

ESTTA Tracking number: **ESTTA554435**

Filing date: **08/16/2013**

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

Proceeding	91206761
Party	Plaintiff University Athletic Association
Correspondence Address	ALICIA GRAHN JONES KILPATRICK TOWNSEND & STOCKTON LLP 1100 PEACHTREE STREET, SUITE 2800 ATLANTA, GA 30309 UNITED STATES tmadmin@kilpatricktownsend.com, aljones@ktslaw.com, rchou@ktslaw.com, hhenderson@ktslaw.com, brook@kilpatricktownsend.com
Submission	Testimony For Plaintiff
Filer's Name	Rosaleen H. Chou
Filer's e-mail	rchou@ktslaw.com, aljones@ktslaw.com, chenn@ktslaw.com, kteilhaber@ktslaw.com, tmadmin@ktslaw.com
Signature	/Rosaleen H. Chou/
Date	08/16/2013
Attachments	2013.08.16 Notice of Filing Testimony - Debbie Gay - Exhibits 11 - 14.pdf(83591 bytes) GayD 11_Part1.pdf(5618666 bytes) GayD 11_Part2.pdf(5751533 bytes) GayD 11_Part3.pdf(5618056 bytes) GayD 11_Part4.pdf(4478158 bytes) GayD 12_Part1.pdf(4019204 bytes) GayD 12_Part2.pdf(4115139 bytes) GayD 12_Part3.pdf(588335 bytes) GayD 13.PDF(2487458 bytes) GayD 14_Part1.pdf(3649059 bytes) GayD 14_Part2.pdf(4102716 bytes)

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

UNIVERSITY ATHLETIC)	Opposition No.: 91206761
ASSOCIATION, INC.,)	
)	
Opposer,)	
)	
v.)	In the matter of Application
)	Serial No. 85/480,582
)	for the mark GATOR SHOP
)	
INCENTIVE MARKETING, INC.,)	
)	
Applicant.)	

**OPPOSER’S NOTICE OF FILING EXHIBITS 11 - 14 TO
THE TESTIMONY DEPOSITION OF MS. DEBBIE GAY**

Pursuant to 37 C.F.R. § 2.125, Opposer University Athletic Association, Inc. hereby gives notice to Applicant Incentive Marketing, Inc. that Opposer hereby files and intends to rely on Exhibits 11 - 14 to the July 18, 2013 testimony deposition of Ms. Debbie Gay, true and correct copies of which are attached (Opps’ NORT 0522 - 0626).

Dated: August 16, 2013

/Rosaleen H. Chou/

R. Charles Henn Jr.
Rosaleen H. Chou
KILPATRICK TOWNSEND & STOCKTON LLP
1100 Peachtree Street
Suite 2800
Atlanta, Georgia 30309-4530
(404) 815-6500
Attorneys for Opposer

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing OPPOSER'S NOTICE OF FILING EXHIBITS 11 - 14 TO THE TESTIMONY DEPOSITION OF MS. DEBBIE GAY was served on counsel for Applicant on August 16, 2013 via first class mail to:

Sven W. Hanson, Esq.
PO Box 357429
Gainesville, Florida 32635-7429

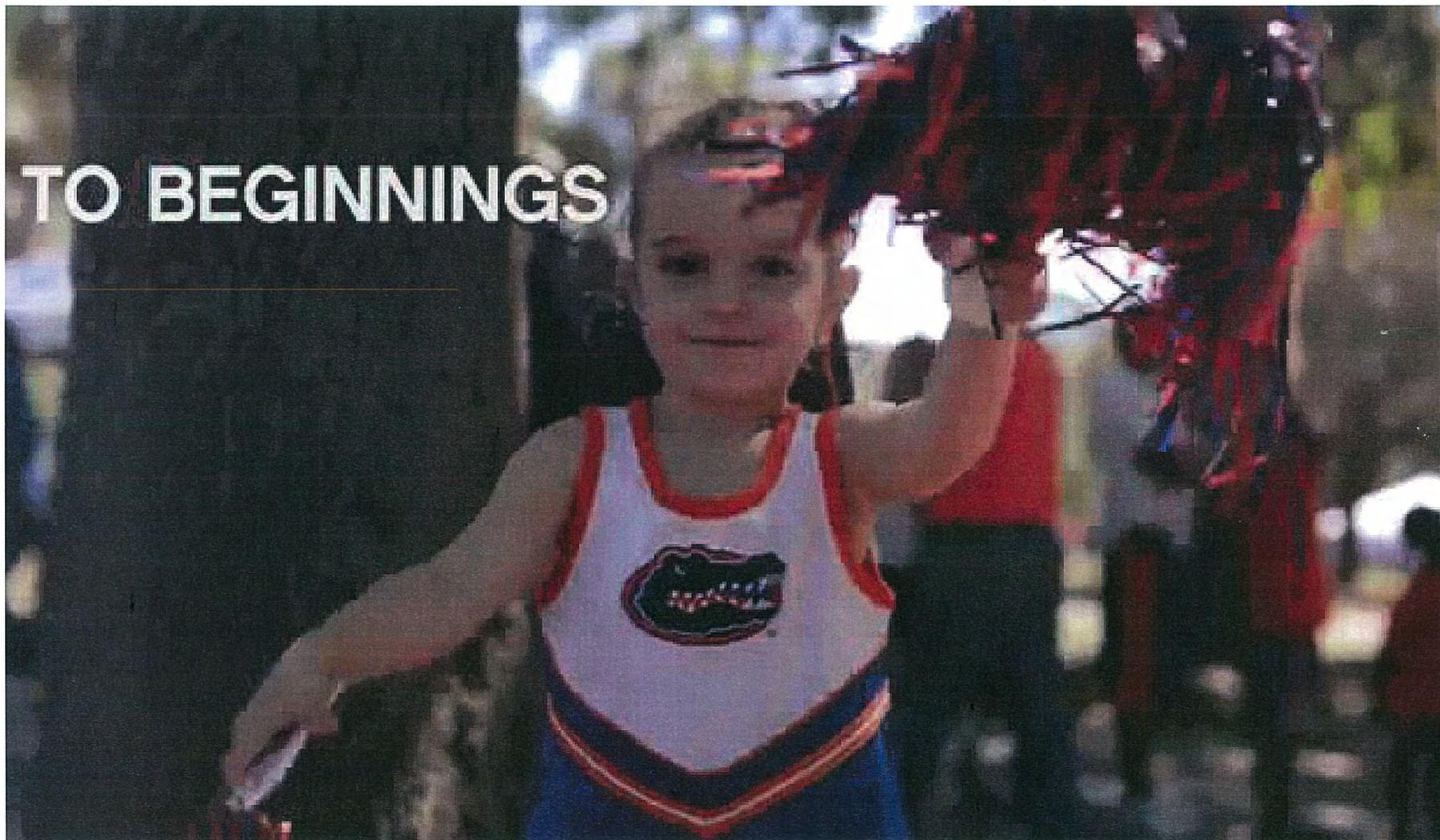
/Rosaleen H. Chou/
Rosaleen H. Chou
Attorney for Opposer

CERTIFICATE OF TRANSMITTAL

I hereby certify that a true and correct copy of the foregoing OPPOSER'S NOTICE OF FILING EXHIBITS 11 - 14 TO THE TESTIMONY DEPOSITION OF MS. DEBBIE GAY is being filed electronically with the TTAB via ESTTA on this day, August 16, 2013.

/Rosaleen H. Chou/
Rosaleen H. Chou
Attorney for Opposer

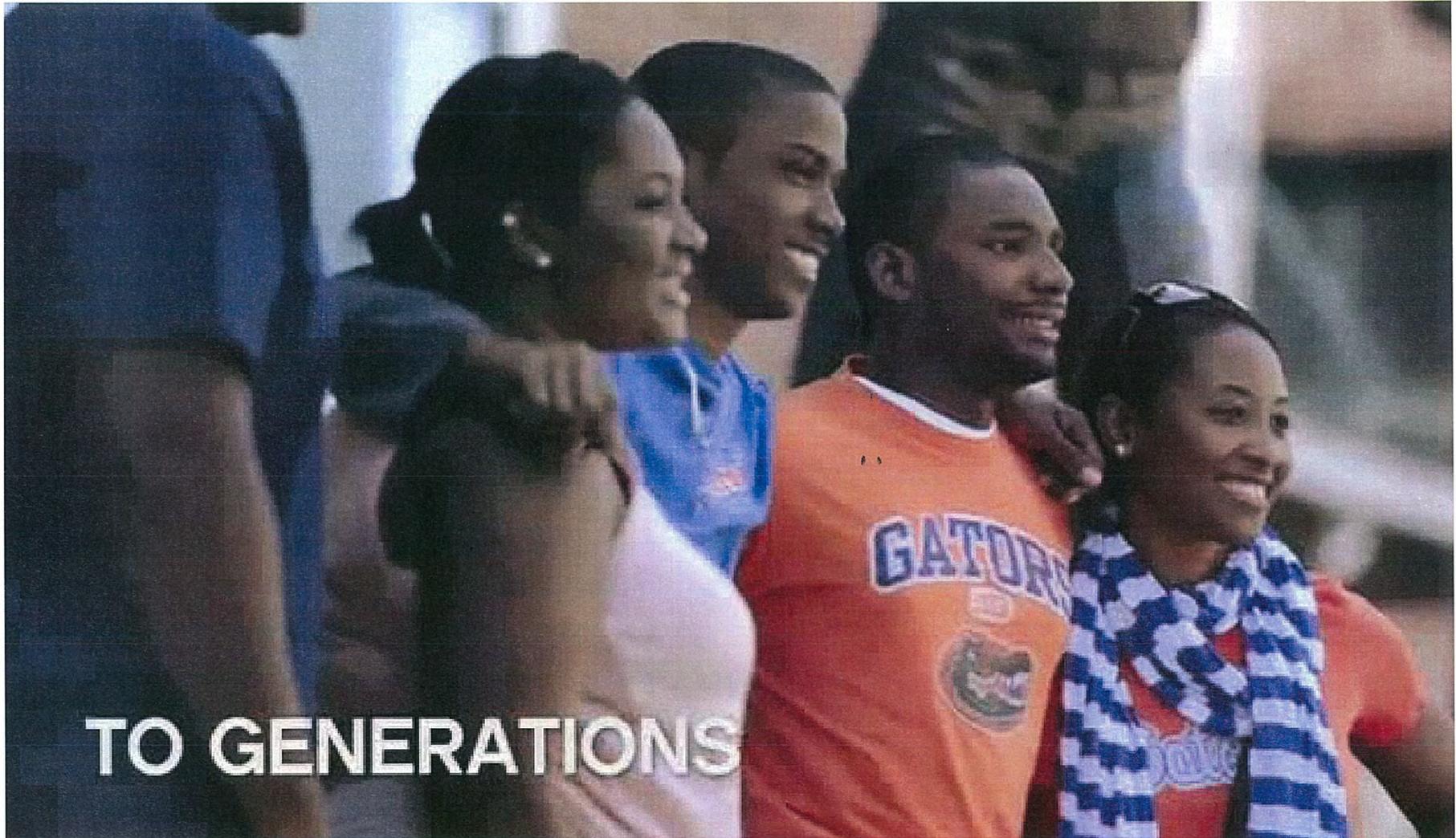
TO BEGINNINGS



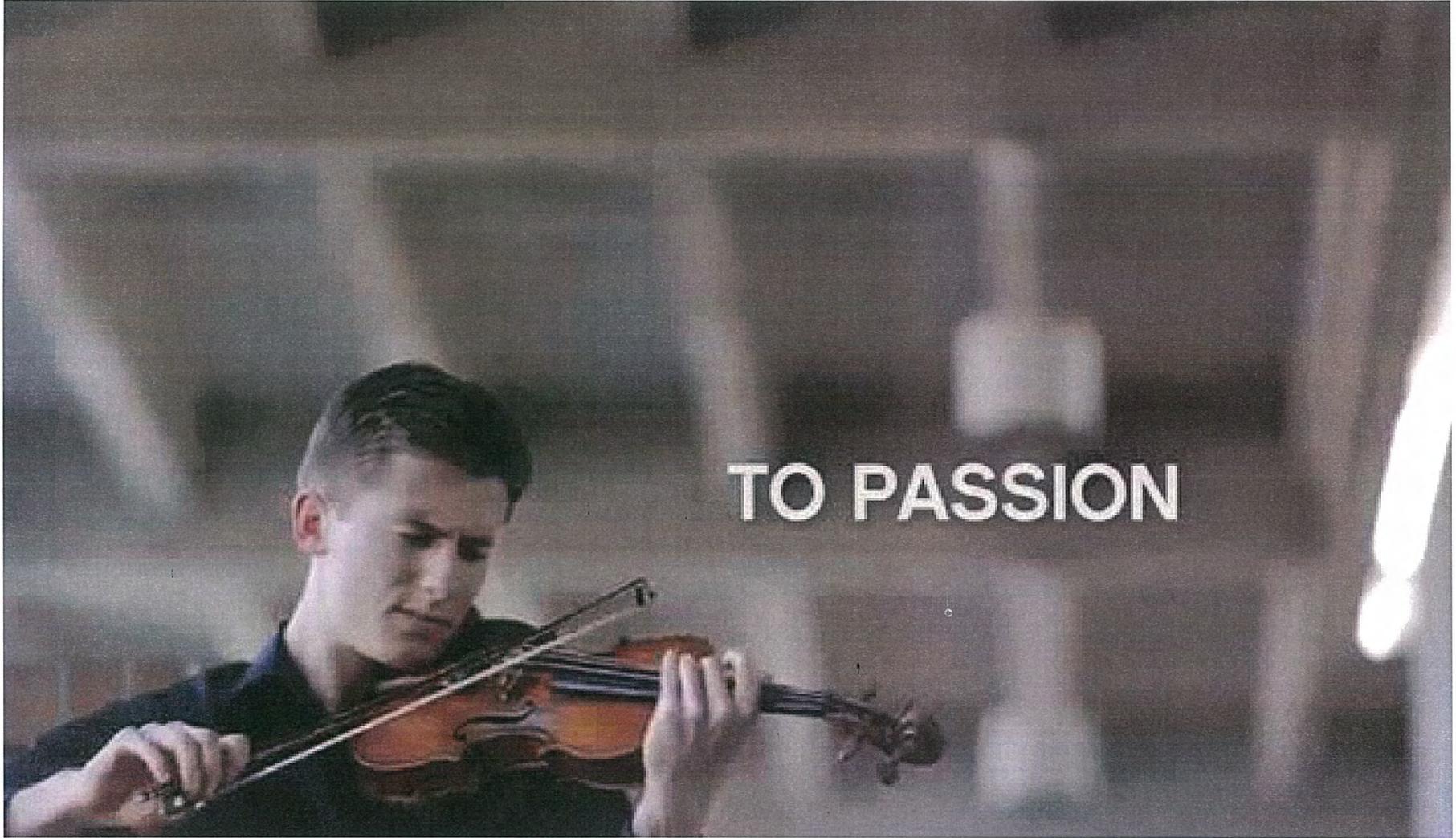
PENGAD 800-631-6869
EXHIBIT
11
GAY

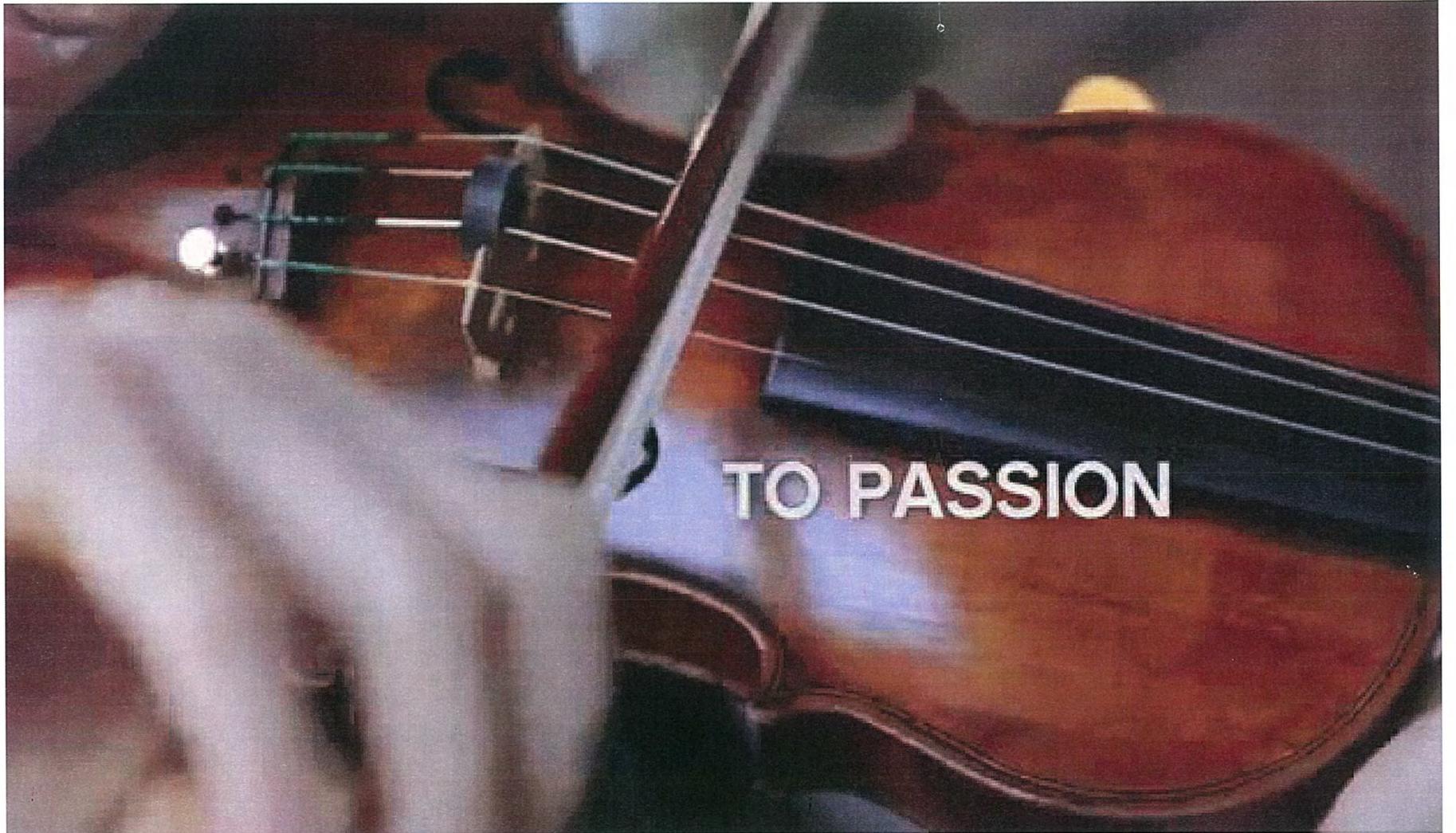
Opps' NORT0522





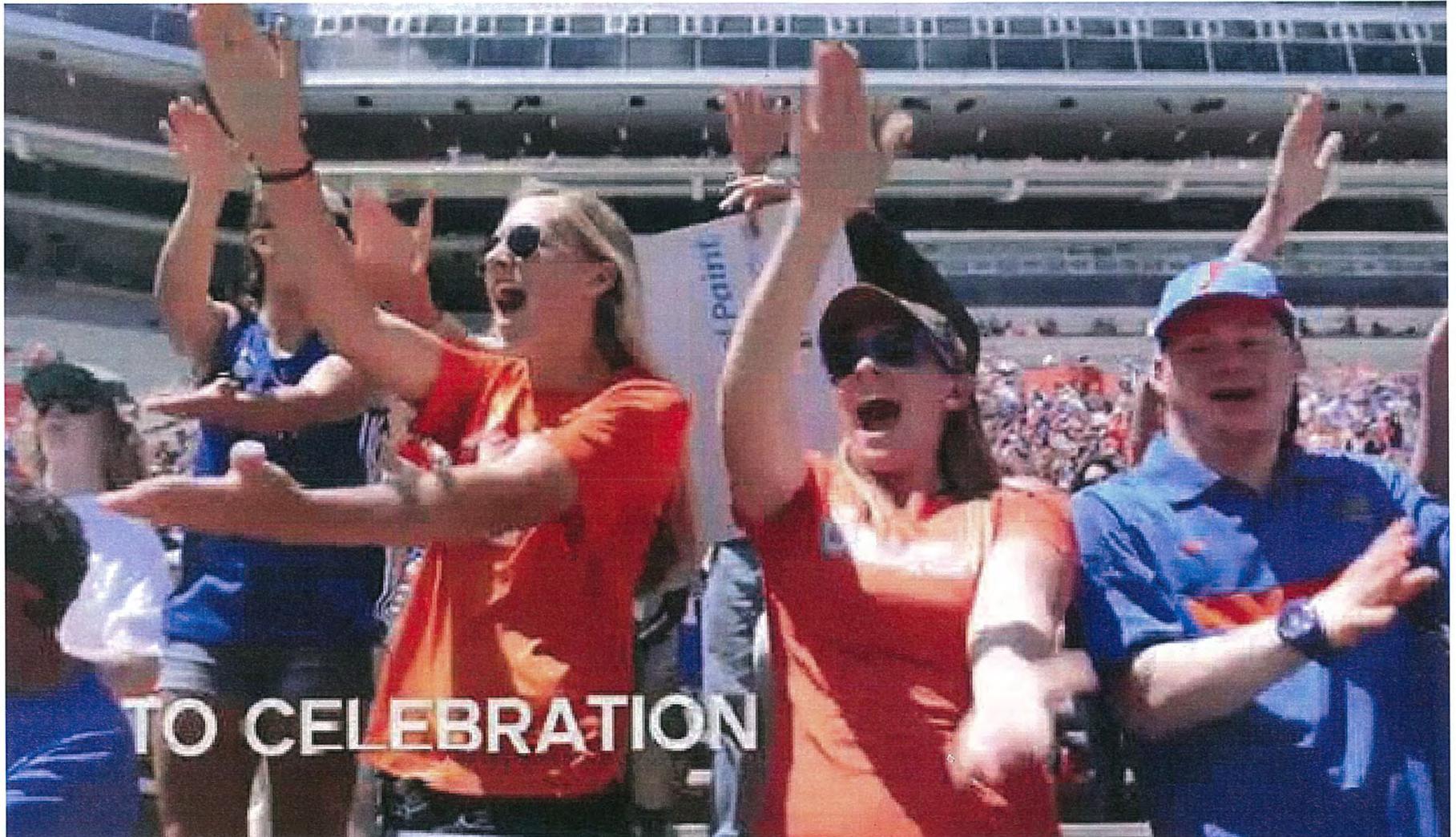
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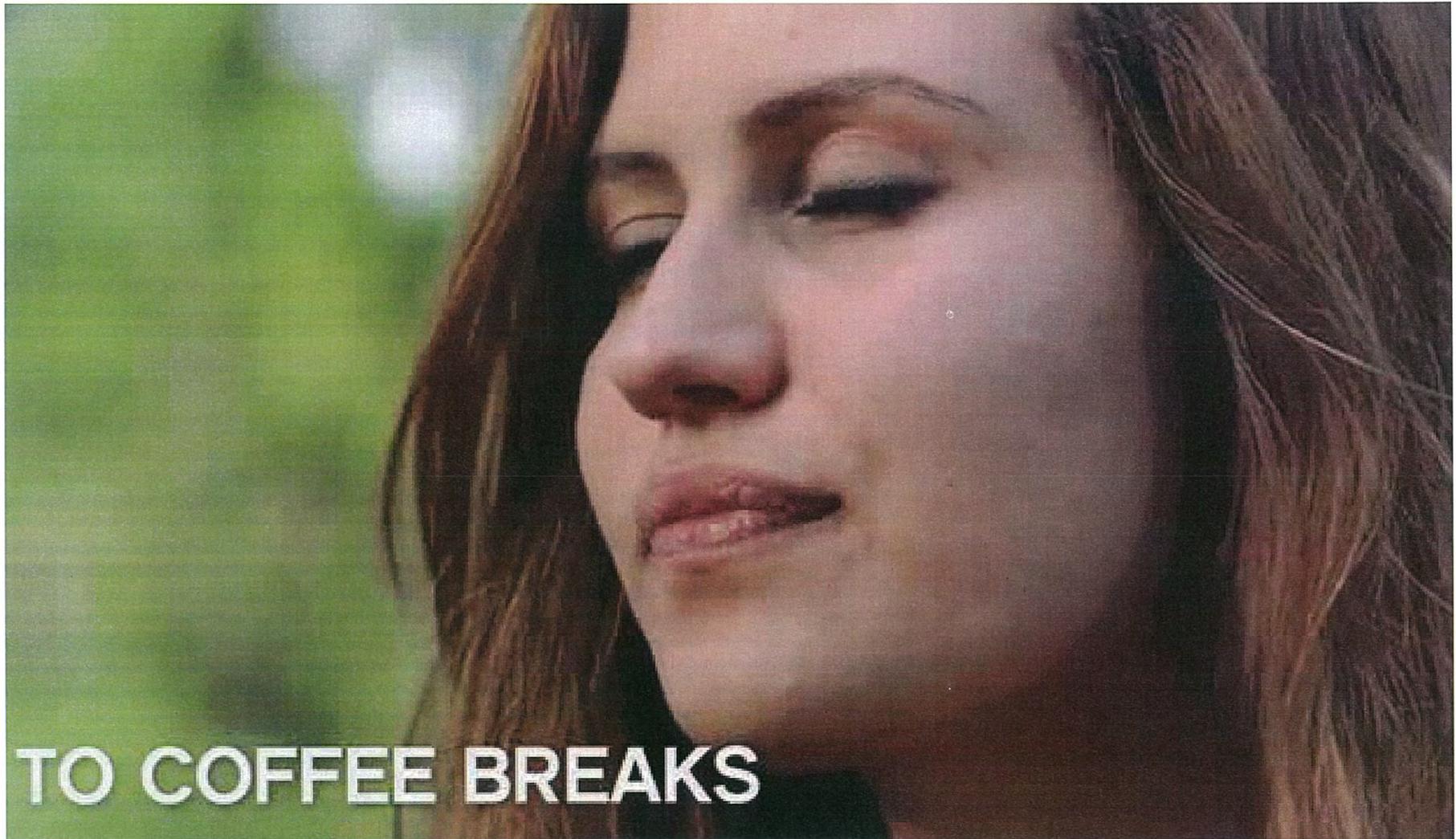


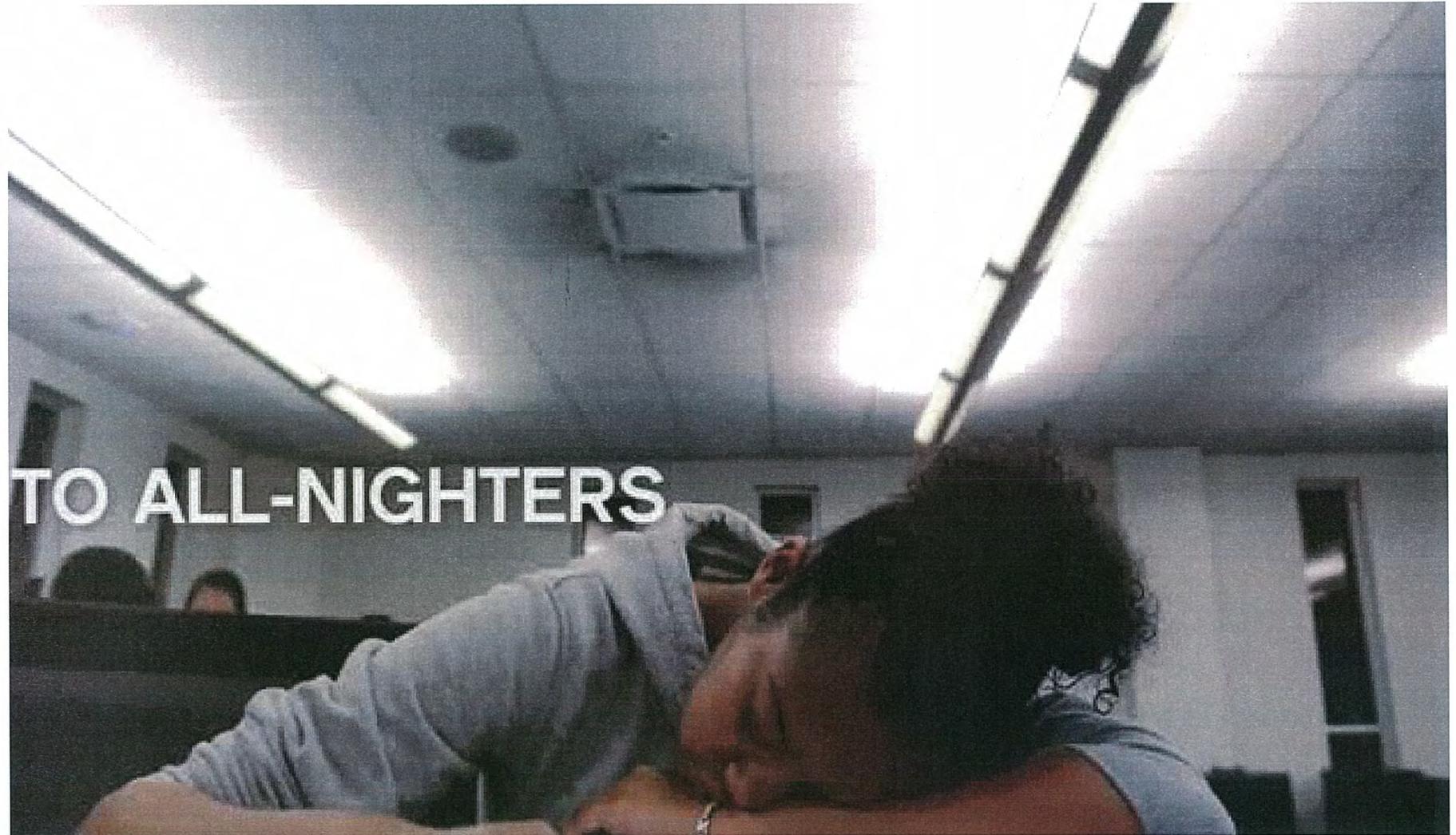


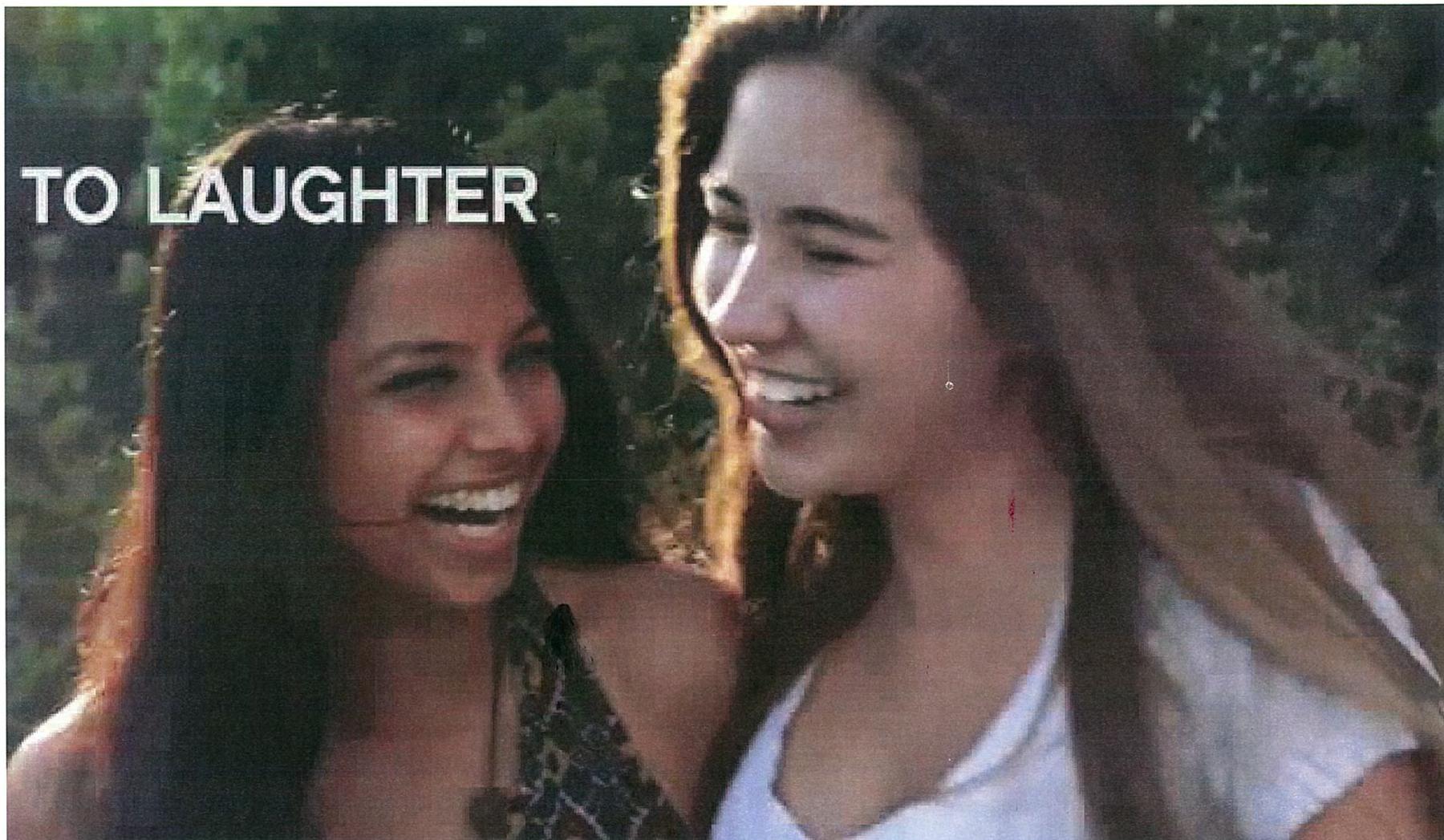




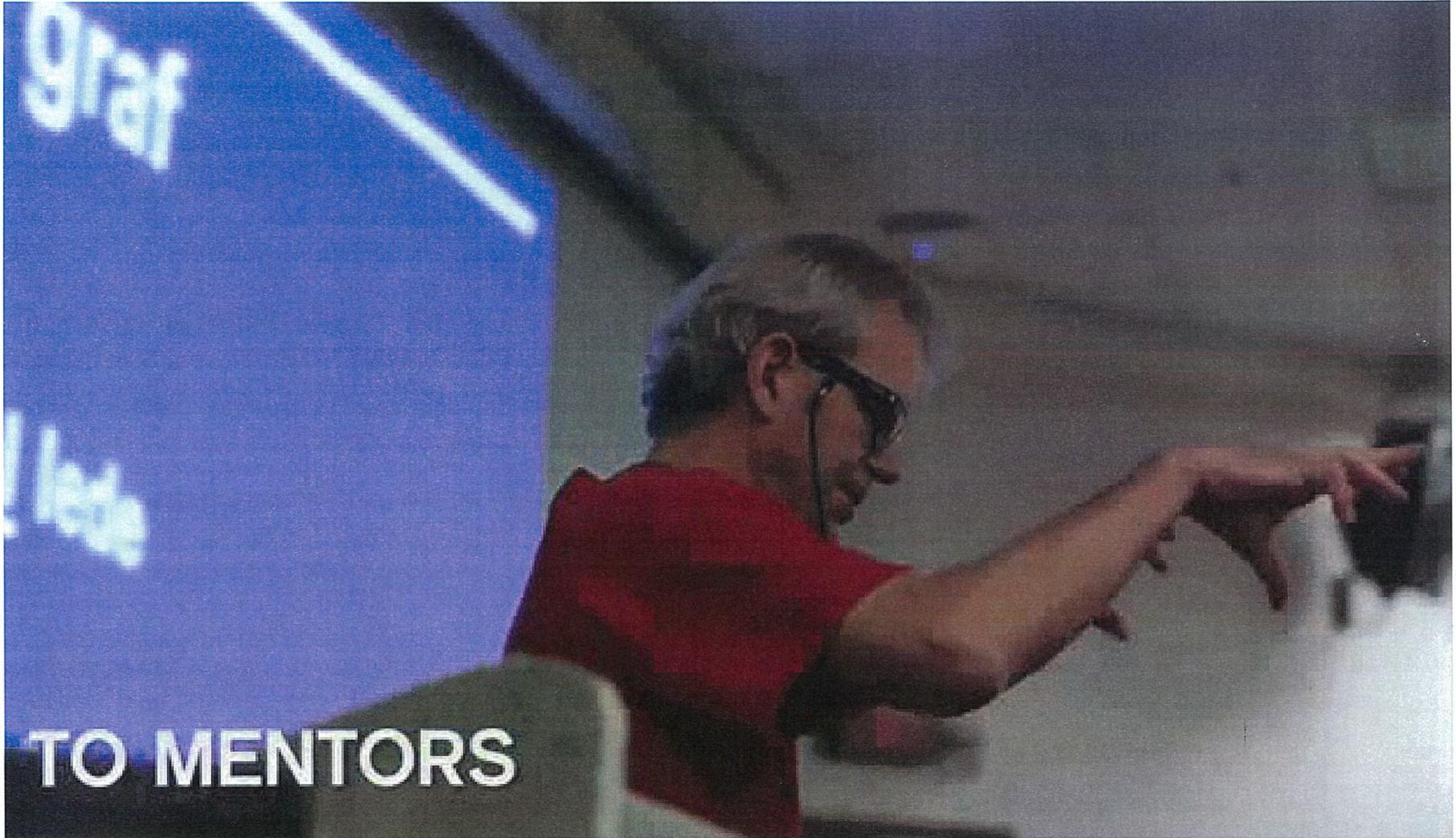


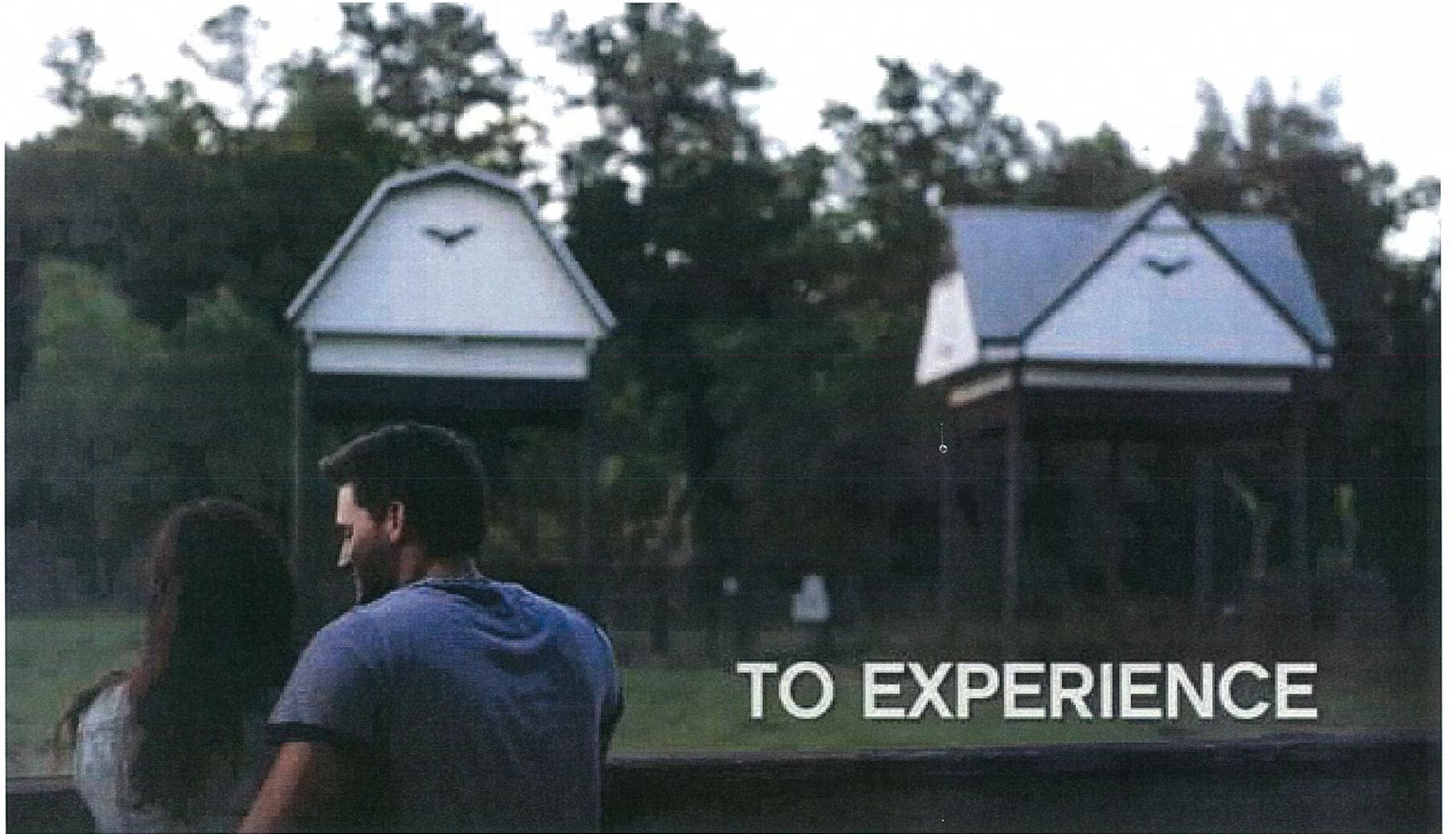






TO LAUGHTER





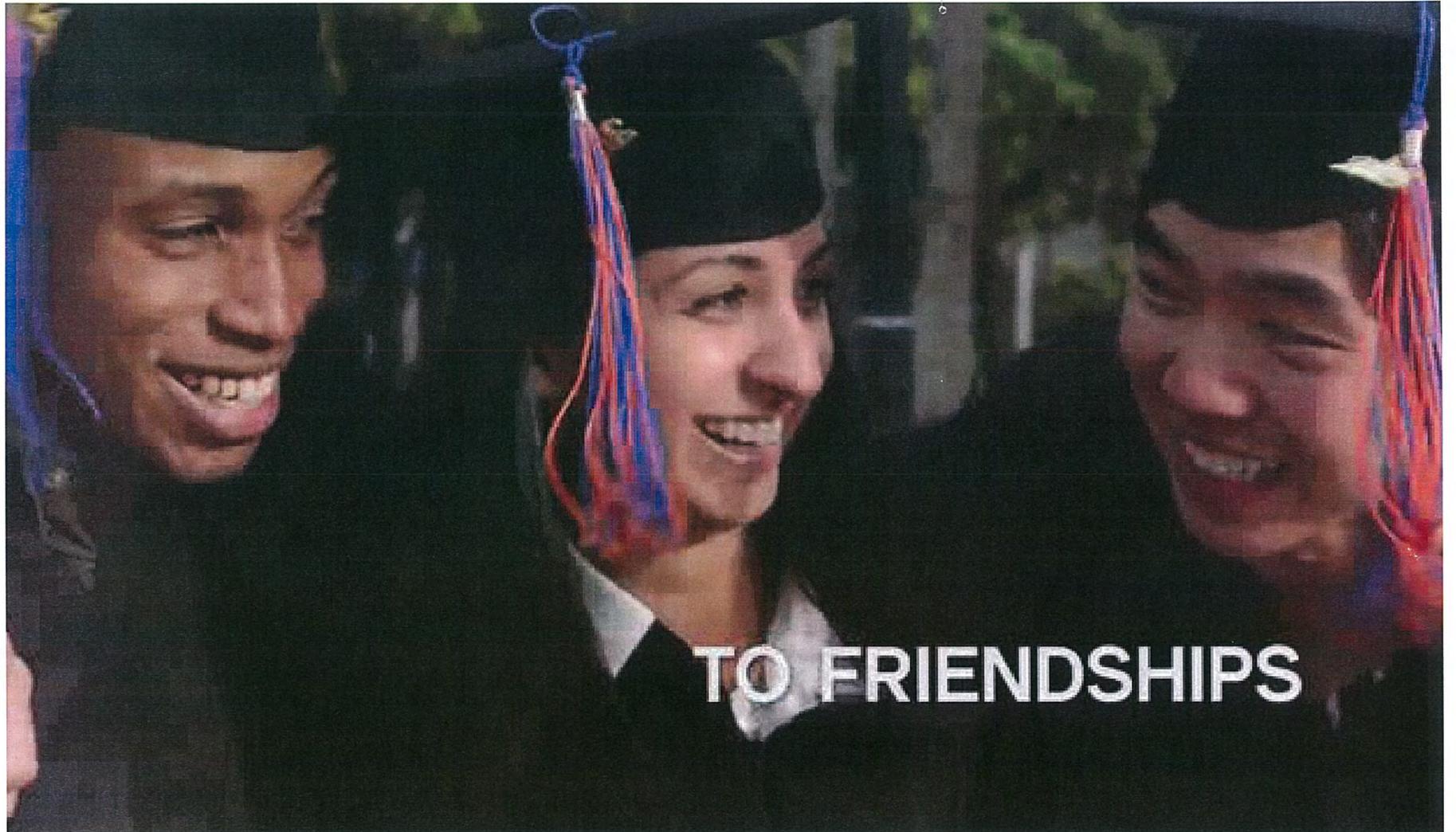
TO EXPERIENCE



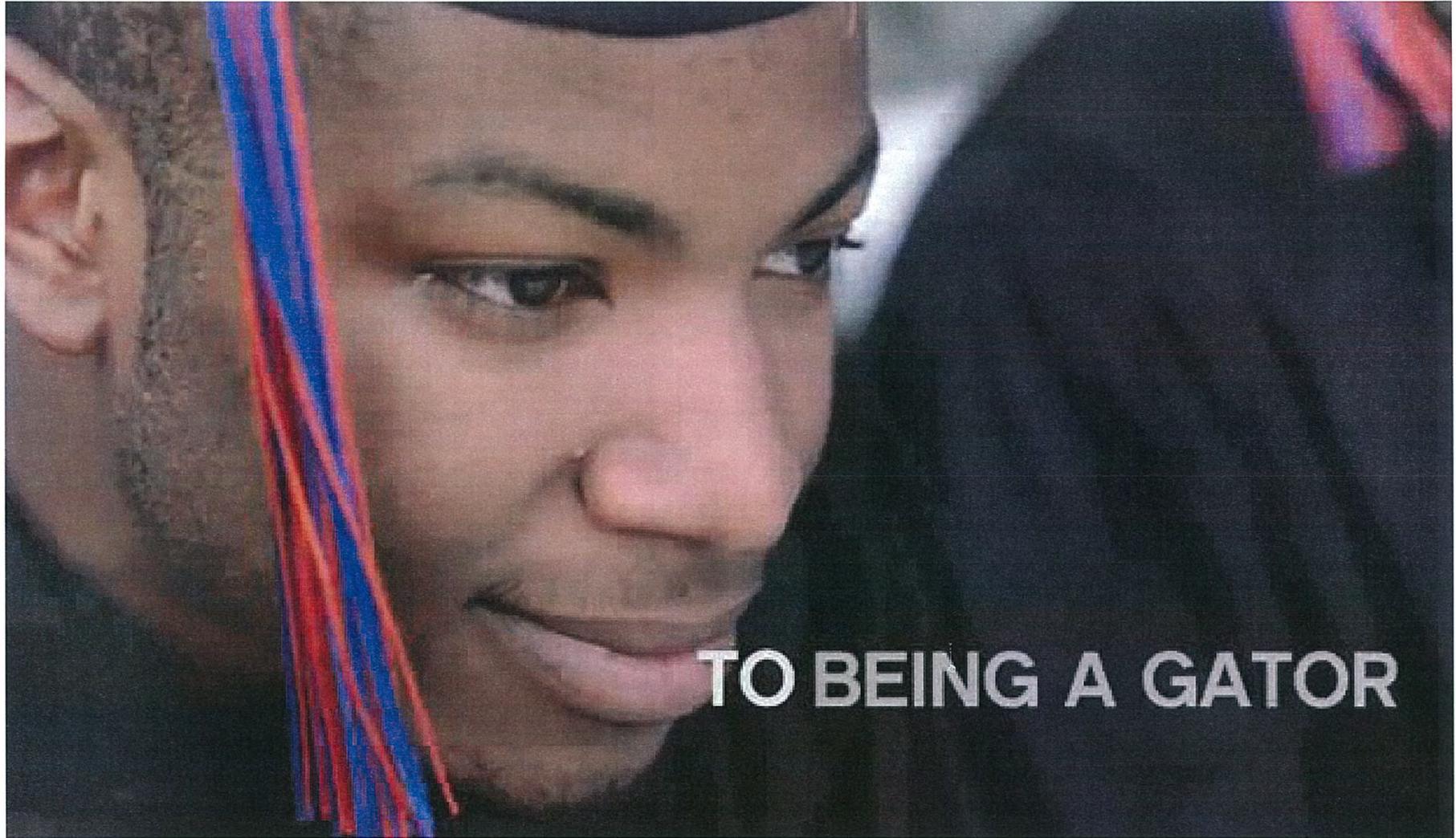




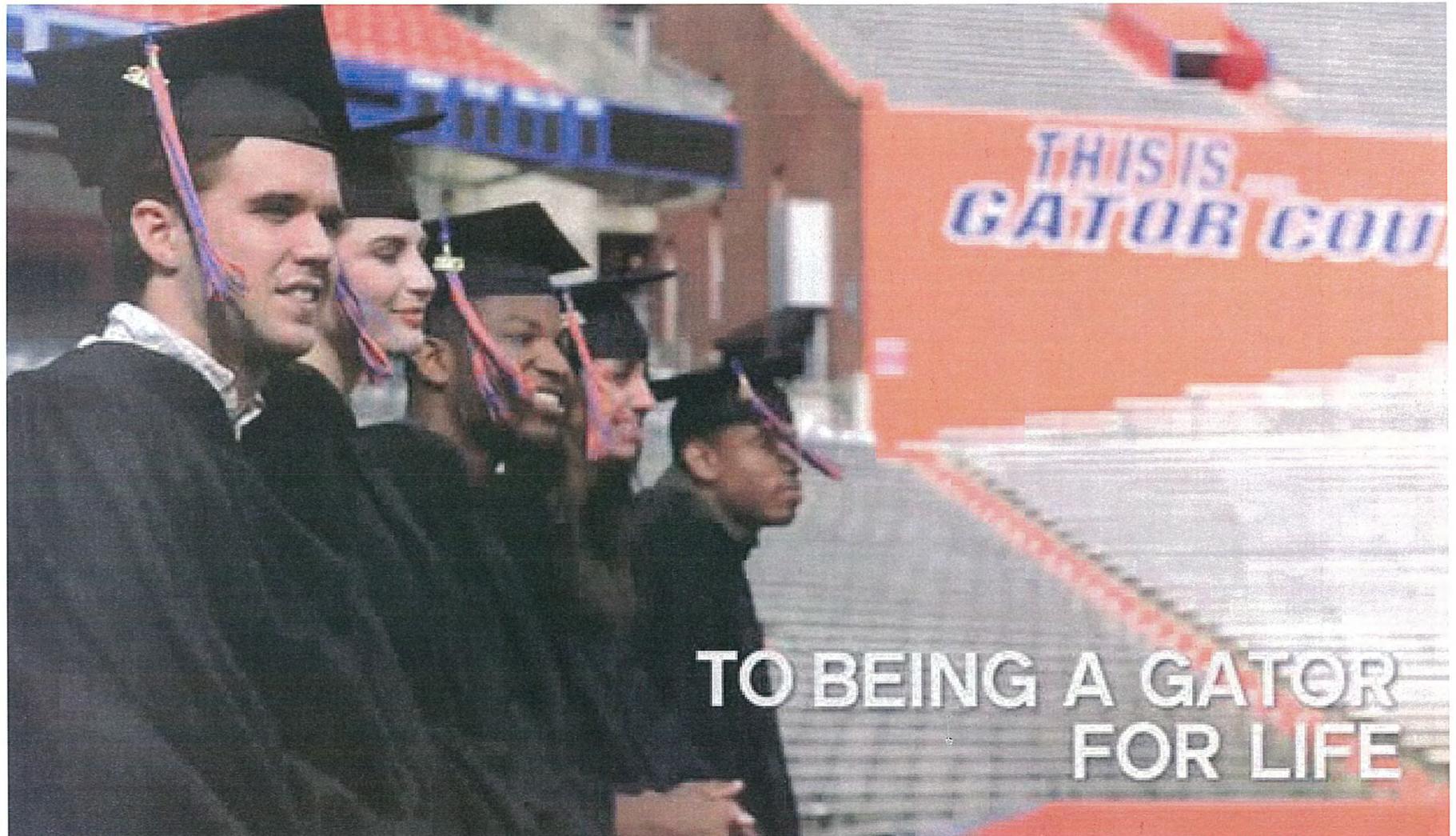




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The Foundation for The Gator Nation

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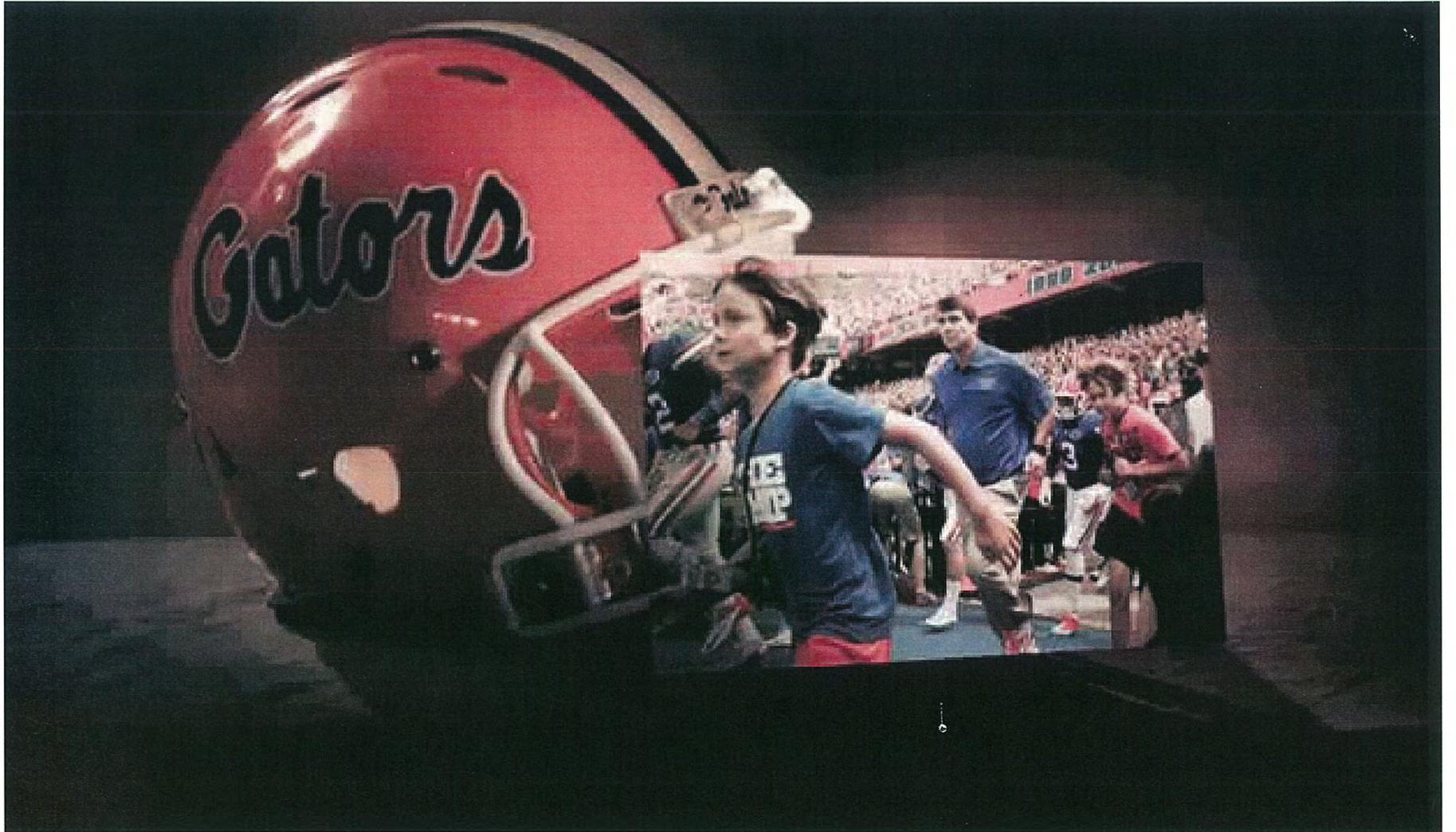


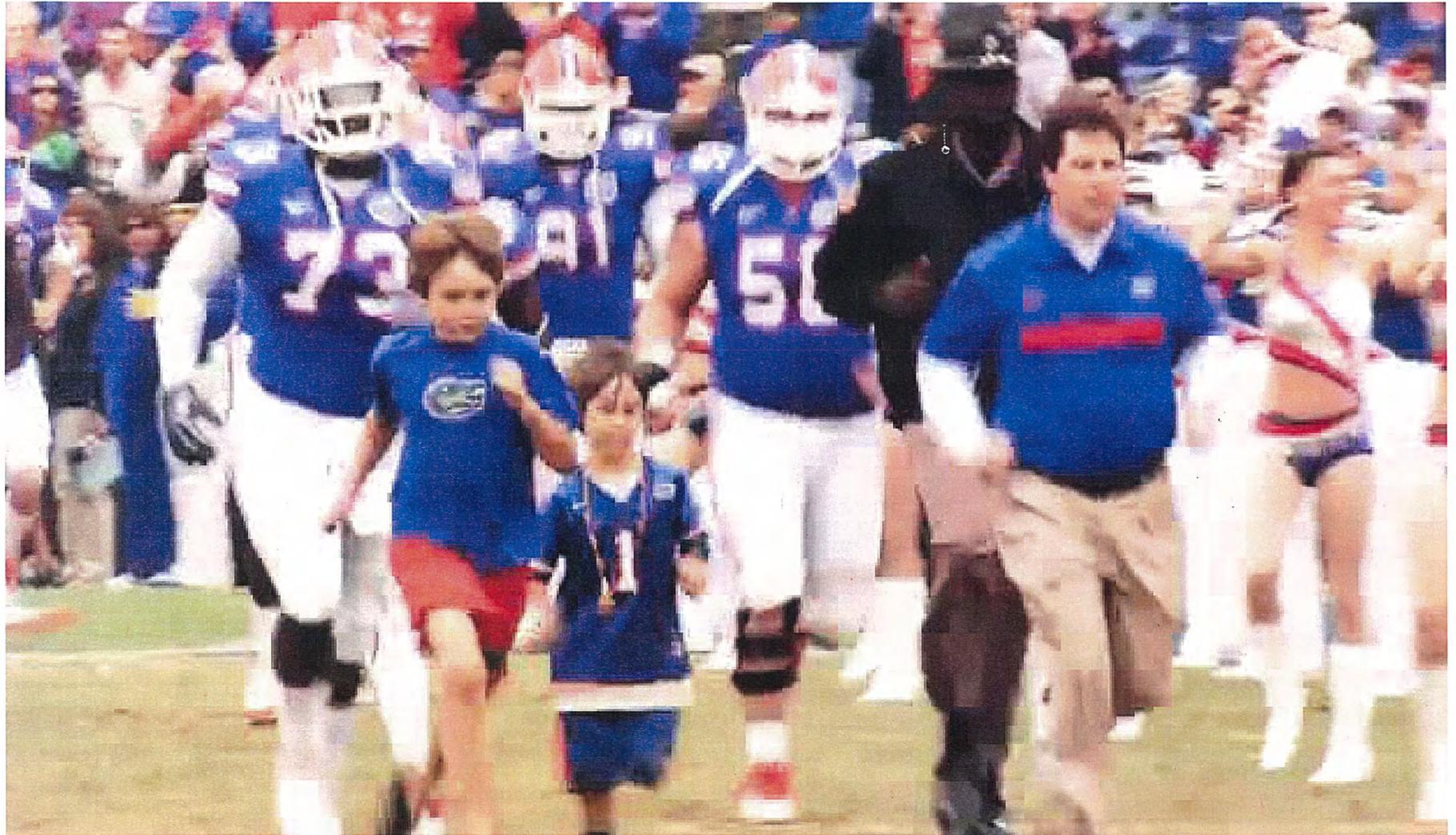














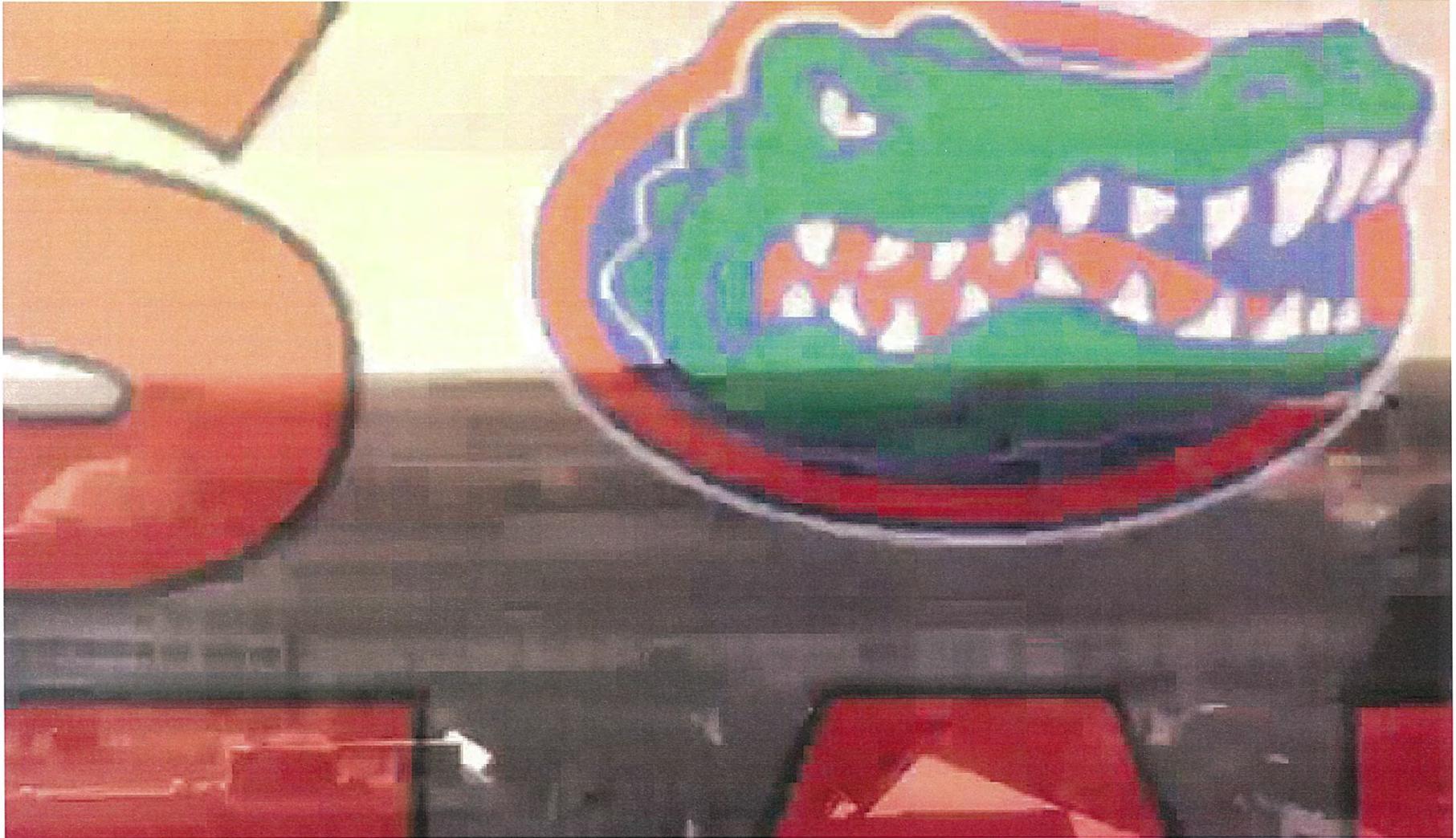












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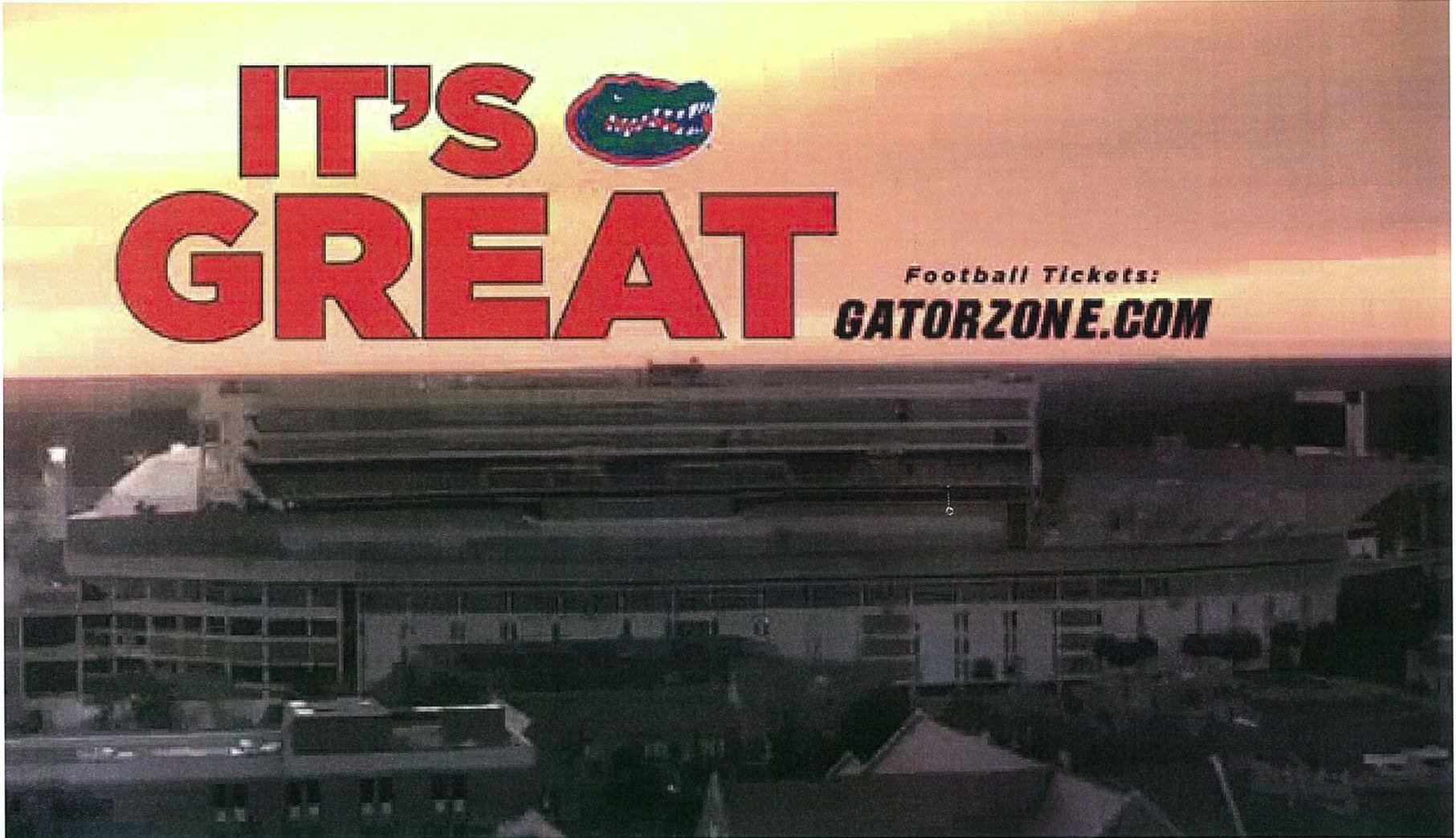
IT'S  GREAT

Football Tickets:
GATORZONE.COM



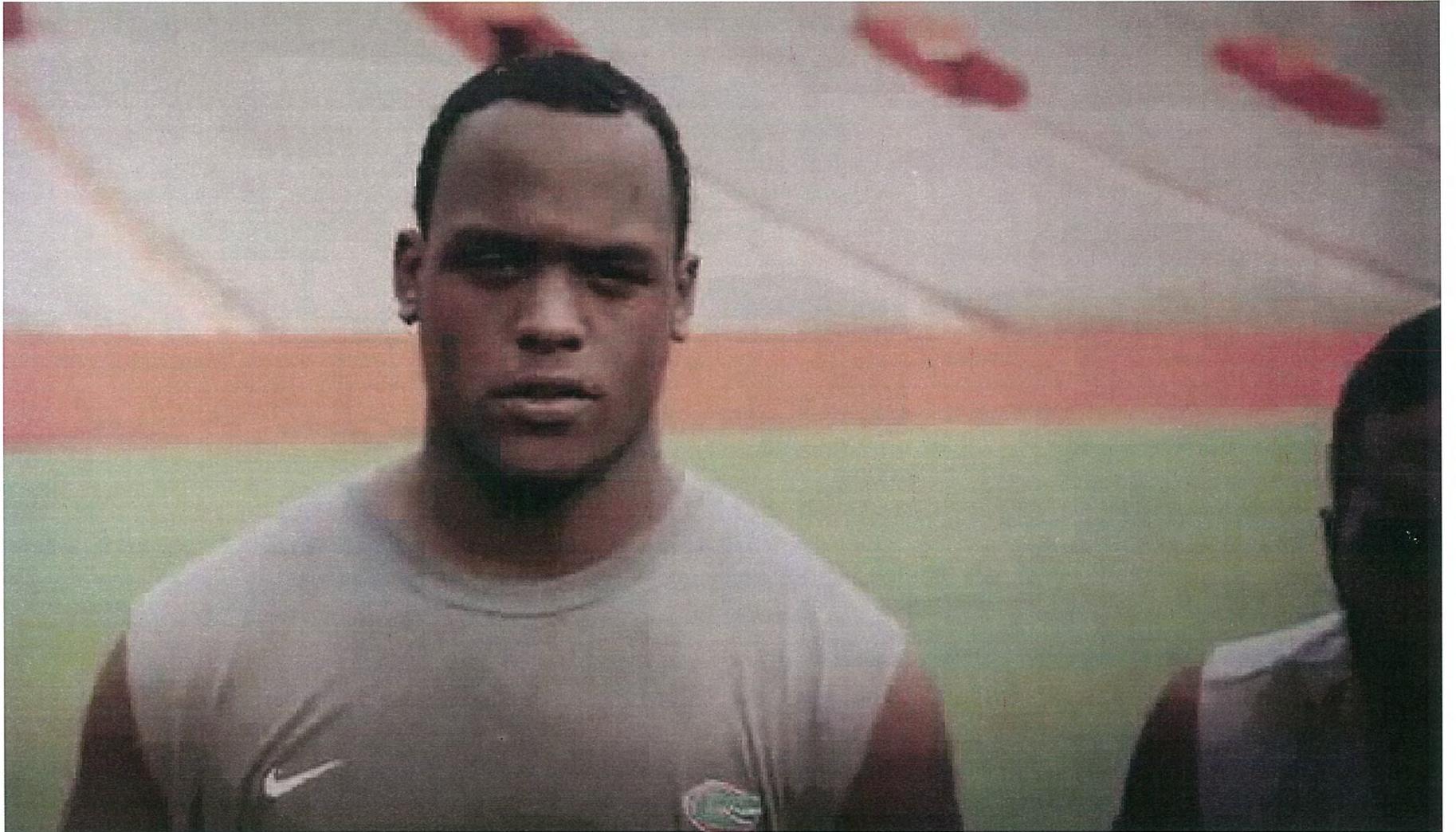
IT'S  GREAT

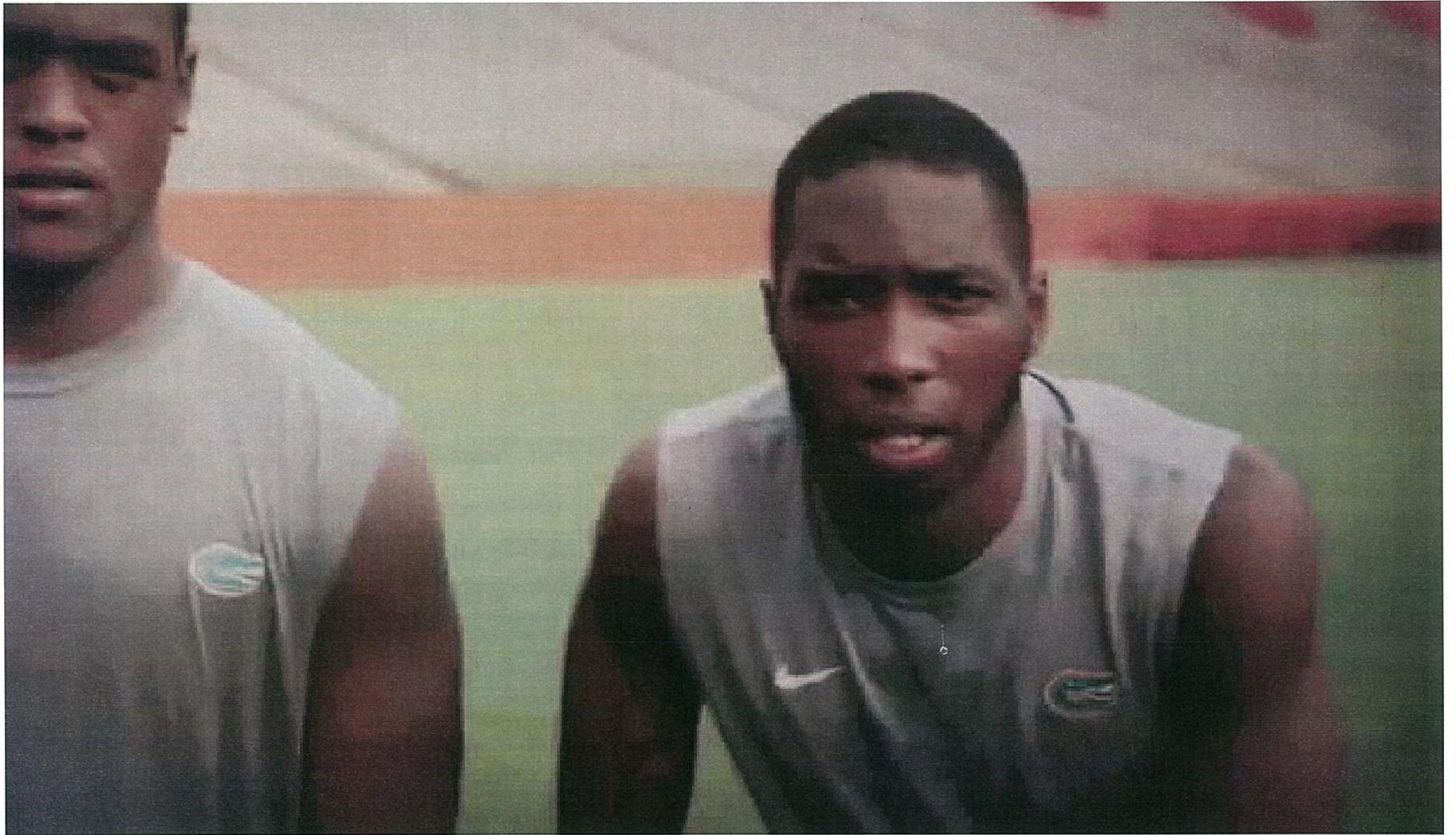
Football Tickets:
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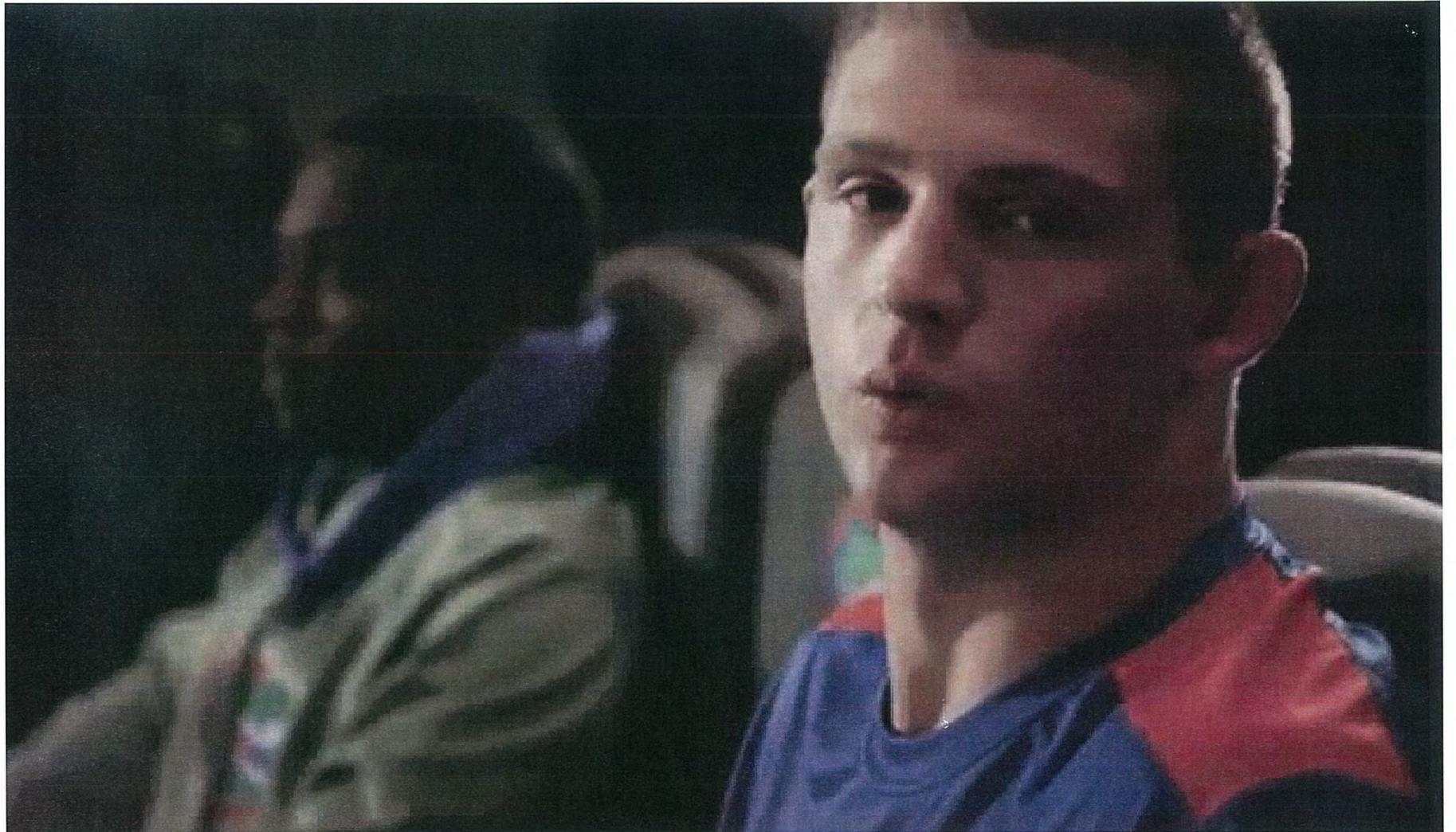


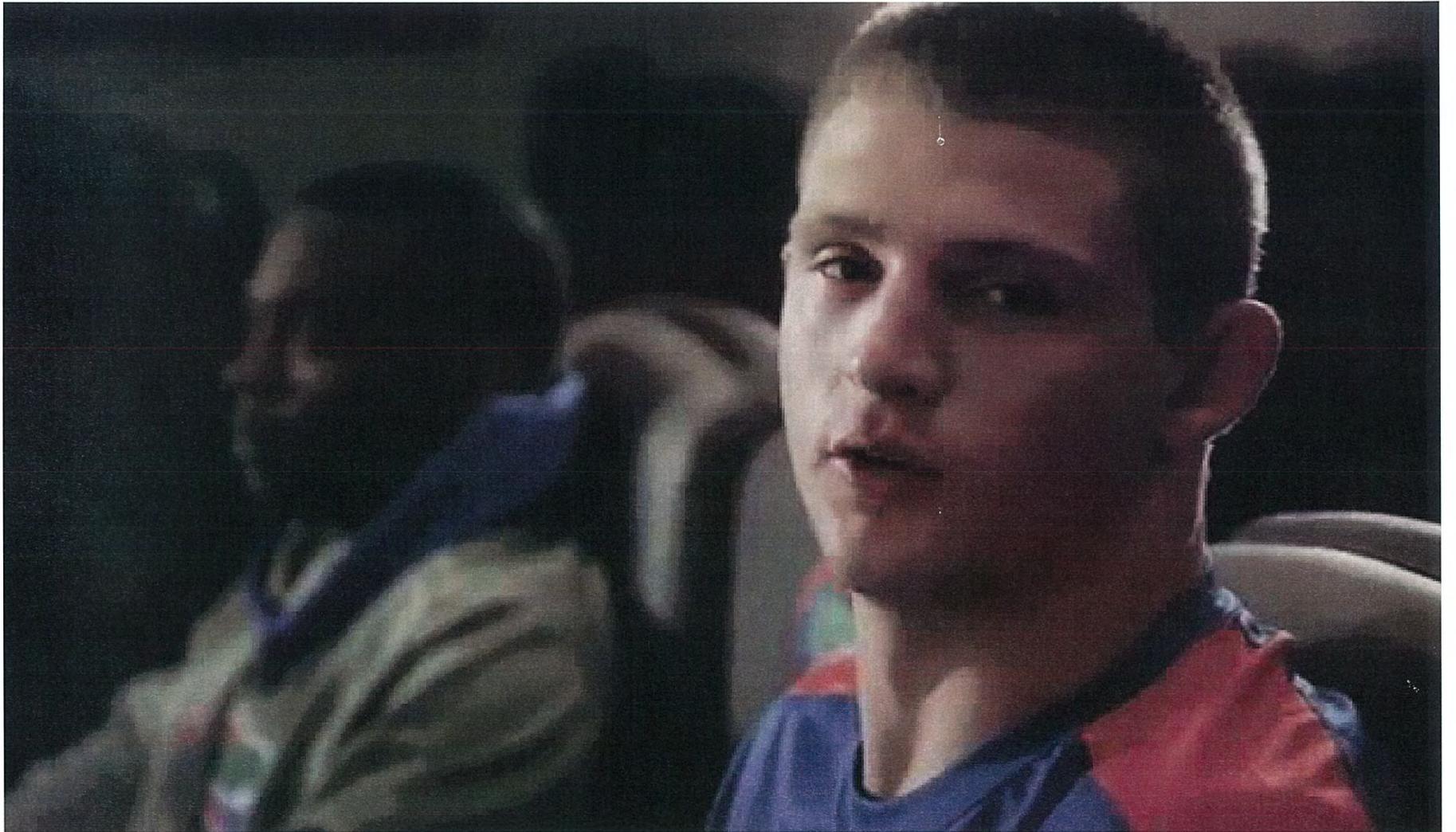




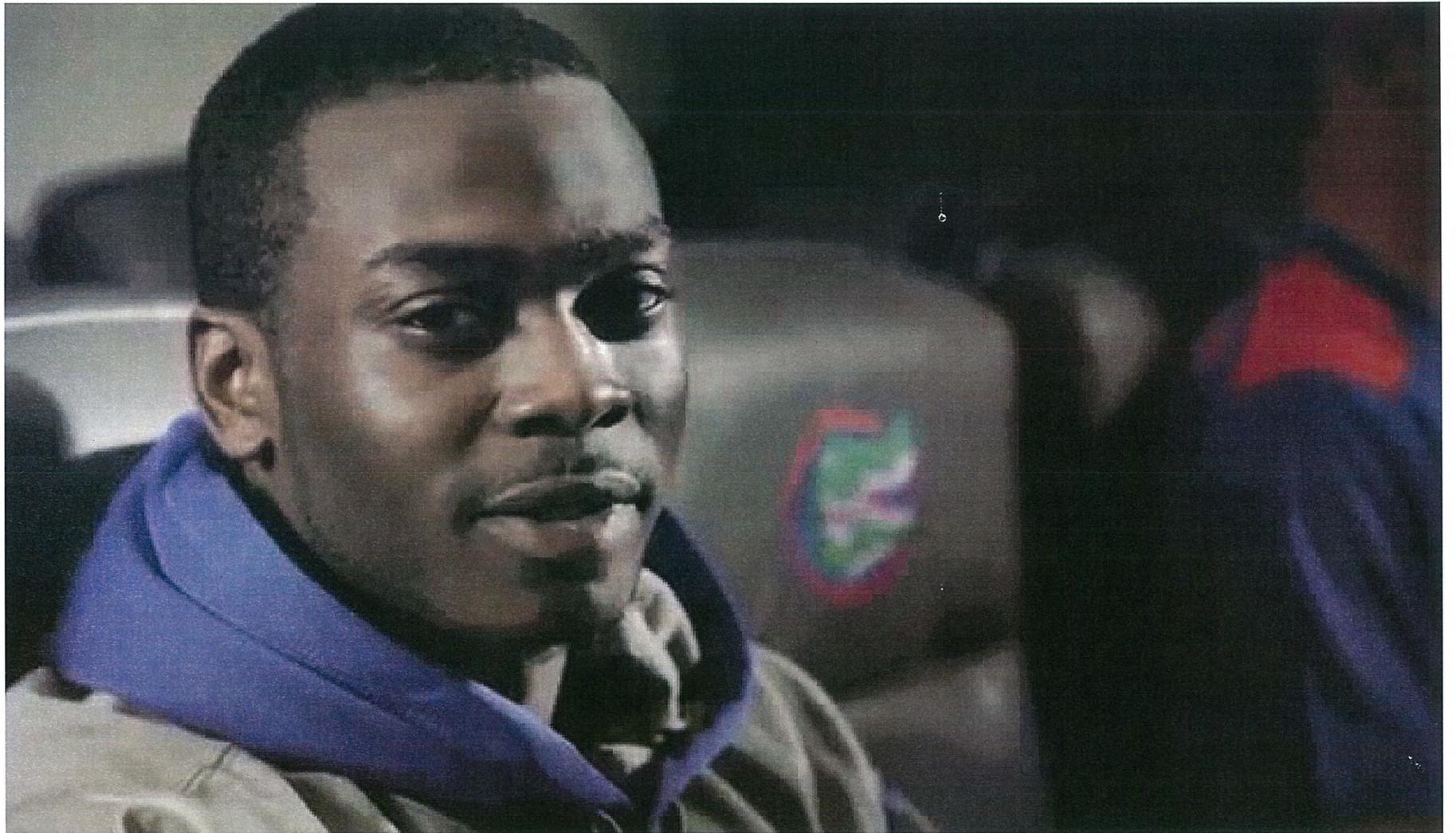






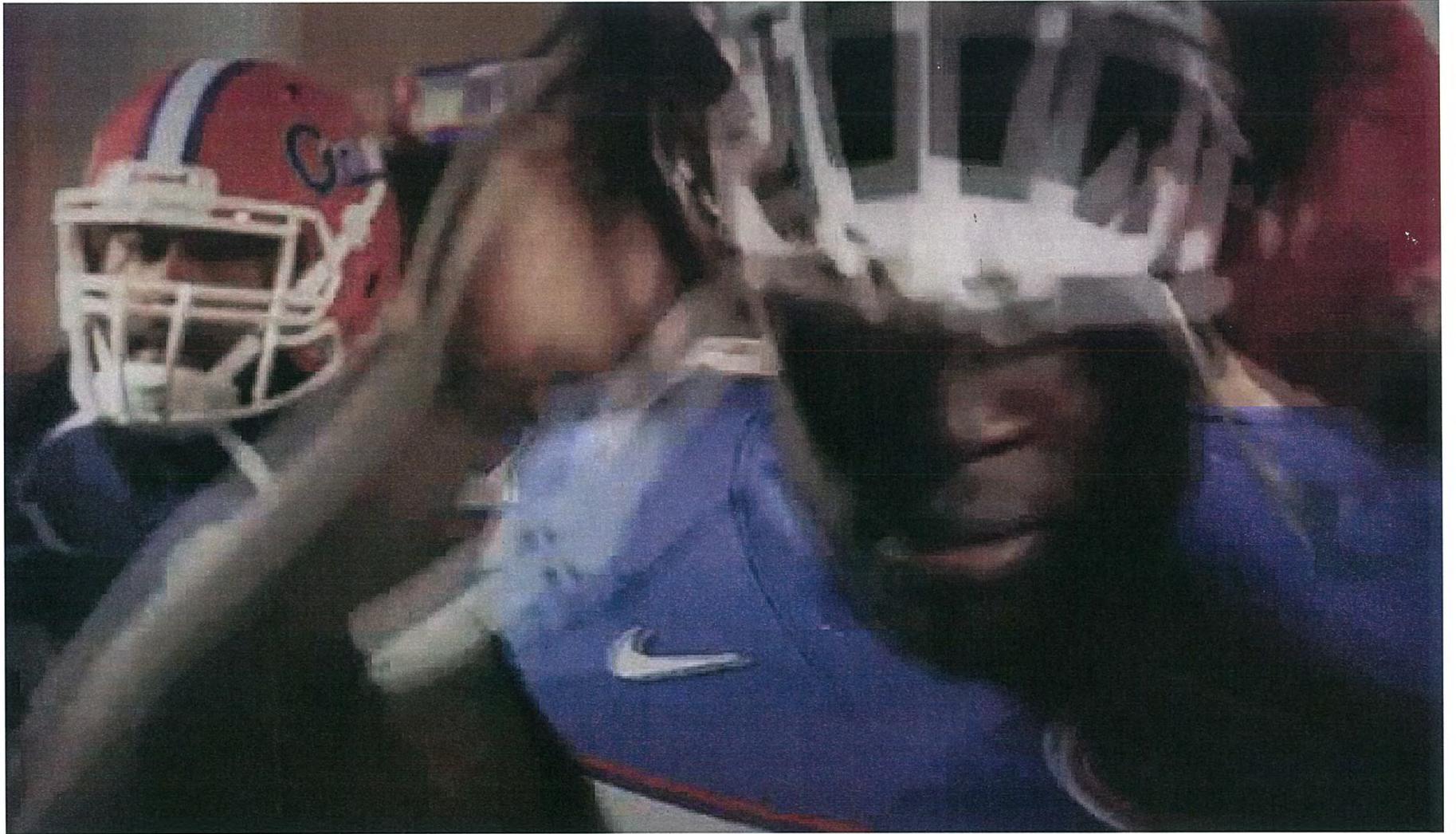


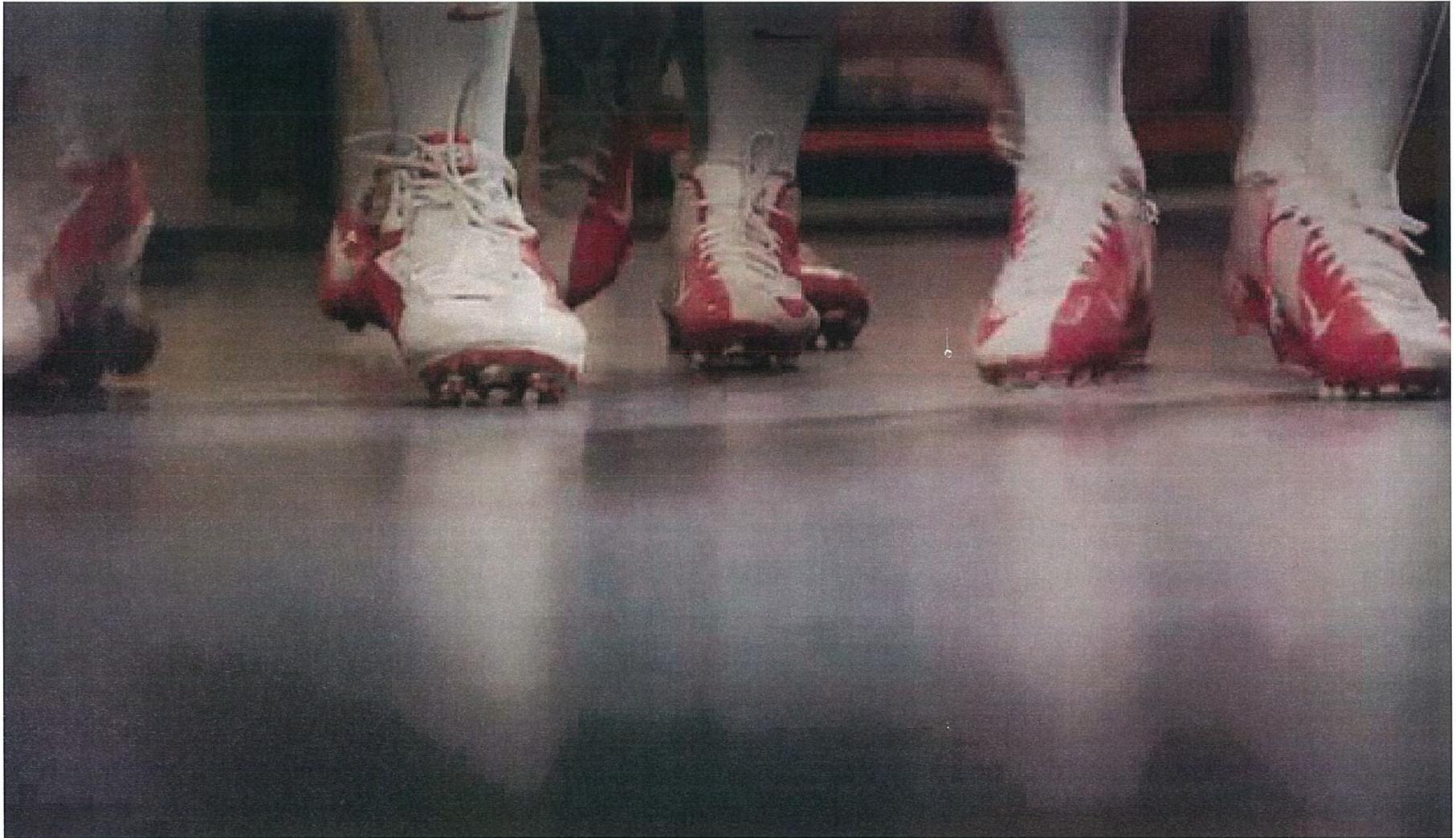








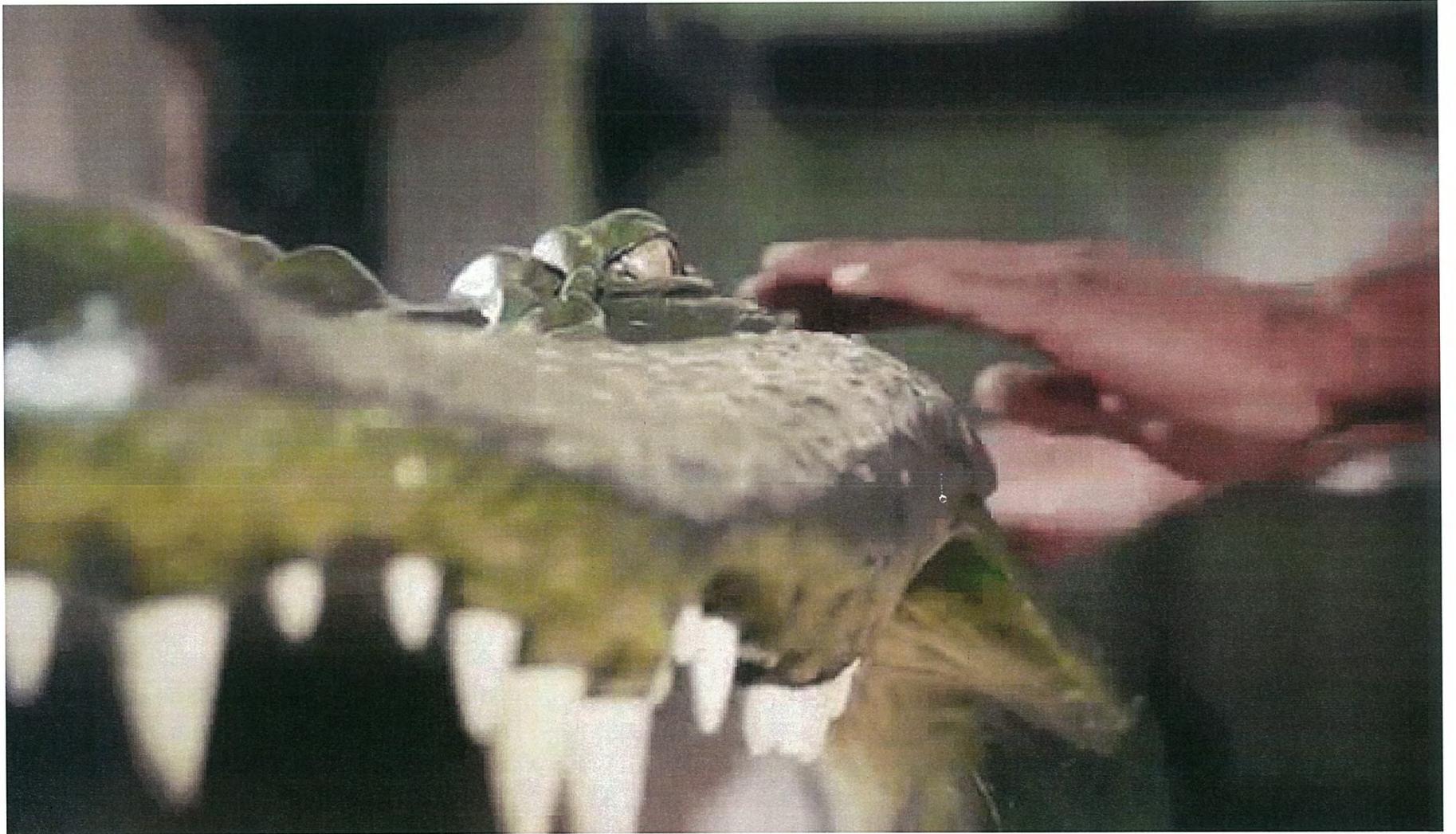












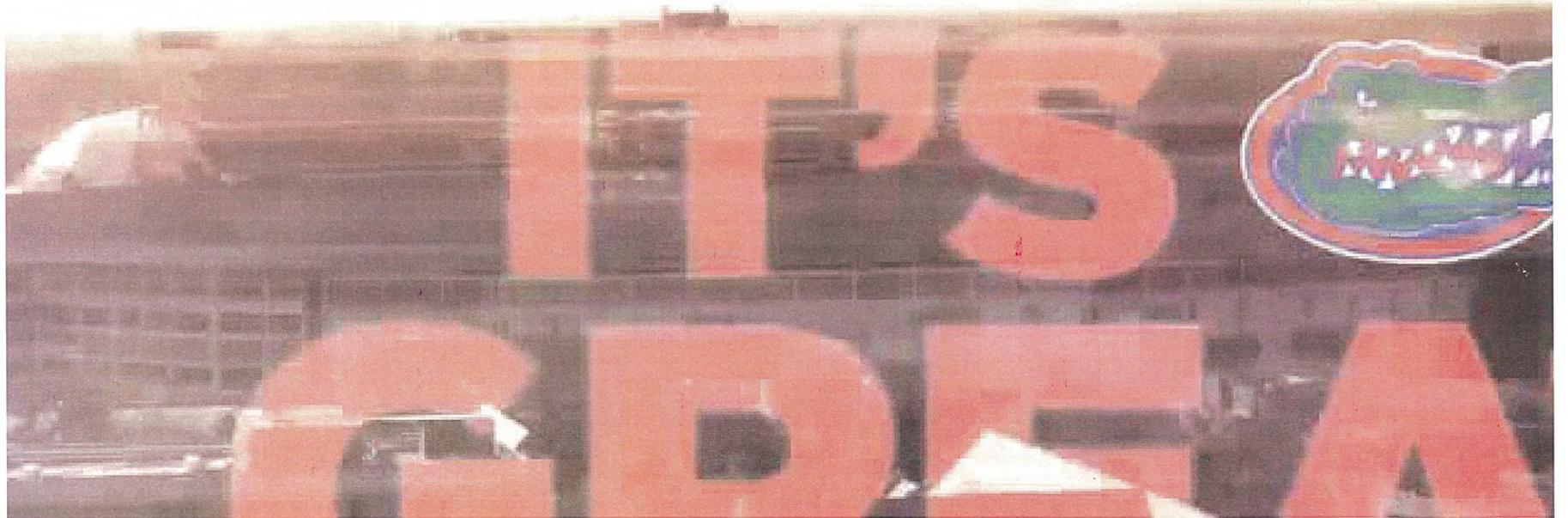






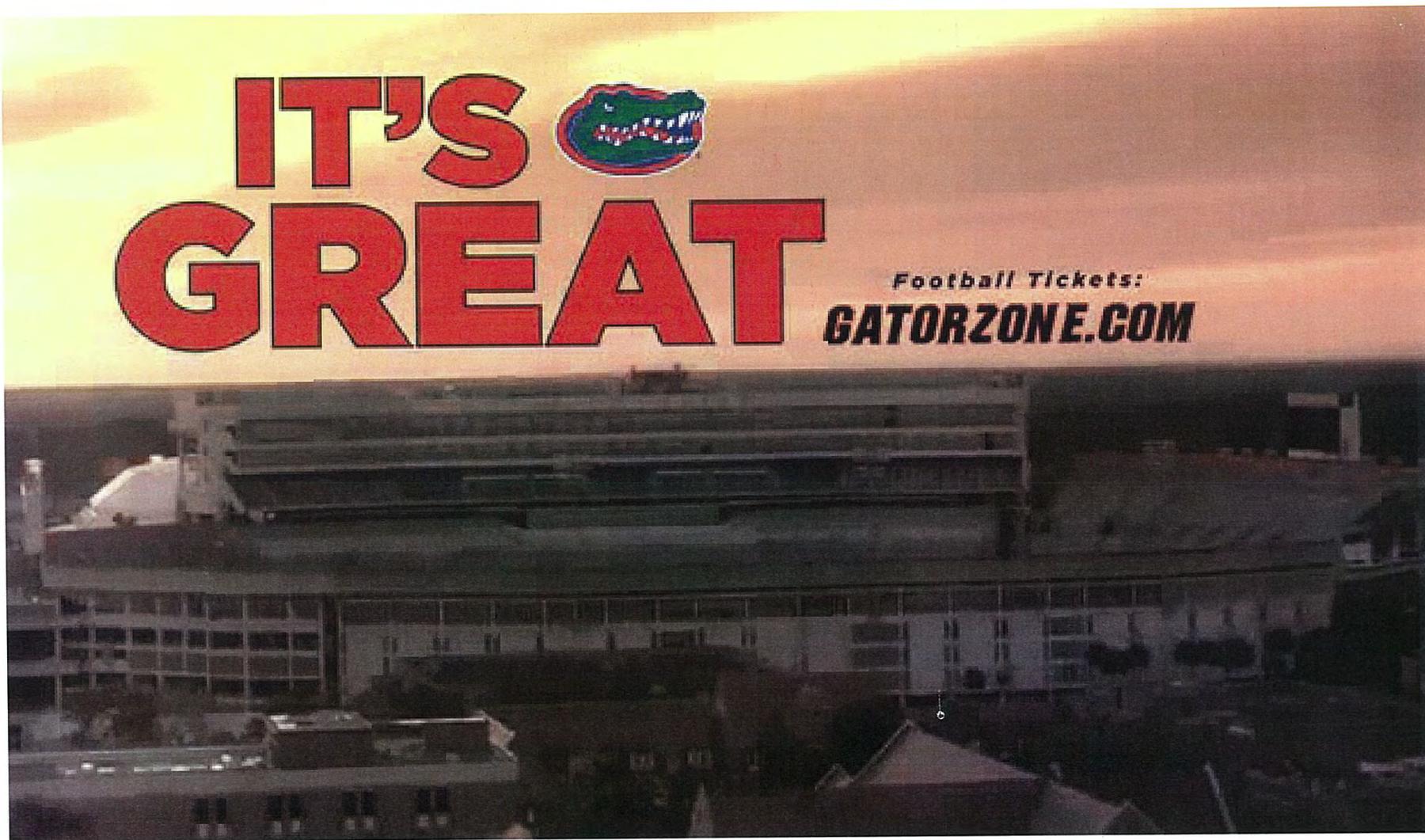


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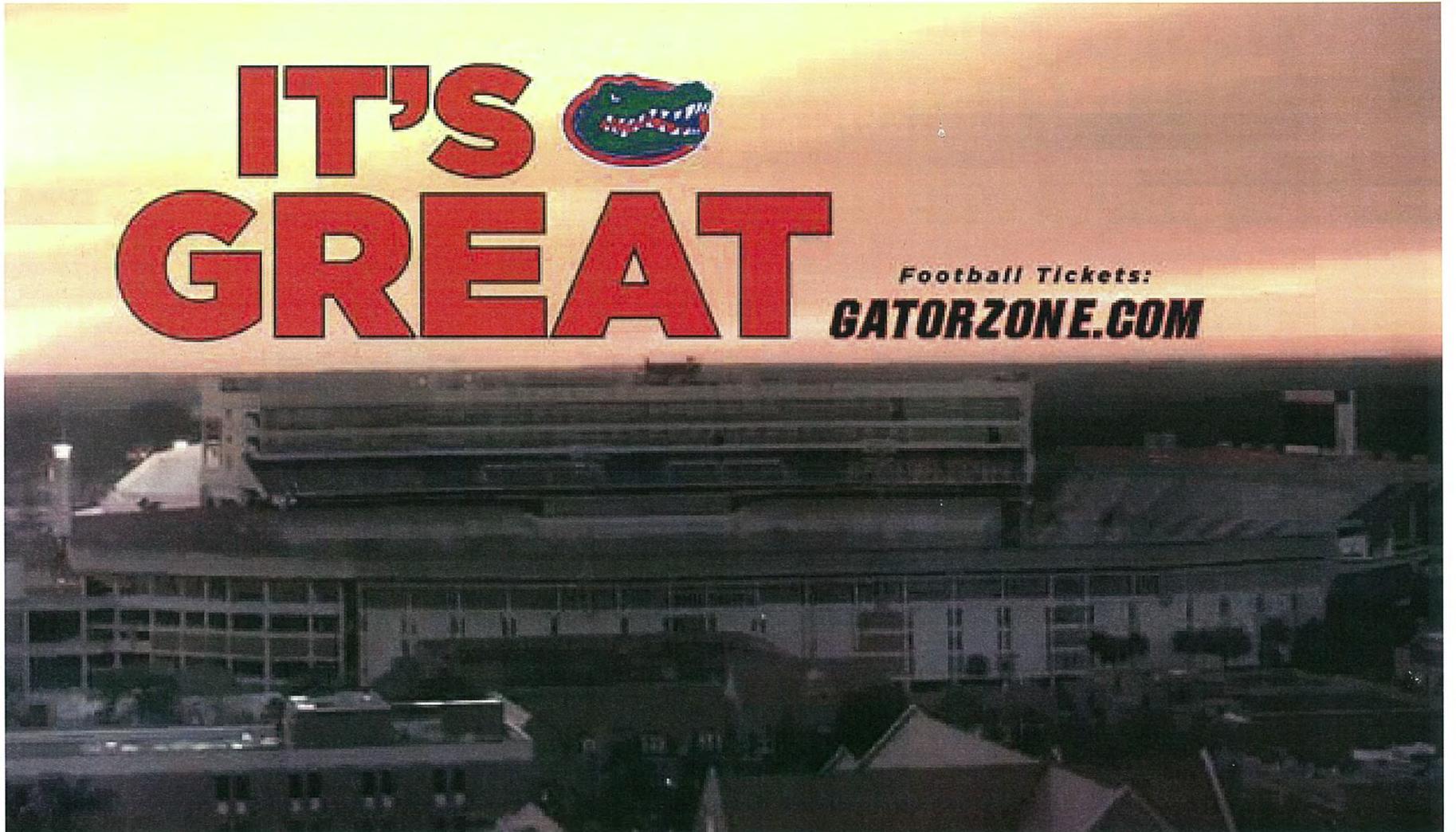
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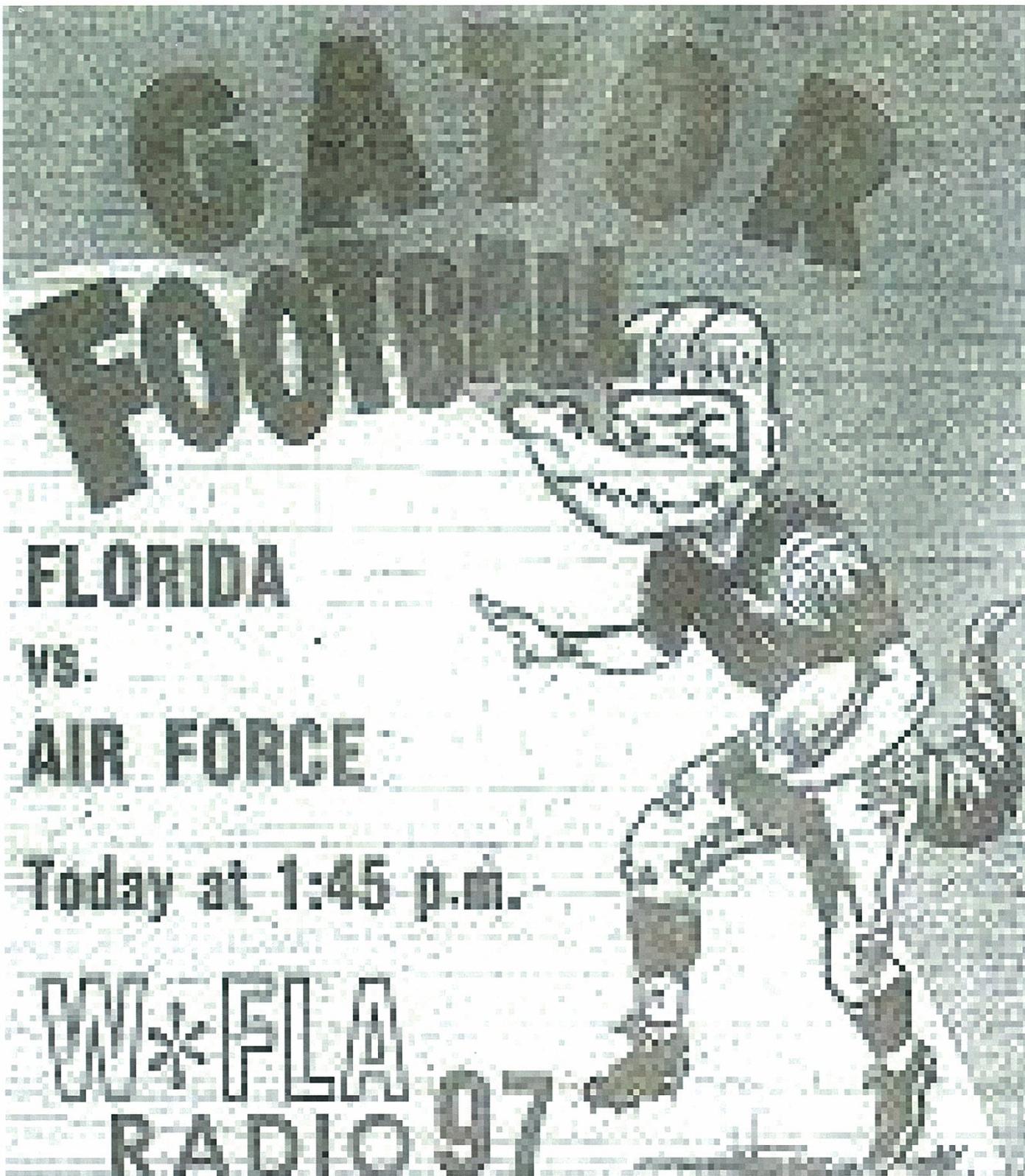
IT'S  GREAT

Football Tickets:
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GATOR





FOOTBALL
FLORIDA

FLORIDA
VS.
AIR FORCE

Today at 1:45 p.m.

W*FLA
RADIO 97

YOUR SPORTS IN AIRWAVE STEREO

EXHIBIT
112
Q49



GATOR DAY

Tuesday,
April 15, 2003



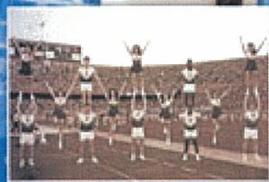
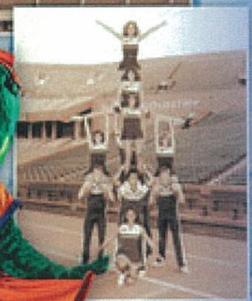
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SPORTS PHOTOGRAPHY

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Gainesville
Health & Fitness

FLORIDA

WOMEN'S TENNIS



BACK-TO-BACK

2012 NCAA CHAMPIONS

- 1992 NCAA CHAMPIONS
- 1996 NCAA CHAMPIONS
- 1998 NCAA CHAMPIONS
- 2003 NCAA CHAMPIONS
- 2011 NCAA CHAMPIONS
- 2012 NCAA CHAMPIONS

ALEXANDRA CERONE • LAUREN EMBREE • CAROLINE HITIMANA • OLIVIA JANOWICZ • JOANNA MATHER • SOFIE OYEN • ALLIE WILL



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FLORIDA

2012 FOOTBALL



8/7 | BOWLING GREEN

Bowling Green, OH

8/9 | TEXAS A&M

College Station, TX

8/15 | TENNESSEE

Knoxville, TN

8/22 | KENTUCKY

Lexington, KY

10/6 | LSU

Baton Rouge, LA

10/13 | VANDERBILT

Nashville, TN

10/20 | SOUTH CAROLINA

Columbia, SC

10/27 | GEORGIA

Athens, GA

11/3 | MISSOURI

Columbia, MO

11/10 | UL LAFAYETTE

Monroe, LA

11/17 | JACKSONVILLE STATE

Jacksonville, FL

11/24 | FLORIDA STATE

Tallahassee, FL



HYUNDAI

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IT'S GREAT TO BE A FLORIDA GATOR

2013 FLORIDA FOOTBALL SCHEDULE

AUG. 31 @ TOLEDO GAINESVILLE, FL	SEPT. 7 @ MIAMI MIAMI, FL	SEPT. 21 TENNESSEE GAINESVILLE, FL	SEPT. 28 @ KENTUCKY LEXINGTON, KY	OCT. 5 ARKANSAS GAINESVILLE, FL	OCT. 12 @ LSU BATON ROUGE, LA	OCT. 19 @ MISSOURI COLUMBIA, MO	NOV. 2 @ GEORGIA JACKSONVILLE, FL	NOV. 9 VANDERBILT GAINESVILLE, FL (NINE O'CLOCK)	NOV. 16 @ SOUTH CAROLINA COLUMBIA, SC	NOV. 23 GEORGIA SOUTHERN GAINESVILLE, FL	NOV. 30 FLORIDA STATE GAINESVILLE, FL SEVEN PM

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IT'S GREAT TO BE A FLORIDA GATOR



TO BE A FLORIDA GATOR

2013 FLORIDA FOOTBALL SCHEDULE

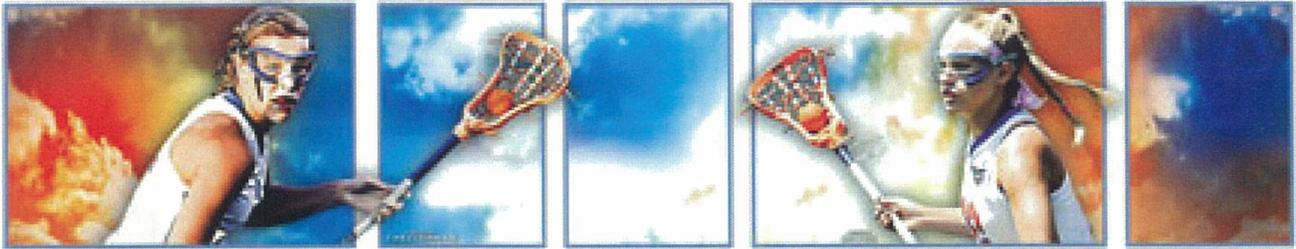
 NOV 10 TOLEDO	 NOV 17 UT	 NOV 24 TENNESSEE	 DEC 1 UK	 DEC 8 ALABAMA	 DEC 15 LSU	 DEC 22 MISSISSIPPI STATE	 DEC 29 GEORGIA	 JAN 5 TEXAS TECH	 JAN 12 ARKANSAS STATE	 JAN 19 LOUISIANA TECH	 JAN 26 FLORIDA STATE
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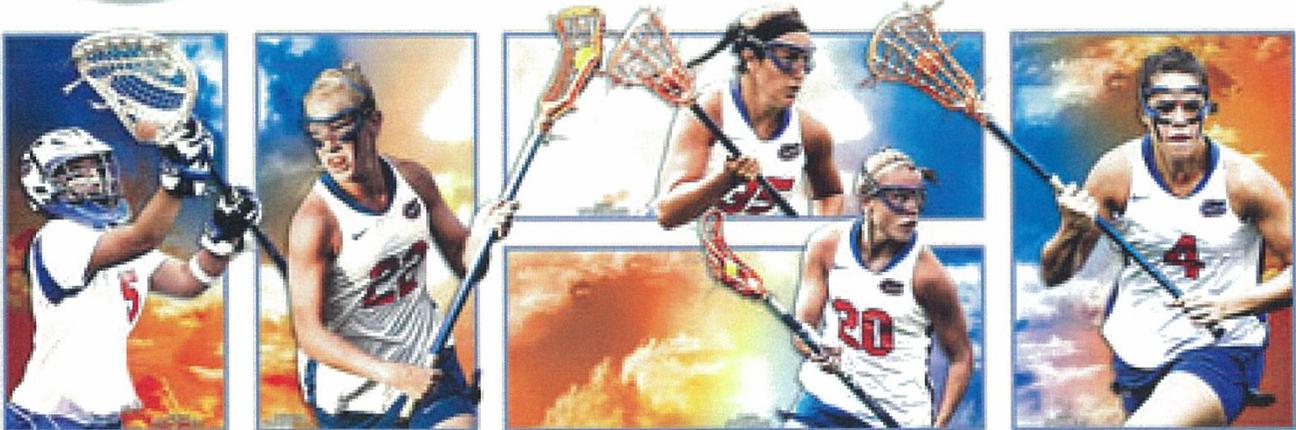
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FLORIDA FOOTBALL

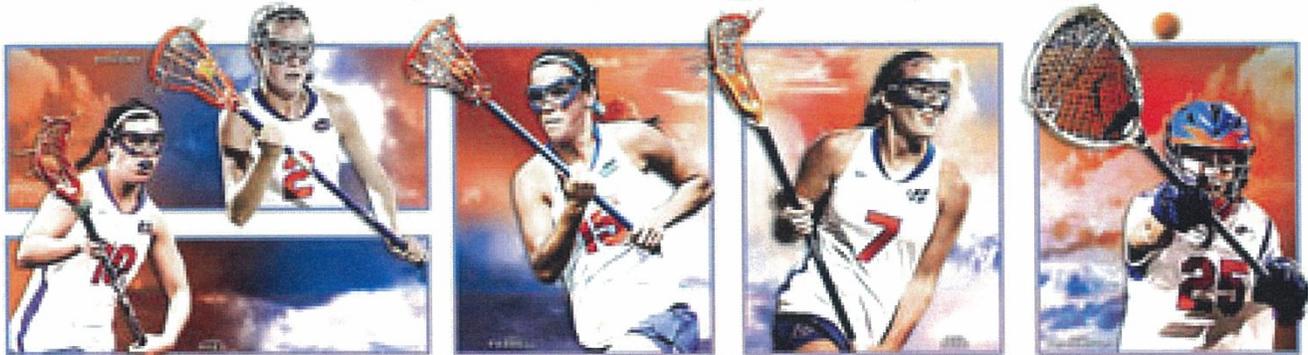




FLORIDA GATORS



LACROSSE



2018 SEASON SCHEDULE

 FLORIDA STATE	 NORTH CAROLINA	 VIRGINIA TECH	 WAKE FOREST	 CLEMSON	 GEORGIA TECH	 DUKE	 VIRGINIA	 NORTH CAROLINA STATE	 MIAMI	 FLORIDA STATE	 WAKE FOREST	 VIRGINIA TECH	 NORTH CAROLINA STATE	 MIAMI	 FLORIDA STATE	 WAKE FOREST	 VIRGINIA TECH	 NORTH CAROLINA STATE	 MIAMI	 FLORIDA STATE
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2013 FLORIDA SOFTBALL

NAKAYA CLASSIC (Orange, AZ)		
Feb. 8	vs. Oregon	12:00 PM
Feb. 9	vs. Crayton	6:00 PM
Feb. 9	vs. Cal State Northridge	3:00 PM
Feb. 9	vs. California	8:00 PM
Feb. 10	vs. Arizona	10:30 AM
Feb. 13	at Jacksonville	6:00 PM

FLORIDA LITTON INVITATIONAL (Gainesville, FL)		
Feb. 28	UNC WILMINGTON	4:00 PM
Feb. 28	SAVANNAH STATE	8:30 PM
Feb. 28	WESTERN CAROLINA	12:00 PM
Feb. 28	SAVANNAH STATE	2:00 PM
Feb. 27	UNC WILMINGTON	3:00 PM
Feb. 27	CHARLESTON SOUTHERN	3:30 PM

MARY RUTHER COLLEGE'S CLASSIC (Palm Springs, CA)		
Feb. 21	vs. Loyola Marymount	1:30 PM
Feb. 21	vs. Oklahoma State	4:00 PM
Feb. 22	vs. Syracuse	1:00 PM
Feb. 22	vs. Missouri	3:30 PM
Feb. 23	vs. Georgia Tech	12:30 PM
Feb. 27	at UNP	6:00 PM

FLORIDA HOME TOURNAMENT (Gainesville, FL)		
Mar. 1	ORLALE	4:00 PM
Mar. 1	ROGUE ST. MARY'S	6:30 PM
Mar. 2	ORLALE	12:00 PM
Mar. 2	PAMU	2:30 PM
Mar. 3	PRESTYTERIAN	4:30 PM
Mar. 6	at Alabama	7:00 PM

Mar. 8	at Auburn	7:00 PM
Mar. 9	at Auburn	7:00 PM
Mar. 30	at Auburn	7:00 PM
Mar. 15	TENNESSEE	6:00 PM
Mar. 16	TENNESSEE	11:00 AM
Mar. 17	TENNESSEE	1:00 PM
Mar. 20	USC UPSTATE	6:00 PM
Mar. 22	ARKANSAS	6:00 PM
Mar. 23	ARKANSAS	3:00 PM
Mar. 24	ARKANSAS	1:00 PM
Mar. 27	FLORIDA STATE	6:00 PM
Mar. 29	at Ole Miss	7:00 PM
Mar. 30	at Ole Miss	1:00 PM
Mar. 31	at Ole Miss	2:00 PM

Apr. 3	UCP	8:00 PM
Apr. 4	MISSISSIPPI STATE	6:00 PM
Apr. 7	MISSISSIPPI STATE	3:00 PM
Apr. 7	MISSISSIPPI STATE	12:00 PM
Apr. 30	UNP	8:00 PM
Apr. 17	at Kentucky	6:00 PM
Apr. 17	at Kentucky	1:00 PM
Apr. 16	at Kentucky	12:00 PM
Apr. 17	at Florida State	6:00 PM
Apr. 20	LONGWOOD	1:00 PM
Apr. 20	LONGWOOD	3:30 PM
Apr. 21	LONGWOOD	1:00 PM
Apr. 28	GEORGIA	6:00 PM
Apr. 27	GEORGIA	12:00 PM

Apr. 28	GEORGIA	1:00 PM
May 1	at South Carolina	6:00 PM
May 4	at South Carolina	2:00 PM
May 4	at South Carolina	1:00 PM
May 16-18	SEC Tournament, Jacksonville	
May 18-19	NCAA Regionals, Orlando	
May 21-28	NCAA Super Regionals, Orlando	
May 30-June 3	Women's College World Series, Knoxville, Tenn.	

ORLALE ORLALE Invitational home games at Lake County's Provo Stadium. All times (PT) are subject to change and subject to change. Visit gatorsports.com for more information. Ticket information and seating information is available at www.gatorsports.com or call 1-800-368-6666. Tickets are available for purchase in person at the stadium. For more information, visit www.gatorsports.com. The website will be updated as soon as possible. All times (PT) are subject to change and subject to change. Visit gatorsports.com for more information. Ticket information and seating information is available at www.gatorsports.com or call 1-800-368-6666. Tickets are available for purchase in person at the stadium. For more information, visit www.gatorsports.com.

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IT'S GREAT

TO BE FLORIDA VOLLEYBALL

20
SEPTEMBER 19

22
SEPTEMBER 21

22
SEPTEMBER 21

71
SEPTEMBER 21

7
SEPTEMBER 21

1991

2013 FLORIDA VOLLEYBALL HOME SCHEDULE

Games and Open House Invitations:
 Sep. 19 6:00 PM VS. LOUISIANA STATE UNIVERSITY
 NEW ORLEANS
 SAT. 9:00 AM VS. LOUISIANA STATE UNIVERSITY
 LONG BEACH BRONCOS
 Sep. 21 6:00 PM VS. LOUISIANA STATE UNIVERSITY
 BIRMINGHAM

All-Time Rivalry Invitations:
 Sep. 19 VS. TEXAS TECH UNIVERSITY VOLLEYBALL
 DORRIS TOWN
 Sep. 19 VS. TEXAS TECH UNIVERSITY VOLLEYBALL
 DORRIS TOWN
 VS. TEXAS TECH UNIVERSITY VOLLEYBALL
 DORRIS TOWN

Sept. 19
 Oct. 4
 Oct. 10
 Oct. 16
 Oct. 22
 Oct. 27
 Nov. 10
 Nov. 16
 Nov. 22
 Nov. 28

Invitations:
 Sep. 19 VS. MISSISSIPPI STATE UNIVERSITY
 Sep. 21 VS. MISSISSIPPI STATE UNIVERSITY
 Oct. 19 VS. MISSISSIPPI STATE UNIVERSITY

IT'S GREAT TO BE A FLORIDA GATOR



THE pavilion ON 42ND



2013 FALL HOME SCHEDULES

AUGUST

17	FB/VB	Verdon Fan Day
23	SOC	FGCU
25	SOC	Oregon State
30	VB	New Orleans (Complex USA Invitational)
30	VB	Lit-Brooklyn (Complex USA Invitational)
30	SOC	Florida State
31	FB	Texas
31	VB	Duke (Complex USA Invitational)

SEPTEMBER

6	SOC	Oklahoma
8	SOC	Oklahoma State
13	VB	Georgetown (Active Ankle Challenge)
13	SOC	Minnesota
14	VB	Iona (Active Ankle Challenge)
14	XC	Mountain Dew Invitational
14	VB	Western Michigan (Active Ankle Challenge)
17	VB	Florida State
17	VB	Alabama
20	SOC	Tennessee
21	FB	All Florida Invitational
27	SD	All Florida Invitational
28	SD	All Florida Invitational
29	SD	All Florida Invitational

OCTOBER

4	VB	Texas A&M
4	SOC	South Carolina
5	FB	Arkansas
6	SOC	Auburn
10	WTN	Bedford Cup
11	VB	Kentucky
11	WTN	Bedford Cup
12	WTN	Bedford Cup
13	WTN	Bedford Cup
13	VB	Georgia
18	SOC	Kentucky
20	SOC	LSU
25	VB	Auburn
27	VB	Tennessee
27	SOC	Texas A&M

FOR GAME TIMES AND UPDATED EVENT INFORMATION VISIT GATORZONE.COM

NOVEMBER

1	XC	SEC CHAMPIONSHIPS
1	SD	Georgia
2	FB	Georgia (Catoosaville, FL)
7	SD	Alabama
8	WBB	Bethune-Cookman (H)
8	HBB	UNC (Global Sports Challenge) (H)
8	HBB	SunTrust Gator Gallop
8	HBB	Gator Growl
9	FB	Vanderbilt (Homecoming)
9	WBB	UNC
10	WBB	South Carolina
13	VB	Missouri
15	HBB	Arkansas-Little Rock (Global Sports Challenge)
17	VB	Alabama
18	HBB	Southern (Global Sports Challenge)
21	WBB	Florida State (H)
21	HBB	Middle Tennessee (Global Sports Challenge) (H)
22	VB	LSU
23	FB	Georgia Southern (Thank Those Who Serve)
26	WBB	St. John's
29	HBB	Florida State
30	FB	Florida State (Senior Day)

DECEMBER

10	HBB	Kansas
17	WBB	St. Francis
20	WBB	Tennessee State (Gator Holiday Classic)
21	WBB	La Salle of FL (Gator Holiday Classic)
28	WBB	Georgetown
29	HBB	Savannah State



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- GZALBERTA
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ROWDY REPTILES STUDENT MEMBERSHIP

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MEN'S BASKETBALL STUDENT REGISTRATION

Men's Basketball games are FREE for students, learn how to register at:
GATORZONE.COM/tickets/students

IMPORTANT NUMBERS

UF Police	352.392.1111
Infirmary	352.392.1161
Traffic/Parking	352.392.2241
Beitz Union Info	352.392.1649
SW Rec Center	352.846.1081
Registrar	352.392.1374
Gator Dining	352.392.2491
Intramurals	352.392.0581
UAA	352.375.4683

VENUE

MBB	Men's Basketball
WBB	Women's Basketball
XC	Cross Country
FB	Football
SOC	Soccer
SD	Swimming & Diving
MTN	Men's Tennis
WTN	Women's Tennis
VB	Volleyball

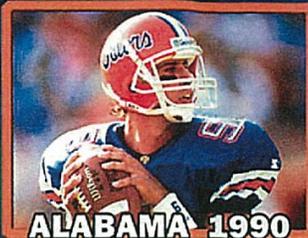
Stephen C. O'Connell Center
 Stephen C. O'Connell Center
 Mark Bostick UHF Golf Course
 Ben Hill Griffin Stadium
 James G. Pressly Stadium
 Stephen C. O'Connell Center
 Scott Linder Stadium at Ring Tennis Complex
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Gator Classics



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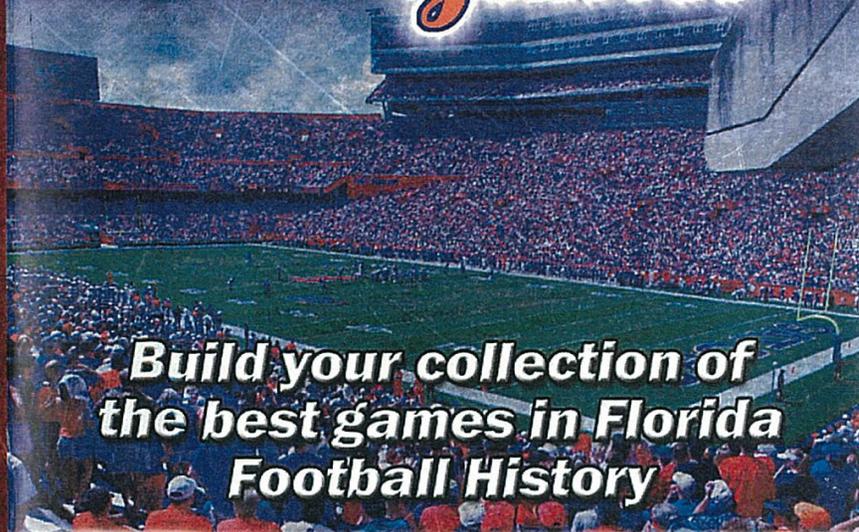
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**1997 Sugar Bowl
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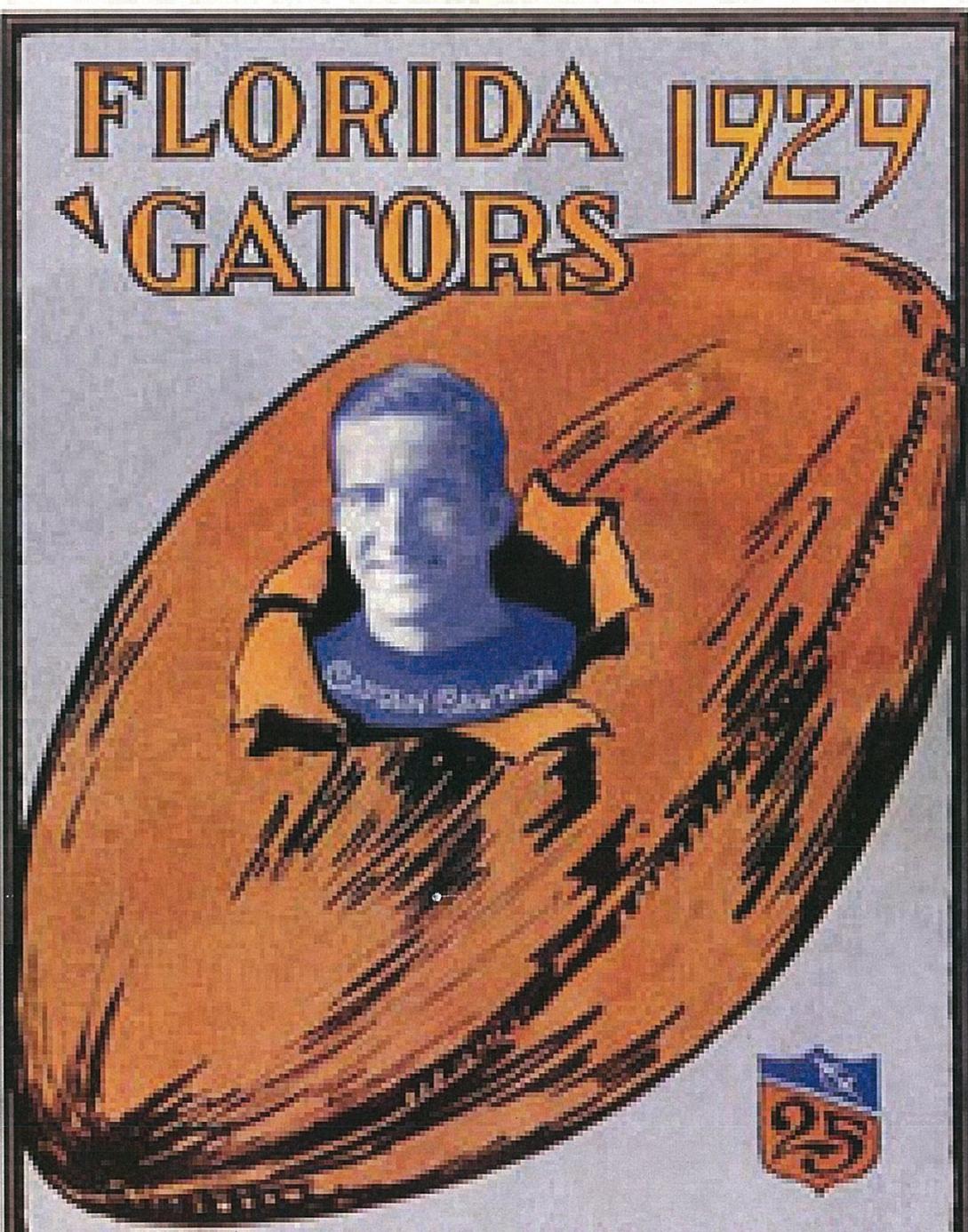
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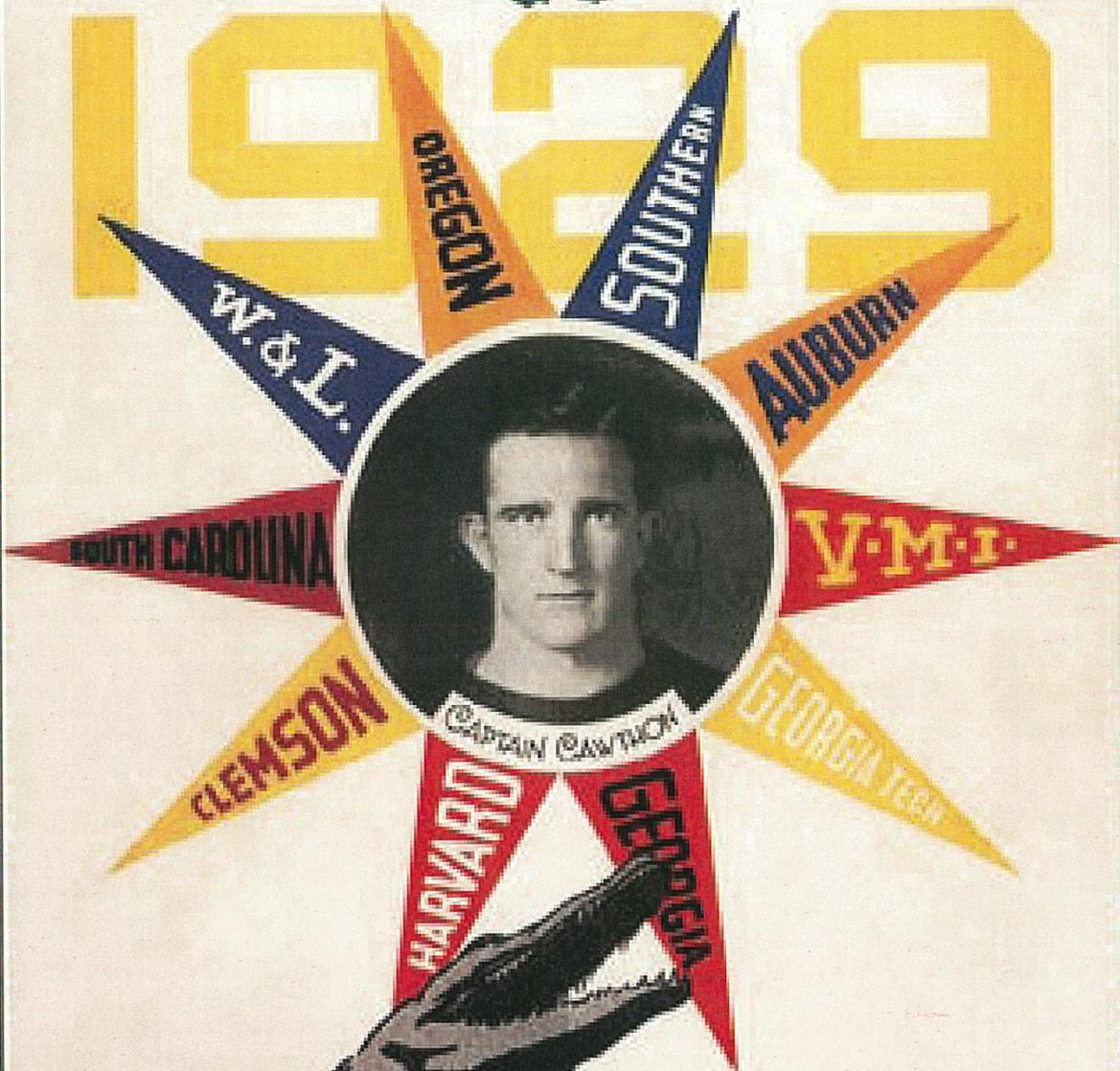
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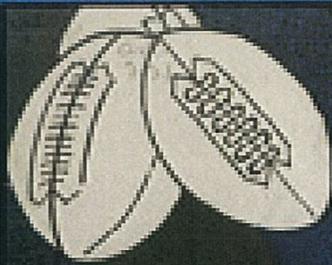
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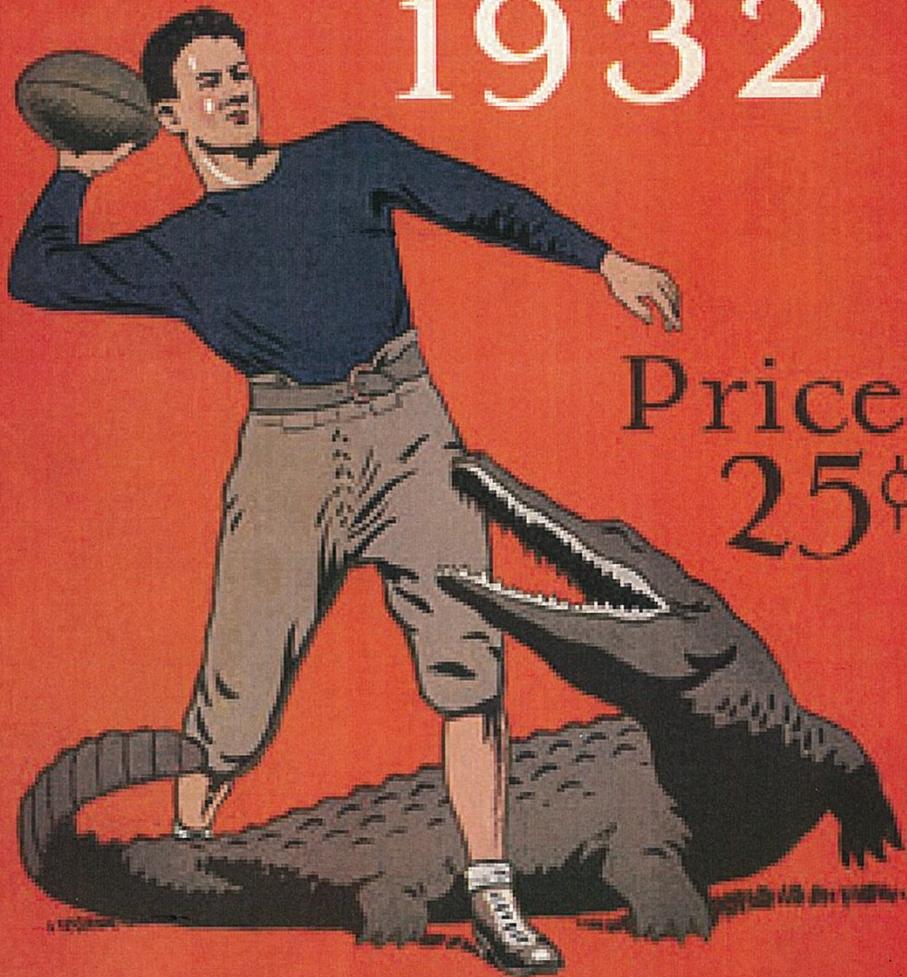
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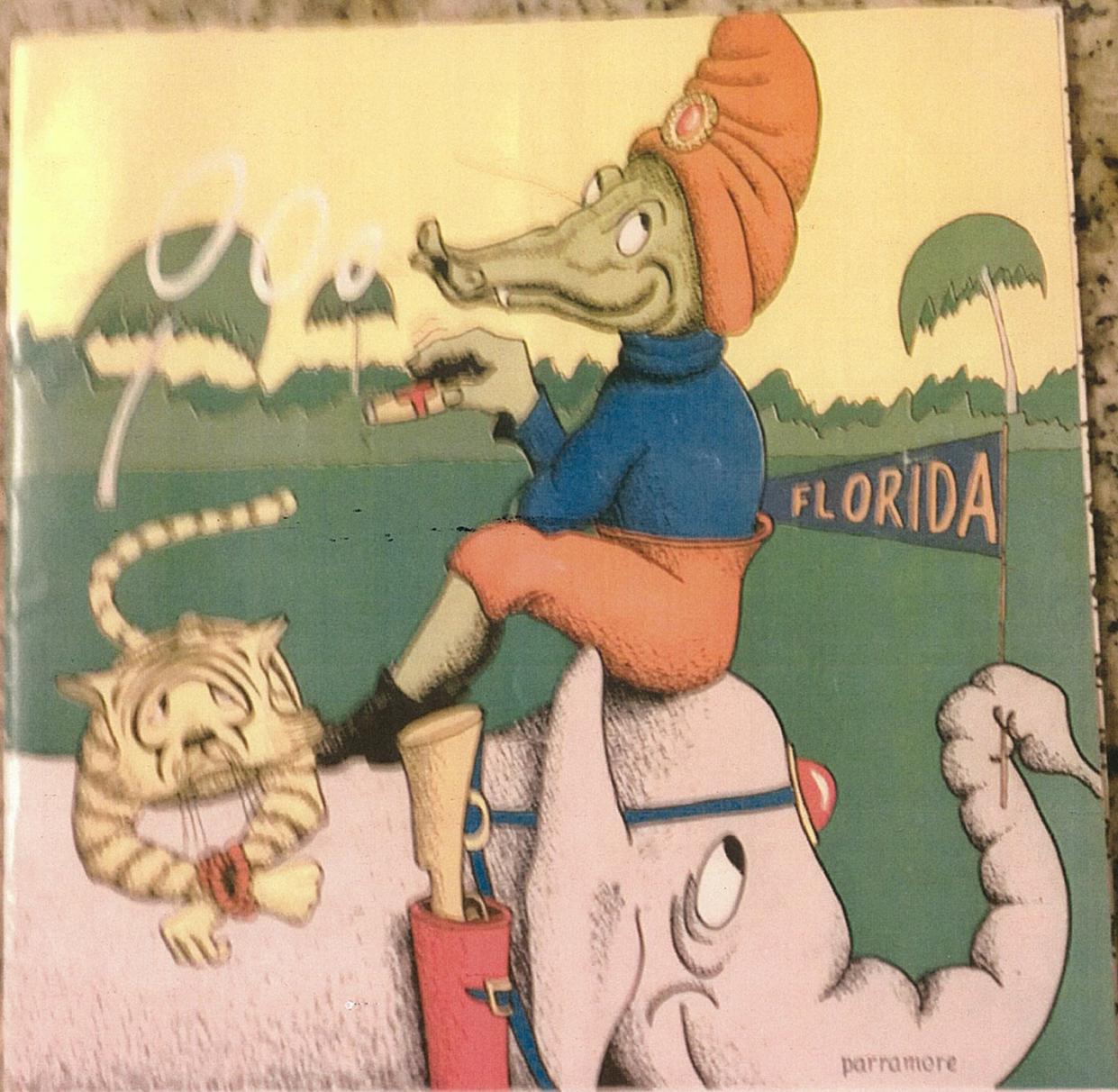
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Auburn vs Florida

October 29, 1960

Price 50c

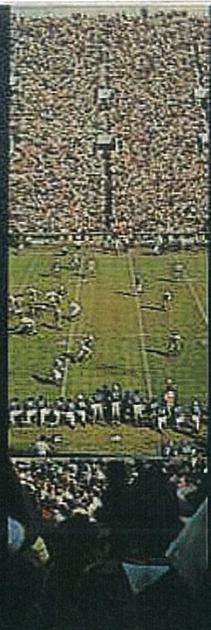
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Nov. 27th

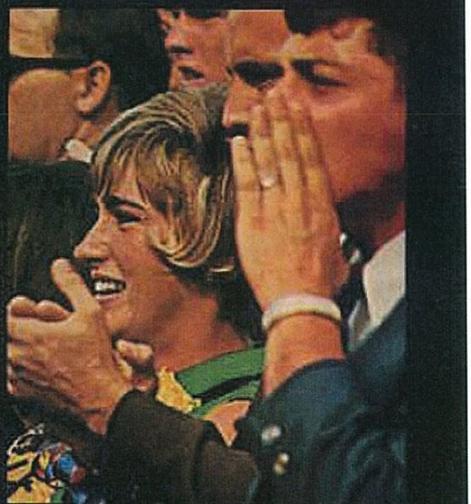
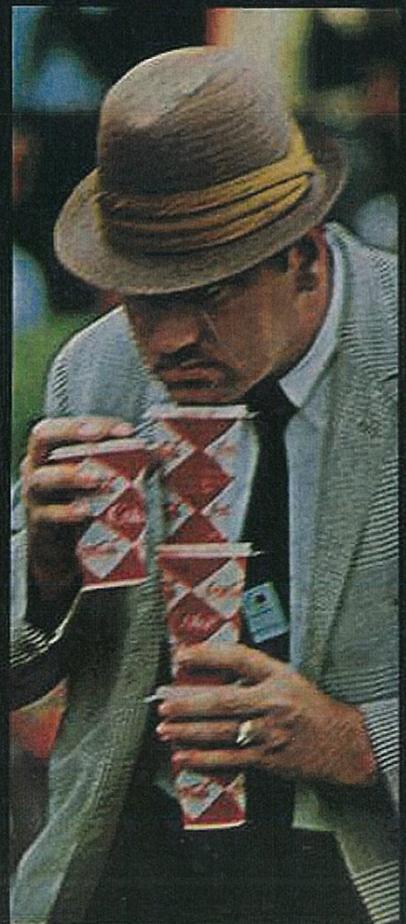
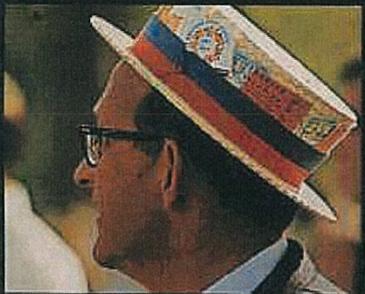
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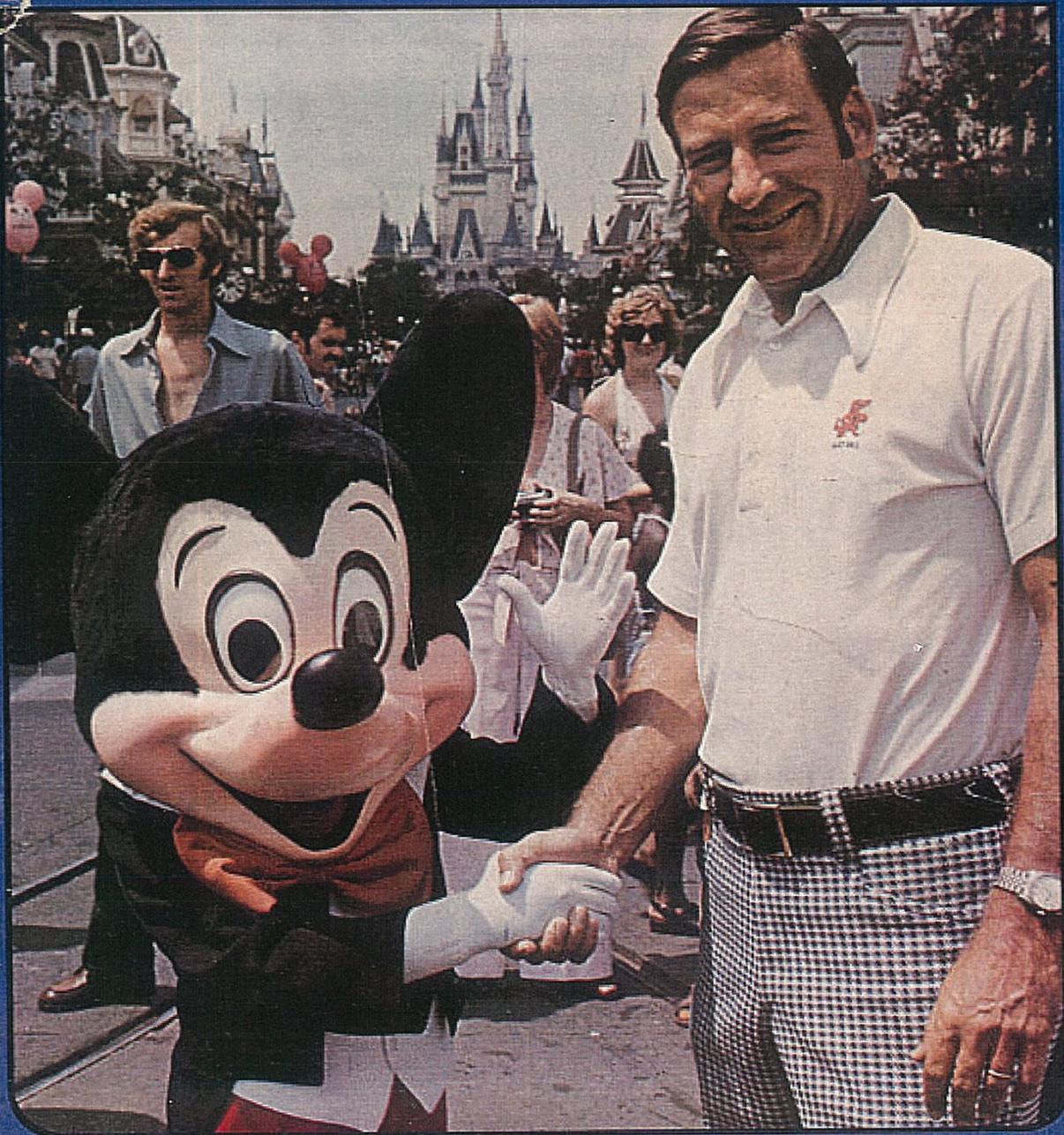


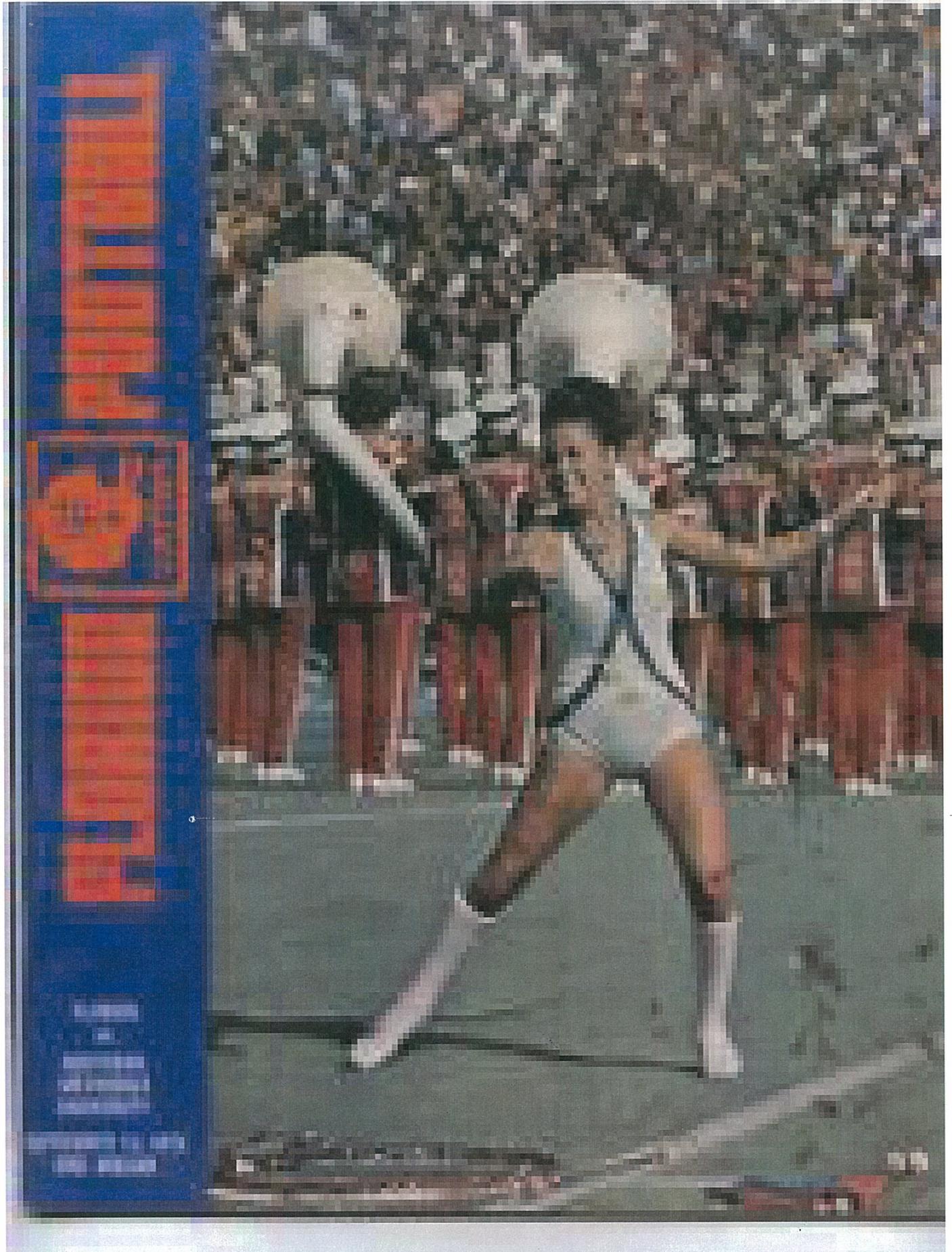
FLORIDA



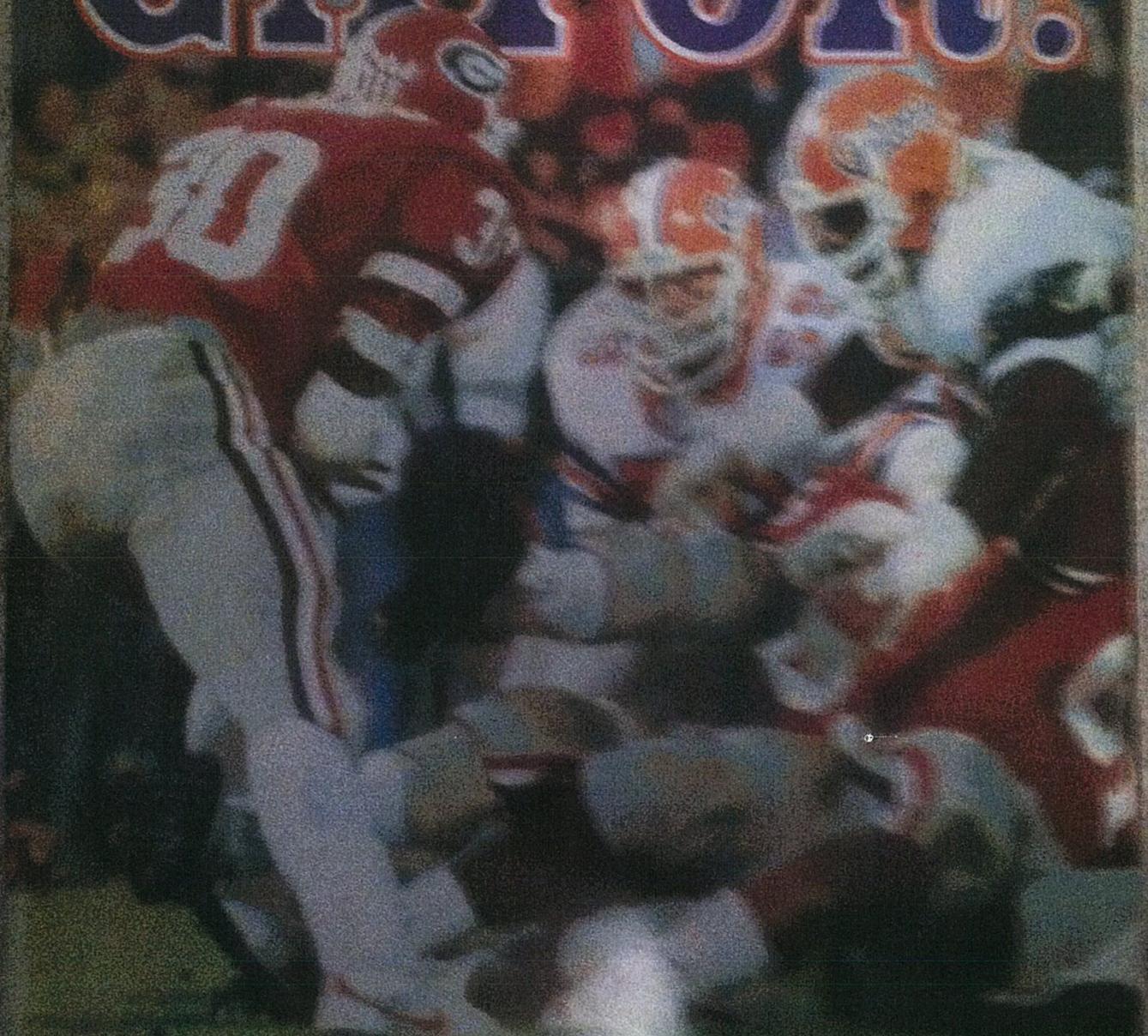
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GATOR!



THE GEORGIA GATOR

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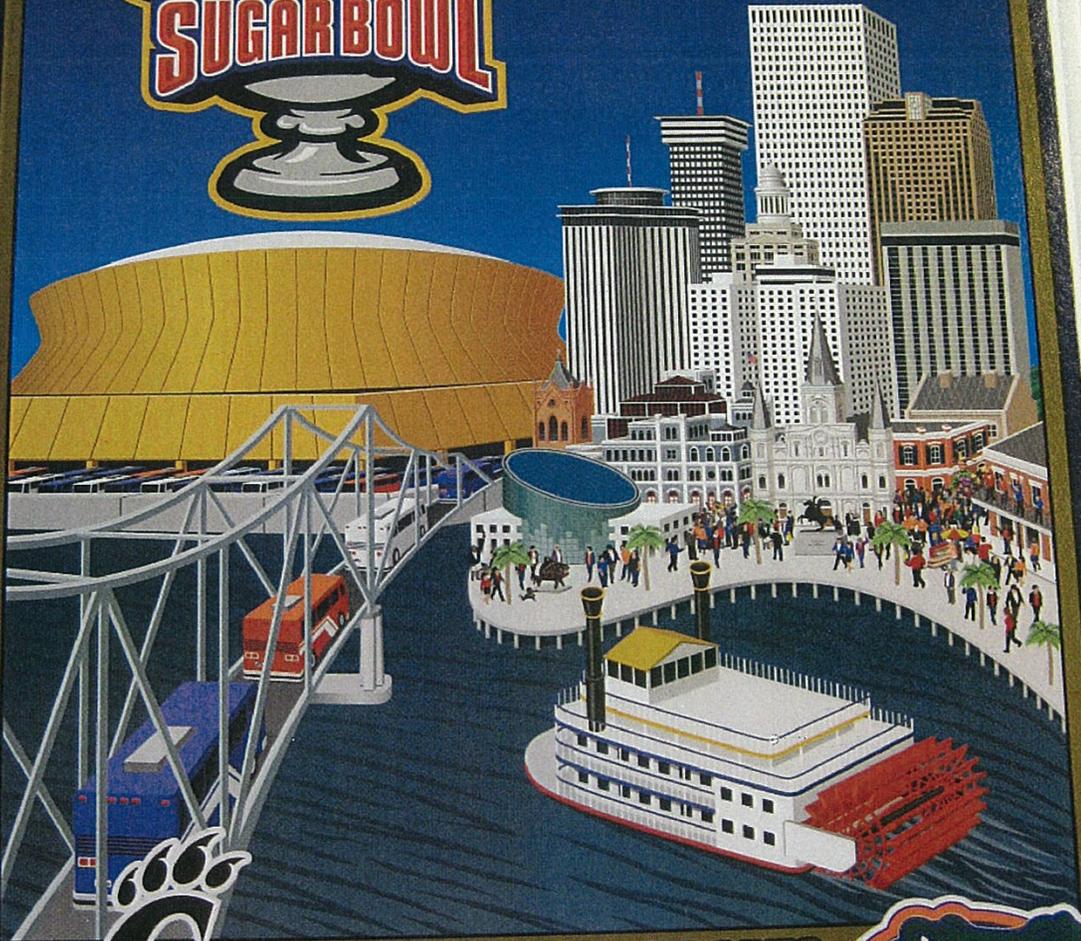
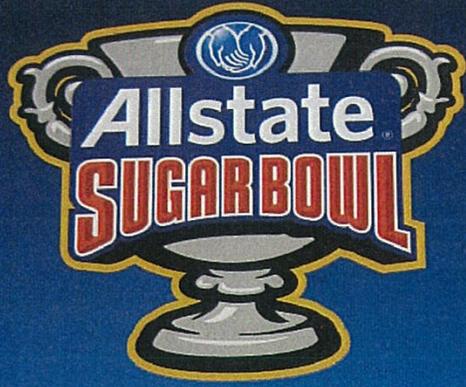
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FLORIDA



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