 20040100. FIRST USE IN COMMERCE: 20040100
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-BAR-BANDS Designs with bar, bands or lines SHAPES-MISC Miscellaneous shaped designs
Serial Number	77705747
Filing Date	April 2, 2009
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	June 23, 2009
Registration Number	3908600
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 #: [77705747](#)

Filing Dt: 04/02/2009

Reg #: [3908600](#)

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

2040 MAIN STREET, 14TH FLOOR

IRVINE, CA 92614

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United States of America

United States Patent and Trademark Office



MONSTER
ENERGY

Reg. No. 3,914,828

Registered Feb. 1, 2011

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

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

FOR: SPORTS HELMETS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-0-2006; IN COMMERCE 1-0-2006.

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 THE STYLIZED WORDS "MONSTER ENERGY".

SN 77-705,362, 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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MONSTER
ENERGY

Word Mark	M MONSTER ENERGY
Goods and Services	IC 009. US 021 023 026 036 038. G & S: Sports helmets. FIRST USE: 20060100. FIRST USE IN COMMERCE: 20060100
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-BAR-BANDS Designs with bar, bands or lines SHAPES-MISC Miscellaneous shaped designs
Serial Number	77705362
Filing Date	April 2, 2009
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	June 9, 2009
Registration Number	3914828
International Registration Number	1048069
Registration Date	February 1, 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 the 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 #: [77705362](#)

Filing Dt: 04/02/2009

Reg #: [3914828](#)

Reg. Dt: 02/01/2011

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

2040 MAIN STREET, 14TH FLOOR
IRVINE, CA 92614

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United States of America

United States Patent and Trademark Office



MONSTER
ENERGY

Reg. No. 3,923,683

Registered Feb. 22, 2011

Int. Cl.: 18

TRADEMARK

PRINCIPAL REGISTER

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

FOR: ALL PURPOSE SPORT BAGS; ALL-PURPOSE CARRYING BAGS; BACKPACKS;
DUFFLE BAGS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 5-0-2004; IN COMMERCE 5-0-2004.

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 THE STYLIZED WORDS
"MONSTER ENERGY".

SN 77-705,810, FILED 4-2-2009.

JILL PRATER, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office



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Word Mark	M MONSTER ENERGY
Goods and Services	IC 018. US 001 002 003 022 041. G & S: All purpose sport bags; All-purpose carrying bags; Backpacks; Duffle bags. FIRST USE: 20040500. FIRST USE IN COMMERCE: 20040500
Mark Drawing Code	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number	77705810
Filing Date	April 2, 2009
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	June 9, 2009
Registration Number	3923683
International Registration Number	1048069
Registration Date	February 22, 2011
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
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 the 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 #: [77705810](#)

Filing Dt: 04/02/2009

Reg #: [3923683](#)

Reg. Dt: 02/22/2011

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

2040 MAIN STREET, 14TH FLOOR

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United States of America

United States Patent and Trademark Office



Reg. No. 3,963,668

Registered May 17, 2011

Int. Cl.: 16

TRADEMARK

PRINCIPAL REGISTER

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

FOR: STICKERS; STICKER KITS COMPRISING STICKERS AND DECALS; DECALS;
POSTERS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 1-0-2004; IN COMMERCE 1-0-2004.

THE MARK CONSISTS OF A STYLIZED LETTER "M" IN THE FORM OF A CLAW.

SN 85-094,343, FILED 7-28-2010.

LEIGH LOWRY, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office



United States Patent and Trademark Office

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Word Mark	M
Goods and Services	IC 016. US 002 005 022 023 029 037 038 050. G & S: Stickers; sticker kits comprising stickers and decals; decals; posters. FIRST USE: 20040100. FIRST USE IN COMMERCE: 20040100
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	03.17.03 - Claws; Feet, bird; Parts of birds: claws, talons, feet, foot tracks; Talons; Tracks, bird 27.03.05 - Objects forming letters or numerals
Serial Number	85094343
Filing Date	July 28, 2010
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	December 28, 2010
Registration Number	3963668
Registration Date	May 17, 2011
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	Alina S. Morris

Description of Mark	Color is not claimed as a feature of the mark. The mark consists of a stylized letter "M" in the form of a claw.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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Trademark Assignment Abstract of Title

Total Assignments: 1Serial # : [85094343](#)

Filing Dt: 07/28/2010

Reg # : [3963668](#)

Reg. Dt: 05/17/2011

Registrant: Hansen Beverage Company

Mark: M

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
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United States of America

United States Patent and Trademark Office



Reg. No. 3,963,669

Registered May 17, 2011

Int. Cl.: 18

TRADEMARK

PRINCIPAL REGISTER

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

FOR: ALL PURPOSE SPORT BAGS; ALL-PURPOSE CARRYING BAGS; BACKPACKS;
DUFFEL BAGS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

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

THE MARK CONSISTS OF A STYLIZED LETTER "M" IN THE FORM OF A CLAW.

SN 85-094,364, FILED 7-28-2010.

LEIGH LOWRY, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office



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Word Mark	M
Goods and Services	IC 018. US 001 002 003 022 041. G & S: All purpose sport bags; all-purpose carrying bags; backpacks; duffel bags. FIRST USE: 20020524. FIRST USE IN COMMERCE: 20020630
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	03.17.03 - Claws; Feet, bird; Parts of birds: claws, talons, feet, foot tracks; Talons; Tracks, bird 27.03.05 - Objects forming letters or numerals
Serial Number	85094364
Filing Date	July 28, 2010
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	December 28, 2010
Registration Number	3963669
Registration Date	May 17, 2011
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	Alina S. Morris

Description of Mark	Color is not claimed as a feature of the mark. The mark consists of a stylized letter "M" in the form of a claw.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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Trademark Assignment Abstract of Title

Total Assignments: 1Serial #: [85094364](#)

Filing Dt: 07/28/2010

Reg #: [3963669](#)

Reg. Dt: 05/17/2011

Registrant: Hansen Beverage Company

Mark: M

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
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United States of America

United States Patent and Trademark Office



Reg. No. 4,011,301

Registered Aug. 16, 2011

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

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

FOR: SPORTS HELMETS; VIDEO RECORDINGS FEATURING SPORTS, EXTREME SPORTS,
AND MOTOR SPORTS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

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

THE MARK CONSISTS OF A STYLIZED LETTER "M" IN THE FORM OF A CLAW.

SER. NO. 85-094,340, FILED 7-27-2010.

LEIGH LOWRY, EXAMINING ATTORNEY



David J. Kyffers

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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Word Mark	M
Goods and Services	IC 009. US 021 023 026 036 038. G & S: sports helmets; video recordings featuring sports, extreme sports, and motor sports. FIRST USE: 20020524. FIRST USE IN COMMERCE: 20020630
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	03.17.03 - Claws; Feet, bird; Parts of birds: claws, talons, feet, foot tracks; Talons; Tracks, bird 27.03.05 - Objects forming letters or numerals
Serial Number	85094340
Filing Date	July 27, 2010
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	May 31, 2011
Registration Number	4011301
Registration Date	August 16, 2011
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 Alina S. Morris
Description of Mark Color is not claimed as a feature of the mark. The mark consists of a stylized letter "M" in the form of a claw.
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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Trademark Assignment Abstract of Title

Total Assignments: 1

Serial #: [85094340](#)

Filing Dt: 07/27/2010

Reg #: [4011301](#)

Reg. Dt: 08/16/2011

Registrant: Hansen Beverage Company

Mark: M

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.: 32

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

Reg. No. 3,134,841

United States Patent and Trademark Office

Registered Aug. 29, 2006

**TRADEMARK
PRINCIPAL REGISTER**



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

FOR: BEVERAGES, NAMELY, CARBONATED SOFT DRINKS, CARBONATED SOFT DRINKS ENHANCED WITH VITAMINS, MINERALS, NUTRIENTS, AMINO ACIDS AND/OR HERBS, CARBONATED AND NON-CARBONATED ENERGY AND SPORTS DRINKS, FRUIT JUICE DRINKS HAVING A JUICE CONTENT OF 50% OR LESS BY VOLUME THAT ARE SHELF STABLE, AND 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, 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. 78-246,567, FILED 5-7-2003.

AMY HELLA, EXAMINING ATTORNEY



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MONSTER
ENERGY

Word Mark M MONSTER ENERGY

Goods and Services IC 032. US 045 046 048. G & S: Beverages, namely, carbonated soft drinks, carbonated soft drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, carbonated [and non-carbonated] energy and sports drinks, fruit juice drinks having a juice content of 50% or less by volume that are shelf stable, [and 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 (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 78246567

Filing Date May 7, 2003

Current Basis 1A

Original Filing Basis 1A

Published for Opposition June 6, 2006

Registration Number 3134841

Registration Date August 29, 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 Steven J. Nataupsky
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.
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

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Trademark Assignment Abstract of Title

Total Assignments: 1Serial #: [78246567](#)

Filing Dt: 05/07/2003

Reg #: [3134841](#)

Reg. Dt: 08/29/2006

Registrant: Hansen Beverage Company

Mark: M 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. 3,134,842

United States Patent and Trademark Office

Registered Aug. 29, 2006

**TRADEMARK
PRINCIPAL REGISTER**

M MONSTER ENERGY

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

FOR: BEVERAGES, NAMELY, CARBONATED
SOFT DRINKS, CARBONATED DRINKS EN-
HANCED WITH VITAMINS, MINERALS, NUTRI-
ENTS, AMINO ACIDS AND/OR HERBS,
CARBONATED AND NON-CARBONATED ENER-
GY OR SPORTS DRINKS, FRUIT JUICE DRINKS
HAVING A JUICE CONTENT OF 50% OR LESS BY
VOLUME THAT ARE SHELF STABLE, AND WA-
TER, BUT EXCLUDING PERISHABLE BEVERAGE
PRODUCTS THAT CONTAIN FRUIT JUICE OR

SOY, WHETHER SUCH PRODUCTS ARE PASTEUR-
IZED 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. 78-246,573, FILED 5-7-2003.

AMY HELLA, EXAMINING ATTORNEY



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Word Mark M MONSTER ENERGY

Goods and Services IC 032. US 045 046 048. G & S: Beverages, namely, carbonated soft drinks, carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, carbonated [and non-carbonated] energy or sports drinks, fruit juice drinks having a juice content of 50% or less by volume that are shelf stable, [and 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 78246573

Filing Date May 7, 2003

Current Basis 1A

Original Filing Basis 1A

Published for Opposition June 6, 2006

Registration Number 3134842

Registration Date August 29, 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 Steven J. Nataupsky

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

Type of Mark TRADEMARK

Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

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Trademark Assignment Abstract of Title

Total Assignments: 1

Serial #: [78246573](#)

Filing Dt: 05/07/2003

Reg #: [3134842](#)

Reg. Dt: 08/29/2006

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. 3,044,314

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).

**Live/Dead
Indicator** LIVE

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Trademark Assignment Abstract of Title

Total Assignments: 1Serial #: [78253930](#)

Filing Dt: 05/23/2003

Reg #: [3044314](#)

Reg. Dt: 01/17/2006

Registrant: Hansen Beverage Company

Mark: M 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

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