

ESTTA Tracking number: **ESTTA552054**

Filing date: **08/02/2013**

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 tadmin@kilpatricktownsend.com, aljones@ktslaw.com, rchou@ktslaw.com, hhenderson@ktslaw.com, brook@kilpatricktownsend.com
Submission	Plaintiff's Notice of Reliance
Filer's Name	Rosaleen H. Chou
Filer's e-mail	rchou@ktslaw.com, chenn@ktslaw.com, kteilhaber@ktslaw.com, tadmin@ktslaw.com, aljones@ktslaw.com
Signature	/Rosaleen H. Chou/
Date	08/02/2013
Attachments	2013.08.02 Notice of Reliance (Gator Shop).pdf(206411 bytes ) NOR Exhibits 1 - 12.pdf(740448 bytes ) Exhibit 13 Deposition of Fincher (109 - 325)_Redacted.pdf(639803 bytes ) Exhibit 13 J Fincher 1.PDF(309150 bytes ) Exhibit 13 J Fincher 2.PDF(211977 bytes ) Exhibit 13 J Fincher 3.PDF(209956 bytes ) Exhibit 13 J Fincher 4.PDF(2377956 bytes ) Exhibit 13 J Fincher 5.PDF(489909 bytes ) Exhibit 13 J Fincher 6 Part 1.pdf(2376064 bytes ) Exhibit 13 J Fincher 6 Part 2.pdf(3208885 bytes ) Exhibit 13 J Fincher 7.PDF(564379 bytes ) Exhibit 13 J Fincher 8.PDF(999961 bytes ) Exhibit 13 J Fincher 9.PDF(133464 bytes ) Exhibit 13 J Fincher 10.PDF(105872 bytes ) Exhibit 13 J Fincher 11.PDF(2966358 bytes ) Exhibit 13 J Fincher 12.PDF(190729 bytes ) Exhibit 13 J Fincher 13.PDF(134163 bytes ) Exhibit 13 J Fincher 14.PDF(461817 bytes ) Exhibit 13 J Fincher 15 Part 1.pdf(2342239 bytes ) Exhibit 13 J Fincher 15 Part 2.pdf(3150877 bytes ) Exhibit 13 J Fincher 15 Part 3.pdf(3661375 bytes ) Exhibit 13 J Fincher 16 Redacted.pdf(204493 bytes ) Exhibit 14 UAA FRA Part 1 .pdf(3627448 bytes ) Exhibit 14 UAA FRA Part 2 .pdf(4522226 bytes ) Exhibit 14 UAA FRA Part 3 .pdf(2873298 bytes ) Exhibit 15 App Resp to FRA .PDF(705721 bytes ) Exhibit 16 App Supp Resp to FRA .PDF(75848 bytes ) Exh 17 - 19 (revised 600pm).pdf(887010 bytes )

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

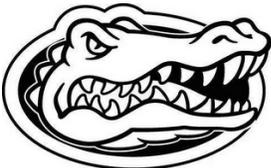
UNIVERSITY ATHLETIC ASSOCIATION, INC.,	)	Opposition 91206761
	)	
Opposer,	)	In the matter of Application
	)	Serial No. 85/480,582
v.	)	for the mark GATOR SHOP
	)	
INCENTIVE MARKETING, INC.,	)	
	)	
Applicant.	)	

**OPPOSER’S NOTICE OF RELIANCE**

Pursuant to 37 C.F.R. §§ 2.120(j), 2.122(d), and 2.122(e), Opposer University Athletic Association, Inc. (the “Opposer” or “University”) hereby gives notice to Applicant Incentive Marketing, Inc. d/b/a Gator Shop (“Applicant”) that it offers and intends to rely upon the following materials:

A. The following trademark registrations owned by Opposer, for which printouts from the electronic database records of the USPTO showing the current status and title of the registrations are marked as **Exhibits 1 - 12** (Opp’s NOR 0001 - 0108):

Mark	Reg. No.	Goods and Services	Owner
GATORS	1222098	Class 041: Entertainment Services-Namely, Conducting Intercollegiate Athletic Events for Others  Class 042: Retail Store Stores, Distributorship Services and Mail Order Sales Services, in the Field of Wearing Apparel and Accessories, Novelty Items and Jewelry	University Athletic Association, Inc.
GATORS	2206967	Class 025: clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, boxer shorts, sweaters, coats, caps and hats	University Athletic Association, Inc.
	2205439	Class 025: clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, boxer shorts, sweaters, coats, caps and hats	University Athletic Association, Inc.

GATORSDVD	3812440	Class 035: On-line retail stores services in the field of DVDs concerning the University of Florida	University Athletic Association, Inc.
FIGHTING GATORS	1225119	Class 025: Apparel-Namely, Shirts, Bibs, Socks and Caps	University Athletic Association, Inc.
FLORIDA GATORS	2349246	Class 025: clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, sweaters, coats, caps and hats Class 041: entertainment services, namely, arranging and conducting athletic events, tournaments and exhibitions	University Athletic Association, Inc.
GATOR VISION	3232732	Class 025: Clothing, namely, shirts Class 041: entertainment services, namely providing sporting events over the internet	University Athletic Association, Inc.
	1228944	Class 025: Apparel-Namely, Shirts, Sweaters, Belts and Caps	University Athletic Association, Inc.
	2208807	Class 025: clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, sweaters, coats, caps and hats	University Athletic Association, Inc.
	1970217	Class 041: entertainment services, namely conducting intercollegiate athletic events	University Athletic Association, Inc.
	1975079	Class 025: wearing apparel, namely tee-shirts, hats and shorts	University Athletic Association, Inc.
	3352139	Class 014: lapel pins, watches, precious metal money clips, pendants, earrings, tie tacks, rings, bracelets, bracelet charms, precious metal key chains Class 016: notebooks, paper tablecloths, paper gift bags, temporary tattoos, gift wrap paper,	University Athletic Association, Inc.

		<p>calendars, memo pads, pencils, pens, greeting cards, address labels, stationery, printed party invitations, photo albums, self-stick notes, namely, adhesive notepads, tissue paper for wrapping presents</p> <p>Class 021: bowls, ceramic mugs, travel mugs, plastic mugs, pilsner drinking glasses, drinking stems, candy jars, glass storage jars, paper plates, plastic cups, paper cups, bottle openers, crystal decanters, drinking glasses</p> <p>Class 028: paper streamers, namely, party streamers made of paper, basketballs, footballs, golf balls, divot repair tools, volleyballs, baseballs, soccer balls, basketball hoop backboards, stuffed toy animals, checker games, dart games, playing cards, puzzles, snow globes, Christmas tree ornaments</p>	
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B. A true and correct copy of the April 11, 2013 discovery deposition of Applicant Incentive Marketing pursuant to Rule 30(b)(6) and the accompanying Exhibits 1-16, marked as **Exhibit 13** (Opp's NOR 0109 - 0325). The parties have stipulated that the discovery deposition of Applicant Incentive Marketing may be offered in evidence in the same manner as if it had been taken as a testimonial deposition during Opposer's Testimony Period. *See* Dkt. 5.

C. A true and correct copy of Opposer's First Set of Requests for Admissions served on December 12, 2012, Applicant's Answers served on January 15, 2013, and Applicant's Supplemental Answers served on March 1, 2013, marked as **Exhibits 14 - 16** (Opp's NOR 0326 - 0487).

D. A true and correct copy of Opposer's First Set of Interrogatories served on December 12, 2012, Applicant's Responses served on January 15, 2013, and Applicant's Supplemental Responses served on March 1, 2013, marked as **Exhibits 17 - 19** (Opp's NOR 0488 - 503).

E. Opposer will file and serve a certified copy of the July 17, 2013 testimony deposition of Michael Drucker, together with the accompanying Exhibits 1-13, within thirty (30) days from the date of Mr. Drucker's testimony deposition.

F. Opposer will file and serve a certified copy of the July 18, 2013 testimony deposition of Debbie Gay, together with the accompanying Exhibits 1-52, within thirty (30) days from the date of Ms. Gay's testimony deposition.

Dated: August 2, 2013

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

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

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

**CERTIFICATE OF SERVICE**

I hereby certify that a true and correct copy of the foregoing OPPOSER’S NOTICE OF RELIANCE has been served on counsel for Applicant by mailing a copy on August 2, 2013, via first Class Mail, postage pre-paid, and addressed as follows:

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 RELIANCE is being filed electronically with the TTAB via ESTTA on this day, August 2, 2013.

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

## **EXHIBIT 1**



Legal Entity Type: CORPORATION

State or Country Where Organized: FLORIDA

## Attorney/Correspondence Information

### Attorney of Record - None

#### Correspondent

**Correspondent Name/Address:** BEN HILL GRIFFITH STADIUM NORTH-SOUTH DR  
UNIVERSITY ATHLETIC ASSOCIATION INC  
GAINESVILLE, FLORIDA 32611  
UNITED STATES

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Apr. 23, 2008	CASE FILE IN TICRS	
Mar. 19, 2003	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Mar. 19, 2003	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Dec. 27, 2002	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Dec. 27, 2002	PAPER RECEIVED	
Sep. 24, 1988	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Apr. 11, 1988	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Dec. 28, 1982	REGISTERED-PRINCIPAL REGISTER	
Oct. 05, 1982	PUBLISHED FOR OPPOSITION	
Aug. 24, 1982	NOTICE OF PUBLICATION	
Aug. 24, 1982	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 19, 1981	NON-FINAL ACTION MAILED	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Filed Section 15 - Accepted

**Renewal Date:** Dec. 28, 2002

**Change in Registration:** Yes

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** SCANNING ON DEMAND

**Date in Location:** Apr. 23, 2008

## Proceedings

### Summary

**Number of Proceedings:** 11

#### Type of Proceeding: Opposition

**Proceeding Number:** [91206761](#)

**Filing Date:** Aug 29, 2012

**Status:** Pending

**Status Date:** Aug 29, 2012

**Interlocutory Attorney:** BENJAMIN U OKEKE

#### Defendant

**Name:** Incentive Marketing, Inc.

**Correspondent Address:** SVEN W HANSON  
SVEN W HANSON ATTORNEY AT LAW  
PO BOX 357429  
GAINESVILLE FL , 32635-7429  
UNITED STATES

**Correspondent e-mail:** [swhanson@bellsouth.net](mailto:swhanson@bellsouth.net)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATOR SHOP	Opposition Pending	<a href="#">85480582</a>	

**Plaintiff(s)**

**Name:** University Athletic Association

**Correspondent Address:** ALICIA GRAHN JONES  
KILPATRICK TOWNSEND & STOCKTON LLP  
1100 PEACHTREE STREET, SUITE 2800  
ATLANTA GA , 30309  
UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com) , [aljones@ktslaw.com](mailto:aljones@ktslaw.com) , [rchou@ktslaw.com](mailto:rchou@ktslaw.com) , [hhenderson@ktslaw.com](mailto:hhenderson@ktslaw.com) , [brook@kilpatricktownsend.com](mailto:brook@kilpatricktownsend.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 29, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 29, 2012	Oct 08, 2012
3	PENDING, INSTITUTED	Aug 29, 2012	
4	ANSWER	Oct 03, 2012	
5	P TESTIMONY	Jun 10, 2013	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91203679](#)

**Filing Date:** Feb 06, 2012

**Status:** Terminated

**Status Date:** Feb 21, 2012

**Interlocutory Attorney:** ROBERT COGGINS

**Defendant**

**Name:** Lawrence J Navarro

**Correspondent Address:** LAWRENCE J NAVARRO  
8362 PINES BLVD STE 377  
PEMBROKE PINES FL , 33024-6600  
UNITED STATES

**Correspondent e-mail:** [lnavarro@lnavarropa.com](mailto:lnavarro@lnavarropa.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	<a href="#">85275931</a>	
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	<a href="#">85277518</a>	

**Plaintiff(s)**

**Name:** University Athletic Association

**Correspondent Address:** ALICIA GRAHN JONES  
KILPATRICK TOWNSEND & STOCKTON LLP  
1100 PEACHTREE STREET, SUITE 2800  
ATLANTA GA , 30309  
UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [aljones@kilpatricktownsend.com](mailto:aljones@kilpatricktownsend.com) , [rchou@kilpatricktownsend.com](mailto:rchou@kilpatricktownsend.com) , [hhenderson@kilpatricktownsend.com](mailto:hhenderson@kilpatricktownsend.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>

GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
	Registered	<a href="#">78822582</a>	<a href="#">3352139</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
GATORSDVD	Registered	<a href="#">77136660</a>	<a href="#">3812440</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 06, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 06, 2012	Mar 17, 2012
3	PENDING, INSTITUTED	Feb 06, 2012	
4	WITHDRAWAL OF APPLICATION	Feb 10, 2012	
5	BOARD'S DECISION: SUSTAINED	Feb 21, 2012	
6	TERMINATED	Feb 21, 2012	

**Type of Proceeding: Opposition**

Proceeding Number: [91190191](#)

Filing Date: May 13, 2009

Status: Terminated

Status Date: Sep 10, 2009

Interlocutory Attorney: MICHAEL B ADLIN

**Defendant**

Name: READ MY T, INC.

Correspondent Address: MARK J. YOUNG  
MARK YOUNG, P.A.  
12086 FORT CAROLINE RD STE 202  
JACKSONVILLE FL , 32225-2689  
UNITED STATES

Correspondent e-mail: [myoung@myoungpa.com](mailto:myoung@myoungpa.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SWAMP LIFE	Registered	<a href="#">77319367</a>	<a href="#">3697472</a>

**Plaintiff(s)**

Name: University Athletic Association

Correspondent Address: Alicia Grahn Jones  
KILPATRICK STOCKTON LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309  
UNITED STATES

Correspondent e-mail: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [ajones@kilpatrickstockton.com](mailto:ajones@kilpatrickstockton.com) , [rchou@kilpatrickstockton.com](mailto:rchou@kilpatrickstockton.com) , [brook@kilpatrickstockton.com](mailto:brook@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
THE SWAMP	Renewed	<a href="#">74451774</a>	<a href="#">1897791</a>
THE SWAMP	Registered	<a href="#">78784248</a>	<a href="#">3241595</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>

GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 13, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 13, 2009	Jun 22, 2009
3	PENDING, INSTITUTED	May 13, 2009	
4	NOTICE OF DEFAULT	Jul 07, 2009	
5	D'S RESPONSE TO BOARD ORDER/INQUIRY	Jul 13, 2009	
6	ANSWER	Jul 13, 2009	
7	D'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Jul 13, 2009	
8	#4 DISCHARGED; TRIAL DATES RESET	Jul 21, 2009	
9	WITHDRAWAL OF OPPOSITION	Sep 10, 2009	
10	BD'S DECISION: DISMISSED W/O PREJUDICE	Sep 10, 2009	
11	TERMINATED	Sep 10, 2009	

**Type of Proceeding: Cancellation**

**Proceeding Number:** [92050712](#) **Filing Date:** Mar 23, 2009  
**Status:** Terminated **Status Date:** Apr 08, 2010  
**Interlocutory Attorney:** YONG OH (RICHARD) KIM

**Defendant**

**Name:** Tel Ra Productions  
**Correspondent Address:** William W. Orr  
 489 Devon Park Drive, Suite 314  
 Wayne PA , 19087  
 UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS VIDEO SERIES	Cancelled - Section 18	<a href="#">77144609</a>	<a href="#">3339116</a>

**Plaintiff(s)**

**Name:** University Athletic Association, Inc.  
**Correspondent Address:** Alicia Grahn Jones  
 Kilpatrick Stockton LLP  
 1100 Peachtree Street , Suite 2800  
 Atlanta GA , 30309  
 UNITED STATES  
**Correspondent e-mail:** [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [chenn@kilpatrickstockton.com](mailto:chenn@kilpatrickstockton.com) , [rchou@kilpatrickstockton.com](mailto:rchou@kilpatrickstockton.com) , [kteilhaber@kilpatrickstockton.com](mailto:kteilhaber@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
GATORSDVD	Registered	<a href="#">77136660</a>	<a href="#">3812440</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 23, 2009	

2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 24, 2009	May 03, 2009
3	PENDING, INSTITUTED	Mar 24, 2009	
4	D'S MOTION FOR AN EXTENSION OF TIME	Apr 29, 2009	
5	COPY OF MOTION FORWARDED TO PL'S	Apr 29, 2009	
6	EXTENSION OF TIME GRANTED	Jun 12, 2009	
7	P'S MOTION FOR DEFAULT JUDGEMENT	Jun 12, 2009	
8	D'S MOTION FOR AN EXTENSION OF TIME	Jun 17, 2009	
9	TRIAL DATES RESET	Nov 16, 2009	
10	P'S MOTION FOR DEFAULT JUDGEMENT	Jan 05, 2010	
11	BOARD'S DECISION: GRANTED	Feb 12, 2010	
12	COMMR'S ORDER CANCELLING REGISTRATION	Apr 08, 2010	
13	TERMINATED	Apr 08, 2010	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91185666](#) **Filing Date:** Aug 06, 2008  
**Status:** Terminated **Status Date:** Nov 26, 2008  
**Interlocutory Attorney:** MARY CATHERINE FAINT

**Defendant**

**Name:** William Howard

**Correspondent Address:** Mr. William Howard  
Morgan and Morgan  
201 N. Franklin Street, 7th Floor  
Tampa FL , 33602  
UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATOR REPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142485</a>	

**Plaintiff(s)**

**Name:** University Athletic Association, Inc.

**Correspondent Address:** Stacy R. Stewart  
Kilpatrick Stockton LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309-4530  
UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com) , [ssewart@kilpatrickstockton.com](mailto:ssewart@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	

5 BOARD'S DECISION: SUSTAINED

Nov 26, 2008

6 TERMINATED

Nov 26, 2008

**Type of Proceeding: Opposition**

Proceeding Number: [91185672](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 24, 2008

Interlocutory Attorney: CHERYL A BUTLER

**Defendant**

Name: Howard, William

Correspondent Address: Mr. William Howard  
Morgan and Morgan  
201 N. Franklin Street, 7th floor  
Tampa FL , 33602  
UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142491</a>	

**Plaintiff(s)**

Name: University Athletic Association

Correspondent Address: Alicia Grahn Jones, Stacy R. Stewart  
Kilpatrick Stockton LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309  
UNITED STATES

Correspondent e-mail: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com) , [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 07, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 24, 2008	
6	TERMINATED	Nov 24, 2008	

**Type of Proceeding: Opposition**

Proceeding Number: [91185754](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 25, 2008

Interlocutory Attorney: LINDA M SKORO

**Defendant**

Name: Howard, William

Correspondent Address: Mr. William Howard  
Morgan and Morgan  
201 N. Franklin Street, 7th Floor

Tampa FL , 33602  
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOREPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142468</a>	

**Plaintiff(s)**

**Name:** Univesity Athletic Association

**Correspondent Address:** Alicia Grahn Jones, Stacy R. Stewart  
Kilpatrick Stockton LLP  
1100 Peachtree Street Suite 2800  
Atlanta GA , 30309  
UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com) , [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 13, 2008	Sep 22, 2008
3	PENDING, INSTITUTED	Aug 13, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91186068](#)

**Filing Date:** Aug 06, 2008

**Status:** Terminated

**Status Date:** Nov 25, 2008

**Interlocutory Attorney:** ELIZABETH WINTER

**Defendant**

**Name:** William Howard

**Correspondent Address:** William Howard  
Morgan and Morgan  
201 N. Franklin Street, 7th Floor  
Tampa FL , 33602  
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOR-PEAT	Abandoned - After Inter-Partes Decision	<a href="#">77143725</a>	

**Plaintiff(s)**

**Name:** University Athletic Association, Inc.

**Correspondent Address:** Stacy Raphael Stewart  
Kilpatrick Stockton LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309  
UNITED STATES

Correspondent e-mail: [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 28, 2008	Oct 07, 2008
3	PENDING, INSTITUTED	Aug 28, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Oct 14, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

**Type of Proceeding: Opposition**

Proceeding Number: [91185227](#)

Filing Date: Jul 16, 2008

Status: Terminated

Status Date: Oct 09, 2008

Interlocutory Attorney: LINDA M SKORO

**Defendant**

Name: Lawrence Wright, D.M.

Correspondent Address: Richelle Wright  
Lawrence Wright & Partners  
17951 SW 12th Court Pembroke Pines, FL 3  
Pembroke Pines FL , 33029  
UNITED STATES

Correspondent e-mail: [info@lawrencewrightandpartners.com](mailto:info@lawrencewrightandpartners.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
IF YOU AIN'T A GATOR, YOU MUST BE GATOR BAIT!	Abandoned - After Inter-Partes Decision	<a href="#">78846453</a>	

**Plaintiff(s)**

Name: University Athletic Association

Correspondent Address: Charles R. Henn, Alicia Grahn Jones  
Kilpatrick Stockton LLP  
1100 Peachtree Street Suite 2800  
Atlanta GA , 30309  
UNITED STATES

Correspondent e-mail: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [ajones@kilpatrickstockton.com](mailto:ajones@kilpatrickstockton.com) , [chenn@kilpatrickstockton.com](mailto:chenn@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>

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FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 16, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 16, 2008	Aug 25, 2008
3	PENDING, INSTITUTED	Jul 16, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Sep 05, 2008	
5	BOARD'S DECISION: SUSTAINED	Oct 09, 2008	
6	TERMINATED	Oct 09, 2008	

**Type of Proceeding: Opposition**

Proceeding Number: [91184503](#) Filing Date: Jun 09, 2008  
 Status: Terminated Status Date: Aug 12, 2008  
 Interlocutory Attorney: FRANCES S WOLFSON

**Defendant**

Name: Gator Aviation Services, LLC  
 Correspondent Address: JAMES D. TROXELL  
 SQUIRE, SANDERS & DEMPSEY, LLP  
 4900 KEY TOWER, 127 PUBLIC SQUARE  
 CLEVELAND OH , 44114-1304  
 UNITED STATES  
 Correspondent e-mail: [sketler@ssd.com](mailto:sketler@ssd.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GA	Registered	<a href="#">77078846</a>	<a href="#">3500641</a>

**Plaintiff(s)**

Name: University Athletic Association  
 Correspondent Address: Alicia Grahn Jones  
 Kilpatrick Stockton LLP  
 1100 Peachtree Street, Suite 2800  
 Atlanta GA , 30309  
 UNITED STATES  
 Correspondent e-mail: [mdrucker@clc.com](mailto:mdrucker@clc.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATORS	Cancelled - Section 8	<a href="#">74054588</a>	<a href="#">1791016</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
	Registered	<a href="#">78822582</a>	<a href="#">3352139</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 09, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE: PENDING, INSTITUTED	Jun 10, 2008	Jul 20, 2008

3	PENDING, INSTITUTED	Jun 10, 2008
4	STIPULATION FOR AN EXTENSION OF TIME	Jul 15, 2008
5	EXTENSION OF TIME GRANTED	Jul 15, 2008
6	WITHDRAWAL OF OPPOSITION	Aug 07, 2008
7	BD'S DECISION: DISMISSED W/O PREJUDICE	Aug 12, 2008
8	TERMINATED	Aug 12, 2008

**Type of Proceeding: Opposition**

Proceeding Number: [91106348](#)

Filing Date: May 21, 1997

Status: Terminated

Status Date: Sep 25, 2001

Interlocutory Attorney: ANDREW P BAXLEY

**Defendant**

Name: PREMIUM INTERNET CORPORATION

Correspondent Address: JENNIFER L. COLLINS  
WOMBLE CARLYLE SANDRIDGE & RICE  
POST OFFICE BOX 831  
RALEIGH NC , 27602

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATOR.NET	Cancelled - Section 8	<a href="#">75018781</a>	<a href="#">2508279</a>

**Plaintiff(s)**

Name: UNIVERSITY ATHLETIC ASSOCIATION, INC.

Correspondent Address: MILES J. ALEXANDER  
KILPATRICK STOCKTON LLP  
1100 PEACHTREE STREET, SUITE 2800  
ATLANTA GA , 30309-4530

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 21, 1997	
2	NOTICE SENT; ANSWER DUE (DUE DATE)	Jun 19, 1997	Jul 29, 1997
3	PENDING, INSTITUTED	Jun 19, 1997	
4	ANSWER	Jul 22, 1997	
5	TRIAL DATES SET	Aug 28, 1997	
6	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Dec 01, 1997	
7	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Feb 26, 1998	
8	PL'S MOT SUSP PROC PEND'G STLT NEG	Apr 20, 1998	
9	PL REQ TO SUSPEND PROCEEDINGS W/C	Sep 15, 1998	
10	SUSPENDED	Oct 26, 1998	
11	NOTICE OF BANKRUPTCY	Mar 31, 1999	
12	PROCEEDINGS SUSPENDED PENDING BANKRUPTCY	Jun 10, 1999	
13	PL'S WITHDRAWAL OF OPPOSITION	Jun 19, 2001	
14	BOARD'S DECISION: DISMISSED	Sep 25, 2001	
15	TERMINATED	Sep 25, 2001	

## **EXHIBIT 2**



## Attorney/Correspondence Information

### Attorney of Record - None

#### Correspondent

**Correspondent Name/Address:** JEREMY FOLEY  
UNIVERSITY ATHLETIC ASSOCIATION INC  
PO BOX 14855  
GAINESVILLE, FLORIDA 32604-2485  
UNITED STATES

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jun. 30, 2010	CASE FILE IN TICRS	68916
Nov. 26, 2008	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	67723
Nov. 26, 2008	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Nov. 19, 2008	ASSIGNED TO PARALEGAL	67723
Nov. 11, 2008	TEAS SECTION 8 & 9 RECEIVED	
Oct. 16, 2004	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Sep. 03, 2004	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Sep. 03, 2004	TEAS SECTION 8 & 15 RECEIVED	
Dec. 01, 1998	REGISTERED-PRINCIPAL REGISTER	
Sep. 08, 1998	PUBLISHED FOR OPPOSITION	
Aug. 07, 1998	NOTICE OF PUBLICATION	
Jun. 08, 1998	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 26, 1998	ASSIGNED TO EXAMINER	74301

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Dec. 01, 2008

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** TMEG LAW OFFICE 105

**Date in Location:** Jul. 02, 2010

## Proceedings

### Summary

**Number of Proceedings:** 12

### Type of Proceeding: Opposition

**Proceeding Number:** [91206761](#)

**Filing Date:** Aug 29, 2012

**Status:** Pending

**Status Date:** Aug 29, 2012

**Interlocutory Attorney:** BENJAMIN U OKEKE

### Defendant

**Name:** Incentive Marketing, Inc.

**Correspondent Address:** SVEN W HANSON  
SVEN W HANSON ATTORNEY AT LAW  
PO BOX 357429  
GAINESVILLE FL , 32635-7429  
UNITED STATES

**Correspondent e-mail:** [swhanson@bellsouth.net](mailto:swhanson@bellsouth.net)

### Associated marks

Mark	Application Status	Serial	Registration
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GATOR SHOP	Opposition Pending	Number	Number
		<a href="#">85480582</a>	

**Plaintiff(s)**

**Name:** University Athletic Association

**Correspondent Address:** ALICIA GRAHN JONES  
KILPATRICK TOWNSEND & STOCKTON LLP  
1100 PEACHTREE STREET, SUITE 2800  
ATLANTA GA , 30309  
UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com) , [aljones@ktslaw.com](mailto:aljones@ktslaw.com) , [rchou@ktslaw.com](mailto:rchou@ktslaw.com) , [hhenderson@ktslaw.com](mailto:hhenderson@ktslaw.com) , [brook@kilpatricktownsend.com](mailto:brook@kilpatricktownsend.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 29, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 29, 2012	Oct 08, 2012
3	PENDING, INSTITUTED	Aug 29, 2012	
4	ANSWER	Oct 03, 2012	
5	P TESTIMONY	Jun 10, 2013	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91203679](#)

**Filing Date:** Feb 06, 2012

**Status:** Terminated

**Status Date:** Feb 21, 2012

**Interlocutory Attorney:** ROBERT COGGINS

**Defendant**

**Name:** Lawrence J Navarro

**Correspondent Address:** LAWRENCE J NAVARRO  
8362 PINES BLVD STE 377  
PEMBROKE PINES FL , 33024-6600  
UNITED STATES

**Correspondent e-mail:** [lnavarro@lnavarropa.com](mailto:lnavarro@lnavarropa.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	<a href="#">85275931</a>	
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	<a href="#">85277518</a>	

**Plaintiff(s)**

**Name:** University Athletic Association

**Correspondent Address:** ALICIA GRAHN JONES  
KILPATRICK TOWNSEND & STOCKTON LLP  
1100 PEACHTREE STREET, SUITE 2800  
ATLANTA GA , 30309  
UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [aljones@kilpatricktownsend.com](mailto:aljones@kilpatricktownsend.com) , [rchou@kilpatricktownsend.com](mailto:rchou@kilpatricktownsend.com) , [hhenderson@kilpatricktownsend.com](mailto:hhenderson@kilpatricktownsend.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>

	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
	Registered	<a href="#">78822582</a>	<a href="#">3352139</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
GATORSDVD	Registered	<a href="#">77136660</a>	<a href="#">3812440</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 06, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 06, 2012	Mar 17, 2012
3	PENDING, INSTITUTED	Feb 06, 2012	
4	WITHDRAWAL OF APPLICATION	Feb 10, 2012	
5	BOARD'S DECISION: SUSTAINED	Feb 21, 2012	
6	TERMINATED	Feb 21, 2012	

**Type of Proceeding: Opposition**

Proceeding Number: [91190191](#)

Filing Date: May 13, 2009

Status: Terminated

Status Date: Sep 10, 2009

Interlocutory Attorney: MICHAEL B ADLIN

**Defendant**

Name: READ MY T, INC.

Correspondent Address: MARK J. YOUNG  
MARK YOUNG, P.A.  
12086 FORT CAROLINE RD STE 202  
JACKSONVILLE FL , 32225-2689  
UNITED STATES

Correspondent e-mail: [myoung@myoungpa.com](mailto:myoung@myoungpa.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SWAMP LIFE	Registered	<a href="#">77319367</a>	<a href="#">3697472</a>

**Plaintiff(s)**

Name: University Athletic Association

Correspondent Address: Alicia Grahn Jones  
KILPATRICK STOCKTON LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309  
UNITED STATES

Correspondent e-mail: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [ajones@kilpatrickstockton.com](mailto:ajones@kilpatrickstockton.com) , [rhou@kilpatrickstockton.com](mailto:rhou@kilpatrickstockton.com) , [brook@kilpatrickstockton.com](mailto:brook@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
THE SWAMP	Renewed	<a href="#">74451774</a>	<a href="#">1897791</a>
THE SWAMP	Registered	<a href="#">78784248</a>	<a href="#">3241595</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>

FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 13, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 13, 2009	Jun 22, 2009
3	PENDING, INSTITUTED	May 13, 2009	
4	NOTICE OF DEFAULT	Jul 07, 2009	
5	D'S RESPONSE TO BOARD ORDER/INQUIRY	Jul 13, 2009	
6	ANSWER	Jul 13, 2009	
7	D'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Jul 13, 2009	
8	#4 DISCHARGED; TRIAL DATES RESET	Jul 21, 2009	
9	WITHDRAWAL OF OPPOSITION	Sep 10, 2009	
10	BD'S DECISION: DISMISSED W/O PREJUDICE	Sep 10, 2009	
11	TERMINATED	Sep 10, 2009	

**Type of Proceeding: Cancellation**

**Proceeding Number:** [92050712](#) **Filing Date:** Mar 23, 2009  
**Status:** Terminated **Status Date:** Apr 08, 2010  
**Interlocutory Attorney:** YONG OH (RICHARD) KIM

**Defendant**

**Name:** Tel Ra Productions  
**Correspondent Address:** William W. Orr  
 489 Devon Park Drive, Suite 314  
 Wayne PA , 19087  
 UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS VIDEO SERIES	Cancelled - Section 18	<a href="#">77144609</a>	<a href="#">3339116</a>

**Plaintiff(s)**

**Name:** University Athletic Association, Inc.  
**Correspondent Address:** Alicia Grahn Jones  
 Kilpatrick Stockton LLP  
 1100 Peachtree Street , Suite 2800  
 Atlanta GA , 30309  
 UNITED STATES  
**Correspondent e-mail:** [ajones@kilpatrickstockton.com](mailto:ajones@kilpatrickstockton.com) , [chenn@kilpatrickstockton.com](mailto:chenn@kilpatrickstockton.com) , [rchou@kilpatrickstockton.com](mailto:rchou@kilpatrickstockton.com) , [kteilhaber@kilpatrickstockton.com](mailto:kteilhaber@kilpatrickstockton.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
GATORSDVD	Registered	<a href="#">77136660</a>	<a href="#">3812440</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 23, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 24, 2009	May 03, 2009

3	PENDING, INSTITUTED	Mar 24, 2009
4	D'S MOTION FOR AN EXTENSION OF TIME	Apr 29, 2009
5	COPY OF MOTION FORWARDED TO PL'S	Apr 29, 2009
6	EXTENSION OF TIME GRANTED	Jun 12, 2009
7	P'S MOTION FOR DEFAULT JUDGEMENT	Jun 12, 2009
8	D'S MOTION FOR AN EXTENSION OF TIME	Jun 17, 2009
9	TRIAL DATES RESET	Nov 16, 2009
10	P'S MOTION FOR DEFAULT JUDGEMENT	Jan 05, 2010
11	BOARD'S DECISION: GRANTED	Feb 12, 2010
12	COMMR'S ORDER CANCELLING REGISTRATION	Apr 08, 2010
13	TERMINATED	Apr 08, 2010

**Type of Proceeding: Opposition**

**Proceeding Number:** [91185666](#)

**Filing Date:** Aug 06, 2008

**Status:** Terminated

**Status Date:** Nov 26, 2008

**Interlocutory Attorney:** MARY CATHERINE FAINT

**Defendant**

**Name:** William Howard

**Correspondent Address:** Mr. William Howard  
Morgan and Morgan  
201 N. Franklin Street, 7th Floor  
Tampa FL , 33602  
UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATOR REPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142485</a>	

**Plaintiff(s)**

**Name:** University Athletic Association, Inc.

**Correspondent Address:** Stacy R. Stewart  
Kilpatrick Stockton LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309-4530  
UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [ajones@kilpatrickstockton.com](mailto:ajones@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com) , [ssewart@kilpatrickstockton.com](mailto:ssewart@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 26, 2008	

**Type of Proceeding: Opposition**Proceeding Number: [91185672](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 24, 2008

Interlocutory Attorney: CHERYL A BUTLER

**Defendant**

Name: Howard, William

Correspondent Address: Mr. William Howard  
Morgan and Morgan  
201 N. Franklin Street, 7th floor  
Tampa FL , 33602  
UNITED STATES**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142491</a>	

**Plaintiff(s)**

Name: University Athletic Association

Correspondent Address: Alicia Grahn Jones, Stacy R. Stewart  
Kilpatrick Stockton LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309  
UNITED STATESCorrespondent e-mail: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com) , [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 07, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 24, 2008	
6	TERMINATED	Nov 24, 2008	

**Type of Proceeding: Opposition**Proceeding Number: [91185754](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 25, 2008

Interlocutory Attorney: LINDA M SKORO

**Defendant**

Name: Howard, William

Correspondent Address: Mr. William Howard  
Morgan and Morgan  
201 N. Franklin Street, 7th Floor  
Tampa FL , 33602  
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOREPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142468</a>	
Plaintiff(s)			

**Name:** Univesity Athletic Association

**Correspondent Address:** Alicia Grahn Jones, Stacy R. Stewart  
Kilpatrick Stockton LLP  
1100 Peachtree Street Suite 2800  
Atlanta GA , 30309  
UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com) , [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 13, 2008	Sep 22, 2008
3	PENDING, INSTITUTED	Aug 13, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

#### Type of Proceeding: Opposition

**Proceeding Number:** [91186068](#) **Filing Date:** Aug 06, 2008

**Status:** Terminated **Status Date:** Nov 25, 2008

**Interlocutory Attorney:** ELIZABETH WINTER

Defendant	
<b>Name:</b> William Howard	
<b>Correspondent Address:</b> William Howard Morgan and Morgan 201 N. Franklin Street, 7th Floor Tampa FL , 33602 UNITED STATES	

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOR-PEAT	Abandoned - After Inter-Partes Decision	<a href="#">77143725</a>	
Plaintiff(s)			

**Name:** University Athletic Association, Inc.

**Correspondent Address:** Stacy Raphael Stewart  
Kilpatrick Stockton LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309  
UNITED STATES

**Correspondent e-mail:** [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 28, 2008	Oct 07, 2008
3	PENDING, INSTITUTED	Aug 28, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Oct 14, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

**Type of Proceeding: Opposition**

Proceeding Number: [91185227](#)

Filing Date: Jul 16, 2008

Status: Terminated

Status Date: Oct 09, 2008

Interlocutory Attorney: LINDA M SKORO

**Defendant**

Name: Lawrence Wright, D.M.

Correspondent Address: Richelle Wright  
Lawrence Wright & Partners  
17951 SW 12th Court Pembroke Pines, FL 3  
Pembroke Pines FL , 33029  
UNITED STATES

Correspondent e-mail: [info@lawrencewrightandpartners.com](mailto:info@lawrencewrightandpartners.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
IF YOU AIN'T A GATOR, YOU MUST BE GATOR BAIT!	Abandoned - After Inter-Partes Decision	<a href="#">78846453</a>	

**Plaintiff(s)**

Name: University Athletic Association

Correspondent Address: Charles R. Henn, Alicia Grahn Jones  
Kilpatrick Stockton LLP  
1100 Peachtree Street Suite 2800  
Atlanta GA , 30309  
UNITED STATES

Correspondent e-mail: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [chenn@kilpatrickstockton.com](mailto:chenn@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS			

FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 16, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 16, 2008	Aug 25, 2008
3	PENDING, INSTITUTED	Jul 16, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Sep 05, 2008	
5	BOARD'S DECISION: SUSTAINED	Oct 09, 2008	
6	TERMINATED	Oct 09, 2008	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91184503](#) **Filing Date:** Jun 09, 2008  
**Status:** Terminated **Status Date:** Aug 12, 2008  
**Interlocutory Attorney:** FRANCES S WOLFSON

**Defendant**

**Name:** Gator Aviation Services, LLC  
**Correspondent Address:** JAMES D. TROXELL  
SQUIRE, SANDERS & DEMPSEY, LLP  
4900 KEY TOWER, 127 PUBLIC SQUARE  
CLEVELAND OH , 44114-1304  
UNITED STATES  
**Correspondent e-mail:** [sketler@ssd.com](mailto:sketler@ssd.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GA	Registered	<a href="#">77078846</a>	<a href="#">3500641</a>

**Plaintiff(s)**

**Name:** University Athletic Association  
**Correspondent Address:** Alicia Grahn Jones  
Kilpatrick Stockton LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309  
UNITED STATES  
**Correspondent e-mail:** [mdrucker@clc.com](mailto:mdrucker@clc.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATORS	Cancelled - Section 8	<a href="#">74054588</a>	<a href="#">1791016</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
	Registered	<a href="#">78822582</a>	<a href="#">3352139</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 09, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 10, 2008	Jul 20, 2008
3	PENDING, INSTITUTED	Jun 10, 2008	

4	STIPULATION FOR AN EXTENSION OF TIME	Jul 15, 2008
5	EXTENSION OF TIME GRANTED	Jul 15, 2008
6	WITHDRAWAL OF OPPOSITION	Aug 07, 2008
7	BD'S DECISION: DISMISSED W/O PREJUDICE	Aug 12, 2008
8	TERMINATED	Aug 12, 2008

**Type of Proceeding: Opposition**

**Proceeding Number:** [91154035](#) **Filing Date:** Oct 21, 2002  
**Status:** Terminated **Status Date:** May 27, 2004  
**Interlocutory Attorney:** CINDY B GREENBAUM

**Defendant**

**Name:** NYT MANAGEMENT SERVICES  
**Correspondent Address:** DEBORAH L. KRAMM  
HOLLAND & KNIGHT LLP  
2099 PENNSYLVANIA AVENUE, NW SUITE 100  
WASHINGTON DC , 20006

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORSPORTS	Abandoned - After Inter-Partes Decision	<a href="#">75151421</a>	

**Plaintiff(s)**

**Name:** University Athletic Association  
**Correspondent Address:** CHRISTINE M. CASON  
KILPATRICK STOCKTON LLP  
1100 PEACHTREE ST STE 2800  
ATLANTA GA , 30309-4530

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 21, 2002	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 24, 2002	Feb 02, 2003
3	PENDING, INSTITUTED	Dec 24, 2002	
4	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Jan 31, 2003	
5	GRANTED 'S #4; ANSWER DUE 3/4/03	Feb 21, 2003	
6	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Mar 04, 2003	
7	GRANTED D'S #6; ANSWER DUE 4/3/03	Apr 01, 2003	
8	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Apr 03, 2003	
9	PROC SUSP 6 MONTHS	Apr 17, 2003	
10	PROCEEDINGS RESUMED	Dec 18, 2003	
11	NOTICE OF DEFAULT	Feb 18, 2004	
12	UNDELIVERABLE MAIL/ REMAILED	Feb 24, 2004	
13	BOARD'S DECISION: SUSTAINED	May 11, 2004	
14	TERMINATED	May 11, 2004	
15	RETURNED MAIL	May 21, 2004	
16	TERMINATED	Jun 02, 2004	

**Type of Proceeding: Extension of Time**

**Proceeding Number:** [75151421](#) **Filing Date:** Aug 10, 2002  
**Status:** Terminated **Status Date:** Dec 24, 2002  
**Interlocutory Attorney:**

**Defendant**

**Name:** NYT MANAGEMENT SERVICES  
**Correspondent Address:** DEBORAH L. KRAMM  
HOLLAND & KNIGHT LLP

2099 PENNSYLVANIA AVENUE, NW SUITE 100  
WASHINGTON DC , 20006

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORSports	Abandoned - After Inter-Partes Decision	<a href="#">75151421</a>	

Potential Opposer(s)			
<b>Name:</b> The University Athletic Association			
<b>Correspondent Address:</b> CHRISTINE M. CASON KILPATRICK STOCKTON LLP 1100 PEACHTREE STREET, SUITE 2800 ATLANTA GA , 30309			
<b>Name:</b> University Athletic Association			
<b>Correspondent Address:</b> CHRISTINE M. CASON KILPATRICK STOCKTON LLP 1100 PEACHTREE ST STE 2800 ATLANTA GA , 30309-4530			

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	INCOMING - EXT TIME TO OPPOSE FILED	Jun 12, 2002	
2	EXTENSION OF TIME GRANTED	Aug 10, 2002	
3	INCOMING - EXT TIME TO OPPOSE FILED	Aug 26, 2002	
4	EXTENSION OF TIME GRANTED	Sep 10, 2002	
5	INCOMING - EXT TIME TO OPPOSE FILED	Aug 23, 2002	
6	EXTENSION OF TIME GRANTED	Dec 24, 2002	

## **EXHIBIT 3**



Organized:

## Attorney/Correspondence Information

### Attorney of Record - None Correspondent

**Correspondent Name/Address:** JEREMY FOLEY  
UNIVERSITY ATHLETIC ASSOCIATION INC  
P O BOX 14485  
GAINESVILLE, FLORIDA 32604-2485  
UNITED STATES

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jun. 25, 2010	CASE FILE IN TICRS	68916
Feb. 06, 2009	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	59807
Feb. 06, 2009	REGISTERED - SEC. 9 GRANTED/CHECK RECORD FOR SEC. 8	59807
Feb. 06, 2009	REGISTERED - PARTIAL SEC. 8 (10-YR) ACCEPTED	59807
Feb. 04, 2009	POST REGISTRATION ACTION CORRECTION	59807
Jan. 30, 2009	ASSIGNED TO PARALEGAL	59807
Jan. 26, 2009	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jan. 26, 2009	TEAS SECTION 8 & 9 RECEIVED	
Oct. 16, 2004	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Sep. 03, 2004	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Sep. 03, 2004	TEAS SECTION 8 & 15 RECEIVED	
Nov. 24, 1998	REGISTERED-PRINCIPAL REGISTER	
Sep. 01, 1998	PUBLISHED FOR OPPOSITION	
Jul. 31, 1998	NOTICE OF PUBLICATION	
Jun. 08, 1998	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 26, 1998	ASSIGNED TO EXAMINER	74301

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted in Part

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Nov. 24, 2008

**Change in Registration:** Yes

## TM Staff and Location Information

### TM Staff Information - None File Location

**Current Location:** TMEG LAW OFFICE 103

**Date in Location:** Jul. 23, 2010

## Proceedings

### Summary

**Number of Proceedings:** 9

### Type of Proceeding: Opposition

**Proceeding Number:** [91206761](#)

**Filing Date:** Aug 29, 2012

**Status:** Pending

**Status Date:** Aug 29, 2012

**Interlocutory Attorney:** BENJAMIN U OKEKE

### Defendant

**Name:** Incentive Marketing, Inc.

**Correspondent Address:** SVEN W HANSON  
SVEN W HANSON ATTORNEY AT LAW

PO BOX 357429  
GAINESVILLE FL , 32635-7429  
UNITED STATES

Correspondent e-mail: [swanson@bellsouth.net](mailto:swanson@bellsouth.net)

Mark	Application Status	Serial Number	Registration Number
GATOR SHOP	Opposition Pending	<a href="#">85480582</a>	

**Plaintiff(s)**

**Name:** University Athletic Association

**Correspondent Address:** ALICIA GRAHN JONES  
KILPATRICK TOWNSEND & STOCKTON LLP  
1100 PEACHTREE STREET, SUITE 2800  
ATLANTA GA , 30309  
UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com) , [aljones@ktslaw.com](mailto:aljones@ktslaw.com) , [rchou@ktslaw.com](mailto:rchou@ktslaw.com) , [hhenderson@ktslaw.com](mailto:hhenderson@ktslaw.com) , [brook@kilpatricktownsend.com](mailto:brook@kilpatricktownsend.com)

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 29, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 29, 2012	Oct 08, 2012
3	PENDING, INSTITUTED	Aug 29, 2012	
4	ANSWER	Oct 03, 2012	
5	P TESTIMONY	Jun 10, 2013	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91203679](#)

**Filing Date:** Feb 06, 2012

**Status:** Terminated

**Status Date:** Feb 21, 2012

**Interlocutory Attorney:** ROBERT COGGINS

**Defendant**

**Name:** Lawrence J Navarro

**Correspondent Address:** LAWRENCE J NAVARRO  
8362 PINES BLVD STE 377  
PEMBROKE PINES FL , 33024-6600  
UNITED STATES

**Correspondent e-mail:** [lnavarro@lnavarropa.com](mailto:lnavarro@lnavarropa.com)

Mark	Application Status	Serial Number	Registration Number
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	<a href="#">85275931</a>	
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	<a href="#">85277518</a>	

**Plaintiff(s)**

**Name:** University Athletic Association

**Correspondent Address:** ALICIA GRAHN JONES  
KILPATRICK TOWNSEND & STOCKTON LLP  
1100 PEACHTREE STREET, SUITE 2800  
ATLANTA GA , 30309  
UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [aljones@kilpatricktownsend.com](mailto:aljones@kilpatricktownsend.com) , [rchou@kilpatricktownsend.com](mailto:rchou@kilpatricktownsend.com) , [hhenderson@kilpatricktownsend.com](mailto:hhenderson@kilpatricktownsend.com)

Mark	Application Status	Serial Number	Registration Number
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Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
	Registered	<a href="#">78822582</a>	<a href="#">3352139</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
GATORSDVD	Registered	<a href="#">77136660</a>	<a href="#">3812440</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 06, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 06, 2012	Mar 17, 2012
3	PENDING, INSTITUTED	Feb 06, 2012	
4	WITHDRAWAL OF APPLICATION	Feb 10, 2012	
5	BOARD'S DECISION: SUSTAINED	Feb 21, 2012	
6	TERMINATED	Feb 21, 2012	

#### Type of Proceeding: Opposition

Proceeding Number: [91190191](#)

Filing Date: May 13, 2009

Status: Terminated

Status Date: Sep 10, 2009

Interlocutory Attorney: MICHAEL B ADLIN

#### Defendant

Name: READ MY T, INC.

Correspondent Address: MARK J. YOUNG  
MARK YOUNG, P.A.  
12086 FORT CAROLINE RD STE 202  
JACKSONVILLE FL , 32225-2689  
UNITED STATES

Correspondent e-mail: [myoung@myoungpa.com](mailto:myoung@myoungpa.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
SWAMP LIFE	Registered	<a href="#">77319367</a>	<a href="#">3697472</a>

#### Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Alicia Grahn Jones  
KILPATRICK STOCKTON LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309  
UNITED STATES

Correspondent e-mail: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [ajones@kilpatrickstockton.com](mailto:ajones@kilpatrickstockton.com) , [rchou@kilpatrickstockton.com](mailto:rchou@kilpatrickstockton.com) , [brook@kilpatrickstockton.com](mailto:brook@kilpatrickstockton.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
THE SWAMP	Renewed	<a href="#">74451774</a>	<a href="#">1897791</a>
THE SWAMP	Registered	<a href="#">78784248</a>	<a href="#">3241595</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>

F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 13, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 13, 2009	Jun 22, 2009
3	PENDING, INSTITUTED	May 13, 2009	
4	NOTICE OF DEFAULT	Jul 07, 2009	
5	D'S RESPONSE TO BOARD ORDER/INQUIRY	Jul 13, 2009	
6	ANSWER	Jul 13, 2009	
7	D'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Jul 13, 2009	
8	#4 DISCHARGED; TRIAL DATES RESET	Jul 21, 2009	
9	WITHDRAWAL OF OPPOSITION	Sep 10, 2009	
10	BD'S DECISION: DISMISSED W/O PREJUDICE	Sep 10, 2009	
11	TERMINATED	Sep 10, 2009	

**Type of Proceeding: Cancellation**

**Proceeding Number:** [92050712](#)

**Filing Date:** Mar 23, 2009

**Status:** Terminated

**Status Date:** Apr 08, 2010

**Interlocutory Attorney:** YONG OH (RICHARD) KIM

**Defendant**

**Name:** Tel Ra Productions

**Correspondent Address:** William W. Orr  
489 Devon Park Drive, Suite 314  
Wayne PA , 19087  
UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS VIDEO SERIES	Cancelled - Section 18	<a href="#">77144609</a>	<a href="#">3339116</a>

**Plaintiff(s)**

**Name:** University Athletic Association, Inc.

**Correspondent Address:** Alicia Grahn Jones  
Kilpatrick Stockton LLP  
1100 Peachtree Street , Suite 2800  
Atlanta GA , 30309  
UNITED STATES

**Correspondent e-mail:** [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [chenn@kilpatrickstockton.com](mailto:chenn@kilpatrickstockton.com) , [rchou@kilpatrickstockton.com](mailto:rchou@kilpatrickstockton.com) , [kteilhaber@kilpatrickstockton.com](mailto:kteilhaber@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
GATORSDVD	Registered	<a href="#">77136660</a>	<a href="#">3812440</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 23, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 24, 2009	May 03, 2009
3	PENDING, INSTITUTED	Mar 24, 2009	
4	D'S MOTION FOR AN EXTENSION OF TIME	Apr 29, 2009	
5	COPY OF MOTION FORWARDED TO PL'S	Apr 29, 2009	
6	EXTENSION OF TIME GRANTED	Jun 12, 2009	
7	P'S MOTION FOR DEFAULT JUDGEMENT	Jun 12, 2009	
8	D'S MOTION FOR AN EXTENSION OF TIME	Jun 17, 2009	
9	TRIAL DATES RESET	Nov 16, 2009	
10	P'S MOTION FOR DEFAULT JUDGEMENT	Jan 05, 2010	
11	BOARD'S DECISION: GRANTED	Feb 12, 2010	
12	COMMR'S ORDER CANCELLING REGISTRATION	Apr 08, 2010	
13	TERMINATED	Apr 08, 2010	

**Type of Proceeding: Opposition**

Proceeding Number: [91185666](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 26, 2008

Interlocutory Attorney: MARY CATHERINE FAINT

**Defendant**

Name: William Howard

Correspondent Address: Mr. William Howard  
Morgan and Morgan  
201 N. Franklin Street, 7th Floor  
Tampa FL , 33602  
UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATOR REPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142485</a>	

**Plaintiff(s)**

Name: University Athletic Association, Inc.

Correspondent Address: Stacy R. Stewart  
Kilpatrick Stockton LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309-4530  
UNITED STATES

Correspondent e-mail: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com) , [ssewart@kilpatrickstockton.com](mailto:ssewart@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
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1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 26, 2008	
6	TERMINATED	Nov 26, 2008	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91185672](#) **Filing Date:** Aug 06, 2008  
**Status:** Terminated **Status Date:** Nov 24, 2008  
**Interlocutory Attorney:** CHERYL A BUTLER

**Defendant**

**Name:** Howard, William

**Correspondent Address:** Mr. William Howard  
Morgan and Morgan  
201 N. Franklin Street, 7th floor  
Tampa FL , 33602  
UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142491</a>	

**Plaintiff(s)**

**Name:** University Athletic Association

**Correspondent Address:** Alicia Grahn Jones, Stacy R. Stewart  
Kilpatrick Stockton LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309  
UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [stewart@kilpatrickstockton.com](mailto:stewart@kilpatrickstockton.com) , [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 07, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 24, 2008	
6	TERMINATED	Nov 24, 2008	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91185754](#) **Filing Date:** Aug 06, 2008  
**Status:** Terminated **Status Date:** Nov 25, 2008  
**Interlocutory Attorney:** LINDA M SKORO

**Defendant****Name:** Howard, William**Correspondent Address:** Mr. William Howard  
Morgan and Morgan  
201 N. Franklin Street, 7th Floor  
Tampa FL , 33602  
UNITED STATES**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATOREPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142468</a>	

**Plaintiff(s)****Name:** Univesity Athletic Association**Correspondent Address:** Alicia Grahn Jones, Stacy R. Stewart  
Kilpatrick Stockton LLP  
1100 Peachtree Street Suite 2800  
Atlanta GA , 30309  
UNITED STATES**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com) , [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 13, 2008	Sep 22, 2008
3	PENDING, INSTITUTED	Aug 13, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

**Type of Proceeding: Opposition****Proceeding Number:** [91186068](#)**Filing Date:** Aug 06, 2008**Status:** Terminated**Status Date:** Nov 25, 2008**Interlocutory Attorney:** ELIZABETH WINTER**Defendant****Name:** William Howard**Correspondent Address:** William Howard  
Morgan and Morgan  
201 N. Franklin Street, 7th Floor  
Tampa FL , 33602  
UNITED STATES**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATOR-PEAT	Abandoned - After Inter-Partes Decision	<a href="#">77143725</a>	

**Plaintiff(s)****Name:** University Athletic Association, Inc.

**Correspondent Address:** Stacy Raphael Stewart  
 Kilpatrick Stockton LLP  
 1100 Peachtree Street, Suite 2800  
 Atlanta GA , 30309  
 UNITED STATES

**Correspondent e-mail:** [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 28, 2008	Oct 07, 2008
3	PENDING, INSTITUTED	Aug 28, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Oct 14, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91185227](#)

**Filing Date:** Jul 16, 2008

**Status:** Terminated

**Status Date:** Oct 09, 2008

**Interlocutory Attorney:** LINDA M SKORO

**Defendant**

**Name:** Lawrence Wright, D.M.

**Correspondent Address:** Richelle Wright  
 Lawrence Wright & Partners  
 17951 SW 12th Court Pembroke Pines, FL 3  
 Pembroke Pines FL , 33029  
 UNITED STATES

**Correspondent e-mail:** [info@lawrencewrightandpartners.com](mailto:info@lawrencewrightandpartners.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
IF YOU AIN'T A GATOR, YOU MUST BE GATOR BAIT!	Abandoned - After Inter-Partes Decision	<a href="#">78846453</a>	

**Plaintiff(s)**

**Name:** University Athletic Association

**Correspondent Address:** Charles R. Henn, Alicia Grahn Jones  
 Kilpatrick Stockton LLP  
 1100 Peachtree Street Suite 2800  
 Atlanta GA , 30309  
 UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [aliones@kilpatrickstockton.com](mailto:aliones@kilpatrickstockton.com) , [chenn@kilpatrickstockton.com](mailto:chenn@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>

GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 16, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 16, 2008	Aug 25, 2008
3	PENDING, INSTITUTED	Jul 16, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Sep 05, 2008	
5	BOARD'S DECISION: SUSTAINED	Oct 09, 2008	
6	TERMINATED	Oct 09, 2008	

## **EXHIBIT 4**

Generated on: This page was generated by TSDR on 2013-07-25 10:04:38 EDT

Mark: GATORSDVD

GATORSDVD

US Serial Number: 77136660  
Application Filing Date: Mar. 21, 2007  
US Registration Number: 3812440  
Registration Date: Jul. 06, 2010  
Register: Principal  
Mark Type: Service Mark  
Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.  
Status Date: Jul. 06, 2010  
Publication Date: Apr. 20, 2010

## Mark Information

Mark Literal Elements: GATORSDVD  
Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.  
Mark Drawing Type: 4 - STANDARD CHARACTER MARK

## Related Properties Information

Claimed Ownership of US Registrations: 2205439, 2206967

## Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks \*.\* identify additional (new) wording in the goods/services.

For: On-line retail stores services in the field of DVDs concerning the University of Florida

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 2006

Use in Commerce: Jan. 2006

## Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

## Current Owner(s) Information

Owner Name: University Athletic Association, Inc.  
Owner Address: P.O. Box 14485  
Jacksonville, FLORIDA 326042485  
UNITED STATES  
Legal Entity Type: CORPORATION  
State or Country Where Organized: FLORIDA

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: William H. Brewster

Docket Number: C1233.330734

### Correspondent

Opp's NOR0034

**Correspondent Name/Address:** WILLIAM H. BREWSTER  
KILPATRICK STOCKTON LLP  
1100 PEACHTREE ST NE STE 2800  
ATLANTA, GEORGIA 30309-4530  
UNITED STATES

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jul. 06, 2010	REGISTERED-PRINCIPAL REGISTER	
Apr. 20, 2010	PUBLISHED FOR OPPOSITION	
Mar. 31, 2010	NOTICE OF PUBLICATION	
Mar. 17, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	76537
Mar. 17, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 22, 2009	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	
Apr. 22, 2009	LETTER OF SUSPENSION MAILED	
Apr. 21, 2009	SUSPENSION LETTER WRITTEN	72615
Mar. 26, 2009	AMENDMENT FROM APPLICANT ENTERED	76537
Mar. 26, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	76537
Mar. 26, 2009	ASSIGNED TO LIE	76537
Mar. 25, 2009	PAPER RECEIVED	
Sep. 24, 2008	NON-FINAL ACTION MAILED	
Sep. 23, 2008	NON-FINAL ACTION WRITTEN	72615
Aug. 28, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Aug. 28, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Aug. 28, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 29, 2008	NON-FINAL ACTION MAILED	
Feb. 28, 2008	NON-FINAL ACTION WRITTEN	72615
Jan. 02, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jan. 02, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jan. 02, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jul. 02, 2007	NON-FINAL ACTION MAILED	
Jun. 29, 2007	NON-FINAL ACTION WRITTEN	72615
Jun. 28, 2007	ASSIGNED TO EXAMINER	72615
Mar. 27, 2007	NOTICE OF PSEUDO MARK MAILED	
Mar. 26, 2007	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jul. 06, 2010

## Proceedings

### Summary

Number of Proceedings: 2

Type of Proceeding: Opposition

Proceeding Number: [91203679](#)

Filing Date: Feb 06, 2012

Status: Terminated

Status Date: Feb 21, 2012

Interlocutory Attorney: ROBERT COGGINS

### Defendant

Name: Lawrence J Navarro

Correspondent Address: LAWRENCE J NAVARRO  
8362 PINES BLVD STE 377

Opp's NOR0035

PEMBROKE PINES FL , 33024-6600  
UNITED STATES

Correspondent e-mail: [lnavarro@lnavarropa.com](mailto:lnavarro@lnavarropa.com)

Mark	Application Status	Serial Number	Registration Number
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	<a href="#">85275931</a>	
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	<a href="#">85277518</a>	

**Plaintiff(s)**

**Name:** University Athletic Association

**Correspondent Address:** ALICIA GRAHN JONES  
KILPATRICK TOWNSEND & STOCKTON LLP  
1100 PEACHTREE STREET, SUITE 2800  
ATLANTA GA , 30309  
UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [aljones@kilpatricktownsend.com](mailto:aljones@kilpatricktownsend.com) , [rchou@kilpatricktownsend.com](mailto:rchou@kilpatricktownsend.com) , [hhenderson@kilpatricktownsend.com](mailto:hhenderson@kilpatricktownsend.com)

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
	Registered	<a href="#">78822582</a>	<a href="#">3352139</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
GATORSDVD	Registered	<a href="#">77136660</a>	<a href="#">3812440</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 06, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 06, 2012	Mar 17, 2012
3	PENDING, INSTITUTED	Feb 06, 2012	
4	WITHDRAWAL OF APPLICATION	Feb 10, 2012	
5	BOARD'S DECISION: SUSTAINED	Feb 21, 2012	
6	TERMINATED	Feb 21, 2012	

**Type of Proceeding: Cancellation**

**Proceeding Number:** [92050712](#)

**Filing Date:** Mar 23, 2009

**Status:** Terminated

**Status Date:** Apr 08, 2010

**Interlocutory Attorney:** YONG OH (RICHARD) KIM

**Defendant**

**Name:** Tel Ra Productions

**Correspondent Address:** William W. Orr  
489 Devon Park Drive, Suite 314  
Wayne PA , 19087  
UNITED STATES

Mark	Application Status	Serial Number	Registration Number
GATORS VIDEO SERIES	Cancelled - Section 18	<a href="#">77144609</a>	<a href="#">3339116</a>

**Plaintiff(s)**

**Name:** University Athletic Association, Inc.

**Correspondent Address:** Alicia Grahn Jones  
Kilpatrick Stockton LLP  
1100 Peachtree Street , Suite 2800  
Atlanta GA , 30309  
UNITED STATES

**Correspondent e-mail:** [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [chenn@kilpatrickstockton.com](mailto:chenn@kilpatrickstockton.com) , [rchou@kilpatrickstockton.com](mailto:rchou@kilpatrickstockton.com) , [kteilhaber@kilpatrickstockton.com](mailto:kteilhaber@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
GATORSDVD	Registered	<a href="#">77136660</a>	<a href="#">3812440</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 23, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 24, 2009	May 03, 2009
3	PENDING, INSTITUTED	Mar 24, 2009	
4	D'S MOTION FOR AN EXTENSION OF TIME	Apr 29, 2009	
5	COPY OF MOTION FORWARDED TO PL'S	Apr 29, 2009	
6	EXTENSION OF TIME GRANTED	Jun 12, 2009	
7	P'S MOTION FOR DEFAULT JUDGEMENT	Jun 12, 2009	
8	D'S MOTION FOR AN EXTENSION OF TIME	Jun 17, 2009	
9	TRIAL DATES RESET	Nov 16, 2009	
10	P'S MOTION FOR DEFAULT JUDGEMENT	Jan 05, 2010	
11	BOARD'S DECISION: GRANTED	Feb 12, 2010	
12	COMMR'S ORDER CANCELLING REGISTRATION	Apr 08, 2010	
13	TERMINATED	Apr 08, 2010	

## **EXHIBIT 5**

Generated on: This page was generated by TSDR on 2013-07-25 15:25:48 EDT

Mark: FIGHTING GATORS

US Serial Number: 73269858  
Application Filing Date: Jul. 11, 1980  
US Registration Number: 1225119  
Registration Date: Jan. 25, 1983  
Register: Principal  
Mark Type: Trademark  
Status: The registration has been renewed.  
Status Date: Feb. 19, 2013  
Publication Date: Nov. 02, 1982

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## Mark Information

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Mark Literal Elements: FIGHTING GATORS  
Standard Character Claim: No  
Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

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## Goods and Services

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Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: Apparel-Namely, Shirts, Bibs, Socks and Caps  
International Class(es): 025 - Primary Class  
U.S Class(es): 039  
Class Status: ACTIVE  
Basis: 1(a)  
First Use: 1955  
Use in Commerce: 1955

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## Basis Information (Case Level)

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Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

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## Current Owner(s) Information

---

Owner Name: University Athletic Association, Inc.  
Owner Address: P.O. Box 14485  
Gainesville, FLORIDA 32604  
UNITED STATES  
Legal Entity Type: CORPORATION  
State or Country Where Organized: FLORIDA

---

## Attorney/Correspondence Information

---

Attorney of Record - None  
Correspondent

Correspondent University Athletic Association, Inc.

Opp's NOR0038

Name/Address: P.O. Box 14485  
GAINESVILLE, FLORIDA 32604  
UNITED STATES

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Feb. 19, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - MAILED	
Feb. 19, 2013	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	70131
Feb. 19, 2013	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	70131
Feb. 12, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70131
Jan. 25, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 25, 2013	TEAS SECTION 8 & 9 RECEIVED	
Apr. 18, 2008	CASE FILE IN TICRS	
Mar. 26, 2003	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Mar. 26, 2003	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jan. 17, 2003	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jan. 17, 2003	PAPER RECEIVED	
Aug. 30, 1988	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Apr. 11, 1988	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Jan. 25, 1983	REGISTERED-PRINCIPAL REGISTER	
Nov. 02, 1982	PUBLISHED FOR OPPOSITION	
Sep. 21, 1982	NOTICE OF PUBLICATION	
Sep. 16, 1982	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 14, 1981	NON-FINAL ACTION MAILED	
Jun. 17, 1981	ASSIGNED TO EXAMINER	

## Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Jan. 25, 2013

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: Not Found

Date in Location: Feb. 19, 2013

## Proceedings

### Summary

Number of Proceedings: 10

### Type of Proceeding: Opposition

Proceeding Number: [91206761](#)

Filing Date: Aug 29, 2012

Status: Pending

Status Date: Aug 29, 2012

Interlocutory Attorney: BENJAMIN U OKEKE

### Defendant

Name: Incentive Marketing, Inc.

Correspondent Address: SVEN W HANSON  
SVEN W HANSON ATTORNEY AT LAW  
PO BOX 357429  
GAINESVILLE FL , 32635-7429  
UNITED STATES

Correspondent e-mail: [svhanson@bellsouth.net](mailto:svhanson@bellsouth.net)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOR SHOP	Opposition Pending	<a href="#">85480582</a>	
<b>Plaintiff(s)</b>			

**Name:** University Athletic Association

**Correspondent Address:** ALICIA GRAHN JONES  
KILPATRICK TOWNSEND & STOCKTON LLP  
1100 PEACHTREE STREET, SUITE 2800  
ATLANTA GA , 30309  
UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com) , [aliones@ktslaw.com](mailto:aliones@ktslaw.com) , [rchou@ktslaw.com](mailto:rchou@ktslaw.com) , [hhenderson@ktslaw.com](mailto:hhenderson@ktslaw.com) , [brook@kilpatricktownsend.com](mailto:brook@kilpatricktownsend.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 29, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 29, 2012	Oct 08, 2012
3	PENDING, INSTITUTED	Aug 29, 2012	
4	ANSWER	Oct 03, 2012	
5	P TESTIMONY	Jun 10, 2013	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91203679](#)

**Filing Date:** Feb 06, 2012

**Status:** Terminated

**Status Date:** Feb 21, 2012

**Interlocutory Attorney:** ROBERT COGGINS

Defendant	
<b>Name:</b> Lawrence J Navarro	
<b>Correspondent Address:</b> LAWRENCE J NAVARRO 8362 PINES BLVD STE 377 PEMBROKE PINES FL , 33024-6600 UNITED STATES	
<b>Correspondent e-mail:</b> <a href="mailto:lnavarro@lnavarropa.com">lnavarro@lnavarropa.com</a>	

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	<a href="#">85275931</a>	
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	<a href="#">85277518</a>	
<b>Plaintiff(s)</b>			

**Name:** University Athletic Association

**Correspondent Address:** ALICIA GRAHN JONES  
KILPATRICK TOWNSEND & STOCKTON LLP  
1100 PEACHTREE STREET, SUITE 2800  
ATLANTA GA , 30309  
UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [aliones@kilpatricktownsend.com](mailto:aliones@kilpatricktownsend.com) , [rchou@kilpatricktownsend.com](mailto:rchou@kilpatricktownsend.com) , [hhenderson@kilpatricktownsend.com](mailto:hhenderson@kilpatricktownsend.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS			

GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
	Registered	<a href="#">78822582</a>	<a href="#">3352139</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
GATORSDVD	Registered	<a href="#">77136660</a>	<a href="#">3812440</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 06, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 06, 2012	Mar 17, 2012
3	PENDING, INSTITUTED	Feb 06, 2012	
4	WITHDRAWAL OF APPLICATION	Feb 10, 2012	
5	BOARD'S DECISION: SUSTAINED	Feb 21, 2012	
6	TERMINATED	Feb 21, 2012	

**Type of Proceeding: Opposition**

Proceeding Number: [91190191](#)

Filing Date: May 13, 2009

Status: Terminated

Status Date: Sep 10, 2009

Interlocutory Attorney: MICHAEL B ADLIN

**Defendant**

Name: READ MY T, INC.

Correspondent Address: MARK J. YOUNG  
MARK YOUNG, P.A.  
12086 FORT CAROLINE RD STE 202  
JACKSONVILLE FL , 32225-2689  
UNITED STATES

Correspondent e-mail: [myoung@myoungpa.com](mailto:myoung@myoungpa.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SWAMP LIFE	Registered	<a href="#">77319367</a>	<a href="#">3697472</a>

**Plaintiff(s)**

Name: University Athletic Association

Correspondent Address: Alicia Grahm Jones  
KILPATRICK STOCKTON LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309  
UNITED STATES

Correspondent e-mail: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [alijones@kilpatrickstockton.com](mailto:alijones@kilpatrickstockton.com) , [rhou@kilpatrickstockton.com](mailto:rhou@kilpatrickstockton.com) , [brook@kilpatrickstockton.com](mailto:brook@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
THE SWAMP	Renewed	<a href="#">74451774</a>	<a href="#">1897791</a>
THE SWAMP	Registered	<a href="#">78784248</a>	<a href="#">3241595</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>

GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 13, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 13, 2009	Jun 22, 2009
3	PENDING, INSTITUTED	May 13, 2009	
4	NOTICE OF DEFAULT	Jul 07, 2009	
5	D'S RESPONSE TO BOARD ORDER/INQUIRY	Jul 13, 2009	
6	ANSWER	Jul 13, 2009	
7	D'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Jul 13, 2009	
8	#4 DISCHARGED; TRIAL DATES RESET	Jul 21, 2009	
9	WITHDRAWAL OF OPPOSITION	Sep 10, 2009	
10	BD'S DECISION: DISMISSED W/O PREJUDICE	Sep 10, 2009	
11	TERMINATED	Sep 10, 2009	

**Type of Proceeding: Cancellation**

**Proceeding Number:** [92050712](#) **Filing Date:** Mar 23, 2009  
**Status:** Terminated **Status Date:** Apr 08, 2010  
**Interlocutory Attorney:** YONG OH (RICHARD) KIM

**Defendant**

**Name:** Tel Ra Productions  
**Correspondent Address:** William W. Orr  
 489 Devon Park Drive, Suite 314  
 Wayne PA , 19087  
 UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS VIDEO SERIES	Cancelled - Section 18	<a href="#">77144609</a>	<a href="#">3339116</a>

**Plaintiff(s)**

**Name:** University Athletic Association, Inc.  
**Correspondent Address:** Alicia Grahn Jones  
 Kilpatrick Stockton LLP  
 1100 Peachtree Street , Suite 2800  
 Atlanta GA , 30309  
 UNITED STATES  
**Correspondent e-mail:** [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [chenn@kilpatrickstockton.com](mailto:chenn@kilpatrickstockton.com) , [rchou@kilpatrickstockton.com](mailto:rchou@kilpatrickstockton.com) , [kteilhaber@kilpatrickstockton.com](mailto:kteilhaber@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
GATORSDVD	Registered	<a href="#">77136660</a>	<a href="#">3812440</a>

Prosecution History			
Entry Number	History Text	Date	Due Date

1	FILED AND FEE	Mar 23, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 24, 2009	May 03, 2009
3	PENDING, INSTITUTED	Mar 24, 2009	
4	D'S MOTION FOR AN EXTENSION OF TIME	Apr 29, 2009	
5	COPY OF MOTION FORWARDED TO PL'S	Apr 29, 2009	
6	EXTENSION OF TIME GRANTED	Jun 12, 2009	
7	P'S MOTION FOR DEFAULT JUDGEMENT	Jun 12, 2009	
8	D'S MOTION FOR AN EXTENSION OF TIME	Jun 17, 2009	
9	TRIAL DATES RESET	Nov 16, 2009	
10	P'S MOTION FOR DEFAULT JUDGEMENT	Jan 05, 2010	
11	BOARD'S DECISION: GRANTED	Feb 12, 2010	
12	COMMR'S ORDER CANCELLING REGISTRATION	Apr 08, 2010	
13	TERMINATED	Apr 08, 2010	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91185666](#) **Filing Date:** Aug 06, 2008  
**Status:** Terminated **Status Date:** Nov 26, 2008  
**Interlocutory Attorney:** MARY CATHERINE FAINT

**Defendant**

**Name:** William Howard  
**Correspondent Address:** Mr. William Howard  
Morgan and Morgan  
201 N. Franklin Street, 7th Floor  
Tampa FL , 33602  
UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATOR REPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142485</a>	

**Plaintiff(s)**

**Name:** University Athletic Association, Inc.  
**Correspondent Address:** Stacy R. Stewart  
Kilpatrick Stockton LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309-4530  
UNITED STATES  
**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [ajones@kilpatrickstockton.com](mailto:ajones@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com) , [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	

4 NOTICE OF DEFAULT Oct 09, 2008  
 5 BOARD'S DECISION: SUSTAINED Nov 26, 2008  
 6 TERMINATED Nov 26, 2008

**Type of Proceeding: Opposition**

**Proceeding Number:** [91185672](#) **Filing Date:** Aug 06, 2008  
**Status:** Terminated **Status Date:** Nov 24, 2008  
**Interlocutory Attorney:** CHERYL A BUTLER

**Defendant**

**Name:** Howard, William  
**Correspondent Address:** Mr. William Howard  
 Morgan and Morgan  
 201 N. Franklin Street, 7th floor  
 Tampa FL , 33602  
 UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142491</a>	

**Plaintiff(s)**

**Name:** University Athletic Association  
**Correspondent Address:** Alicia Grahn Jones, Stacy R. Stewart  
 Kilpatrick Stockton LLP  
 1100 Peachtree Street, Suite 2800  
 Atlanta GA , 30309  
 UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [stewart@kilpatrickstockton.com](mailto:stewart@kilpatrickstockton.com) , [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 07, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 24, 2008	
6	TERMINATED	Nov 24, 2008	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91185754](#) **Filing Date:** Aug 06, 2008  
**Status:** Terminated **Status Date:** Nov 25, 2008  
**Interlocutory Attorney:** LINDA M SKORO

**Defendant**

**Name:** Howard, William  
**Correspondent Address:** Mr. William Howard

Morgan and Morgan  
 201 N. Franklin Street, 7th Floor  
 Tampa FL , 33602  
 UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOREPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142468</a>	
<b>Plaintiff(s)</b>			

**Name:** Univesity Athletic Association

**Correspondent Address:** Alicia Grahn Jones, Stacy R. Stewart  
 Kilpatrick Stockton LLP  
 1100 Peachtree Street Suite 2800  
 Atlanta GA , 30309  
 UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [stewart@kilpatrickstockton.com](mailto:stewart@kilpatrickstockton.com) , [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 13, 2008	Sep 22, 2008
3	PENDING, INSTITUTED	Aug 13, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91186068](#)

**Filing Date:** Aug 06, 2008

**Status:** Terminated

**Status Date:** Nov 25, 2008

**Interlocutory Attorney:** ELIZABETH WINTER

Defendant	
<b>Name:</b> William Howard	
<b>Correspondent Address:</b> William Howard Morgan and Morgan 201 N. Franklin Street, 7th Floor Tampa FL , 33602 UNITED STATES	

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOR-PEAT	Abandoned - After Inter-Partes Decision	<a href="#">77143725</a>	
<b>Plaintiff(s)</b>			

**Name:** University Athletic Association, Inc.

**Correspondent Address:** Stacy Raphael Stewart  
 Kilpatrick Stockton LLP  
 1100 Peachtree Street, Suite 2800

Atlanta GA , 30309  
UNITED STATES

Correspondent e-mail: [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com)

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 28, 2008	Oct 07, 2008
3	PENDING, INSTITUTED	Aug 28, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Oct 14, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

**Type of Proceeding: Opposition**

Proceeding Number: [91185227](#)

Filing Date: Jul 16, 2008

Status: Terminated

Status Date: Oct 09, 2008

Interlocutory Attorney: LINDA M SKORO

**Defendant**

Name: Lawrence Wright, D.M.

Correspondent Address: Richelle Wright  
Lawrence Wright & Partners  
17951 SW 12th Court Pembroke Pines, FL 3  
Pembroke Pines FL , 33029  
UNITED STATES

Correspondent e-mail: [info@lawrencewrightandpartners.com](mailto:info@lawrencewrightandpartners.com)

Mark	Application Status	Serial Number	Registration Number
IF YOU AIN'T A GATOR, YOU MUST BE GATOR BAIT!	Abandoned - After Inter-Partes Decision	<a href="#">78846453</a>	

**Plaintiff(s)**

Name: University Athletic Association

Correspondent Address: Charles R. Henn, Alicia Grahn Jones  
Kilpatrick Stockton LLP  
1100 Peachtree Street Suite 2800  
Atlanta GA , 30309  
UNITED STATES

Correspondent e-mail: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [aliones@kilpatrickstockton.com](mailto:aliones@kilpatrickstockton.com) , [chenn@kilpatrickstockton.com](mailto:chenn@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATOR VISION	Section 8 and 15 - Accepted and	<a href="#">78763863</a>	<a href="#">3232732</a>

Opp's NOR0046

	Acknowledged		
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 16, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 16, 2008	Aug 25, 2008
3	PENDING, INSTITUTED	Jul 16, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Sep 05, 2008	
5	BOARD'S DECISION: SUSTAINED	Oct 09, 2008	
6	TERMINATED	Oct 09, 2008	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91184503](#) **Filing Date:** Jun 09, 2008  
**Status:** Terminated **Status Date:** Aug 12, 2008  
**Interlocutory Attorney:** FRANCES S WOLFSON

**Defendant**

**Name:** Gator Aviation Services, LLC  
**Correspondent Address:** JAMES D. TROXELL  
SQUIRE, SANDERS & DEMPSEY, LLP  
4900 KEY TOWER, 127 PUBLIC SQUARE  
CLEVELAND OH , 44114-1304  
UNITED STATES  
**Correspondent e-mail:** [sketler@ssd.com](mailto:sketler@ssd.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GA	Registered	<a href="#">77078846</a>	<a href="#">3500641</a>

**Plaintiff(s)**

**Name:** University Athletic Association  
**Correspondent Address:** Alicia Grahn Jones  
Kilpatrick Stockton LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309  
UNITED STATES  
**Correspondent e-mail:** [mdrucker@clc.com](mailto:mdrucker@clc.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATORS	Cancelled - Section 8	<a href="#">74054588</a>	<a href="#">1791016</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
	Registered	<a href="#">78822582</a>	<a href="#">3352139</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 09, 2008	

2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 10, 2008	Jul 20, 2008
3	PENDING, INSTITUTED	Jun 10, 2008	
4	STIPULATION FOR AN EXTENSION OF TIME	Jul 15, 2008	
5	EXTENSION OF TIME GRANTED	Jul 15, 2008	
6	WITHDRAWAL OF OPPOSITION	Aug 07, 2008	
7	BD'S DECISION: DISMISSED W/O PREJUDICE	Aug 12, 2008	
8	TERMINATED	Aug 12, 2008	

**EXHIBIT 6**



UNITED STATES  
Legal Entity Type: CORPORATION

State or Country Where Organized: FLORIDA

## Attorney/Correspondence Information

### Attorney of Record - None

#### Correspondent

**Correspondent Name/Address:** JEREMY FOLEY  
UNIVERSITY ATHLETIC ASSOCIATION INC  
PO BOX 14485  
GAINESVILLE, FLORIDA 32604-2485  
UNITED STATES

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Mar. 31, 2010	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	73376
Mar. 31, 2010	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Mar. 15, 2010	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	73376
Mar. 12, 2010	TEAS SECTION 8 & 9 RECEIVED	
Jul. 05, 2007	CASE FILE IN TICRS	
Apr. 25, 2006	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	61619
Apr. 12, 2006	ASSIGNED TO PARALEGAL	61619
Jan. 23, 2006	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Jan. 23, 2006	TEAS SECTION 8 & 15 RECEIVED	
May 16, 2000	REGISTERED-PRINCIPAL REGISTER	
Feb. 22, 2000	PUBLISHED FOR OPPOSITION	
Jan. 21, 2000	NOTICE OF PUBLICATION	
Oct. 12, 1999	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 13, 1999	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Mar. 12, 1999	NON-FINAL ACTION MAILED	
Dec. 14, 1998	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jun. 12, 1998	NON-FINAL ACTION MAILED	
Jun. 08, 1998	ASSIGNED TO EXAMINER	74301
May 27, 1998	ASSIGNED TO EXAMINER	59228

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** May 16, 2010

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** Not Found

**Date in Location:** Mar. 31, 2010

## Proceedings

### Summary

**Number of Proceedings:** 9

#### Type of Proceeding: Opposition

**Proceeding Number:** [91206761](#)

**Status:** Pending

**Filing Date:** Aug 29, 2012

**Status Date:** Aug 29, 2012

Interlocutory Attorney: BENJAMIN U OKEKE

**Defendant**

**Name:** Incentive Marketing, Inc.

**Correspondent Address:** SVEN W HANSON  
SVEN W HANSON ATTORNEY AT LAW  
PO BOX 357429  
GAINESVILLE FL , 32635-7429  
UNITED STATES

**Correspondent e-mail:** [swhanson@bellsouth.net](mailto:swhanson@bellsouth.net)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATOR SHOP	Opposition Pending	<a href="#">85480582</a>	

**Plaintiff(s)**

**Name:** University Athletic Association

**Correspondent Address:** ALICIA GRAHN JONES  
KILPATRICK TOWNSEND & STOCKTON LLP  
1100 PEACHTREE STREET, SUITE 2800  
ATLANTA GA , 30309  
UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com) , [alijones@ktslaw.com](mailto:alijones@ktslaw.com) , [rchou@ktslaw.com](mailto:rchou@ktslaw.com) , [hhenderson@ktslaw.com](mailto:hhenderson@ktslaw.com) , [brook@kilpatricktownsend.com](mailto:brook@kilpatricktownsend.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 29, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 29, 2012	Oct 08, 2012
3	PENDING, INSTITUTED	Aug 29, 2012	
4	ANSWER	Oct 03, 2012	
5	P TESTIMONY	Jun 10, 2013	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91203679](#)

**Filing Date:** Feb 06, 2012

**Status:** Terminated

**Status Date:** Feb 21, 2012

**Interlocutory Attorney:** ROBERT COGGINS

**Defendant**

**Name:** Lawrence J Navarro

**Correspondent Address:** LAWRENCE J NAVARRO  
8362 PINES BLVD STE 377  
PEMBROKE PINES FL , 33024-6600  
UNITED STATES

**Correspondent e-mail:** [lnavarro@lnavarro.com](mailto:lnavarro@lnavarro.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	<a href="#">85275931</a>	
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	<a href="#">85277518</a>	

**Plaintiff(s)**

**Name:** University Athletic Association

**Correspondent Address:** ALICIA GRAHN JONES  
KILPATRICK TOWNSEND & STOCKTON LLP  
1100 PEACHTREE STREET, SUITE 2800

ATLANTA GA , 30309  
UNITED STATES

Correspondent e-mail: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [aljones@kilpatricktownsend.com](mailto:aljones@kilpatricktownsend.com) , [rchou@kilpatricktownsend.com](mailto:rchou@kilpatricktownsend.com) , [hhenderson@kilpatricktownsend.com](mailto:hhenderson@kilpatricktownsend.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
	Registered	<a href="#">78822582</a>	<a href="#">3352139</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
GATORSDVD	Registered	<a href="#">77136660</a>	<a href="#">3812440</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 06, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 06, 2012	Mar 17, 2012
3	PENDING, INSTITUTED	Feb 06, 2012	
4	WITHDRAWAL OF APPLICATION	Feb 10, 2012	
5	BOARD'S DECISION: SUSTAINED	Feb 21, 2012	
6	TERMINATED	Feb 21, 2012	

**Type of Proceeding: Opposition**

Proceeding Number: [91190191](#)

Filing Date: May 13, 2009

Status: Terminated

Status Date: Sep 10, 2009

Interlocutory Attorney: MICHAEL B ADLIN

**Defendant**

Name: READ MY T, INC.

Correspondent Address: MARK J. YOUNG  
MARK YOUNG, P.A.  
12086 FORT CAROLINE RD STE 202  
JACKSONVILLE FL , 32225-2689  
UNITED STATES

Correspondent e-mail: [myoung@myoungpa.com](mailto:myoung@myoungpa.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
SWAMP LIFE	Registered	<a href="#">77319367</a>	<a href="#">3697472</a>

**Plaintiff(s)**

Name: University Athletic Association

Correspondent Address: Alicia Grahn Jones  
KILPATRICK STOCKTON LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309  
UNITED STATES

Correspondent e-mail: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [rchou@kilpatrickstockton.com](mailto:rchou@kilpatrickstockton.com) , [brook@kilpatrickstockton.com](mailto:brook@kilpatrickstockton.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
THE SWAMP	Renewed	<a href="#">74451774</a>	<a href="#">1897791</a>

THE SWAMP	Registered	<a href="#">78784248</a>	<a href="#">3241595</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 13, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 13, 2009	Jun 22, 2009
3	PENDING, INSTITUTED	May 13, 2009	
4	NOTICE OF DEFAULT	Jul 07, 2009	
5	D'S RESPONSE TO BOARD ORDER/INQUIRY	Jul 13, 2009	
6	ANSWER	Jul 13, 2009	
7	D'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Jul 13, 2009	
8	#4 DISCHARGED; TRIAL DATES RESET	Jul 21, 2009	
9	WITHDRAWAL OF OPPOSITION	Sep 10, 2009	
10	BD'S DECISION: DISMISSED W/O PREJUDICE	Sep 10, 2009	
11	TERMINATED	Sep 10, 2009	

**Type of Proceeding: Cancellation**

Proceeding Number: [92050712](#)

Filing Date: Mar 23, 2009

Status: Terminated

Status Date: Apr 08, 2010

Interlocutory Attorney: YONG OH (RICHARD) KIM

**Defendant**

Name: Tel Ra Productions

Correspondent Address: William W. Orr  
489 Devon Park Drive, Suite 314  
Wayne PA , 19087  
UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS VIDEO SERIES	Cancelled - Section 18	<a href="#">77144609</a>	<a href="#">3339116</a>

**Plaintiff(s)**

Name: University Athletic Association, Inc.

Correspondent Address: Alicia Grahn Jones  
Kilpatrick Stockton LLP  
1100 Peachtree Street , Suite 2800  
Atlanta GA , 30309  
UNITED STATES

Correspondent e-mail: [alijones@kilpatrickstockton.com](mailto:alijones@kilpatrickstockton.com) , [chenn@kilpatrickstockton.com](mailto:chenn@kilpatrickstockton.com) , [rchou@kilpatrickstockton.com](mailto:rchou@kilpatrickstockton.com) , [kteilhaber@kilpatrickstockton.com](mailto:kteilhaber@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>

FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
GATORSDVD	Registered	<a href="#">77136660</a>	<a href="#">3812440</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 23, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 24, 2009	May 03, 2009
3	PENDING, INSTITUTED	Mar 24, 2009	
4	D'S MOTION FOR AN EXTENSION OF TIME	Apr 29, 2009	
5	COPY OF MOTION FORWARDED TO PL'S	Apr 29, 2009	
6	EXTENSION OF TIME GRANTED	Jun 12, 2009	
7	P'S MOTION FOR DEFAULT JUDGEMENT	Jun 12, 2009	
8	D'S MOTION FOR AN EXTENSION OF TIME	Jun 17, 2009	
9	TRIAL DATES RESET	Nov 16, 2009	
10	P'S MOTION FOR DEFAULT JUDGEMENT	Jan 05, 2010	
11	BOARD'S DECISION: GRANTED	Feb 12, 2010	
12	COMMR'S ORDER CANCELLING REGISTRATION	Apr 08, 2010	
13	TERMINATED	Apr 08, 2010	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91185666](#) **Filing Date:** Aug 06, 2008  
**Status:** Terminated **Status Date:** Nov 26, 2008  
**Interlocutory Attorney:** MARY CATHERINE FAINT

**Defendant**

**Name:** William Howard  
**Correspondent Address:** Mr. William Howard  
Morgan and Morgan  
201 N. Franklin Street, 7th Floor  
Tampa FL , 33602  
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOR REPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142485</a>	

**Plaintiff(s)**

**Name:** University Athletic Association, Inc.  
**Correspondent Address:** Stacy R. Stewart  
Kilpatrick Stockton LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309-4530  
UNITED STATES  
**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com) , [ssewart@kilpatrickstockton.com](mailto:ssewart@kilpatrickstockton.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>

F

Renewed

[75368273](#)[2208807](#)

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 26, 2008	
6	TERMINATED	Nov 26, 2008	

**Type of Proceeding: Opposition**Proceeding Number: [91185672](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 24, 2008

Interlocutory Attorney: CHERYL A BUTLER

**Defendant**

Name: Howard, William

Correspondent Address: Mr. William Howard  
Morgan and Morgan  
201 N. Franklin Street, 7th floor  
Tampa FL , 33602  
UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142491</a>	

**Plaintiff(s)**

Name: University Athletic Association

Correspondent Address: Alicia Grahn Jones, Stacy R. Stewart  
Kilpatrick Stockton LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309  
UNITED STATES

Correspondent e-mail: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com), [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com), [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com), [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 07, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 24, 2008	
6	TERMINATED	Nov 24, 2008	

**Type of Proceeding: Opposition**Proceeding Number: [91185754](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 25, 2008

Interlocutory Attorney: LINDA M SKORO

**Defendant**

Name: Howard, William

Correspondent Address: Mr. William Howard  
Morgan and Morgan  
201 N. Franklin Street, 7th Floor  
Tampa FL , 33602  
UNITED STATES**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATOREPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142468</a>	

**Plaintiff(s)**

Name: Univesity Athletic Association

Correspondent Address: Alicia Grahn Jones, Stacy R. Stewart  
Kilpatrick Stockton LLP  
1100 Peachtree Street Suite 2800  
Atlanta GA , 30309  
UNITED STATESCorrespondent e-mail: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [stewart@kilpatrickstockton.com](mailto:stewart@kilpatrickstockton.com) , [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 13, 2008	Sep 22, 2008
3	PENDING, INSTITUTED	Aug 13, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

**Type of Proceeding: Opposition**Proceeding Number: [91186068](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 25, 2008

Interlocutory Attorney: ELIZABETH WINTER

**Defendant**

Name: William Howard

Correspondent Address: William Howard  
Morgan and Morgan  
201 N. Franklin Street, 7th Floor  
Tampa FL , 33602  
UNITED STATES**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATOR-PEAT	Abandoned - After Inter-Partes Decision	<a href="#">77143725</a>	

**Plaintiff(s)**

**Name:** University Athletic Association, Inc.

**Correspondent Address:** Stacy Raphael Stewart  
Kilpatrick Stockton LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309  
UNITED STATES

**Correspondent e-mail:** [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 28, 2008	Oct 07, 2008
3	PENDING, INSTITUTED	Aug 28, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Oct 14, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91185227](#)

**Filing Date:** Jul 16, 2008

**Status:** Terminated

**Status Date:** Oct 09, 2008

**Interlocutory Attorney:** LINDA M SKORO

**Defendant**

**Name:** Lawrence Wright, D.M.

**Correspondent Address:** Richelle Wright  
Lawrence Wright & Partners  
17951 SW 12th Court Pembroke Pines, FL 3  
Pembroke Pines FL , 33029  
UNITED STATES

**Correspondent e-mail:** [info@lawrencewrightandpartners.com](mailto:info@lawrencewrightandpartners.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
IF YOU AIN'T A GATOR, YOU MUST BE GATOR BAIT!	Abandoned - After Inter-Partes Decision	<a href="#">78846453</a>	

**Plaintiff(s)**

**Name:** University Athletic Association

**Correspondent Address:** Charles R. Henn, Alicia Grahn Jones  
Kilpatrick Stockton LLP  
1100 Peachtree Street Suite 2800  
Atlanta GA , 30309  
UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com), [ajones@kilpatrickstockton.com](mailto:ajones@kilpatrickstockton.com), [chenn@kilpatrickstockton.com](mailto:chenn@kilpatrickstockton.com), [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 16, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 16, 2008	Aug 25, 2008
3	PENDING, INSTITUTED	Jul 16, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Sep 05, 2008	
5	BOARD'S DECISION: SUSTAINED	Oct 09, 2008	
6	TERMINATED	Oct 09, 2008	

## **EXHIBIT 7**



Attorney Name: William H. Brewster

Docket Number: Alicia G. Jo

Attorney Primary Email Address: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com)

Attorney Email Authorized: No

#### Correspondent

Correspondent Name/Address: UNIVERSITY ATHLETIC ASSOCIATION INC  
P.O. Box 14485  
Gainesville, FLORIDA 32604-2485  
UNITED STATES

Correspondent e-mail: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com)

Correspondent e-mail Authorized: No

#### Domestic Representative - Not Found

### Prosecution History

Date	Description	Proceeding Number
May 24, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - MAILED	
May 24, 2013	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	68335
May 24, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68335
May 03, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
May 03, 2013	TEAS SECTION 8 & 15 RECEIVED	
Apr. 24, 2007	REGISTERED-PRINCIPAL REGISTER	
Feb. 06, 2007	PUBLISHED FOR OPPOSITION	
Jan. 17, 2007	NOTICE OF PUBLICATION	
Dec. 13, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	70824
Dec. 12, 2006	ASSIGNED TO LIE	70824
Nov. 27, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 27, 2006	EXAMINERS AMENDMENT MAILED	
Nov. 27, 2006	EXAMINER'S AMENDMENT ENTERED	88888
Nov. 27, 2006	EXAMINERS AMENDMENT -WRITTEN	76720
Jun. 05, 2006	NON-FINAL ACTION MAILED	
Jun. 02, 2006	NON-FINAL ACTION WRITTEN	76720
Jun. 02, 2006	ASSIGNED TO EXAMINER	76720
Feb. 08, 2006	APPLICANT AMENDMENT PRIOR TO EXAMINATION - ENTERED	73797
Feb. 08, 2006	TEAS VOLUNTARY AMENDMENT RECEIVED	
Dec. 07, 2005	NEW APPLICATION ENTERED IN TRAM	

### Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

### TM Staff and Location Information

#### TM Staff Information - None

#### File Location

Current Location: TMO LAW OFFICE 110

Date in Location: May 24, 2013

### Proceedings

#### Summary

Number of Proceedings: 8

#### Type of Proceeding: Opposition

Proceeding Number: [91203679](#)

Filing Date: Feb 06, 2012

Status: Terminated

Status Date: Feb 21, 2012

Interlocutory Attorney: ROBERT COGGINS

#### Defendant

Opp's NOR0060

Name: Lawrence J Navarro

Correspondent Address: LAWRENCE J NAVARRO  
8362 PINES BLVD STE 377  
PEMBROKE PINES FL , 33024-6600  
UNITED STATES

Correspondent e-mail: [lnavarro@lnavarro.com](mailto:lnavarro@lnavarro.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	<a href="#">85275931</a>	
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	<a href="#">85277518</a>	

**Plaintiff(s)**

Name: University Athletic Association

Correspondent Address: ALICIA GRAHN JONES  
KILPATRICK TOWNSEND & STOCKTON LLP  
1100 PEACHTREE STREET, SUITE 2800  
ATLANTA GA , 30309  
UNITED STATES

Correspondent e-mail: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [ajones@kilpatricktownsend.com](mailto:ajones@kilpatricktownsend.com) , [rchou@kilpatricktownsend.com](mailto:rchou@kilpatricktownsend.com) , [hhenderson@kilpatricktownsend.com](mailto:hhenderson@kilpatricktownsend.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
	Registered	<a href="#">78822582</a>	<a href="#">3352139</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
GATORSDVD	Registered	<a href="#">77136660</a>	<a href="#">3812440</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 06, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 06, 2012	Mar 17, 2012
3	PENDING, INSTITUTED	Feb 06, 2012	
4	WITHDRAWAL OF APPLICATION	Feb 10, 2012	
5	BOARD'S DECISION: SUSTAINED	Feb 21, 2012	
6	TERMINATED	Feb 21, 2012	

**Type of Proceeding: Opposition**

Proceeding Number: [91190191](#)

Filing Date: May 13, 2009

Status: Terminated

Status Date: Sep 10, 2009

Interlocutory Attorney: MICHAEL B ADLIN

**Defendant**

Name: READ MY T, INC.

Correspondent Address: MARK J. YOUNG  
MARK YOUNG, P.A.  
12086 FORT CAROLINE RD STE 202  
JACKSONVILLE FL , 32225-2689  
UNITED STATES

Correspondent e-mail: [myoung@myoungpa.com](mailto:myoung@myoungpa.com)

Associated marks			
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Mark	Application Status	Serial Number	Registration Number
SWAMP LIFE	Registered	<a href="#">77319367</a>	<a href="#">3697472</a>

**Plaintiff(s)**

**Name:** University Athletic Association

**Correspondent Address:** Alicia Grahn Jones  
KILPATRICK STOCKTON LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309  
UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [alijones@kilpatrickstockton.com](mailto:alijones@kilpatrickstockton.com) , [rchou@kilpatrickstockton.com](mailto:rchou@kilpatrickstockton.com) , [brook@kilpatrickstockton.com](mailto:brook@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
THE SWAMP	Renewed	<a href="#">74451774</a>	<a href="#">1897791</a>
THE SWAMP	Registered	<a href="#">78784248</a>	<a href="#">3241595</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 13, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 13, 2009	Jun 22, 2009
3	PENDING, INSTITUTED	May 13, 2009	
4	NOTICE OF DEFAULT	Jul 07, 2009	
5	D'S RESPONSE TO BOARD ORDER/INQUIRY	Jul 13, 2009	
6	ANSWER	Jul 13, 2009	
7	D'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Jul 13, 2009	
8	#4 DISCHARGED; TRIAL DATES RESET	Jul 21, 2009	
9	WITHDRAWAL OF OPPOSITION	Sep 10, 2009	
10	BD'S DECISION: DISMISSED W/O PREJUDICE	Sep 10, 2009	
11	TERMINATED	Sep 10, 2009	

**Type of Proceeding: Cancellation**

**Proceeding Number:** [92050712](#)

**Filing Date:** Mar 23, 2009

**Status:** Terminated

**Status Date:** Apr 08, 2010

**Interlocutory Attorney:** YONG OH (RICHARD) KIM

**Defendant**

**Name:** Tel Ra Productions

**Correspondent Address:** William W. Orr  
489 Devon Park Drive, Suite 314  
Wayne PA , 19087  
UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS VIDEO SERIES	Cancelled - Section 18	<a href="#">77144609</a>	<a href="#">3339116</a>

**Plaintiff(s)****Name:** University Athletic Association, Inc.**Correspondent Address:** Alicia Grahn Jones  
Kilpatrick Stockton LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA, 30309  
UNITED STATES**Correspondent e-mail:** [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com), [chenn@kilpatrickstockton.com](mailto:chenn@kilpatrickstockton.com), [rchou@kilpatrickstockton.com](mailto:rchou@kilpatrickstockton.com), [kteilhaber@kilpatrickstockton.com](mailto:kteilhaber@kilpatrickstockton.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
GATORSDVD	Registered	<a href="#">77136660</a>	<a href="#">3812440</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 23, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 24, 2009	May 03, 2009
3	PENDING, INSTITUTED	Mar 24, 2009	
4	D'S MOTION FOR AN EXTENSION OF TIME	Apr 29, 2009	
5	COPY OF MOTION FORWARDED TO PL'S	Apr 29, 2009	
6	EXTENSION OF TIME GRANTED	Jun 12, 2009	
7	P'S MOTION FOR DEFAULT JUDGEMENT	Jun 12, 2009	
8	D'S MOTION FOR AN EXTENSION OF TIME	Jun 17, 2009	
9	TRIAL DATES RESET	Nov 16, 2009	
10	P'S MOTION FOR DEFAULT JUDGEMENT	Jan 05, 2010	
11	BOARD'S DECISION: GRANTED	Feb 12, 2010	
12	COMMR'S ORDER CANCELLING REGISTRATION	Apr 08, 2010	
13	TERMINATED	Apr 08, 2010	

**Type of Proceeding: Opposition****Proceeding Number:** [91185666](#)**Filing Date:** Aug 06, 2008**Status:** Terminated**Status Date:** Nov 26, 2008**Interlocutory Attorney:** MARY CATHERINE FAINT**Defendant****Name:** William Howard**Correspondent Address:** Mr. William Howard  
Morgan and Morgan  
201 N. Franklin Street, 7th Floor  
Tampa FL, 33602  
UNITED STATES**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATOR REPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142485</a>	

**Plaintiff(s)****Name:** University Athletic Association, Inc.**Correspondent Address:** Stacy R. Stewart  
Kilpatrick Stockton LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA, 30309-4530  
UNITED STATES**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com), [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com), [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com), [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 26, 2008	
6	TERMINATED	Nov 26, 2008	

**Type of Proceeding: Opposition**

Proceeding Number: [91185672](#) Filing Date: Aug 06, 2008  
 Status: Terminated Status Date: Nov 24, 2008  
 Interlocutory Attorney: CHERYL A BUTLER

**Defendant**

Name: Howard, William  
 Correspondent Address: Mr. William Howard  
 Morgan and Morgan  
 201 N. Franklin Street, 7th floor  
 Tampa FL , 33602  
 UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142491</a>	

**Plaintiff(s)**

Name: University Athletic Association  
 Correspondent Address: Alicia Grahn Jones, Stacy R. Stewart  
 Kilpatrick Stockton LLP  
 1100 Peachtree Street, Suite 2800  
 Atlanta GA , 30309  
 UNITED STATES  
 Correspondent e-mail: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com) , [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>

F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 07, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 24, 2008	
6	TERMINATED	Nov 24, 2008	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91185754](#) **Filing Date:** Aug 06, 2008  
**Status:** Terminated **Status Date:** Nov 25, 2008  
**Interlocutory Attorney:** LINDA M SKORO

**Defendant**

**Name:** Howard, William  
**Correspondent Address:** Mr. William Howard  
 Morgan and Morgan  
 201 N. Franklin Street, 7th Floor  
 Tampa FL , 33602  
 UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOREPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142468</a>	

**Plaintiff(s)**

**Name:** Univesity Athletic Association  
**Correspondent Address:** Alicia Grahn Jones, Stacy R. Stewart  
 Kilpatrick Stockton LLP  
 1100 Peachtree Street Suite 2800  
 Atlanta GA , 30309  
 UNITED STATES  
**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com) , [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 13, 2008	Sep 22, 2008
3	PENDING, INSTITUTED	Aug 13, 2008	

4	NOTICE OF DEFAULT	Oct 09, 2008
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008
6	TERMINATED	Nov 25, 2008

**Type of Proceeding: Opposition**

Proceeding Number: [91186068](#) Filing Date: Aug 06, 2008  
 Status: Terminated Status Date: Nov 25, 2008

Interlocutory Attorney: ELIZABETH WINTER

**Defendant**

Name: William Howard  
 Correspondent Address: William Howard  
 Morgan and Morgan  
 201 N. Franklin Street, 7th Floor  
 Tampa FL , 33602  
 UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATOR-PEAT	Abandoned - After Inter-Partes Decision	<a href="#">77143725</a>	

**Plaintiff(s)**

Name: University Athletic Association, Inc.  
 Correspondent Address: Stacy Raphael Stewart  
 Kilpatrick Stockton LLP  
 1100 Peachtree Street, Suite 2800  
 Atlanta GA , 30309  
 UNITED STATES

Correspondent e-mail: [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 28, 2008	Oct 07, 2008
3	PENDING, INSTITUTED	Aug 28, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Oct 14, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

**Type of Proceeding: Opposition**

Proceeding Number: [91185227](#) Filing Date: Jul 16, 2008  
 Status: Terminated Status Date: Oct 09, 2008

Interlocutory Attorney: LINDA M SKORO

**Defendant**

Name: Lawrence Wright, D.M.  
 Correspondent Address: Richelle Wright  
 Lawrence Wright & Partners

17951 SW 12th Court Pembroke Pines, FL 3  
Pembroke Pines FL , 33029  
UNITED STATES

Correspondent e-mail: [info@lawrencewrightandpartners.com](mailto:info@lawrencewrightandpartners.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
IF YOU AIN'T A GATOR, YOU MUST BE GATOR BAIT!	Abandoned - After Inter-Partes Decision	<a href="#">78846453</a>	

**Plaintiff(s)**

**Name:** University Athletic Association

**Correspondent Address:** Charles R. Henn, Alicia Grahn Jones  
Kilpatrick Stockton LLP  
1100 Peachtree Street Suite 2800  
Atlanta GA , 30309  
UNITED STATES

Correspondent e-mail: [tadmin@kilpatrickstockton.com](mailto:tadmin@kilpatrickstockton.com) , [ajones@kilpatrickstockton.com](mailto:ajones@kilpatrickstockton.com) , [chenn@kilpatrickstockton.com](mailto:chenn@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 16, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 16, 2008	Aug 25, 2008
3	PENDING, INSTITUTED	Jul 16, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Sep 05, 2008	
5	BOARD'S DECISION: SUSTAINED	Oct 09, 2008	
6	TERMINATED	Oct 09, 2008	

## **EXHIBIT 8**

Generated on: This page was generated by TSDR on 2013-07-25 15:27:08 EDT

Mark: F



US Serial Number: 73269856      Application Filing Date: Jul. 11, 1980  
US Registration Number: 1228944      Registration Date: Mar. 01, 1983  
Register: Principal  
Mark Type: Trademark  
Status: The registration has been renewed.  
Status Date: May 16, 2003  
Publication Date: Jul. 20, 1982

## Mark Information

Mark Literal Elements: F  
Standard Character Claim: No  
Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)  
Design Search Code(s): 03.21.05 - Alligators; Crocodiles  
03.21.26 - Costumed reptiles, frogs and snails and those with human attributes

## Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: Apparel-Namely, Shirts, Sweaters, Belts and Caps

International Class(es): 025 - Primary Class

U.S Class(es): 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 1980

Use in Commerce: Jan. 1980

## Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

## Current Owner(s) Information

Owner Name: University Athletic Association, Inc.  
Owner Address: P.O. Box 14485  
Gainesville, FLORIDA 32604  
UNITED STATES  
Legal Entity Type: CORPORATION      State or Country Where Organized: FLORIDA

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: ROBERT DUCKWORTH

### Correspondent

Correspondent: DUCKWORTH, ALLEN, DYER & DOPPELT

Opp's NOR0068

Name/Address: ONE S ORANGE AVE  
STE 600  
P O BOX 3791  
ORLANDO, FLORIDA 32802  
UNITED STATES

**Domestic Representative**

**Domestic Representative Name:** DUCKWORTH, ALLEN, DYER & DOPPELT

## Prosecution History

Date	Description	Proceeding Number
Apr. 11, 2008	CASE FILE IN TICRS	
May 16, 2003	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
May 16, 2003	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Mar. 03, 2003	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Mar. 03, 2003	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Mar. 03, 2003	PAPER RECEIVED	
Oct. 15, 1988	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Jun. 03, 1988	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Mar. 01, 1983	REGISTERED-PRINCIPAL REGISTER	
Jul. 20, 1982	PUBLISHED FOR OPPOSITION	
Jun. 08, 1982	NOTICE OF PUBLICATION	
May 20, 1982	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 14, 1981	NON-FINAL ACTION MAILED	
Jun. 17, 1981	ASSIGNED TO EXAMINER	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Mar. 01, 2003

## TM Staff and Location Information

**TM Staff Information - None**

**File Location**

**Current Location:** SCANNING ON DEMAND

**Date in Location:** Apr. 11, 2008

## Proceedings

**Summary**

**Number of Proceedings:** 9

**Type of Proceeding: Opposition**

**Proceeding Number:** [91206761](#)

**Filing Date:** Aug 29, 2012

**Status:** Pending

**Status Date:** Aug 29, 2012

**Interlocutory Attorney:** BENJAMIN U OKEKE

**Defendant**

**Name:** Incentive Marketing, Inc.

**Correspondent Address:** SVEN W HANSON  
SVEN W HANSON ATTORNEY AT LAW  
PO BOX 357429  
GAINESVILLE FL , 32635-7429  
UNITED STATES

**Correspondent e-mail:** [swhanson@bellsouth.net](mailto:swhanson@bellsouth.net)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
------	--------------------	---------------	---------------------

GATOR SHOP

**Plaintiff(s)****Name:** University Athletic Association**Correspondent Address:** ALICIA GRAHN JONES  
KILPATRICK TOWNSEND & STOCKTON LLP  
1100 PEACHTREE STREET, SUITE 2800  
ATLANTA GA , 30309  
UNITED STATES**Correspondent e-mail:** [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com) , [aljones@ktslaw.com](mailto:aljones@ktslaw.com) , [rchou@ktslaw.com](mailto:rchou@ktslaw.com) , [hhenderson@ktslaw.com](mailto:hhenderson@ktslaw.com) , [brook@kilpatricktownsend.com](mailto:brook@kilpatricktownsend.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 29, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 29, 2012	Oct 08, 2012
3	PENDING, INSTITUTED	Aug 29, 2012	
4	ANSWER	Oct 03, 2012	
5	P TESTIMONY	Jun 10, 2013	

**Type of Proceeding: Opposition****Proceeding Number:** [91203679](#)**Filing Date:** Feb 06, 2012**Status:** Terminated**Status Date:** Feb 21, 2012**Interlocutory Attorney:** ROBERT COGGINS**Defendant****Name:** Lawrence J Navarro**Correspondent Address:** LAWRENCE J NAVARRO  
8362 PINES BLVD STE 377  
PEMBROKE PINES FL , 33024-6600  
UNITED STATES**Correspondent e-mail:** [lnavarro@lnavarropa.com](mailto:lnavarro@lnavarropa.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	<a href="#">85275931</a>	
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	<a href="#">85277518</a>	

**Plaintiff(s)****Name:** University Athletic Association**Correspondent Address:** ALICIA GRAHN JONES  
KILPATRICK TOWNSEND & STOCKTON LLP  
1100 PEACHTREE STREET, SUITE 2800  
ATLANTA GA , 30309  
UNITED STATES**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [aljones@kilpatricktownsend.com](mailto:aljones@kilpatricktownsend.com) , [rchou@kilpatricktownsend.com](mailto:rchou@kilpatricktownsend.com) , [hhenderson@kilpatricktownsend.com](mailto:hhenderson@kilpatricktownsend.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>

	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
	Registered	<a href="#">78822582</a>	<a href="#">3352139</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
GATORSDVD	Registered	<a href="#">77136660</a>	<a href="#">3812440</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 06, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 06, 2012	Mar 17, 2012
3	PENDING, INSTITUTED	Feb 06, 2012	
4	WITHDRAWAL OF APPLICATION	Feb 10, 2012	
5	BOARD'S DECISION: SUSTAINED	Feb 21, 2012	
6	TERMINATED	Feb 21, 2012	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91190191](#) **Filing Date:** May 13, 2009  
**Status:** Terminated **Status Date:** Sep 10, 2009  
**Interlocutory Attorney:** MICHAEL B ADLIN

**Defendant**

**Name:** READ MY T, INC.  
**Correspondent Address:** MARK J. YOUNG  
 MARK YOUNG, P.A.  
 12086 FORT CAROLINE RD STE 202  
 JACKSONVILLE FL , 32225-2689  
 UNITED STATES  
**Correspondent e-mail:** [myoung@myoungpa.com](mailto:myoung@myoungpa.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SWAMP LIFE	Registered	<a href="#">77319367</a>	<a href="#">3697472</a>

**Plaintiff(s)**

**Name:** University Athletic Association  
**Correspondent Address:** Alicia Grahn Jones  
 KILPATRICK STOCKTON LLP  
 1100 Peachtree Street, Suite 2800  
 Atlanta GA , 30309  
 UNITED STATES  
**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [ajones@kilpatrickstockton.com](mailto:ajones@kilpatrickstockton.com) , [rhou@kilpatrickstockton.com](mailto:rhou@kilpatrickstockton.com) , [brook@kilpatrickstockton.com](mailto:brook@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
THE SWAMP	Renewed	<a href="#">74451774</a>	<a href="#">1897791</a>
THE SWAMP	Registered	<a href="#">78784248</a>	<a href="#">3241595</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>

FIGHTING GATORS Renewed [73269858](#) [1225119](#)  
 GATOR VISION Section 8 and 15 - Accepted and Acknowledged [78763863](#) [3232732](#)

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 13, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 13, 2009	Jun 22, 2009
3	PENDING, INSTITUTED	May 13, 2009	
4	NOTICE OF DEFAULT	Jul 07, 2009	
5	D'S RESPONSE TO BOARD ORDER/INQUIRY	Jul 13, 2009	
6	ANSWER	Jul 13, 2009	
7	D'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Jul 13, 2009	
8	#4 DISCHARGED; TRIAL DATES RESET	Jul 21, 2009	
9	WITHDRAWAL OF OPPOSITION	Sep 10, 2009	
10	BD'S DECISION: DISMISSED W/O PREJUDICE	Sep 10, 2009	
11	TERMINATED	Sep 10, 2009	

**Type of Proceeding: Opposition**

Proceeding Number: [91185666](#) Filing Date: Aug 06, 2008  
 Status: Terminated Status Date: Nov 26, 2008  
 Interlocutory Attorney: MARY CATHERINE FAINT

**Defendant**

Name: William Howard

Correspondent Address: Mr. William Howard  
 Morgan and Morgan  
 201 N. Franklin Street, 7th Floor  
 Tampa FL , 33602  
 UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATOR REPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142485</a>	

**Plaintiff(s)**

Name: University Athletic Association, Inc.

Correspondent Address: Stacy R. Stewart  
 Kilpatrick Stockton LLP  
 1100 Peachtree Street, Suite 2800  
 Atlanta GA , 30309-4530  
 UNITED STATES

Correspondent e-mail: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [ajones@kilpatrickstockton.com](mailto:ajones@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com) , [ssewart@kilpatrickstockton.com](mailto:ssewart@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

**Prosecution History**

Entry	History Text	Date	Due Date
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Number			
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 26, 2008	
6	TERMINATED	Nov 26, 2008	

**Type of Proceeding: Opposition**

Proceeding Number: [91185672](#) Filing Date: Aug 06, 2008  
 Status: Terminated Status Date: Nov 24, 2008  
 Interlocutory Attorney: CHERYL A BUTLER

**Defendant**

Name: Howard, William  
 Correspondent Address: Mr. William Howard  
 Morgan and Morgan  
 201 N. Franklin Street, 7th floor  
 Tampa FL , 33602  
 UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142491</a>	

**Plaintiff(s)**

Name: University Athletic Association  
 Correspondent Address: Alicia Grahn Jones, Stacy R. Stewart  
 Kilpatrick Stockton LLP  
 1100 Peachtree Street, Suite 2800  
 Atlanta GA , 30309  
 UNITED STATES  
 Correspondent e-mail: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [stewart@kilpatrickstockton.com](mailto:stewart@kilpatrickstockton.com) , [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 07, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 24, 2008	
6	TERMINATED	Nov 24, 2008	

**Type of Proceeding: Opposition**

Proceeding Number: [91185754](#) Filing Date: Aug 06, 2008  
 Status: Terminated Status Date: Nov 25, 2008

Interlocutory Attorney: LINDA M SKORO

**Defendant**

**Name:** Howard, William

**Correspondent Address:** Mr. William Howard  
Morgan and Morgan  
201 N. Franklin Street, 7th Floor  
Tampa FL , 33602  
UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATOREPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142468</a>	

**Plaintiff(s)**

**Name:** Univesity Athletic Association

**Correspondent Address:** Alicia Grahn Jones, Stacy R. Stewart  
Kilpatrick Stockton LLP  
1100 Peachtree Street Suite 2800  
Atlanta GA , 30309  
UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com) , [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 13, 2008	Sep 22, 2008
3	PENDING, INSTITUTED	Aug 13, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91186068](#)

**Filing Date:** Aug 06, 2008

**Status:** Terminated

**Status Date:** Nov 25, 2008

**Interlocutory Attorney:** ELIZABETH WINTER

**Defendant**

**Name:** William Howard

**Correspondent Address:** William Howard  
Morgan and Morgan  
201 N. Franklin Street, 7th Floor  
Tampa FL , 33602  
UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATOR-PEAT	Abandoned - After Inter-Partes Decision	<a href="#">77143725</a>	

**Plaintiff(s)**

**Name:** University Athletic Association, Inc.

**Correspondent Address:** Stacy Raphael Stewart  
Kilpatrick Stockton LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309  
UNITED STATES

**Correspondent e-mail:** [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com)

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 28, 2008	Oct 07, 2008
3	PENDING, INSTITUTED	Aug 28, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Oct 14, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91185227](#)

**Filing Date:** Jul 16, 2008

**Status:** Terminated

**Status Date:** Oct 09, 2008

**Interlocutory Attorney:** LINDA M SKORO

**Defendant**

**Name:** Lawrence Wright, D.M.

**Correspondent Address:** Richelle Wright  
Lawrence Wright & Partners  
17951 SW 12th Court Pembroke Pines, FL 3  
Pembroke Pines FL , 33029  
UNITED STATES

**Correspondent e-mail:** [info@lawrencewrightandpartners.com](mailto:info@lawrencewrightandpartners.com)

Mark	Application Status	Serial Number	Registration Number
IF YOU AIN'T A GATOR, YOU MUST BE GATOR BAIT!	Abandoned - After Inter-Partes Decision	<a href="#">78846453</a>	

**Plaintiff(s)**

**Name:** University Athletic Association

**Correspondent Address:** Charles R. Henn, Alicia Grahn Jones  
Kilpatrick Stockton LLP  
1100 Peachtree Street Suite 2800  
Atlanta GA , 30309  
UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [alijones@kilpatrickstockton.com](mailto:alijones@kilpatrickstockton.com) , [chenn@kilpatrickstockton.com](mailto:chenn@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>

GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 16, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 16, 2008	Aug 25, 2008
3	PENDING, INSTITUTED	Jul 16, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Sep 05, 2008	
5	BOARD'S DECISION: SUSTAINED	Oct 09, 2008	
6	TERMINATED	Oct 09, 2008	

**Type of Proceeding: Opposition**

Proceeding Number: [91184503](#)

Filing Date: Jun 09, 2008

Status: Terminated

Status Date: Aug 12, 2008

Interlocutory Attorney: FRANCES S WOLFSON

**Defendant**

Name: Gator Aviation Services, LLC

Correspondent Address: JAMES D. TROXELL  
SQUIRE, SANDERS & DEMPSEY, LLP  
4900 KEY TOWER, 127 PUBLIC SQUARE  
CLEVELAND OH, 44114-1304  
UNITED STATES

Correspondent e-mail: [sketler@ssd.com](mailto:sketler@ssd.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GA	Registered	<a href="#">77078846</a>	<a href="#">3500641</a>

**Plaintiff(s)**

Name: University Athletic Association

Correspondent Address: Alicia Grahn Jones  
Kilpatrick Stockton LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA, 30309  
UNITED STATES

Correspondent e-mail: [mdrucker@clc.com](mailto:mdrucker@clc.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATORS	Cancelled - Section 8	<a href="#">74054588</a>	<a href="#">1791016</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
	Registered	<a href="#">78822582</a>	<a href="#">3352139</a>

**Prosecution History**

<b>Entry Number</b>	<b>History Text</b>	<b>Date</b>	<b>Due Date</b>
1	FILED AND FEE	Jun 09, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 10, 2008	Jul 20, 2008
3	PENDING, INSTITUTED	Jun 10, 2008	
4	STIPULATION FOR AN EXTENSION OF TIME	Jul 15, 2008	
5	EXTENSION OF TIME GRANTED	Jul 15, 2008	
6	WITHDRAWAL OF OPPOSITION	Aug 07, 2008	
7	BD'S DECISION: DISMISSED W/O PREJUDICE	Aug 12, 2008	
8	TERMINATED	Aug 12, 2008	

## **EXHIBIT 9**

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Mark: F



**US Serial Number:** 75368273  
**US Registration Number:** 2208807  
**Register:** Principal  
**Mark Type:** Trademark  
**Status:** The registration has been renewed.  
**Status Date:** Nov. 26, 2008  
**Publication Date:** Sep. 15, 1998

**Application Filing Date:** Oct. 06, 1997  
**Registration Date:** Dec. 08, 1998

## Mark Information

**Mark Literal Elements:** F  
**Standard Character Claim:** No  
**Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)  
**Design Search Code(s):** 03.21.05 - Alligators; Crocodiles  
03.21.26 - Costumed reptiles, frogs and snails and those with human attributes

## Related Properties Information

**Claimed Ownership of US Registrations:** 1228944, 1970217, 1975079

## Goods and Services

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks \*...\* identify additional (new) wording in the goods/services.

**For:** clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, sweaters, coats, caps and hats

**International Class(es):** 025 - Primary Class

**U.S Class(es):** 022, 039

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** 1995

**Use in Commerce:** 1995

## Basis Information (Case Level)

<b>Filed Use:</b> Yes	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> No	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

## Current Owner(s) Information

**Owner Name:** University Athletic Association, Inc.  
**Owner Address:** P.O. Box 144855  
Gainesville, FLORIDA 326042485  
UNITED STATES  
**Legal Entity Type:** NOT-FOR-PROFIT CORPORATION  
**State or Country Where:** FLORIDA

Opp's NOR0078

Organized:

## Attorney/Correspondence Information

### Attorney of Record - None Correspondent

**Correspondent Name/Address:** JEREMY FOLEY  
UNIVERSITY ATHLETIC ASSOCIATION INC  
P O BOX 144855  
GAINESVILLE, FLORIDA 32604-2485  
UNITED STATES

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jul. 14, 2010	CASE FILE IN TICRS	59554
Nov. 26, 2008	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	67723
Nov. 26, 2008	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Nov. 19, 2008	ASSIGNED TO PARALEGAL	67723
Nov. 11, 2008	TEAS SECTION 8 & 9 RECEIVED	
Oct. 16, 2004	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Sep. 03, 2004	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Sep. 03, 2004	TEAS SECTION 8 & 15 RECEIVED	
Dec. 08, 1998	REGISTERED-PRINCIPAL REGISTER	
Sep. 15, 1998	PUBLISHED FOR OPPOSITION	
Aug. 14, 1998	NOTICE OF PUBLICATION	
Jun. 30, 1998	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 25, 1998	EXAMINER'S AMENDMENT MAILED	
Jun. 19, 1998	ASSIGNED TO EXAMINER	73355

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Dec. 08, 2008

## TM Staff and Location Information

### TM Staff Information - None File Location

**Current Location:** TMEG LAW OFFICE 105

**Date in Location:** Jul. 15, 2010

## Proceedings

### Summary

**Number of Proceedings:** 8

### Type of Proceeding: Opposition

**Proceeding Number:** [91203679](#)

**Filing Date:** Feb 06, 2012

**Status:** Terminated

**Status Date:** Feb 21, 2012

**Interlocutory Attorney:** ROBERT COGGINS

### Defendant

**Name:** Lawrence J Navarro

**Correspondent Address:** LAWRENCE J NAVARRO  
8362 PINES BLVD STE 377  
PEMBROKE PINES FL , 33024-6600  
UNITED STATES

**Correspondent e-mail:** [lnavarro@lnavarropa.com](mailto:lnavarro@lnavarropa.com)

**Associated marks**

Opp's NOR0079

Mark	Application Status	Serial Number	Registration Number
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	<a href="#">85275931</a>	
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	<a href="#">85277518</a>	

**Plaintiff(s)**

**Name:** University Athletic Association

**Correspondent Address:** ALICIA GRAHN JONES  
KILPATRICK TOWNSEND & STOCKTON LLP  
1100 PEACHTREE STREET, SUITE 2800  
ATLANTA GA , 30309  
UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [aljones@kilpatricktownsend.com](mailto:aljones@kilpatricktownsend.com) , [rchou@kilpatricktownsend.com](mailto:rchou@kilpatricktownsend.com) , [hhenderson@kilpatricktownsend.com](mailto:hhenderson@kilpatricktownsend.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
	Registered	<a href="#">78822582</a>	<a href="#">3352139</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
GATORSDVD	Registered	<a href="#">77136660</a>	<a href="#">3812440</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 06, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 06, 2012	Mar 17, 2012
3	PENDING, INSTITUTED	Feb 06, 2012	
4	WITHDRAWAL OF APPLICATION	Feb 10, 2012	
5	BOARD'S DECISION: SUSTAINED	Feb 21, 2012	
6	TERMINATED	Feb 21, 2012	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91190191](#)

**Filing Date:** May 13, 2009

**Status:** Terminated

**Status Date:** Sep 10, 2009

**Interlocutory Attorney:** MICHAEL B ADLIN

**Defendant**

**Name:** READ MY T, INC.

**Correspondent Address:** MARK J. YOUNG  
MARK YOUNG, P.A.  
12086 FORT CAROLINE RD STE 202  
JACKSONVILLE FL , 32225-2689  
UNITED STATES

**Correspondent e-mail:** [myoung@myoungpa.com](mailto:myoung@myoungpa.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
SWAMP LIFE	Registered	<a href="#">77319367</a>	<a href="#">3697472</a>

**Plaintiff(s)**

**Name:** University Athletic Association

**Correspondent Address:** Alicia Grahn Jones  
 KILPATRICK STOCKTON LLP  
 1100 Peachtree Street, Suite 2800  
 Atlanta GA , 30309  
 UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [ajones@kilpatrickstockton.com](mailto:ajones@kilpatrickstockton.com) , [rchou@kilpatrickstockton.com](mailto:rchou@kilpatrickstockton.com) , [brook@kilpatrickstockton.com](mailto:brook@kilpatrickstockton.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
THE SWAMP	Renewed	<a href="#">74451774</a>	<a href="#">1897791</a>
THE SWAMP	Registered	<a href="#">78784248</a>	<a href="#">3241595</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 13, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 13, 2009	Jun 22, 2009
3	PENDING, INSTITUTED	May 13, 2009	
4	NOTICE OF DEFAULT	Jul 07, 2009	
5	D'S RESPONSE TO BOARD ORDER/INQUIRY	Jul 13, 2009	
6	ANSWER	Jul 13, 2009	
7	D'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Jul 13, 2009	
8	#4 DISCHARGED; TRIAL DATES RESET	Jul 21, 2009	
9	WITHDRAWAL OF OPPOSITION	Sep 10, 2009	
10	BD'S DECISION: DISMISSED W/O PREJUDICE	Sep 10, 2009	
11	TERMINATED	Sep 10, 2009	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91185666](#) **Filing Date:** Aug 06, 2008

**Status:** Terminated **Status Date:** Nov 26, 2008

**Interlocutory Attorney:** MARY CATHERINE FAINT

**Defendant**

**Name:** William Howard

**Correspondent Address:** Mr. William Howard  
 Morgan and Morgan  
 201 N. Franklin Street, 7th Floor  
 Tampa FL , 33602  
 UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOR REPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142485</a>	

**Plaintiff(s)**

**Name:** University Athletic Association, Inc.

**Correspondent Address:** Stacy R. Stewart  
 Kilpatrick Stockton LLP  
 1100 Peachtree Street, Suite 2800  
 Atlanta GA , 30309-4530

UNITED STATES

Correspondent e-mail: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com) , [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com)

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 26, 2008	
6	TERMINATED	Nov 26, 2008	

**Type of Proceeding: Opposition**

Proceeding Number: [91185672](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 24, 2008

Interlocutory Attorney: CHERYL A BUTLER

**Defendant**

Name: Howard, William

Correspondent Address: Mr. William Howard  
Morgan and Morgan  
201 N. Franklin Street, 7th floor  
Tampa FL , 33602  
UNITED STATES

Mark	Application Status	Serial Number	Registration Number
GATORPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142491</a>	

**Plaintiff(s)**

Name: University Athletic Association

Correspondent Address: Alicia Grahn Jones, Stacy R. Stewart  
Kilpatrick Stockton LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309  
UNITED STATES

Correspondent e-mail: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com) , [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>

Opp's NOR0082

FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 07, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 24, 2008	
6	TERMINATED	Nov 24, 2008	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91185754](#) **Filing Date:** Aug 06, 2008  
**Status:** Terminated **Status Date:** Nov 25, 2008  
**Interlocutory Attorney:** LINDA M SKORO

**Defendant**

**Name:** Howard, William  
**Correspondent Address:** Mr. William Howard  
Morgan and Morgan  
201 N. Franklin Street, 7th Floor  
Tampa FL , 33602  
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOREPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142468</a>	

**Plaintiff(s)**

**Name:** Univesity Athletic Association  
**Correspondent Address:** Alicia Grahn Jones, Stacy R. Stewart  
Kilpatrick Stockton LLP  
1100 Peachtree Street Suite 2800  
Atlanta GA , 30309  
UNITED STATES  
**Correspondent e-mail:** [tadmin@kilpatrickstockton.com](mailto:tadmin@kilpatrickstockton.com) , [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com) , [alijones@kilpatrickstockton.com](mailto:alijones@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 13, 2008	Sep 22, 2008

3	PENDING, INSTITUTED	Aug 13, 2008
4	NOTICE OF DEFAULT	Oct 09, 2008
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008
6	TERMINATED	Nov 25, 2008

**Type of Proceeding: Opposition**

Proceeding Number: [91186068](#) Filing Date: Aug 06, 2008  
 Status: Terminated Status Date: Nov 25, 2008  
 Interlocutory Attorney: ELIZABETH WINTER

**Defendant**

Name: William Howard  
 Correspondent Address: William Howard  
 Morgan and Morgan  
 201 N. Franklin Street, 7th Floor  
 Tampa FL , 33602  
 UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATOR-PEAT	Abandoned - After Inter-Partes Decision	<a href="#">77143725</a>	

**Plaintiff(s)**

Name: University Athletic Association, Inc.  
 Correspondent Address: Stacy Raphael Stewart  
 Kilpatrick Stockton LLP  
 1100 Peachtree Street, Suite 2800  
 Atlanta GA , 30309  
 UNITED STATES  
 Correspondent e-mail: [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 28, 2008	Oct 07, 2008
3	PENDING, INSTITUTED	Aug 28, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Oct 14, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

**Type of Proceeding: Opposition**

Proceeding Number: [91185227](#) Filing Date: Jul 16, 2008  
 Status: Terminated Status Date: Oct 09, 2008  
 Interlocutory Attorney: LINDA M SKORO

**Defendant**

Name: Lawrence Wright, D.M.

**Correspondent Address:** Richelle Wright  
Lawrence Wright & Partners  
17951 SW 12th Court Pembroke Pines, FL 3  
Pembroke Pines FL , 33029  
UNITED STATES

**Correspondent e-mail:** [info@lawrencewrightandpartners.com](mailto:info@lawrencewrightandpartners.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
IF YOU AIN'T A GATOR, YOU MUST BE GATOR BAIT!	Abandoned - After Inter-Partes Decision	<a href="#">78846453</a>	
<b>Plaintiff(s)</b>			

**Name:** University Athletic Association

**Correspondent Address:** Charles R. Henn, Alicia Grahn Jones  
Kilpatrick Stockton LLP  
1100 Peachtree Street Suite 2800  
Atlanta GA , 30309  
UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [chenn@kilpatrickstockton.com](mailto:chenn@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 16, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 16, 2008	Aug 25, 2008
3	PENDING, INSTITUTED	Jul 16, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Sep 05, 2008	
5	BOARD'S DECISION: SUSTAINED	Oct 09, 2008	
6	TERMINATED	Oct 09, 2008	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91184503](#)

**Filing Date:** Jun 09, 2008

**Status:** Terminated

**Status Date:** Aug 12, 2008

**Interlocutory Attorney:** FRANCES S WOLFSON

**Defendant**

**Name:** Gator Aviation Services, LLC

**Correspondent Address:** JAMES D. TROXELL  
SQUIRE, SANDERS & DEMPSEY, LLP  
4900 KEY TOWER, 127 PUBLIC SQUARE  
CLEVELAND OH , 44114-1304  
UNITED STATES

**Correspondent e-mail:** [sketler@ssd.com](mailto:sketler@ssd.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GA	Registered	<a href="#">77078846</a>	<a href="#">3500641</a>
<b>Plaintiff(s)</b>			

**Name:** University Athletic Association

**Correspondent Address:** Alicia Grahn Jones  
 Kilpatrick Stockton LLP  
 1100 Peachtree Street, Suite 2800  
 Atlanta GA , 30309  
 UNITED STATES

**Correspondent e-mail:** [mdrucker@clc.com](mailto:mdrucker@clc.com)

<b>Associated marks</b>			
<b>Mark</b>	<b>Application Status</b>	<b>Serial Number</b>	<b>Registration Number</b>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATORS	Cancelled - Section 8	<a href="#">74054588</a>	<a href="#">1791016</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
	Registered	<a href="#">78822582</a>	<a href="#">3352139</a>

<b>Prosecution History</b>			
<b>Entry Number</b>	<b>History Text</b>	<b>Date</b>	<b>Due Date</b>
1	FILED AND FEE	Jun 09, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 10, 2008	Jul 20, 2008
3	PENDING, INSTITUTED	Jun 10, 2008	
4	STIPULATION FOR AN EXTENSION OF TIME	Jul 15, 2008	
5	EXTENSION OF TIME GRANTED	Jul 15, 2008	
6	WITHDRAWAL OF OPPOSITION	Aug 07, 2008	
7	BD'S DECISION: DISMISSED W/O PREJUDICE	Aug 12, 2008	
8	TERMINATED	Aug 12, 2008	

**EXHIBIT 10**

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Mark:



**US Serial Number:** 74703704  
**US Registration Number:** 1970217  
**Register:** Principal  
**Mark Type:** Service Mark  
**Status:** The registration has been renewed.  
**Status Date:** May 16, 2006  
**Publication Date:** Jan. 30, 1996

**Application Filing Date:** Jul. 20, 1995  
**Registration Date:** Apr. 23, 1996

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## Mark Information

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**Mark Literal Elements:** None  
**Standard Character Claim:** No  
**Mark Drawing Type:** 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)  
**Description of Mark:** The mark sought to be registered comprises the mark DESIGN OF ALLIGATOR consisting of a fanciful depiction of an alligator head with an aggressive appearance protruding from an encircling oblong.  
**Design Search Code(s):** 03.21.05 - Alligators; Crocodiles  
03.21.24 - Stylized reptiles, frogs and snails  
26.03.17 - Concentric ovals; Concentric ovals and ovals within ovals; Ovals within ovals; Ovals, concentric  
26.03.21 - Ovals that are completely or partially shaded

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## Related Properties Information

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**Claimed Ownership of US Registrations:** 1222098, 1228944

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## Goods and Services

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**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** entertainment services, namely conducting intercollegiate athletic events

**International Class(es):** 041 - Primary Class  
**U.S Class(es):** 100, 101, 107

**Class Status:** ACTIVE  
**Basis:** 1(a)  
**First Use:** Nov. 1994  
**Use in Commerce:** Nov. 1994

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## Basis Information (Case Level)

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<b>Filed Use:</b> Yes	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> No	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

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## Current Owner(s) Information

---

**Owner Name:** UNIVERSITY ATHLETIC ASSOCIATION, INC.  
**Owner Address:** BEN HILL GRIFFITH STADIUM NORTH-SOUTH DRIVE  
GAINESVILLE, FLORIDA 32611  
UNITED STATES  
**Legal Entity Type:** NONPROFIT CORPORATION  
**State or Country Where Organized:** FLORIDA

## Attorney/Correspondence Information

### Attorney of Record - None

#### Correspondent

**Correspondent Name/Address:** JEREMY FOLEY  
UNIVERSITY ATHLETIC ASSOCIATION  
BEN HILL GRIFFITH STADIUM  
NORTH-SOUTH DR  
GAINESVILLE, FLORIDA 32611  
UNITED STATES

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jan. 09, 2009	NOTICE OF DESIGN SEARCH CODE MAILED	
Aug. 15, 2006	CASE FILE IN TICRS	
May 16, 2006	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	61619
May 16, 2006	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
May 03, 2006	ASSIGNED TO PARALEGAL	61619
Jan. 23, 2006	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jan. 23, 2006	TEAS SECTION 8 & 9 RECEIVED	
Aug. 10, 2001	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Jun. 20, 2001	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Apr. 23, 1996	REGISTERED-PRINCIPAL REGISTER	
Jan. 30, 1996	PUBLISHED FOR OPPOSITION	
Dec. 29, 1995	NOTICE OF PUBLICATION	
Nov. 27, 1995	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 22, 1995	ASSIGNED TO EXAMINER	70425

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Apr. 23, 2006

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** SCANNING ON DEMAND

**Date in Location:** Aug. 15, 2006

## Proceedings

### Summary

**Number of Proceedings:** 8

#### Type of Proceeding: Opposition

**Proceeding Number:** [91203679](#)

**Filing Date:** Feb 06, 2012

**Status:** Terminated

**Status Date:** Feb 21, 2012

**Interlocutory Attorney:** ROBERT COGGINS

#### Defendant

**Name:** Lawrence J Navarro

**Correspondent Address:** LAWRENCE J NAVARRO  
8362 PINES BLVD STE 377  
PEMBROKE PINES FL , 33024-6600  
UNITED STATES

**Correspondent e-mail:** [lnavarro@lnavarropa.com](mailto:lnavarro@lnavarropa.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	<a href="#">85275931</a>	
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	<a href="#">85277518</a>	

**Plaintiff(s)**

**Name:** University Athletic Association

**Correspondent Address:** ALICIA GRAHN JONES  
KILPATRICK TOWNSEND & STOCKTON LLP  
1100 PEACHTREE STREET, SUITE 2800  
ATLANTA GA , 30309  
UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [ajones@kilpatricktownsend.com](mailto:ajones@kilpatricktownsend.com) , [rchou@kilpatricktownsend.com](mailto:rchou@kilpatricktownsend.com) , [hhenderson@kilpatricktownsend.com](mailto:hhenderson@kilpatricktownsend.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
	Registered	<a href="#">78822582</a>	<a href="#">3352139</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
GATORSDVD	Registered	<a href="#">77136660</a>	<a href="#">3812440</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 06, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 06, 2012	Mar 17, 2012
3	PENDING, INSTITUTED	Feb 06, 2012	
4	WITHDRAWAL OF APPLICATION	Feb 10, 2012	
5	BOARD'S DECISION: SUSTAINED	Feb 21, 2012	
6	TERMINATED	Feb 21, 2012	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91190191](#)

**Filing Date:** May 13, 2009

**Status:** Terminated

**Status Date:** Sep 10, 2009

**Interlocutory Attorney:** MICHAEL B ADLIN

**Defendant**

**Name:** READ MY T, INC.

**Correspondent Address:** MARK J. YOUNG  
MARK YOUNG, P.A.  
12086 FORT CAROLINE RD STE 202  
JACKSONVILLE FL , 32225-2689  
UNITED STATES

**Correspondent e-mail:** [myoung@myoungpa.com](mailto:myoung@myoungpa.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SWAMP LIFE	Registered	<a href="#">77319367</a>	<a href="#">3697472</a>

**Plaintiff(s)**

**Name:** University Athletic Association

**Correspondent Address:** Alicia Grahn Jones

KILPATRICK STOCKTON LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309  
UNITED STATES

Correspondent e-mail: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [rchou@kilpatrickstockton.com](mailto:rchou@kilpatrickstockton.com) , [brook@kilpatrickstockton.com](mailto:brook@kilpatrickstockton.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
THE SWAMP	Renewed	<a href="#">74451774</a>	<a href="#">1897791</a>
THE SWAMP	Registered	<a href="#">78784248</a>	<a href="#">3241595</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 13, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 13, 2009	Jun 22, 2009
3	PENDING, INSTITUTED	May 13, 2009	
4	NOTICE OF DEFAULT	Jul 07, 2009	
5	D'S RESPONSE TO BOARD ORDER/INQUIRY	Jul 13, 2009	
6	ANSWER	Jul 13, 2009	
7	D'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Jul 13, 2009	
8	#4 DISCHARGED; TRIAL DATES RESET	Jul 21, 2009	
9	WITHDRAWAL OF OPPOSITION	Sep 10, 2009	
10	BD'S DECISION: DISMISSED W/O PREJUDICE	Sep 10, 2009	
11	TERMINATED	Sep 10, 2009	

**Type of Proceeding: Opposition**

Proceeding Number: [91185666](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 26, 2008

Interlocutory Attorney: MARY CATHERINE FAINT

**Defendant**

Name: William Howard

Correspondent Address: Mr. William Howard  
Morgan and Morgan  
201 N. Franklin Street, 7th Floor  
Tampa FL , 33602  
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOR REPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142485</a>	

**Plaintiff(s)**

Name: University Athletic Association, Inc.

Correspondent Address: Stacy R. Stewart  
Kilpatrick Stockton LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309-4530  
UNITED STATES

Correspondent e-mail: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com), [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com), [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com), [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 26, 2008	
6	TERMINATED	Nov 26, 2008	

**Type of Proceeding: Opposition**

Proceeding Number: [91185672](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 24, 2008

Interlocutory Attorney: CHERYL A BUTLER

**Defendant**

Name: Howard, William

Correspondent Address: Mr. William Howard  
Morgan and Morgan  
201 N. Franklin Street, 7th floor  
Tampa FL , 33602  
UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142491</a>	

**Plaintiff(s)**

Name: University Athletic Association

Correspondent Address: Alicia Grahn Jones, Stacy R. Stewart  
Kilpatrick Stockton LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309  
UNITED STATES

Correspondent e-mail: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com), [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com), [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com), [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>

FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 07, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 24, 2008	
6	TERMINATED	Nov 24, 2008	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91185754](#) **Filing Date:** Aug 06, 2008  
**Status:** Terminated **Status Date:** Nov 25, 2008  
**Interlocutory Attorney:** LINDA M SKORO

**Defendant**

**Name:** Howard, William  
**Correspondent Address:** Mr. William Howard  
Morgan and Morgan  
201 N. Franklin Street, 7th Floor  
Tampa FL , 33602  
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOREPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142468</a>	

**Plaintiff(s)**

**Name:** Univesity Athletic Association  
**Correspondent Address:** Alicia Grahn Jones, Stacy R. Stewart  
Kilpatrick Stockton LLP  
1100 Peachtree Street Suite 2800  
Atlanta GA , 30309  
UNITED STATES  
**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [stewart@kilpatrickstockton.com](mailto:stewart@kilpatrickstockton.com) , [alijones@kilpatrickstockton.com](mailto:alijones@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 13, 2008	Sep 22, 2008

3	PENDING, INSTITUTED	Aug 13, 2008
4	NOTICE OF DEFAULT	Oct 09, 2008
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008
6	TERMINATED	Nov 25, 2008

**Type of Proceeding: Opposition**

**Proceeding Number:** [91186068](#) **Filing Date:** Aug 06, 2008  
**Status:** Terminated **Status Date:** Nov 25, 2008  
**Interlocutory Attorney:** ELIZABETH WINTER

**Defendant**

**Name:** William Howard  
**Correspondent Address:** William Howard  
Morgan and Morgan  
201 N. Franklin Street, 7th Floor  
Tampa FL , 33602  
UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATOR-PEAT	Abandoned - After Inter-Partes Decision	<a href="#">77143725</a>	

**Plaintiff(s)**

**Name:** University Athletic Association, Inc.  
**Correspondent Address:** Stacy Raphael Stewart  
Kilpatrick Stockton LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309  
UNITED STATES  
**Correspondent e-mail:** [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 28, 2008	Oct 07, 2008
3	PENDING, INSTITUTED	Aug 28, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Oct 14, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91185227](#) **Filing Date:** Jul 16, 2008  
**Status:** Terminated **Status Date:** Oct 09, 2008  
**Interlocutory Attorney:** LINDA M SKORO

**Defendant**

**Name:** Lawrence Wright, D.M.

**Correspondent Address:** Richelle Wright  
Lawrence Wright & Partners  
17951 SW 12th Court Pembroke Pines, FL 3  
Pembroke Pines FL , 33029  
UNITED STATES

**Correspondent e-mail:** [info@lawrencewrightandpartners.com](mailto:info@lawrencewrightandpartners.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
IF YOU AIN'T A GATOR, YOU MUST BE GATOR BAIT!	Abandoned - After Inter-Partes Decision	<a href="#">78846453</a>	
<b>Plaintiff(s)</b>			

**Name:** University Athletic Association

**Correspondent Address:** Charles R. Henn, Alicia Grahn Jones  
Kilpatrick Stockton LLP  
1100 Peachtree Street Suite 2800  
Atlanta GA , 30309  
UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [chenn@kilpatrickstockton.com](mailto:chenn@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 16, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 16, 2008	Aug 25, 2008
3	PENDING, INSTITUTED	Jul 16, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Sep 05, 2008	
5	BOARD'S DECISION: SUSTAINED	Oct 09, 2008	
6	TERMINATED	Oct 09, 2008	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91184503](#)

**Filing Date:** Jun 09, 2008

**Status:** Terminated

**Status Date:** Aug 12, 2008

**Interlocutory Attorney:** FRANCES S WOLFSON

**Defendant**

**Name:** Gator Aviation Services, LLC

**Correspondent Address:** JAMES D. TROXELL  
SQUIRE, SANDERS & DEMPSEY, LLP  
4900 KEY TOWER, 127 PUBLIC SQUARE  
CLEVELAND OH , 44114-1304  
UNITED STATES

**Correspondent e-mail:** [sketler@ssd.com](mailto:sketler@ssd.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GA	Registered	<a href="#">77078846</a>	<a href="#">3500641</a>
<b>Plaintiff(s)</b>			

**Name:** University Athletic Association

**Correspondent Address:** Alicia Grahn Jones  
 Kilpatrick Stockton LLP  
 1100 Peachtree Street, Suite 2800  
 Atlanta GA , 30309  
 UNITED STATES

**Correspondent e-mail:** [mdrucker@clc.com](mailto:mdrucker@clc.com)

<b>Associated marks</b>			
<b>Mark</b>	<b>Application Status</b>	<b>Serial Number</b>	<b>Registration Number</b>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATORS	Cancelled - Section 8	<a href="#">74054588</a>	<a href="#">1791016</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
	Registered	<a href="#">78822582</a>	<a href="#">3352139</a>

<b>Prosecution History</b>			
<b>Entry Number</b>	<b>History Text</b>	<b>Date</b>	<b>Due Date</b>
1	FILED AND FEE	Jun 09, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 10, 2008	Jul 20, 2008
3	PENDING, INSTITUTED	Jun 10, 2008	
4	STIPULATION FOR AN EXTENSION OF TIME	Jul 15, 2008	
5	EXTENSION OF TIME GRANTED	Jul 15, 2008	
6	WITHDRAWAL OF OPPOSITION	Aug 07, 2008	
7	BD'S DECISION: DISMISSED W/O PREJUDICE	Aug 12, 2008	
8	TERMINATED	Aug 12, 2008	

## **EXHIBIT 11**

Generated on: This page was generated by TSDR on 2013-07-25 10:11:22 EDT

Mark:



US Serial Number: 74703705  
US Registration Number: 1975079  
Register: Principal  
Mark Type: Trademark  
Status: The registration has been renewed.  
Status Date: May 16, 2006  
Publication Date: Feb. 27, 1996

Application Filing Date: Jul. 20, 1995  
Registration Date: May 21, 1996

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## Mark Information

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Mark Literal Elements: None  
Standard Character Claim: No  
Mark Drawing Type: 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)  
Description of Mark: The mark sought to be registered comprises the mark DESIGN OF ALLIGATOR consisting of a fanciful depiction of an alligator head with an aggressive appearance protruding from an encircling oblong.  
Design Search Code(s): 03.21.05 - Alligators; Crocodiles  
03.21.24 - Stylized reptiles, frogs and snails  
26.03.17 - Concentric ovals; Concentric ovals and ovals within ovals; Ovals within ovals; Ovals, concentric  
26.03.21 - Ovals that are completely or partially shaded

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## Related Properties Information

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Claimed Ownership of US Registrations: 1222098, 1228944

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## Goods and Services

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Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [.] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks \*.\* identify additional (new) wording in the goods/services.

For: wearing apparel, namely tee-shirts, hats and shorts

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 01, 1995

Use in Commerce: Jan. 01, 1995

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## Basis Information (Case Level)

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Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

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## Current Owner(s) Information

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Owner Name: UNIVERSITY ATHLETIC ASSOCIATION, INC.  
Owner Address: BEN HILL GRIFFIN STADIUM NORTH-SOUTH DRIVE  
GAINESVILLE, FLORIDA 32611  
UNITED STATES  
Legal Entity Type: NONPROFIT CORPORATION  
State or Country Where Organized: FLORIDA

Opp's NOR0096

## Attorney/Correspondence Information

### Attorney of Record - None Correspondent

**Correspondent Name/Address:** JEREMY FOLEY  
UNIVERSITY ATHLETIC ASSOCIATION  
BEN HILL GRIFFIN STADIUM  
NORTH-SOUTH DR  
GAINESVILLE, FLORIDA 32611  
UNITED STATES

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jan. 09, 2009	NOTICE OF DESIGN SEARCH CODE MAILED	
Jun. 11, 2007	CASE FILE IN TICRS	
May 16, 2006	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	61619
May 16, 2006	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
May 03, 2006	ASSIGNED TO PARALEGAL	61619
Jan. 23, 2006	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jan. 23, 2006	TEAS SECTION 8 & 9 RECEIVED	
Aug. 10, 2001	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Jun. 20, 2001	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
May 21, 1996	REGISTERED-PRINCIPAL REGISTER	
Feb. 27, 1996	PUBLISHED FOR OPPOSITION	
Jan. 26, 1996	NOTICE OF PUBLICATION	
Nov. 27, 1995	APPROVED FOR PUB - PRINCIPAL REGISTER	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** May 21, 2006

## TM Staff and Location Information

### TM Staff Information - None File Location

**Current Location:** SCANNING ON DEMAND

**Date in Location:** Jun. 11, 2007

## Proceedings

### Summary

**Number of Proceedings:** 8

### Type of Proceeding: Opposition

**Proceeding Number:** [91203679](#)

**Filing Date:** Feb 06, 2012

**Status:** Terminated

**Status Date:** Feb 21, 2012

**Interlocutory Attorney:** ROBERT COGGINS

### Defendant

**Name:** Lawrence J Navarro

**Correspondent Address:** LAWRENCE J NAVARRO  
8362 PINES BLVD STE 377  
PEMBROKE PINES FL , 33024-6600  
UNITED STATES

**Correspondent e-mail:** [lnavarro@lnavarro.com](mailto:lnavarro@lnavarro.com)

### Associated marks

Mark	Application Status	Serial	Registration
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Opp's NOR0097

		Number	Number
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	<a href="#">85275931</a>	
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	<a href="#">85277518</a>	

**Plaintiff(s)**

**Name:** University Athletic Association

**Correspondent Address:** ALICIA GRAHN JONES  
KILPATRICK TOWNSEND & STOCKTON LLP  
1100 PEACHTREE STREET, SUITE 2800  
ATLANTA GA , 30309  
UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [aljones@kilpatricktownsend.com](mailto:aljones@kilpatricktownsend.com) , [rchou@kilpatricktownsend.com](mailto:rchou@kilpatricktownsend.com) , [hhenderson@kilpatricktownsend.com](mailto:hhenderson@kilpatricktownsend.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
	Registered	<a href="#">78822582</a>	<a href="#">3352139</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
GATORSDVD	Registered	<a href="#">77136660</a>	<a href="#">3812440</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 06, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 06, 2012	Mar 17, 2012
3	PENDING, INSTITUTED	Feb 06, 2012	
4	WITHDRAWAL OF APPLICATION	Feb 10, 2012	
5	BOARD'S DECISION: SUSTAINED	Feb 21, 2012	
6	TERMINATED	Feb 21, 2012	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91190191](#)

**Filing Date:** May 13, 2009

**Status:** Terminated

**Status Date:** Sep 10, 2009

**Interlocutory Attorney:** MICHAEL B ADLIN

**Defendant**

**Name:** READ MY T, INC.

**Correspondent Address:** MARK J. YOUNG  
MARK YOUNG, P.A.  
12086 FORT CAROLINE RD STE 202  
JACKSONVILLE FL , 32225-2689  
UNITED STATES

**Correspondent e-mail:** [myoung@myoungpa.com](mailto:myoung@myoungpa.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SWAMP LIFE	Registered	<a href="#">77319367</a>	<a href="#">3697472</a>

**Plaintiff(s)**

**Name:** University Athletic Association

**Correspondent Address:** Alicia Grahn Jones  
KILPATRICK STOCKTON LLP

1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309  
UNITED STATES

Correspondent e-mail: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [rchou@kilpatrickstockton.com](mailto:rchou@kilpatrickstockton.com) , [brook@kilpatrickstockton.com](mailto:brook@kilpatrickstockton.com)

Mark	Application Status	Serial Number	Registration Number
THE SWAMP	Renewed	<a href="#">74451774</a>	<a href="#">1897791</a>
THE SWAMP	Registered	<a href="#">78784248</a>	<a href="#">3241595</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 13, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 13, 2009	Jun 22, 2009
3	PENDING, INSTITUTED	May 13, 2009	
4	NOTICE OF DEFAULT	Jul 07, 2009	
5	D'S RESPONSE TO BOARD ORDER/INQUIRY	Jul 13, 2009	
6	ANSWER	Jul 13, 2009	
7	D'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Jul 13, 2009	
8	#4 DISCHARGED; TRIAL DATES RESET	Jul 21, 2009	
9	WITHDRAWAL OF OPPOSITION	Sep 10, 2009	
10	BD'S DECISION: DISMISSED W/O PREJUDICE	Sep 10, 2009	
11	TERMINATED	Sep 10, 2009	

**Type of Proceeding: Opposition**

Proceeding Number: [91185666](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 26, 2008

Interlocutory Attorney: MARY CATHERINE FAINT

**Defendant**

Name: William Howard

Correspondent Address: Mr. William Howard  
Morgan and Morgan  
201 N. Franklin Street, 7th Floor  
Tampa FL , 33602  
UNITED STATES

Mark	Application Status	Serial Number	Registration Number
GATOR REPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142485</a>	

**Plaintiff(s)**

Name: University Athletic Association, Inc.

Correspondent Address: Stacy R. Stewart  
Kilpatrick Stockton LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309-4530  
UNITED STATES

Correspondent e-mail: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com) , [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com)

Opp's NOR0099

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 26, 2008	
6	TERMINATED	Nov 26, 2008	

**Type of Proceeding: Opposition**

Proceeding Number: [91185672](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 24, 2008

Interlocutory Attorney: CHERYL A BUTLER

**Defendant**

Name: Howard, William

Correspondent Address: Mr. William Howard  
Morgan and Morgan  
201 N. Franklin Street, 7th floor  
Tampa FL , 33602  
UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142491</a>	

**Plaintiff(s)**

Name: University Athletic Association

Correspondent Address: Alicia Grahn Jones, Stacy R. Stewart  
Kilpatrick Stockton LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309  
UNITED STATES

Correspondent e-mail: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com) , [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>

F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 07, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 24, 2008	
6	TERMINATED	Nov 24, 2008	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91185754](#)      **Filing Date:** Aug 06, 2008  
**Status:** Terminated      **Status Date:** Nov 25, 2008  
**Interlocutory Attorney:** LINDA M SKORO

**Defendant**

**Name:** Howard, William  
**Correspondent Address:** Mr. William Howard  
 Morgan and Morgan  
 201 N. Franklin Street, 7th Floor  
 Tampa FL , 33602  
 UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOREPEAT	Abandoned - After Inter-Partes Decision	<a href="#">77142468</a>	

**Plaintiff(s)**

**Name:** Univesity Athletic Association  
**Correspondent Address:** Alicia Grahn Jones, Stacy R. Stewart  
 Kilpatrick Stockton LLP  
 1100 Peachtree Street Suite 2800  
 Atlanta GA , 30309  
 UNITED STATES  
**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com) , [aljones@kilpatrickstockton.com](mailto:aljones@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 13, 2008	Sep 22, 2008
3	PENDING, INSTITUTED	Aug 13, 2008	

4	NOTICE OF DEFAULT	Oct 09, 2008
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008
6	TERMINATED	Nov 25, 2008

**Type of Proceeding: Opposition**

Proceeding Number: [91186068](#) Filing Date: Aug 06, 2008  
 Status: Terminated Status Date: Nov 25, 2008

Interlocutory Attorney: ELIZABETH WINTER

**Defendant**

Name: William Howard  
 Correspondent Address: William Howard  
 Morgan and Morgan  
 201 N. Franklin Street, 7th Floor  
 Tampa FL , 33602  
 UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATOR-PEAT	Abandoned - After Inter-Partes Decision	<a href="#">77143725</a>	

**Plaintiff(s)**

Name: University Athletic Association, Inc.  
 Correspondent Address: Stacy Raphael Stewart  
 Kilpatrick Stockton LLP  
 1100 Peachtree Street, Suite 2800  
 Atlanta GA , 30309  
 UNITED STATES

Correspondent e-mail: [sstewart@kilpatrickstockton.com](mailto:sstewart@kilpatrickstockton.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 28, 2008	Oct 07, 2008
3	PENDING, INSTITUTED	Aug 28, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Oct 14, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

**Type of Proceeding: Opposition**

Proceeding Number: [91185227](#) Filing Date: Jul 16, 2008  
 Status: Terminated Status Date: Oct 09, 2008

Interlocutory Attorney: LINDA M SKORO

**Defendant**

Name: Lawrence Wright, D.M.  
 Correspondent Address: Richelle Wright  
 Lawrence Wright & Partners

17951 SW 12th Court Pembroke Pines, FL 3  
Pembroke Pines FL , 33029  
UNITED STATES

Correspondent e-mail: [info@lawrencewrightandpartners.com](mailto:info@lawrencewrightandpartners.com)

Mark	Application Status	Serial Number	Registration Number
IF YOU AIN'T A GATOR, YOU MUST BE GATOR BAIT!	Abandoned - After Inter-Partes Decision	<a href="#">78846453</a>	

**Plaintiff(s)**

**Name:** University Athletic Association

**Correspondent Address:** Charles R. Henn, Alicia Grahn Jones  
Kilpatrick Stockton LLP  
1100 Peachtree Street Suite 2800  
Atlanta GA , 30309  
UNITED STATES

Correspondent e-mail: [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [ajones@kilpatrickstockton.com](mailto:ajones@kilpatrickstockton.com) , [chenn@kilpatrickstockton.com](mailto:chenn@kilpatrickstockton.com) , [lkemp@kilpatrickstockton.com](mailto:lkemp@kilpatrickstockton.com)

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 16, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 16, 2008	Aug 25, 2008
3	PENDING, INSTITUTED	Jul 16, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Sep 05, 2008	
5	BOARD'S DECISION: SUSTAINED	Oct 09, 2008	
6	TERMINATED	Oct 09, 2008	

**Type of Proceeding: Opposition**

Proceeding Number: [91184503](#)

Filing Date: Jun 09, 2008

Status: Terminated

Status Date: Aug 12, 2008

Interlocutory Attorney: FRANCES S WOLFSON

**Defendant**

**Name:** Gator Aviation Services, LLC

**Correspondent Address:** JAMES D. TROXELL  
SQUIRE, SANDERS & DEMPSEY, LLP  
4900 KEY TOWER, 127 PUBLIC SQUARE  
CLEVELAND OH , 44114-1304  
UNITED STATES

Correspondent e-mail: [sketler@ssd.com](mailto:sketler@ssd.com)

Mark	Application Status	Serial Number	Registration Number
GA	Registered	<a href="#">77078846</a>	<a href="#">3500641</a>

**Plaintiff(s)**

**Name:** University Athletic Association

**Correspondent Address:** Alicia Grahn Jones

Kilpatrick Stockton LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309  
UNITED STATES

Correspondent e-mail: [mdrucker@clc.com](mailto:mdrucker@clc.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATORS	Cancelled - Section 8	<a href="#">74054588</a>	<a href="#">1791016</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
	Registered	<a href="#">78822582</a>	<a href="#">3352139</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 09, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 10, 2008	Jul 20, 2008
3	PENDING, INSTITUTED	Jun 10, 2008	
4	STIPULATION FOR AN EXTENSION OF TIME	Jul 15, 2008	
5	EXTENSION OF TIME GRANTED	Jul 15, 2008	
6	WITHDRAWAL OF OPPOSITION	Aug 07, 2008	
7	BD'S DECISION: DISMISSED W/O PREJUDICE	Aug 12, 2008	
8	TERMINATED	Aug 12, 2008	

## **EXHIBIT 12**



**For:** paper streamers, namely, party streamers made of paper, basketballs, footballs, golf balls, divot repair tools, volleyballs, baseballs, soccer balls, basketball hoop backboards, stuffed toy animals, checker games, dart games, playing cards, puzzles, snow globes, Christmas tree ornaments

**International Class(es):** 028 - Primary Class

**U.S Class(es):** 022, 023, 038, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jan. 01, 1995

**Use in Commerce:** Jan. 01, 1995

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Amended Use:** No

**Filed ITU:** No

**Currently ITU:** No

**Amended ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Amended 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Amended 44E:** No

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

## Current Owner(s) Information

**Owner Name:** University Athletic Association, Inc.

**Owner Address:** P.O. Box 14485  
Gainesville, FLORIDA 326042485  
UNITED STATES

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** FLORIDA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** William H. Brewster

**Docket Number:** Alicia G. Jo

**Attorney Primary Email Address:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com)

**Attorney Email Authorized:** No

### Correspondent

**Correspondent Name/Address:** WILLIAM H BREWSTER  
KILPATRICK STOCKTON LLP  
1100 PEACHTREE ST NE STE 2800  
ATLANTA, GEORGIA 30309-4530  
UNITED STATES

**Phone:** (404) 815-6500

**Fax:** (404) 815-6555

**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com)

**Correspondent e-mail Authorized:** No

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Dec. 11, 2007	REGISTERED-PRINCIPAL REGISTER	
Sep. 25, 2007	PUBLISHED FOR OPPOSITION	
Sep. 05, 2007	NOTICE OF PUBLICATION	
Aug. 17, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	76984
Aug. 17, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 16, 2007	TEAS/EMAIL CORRESPONDENCE ENTERED	76984
Aug. 16, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	76984
Aug. 15, 2007	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 26, 2007	NON-FINAL ACTION MAILED	
Feb. 26, 2007	NON-FINAL ACTION WRITTEN	76935
Jan. 25, 2007	AMENDMENT FROM APPLICANT ENTERED	76984
Jan. 25, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	76984
Jan. 25, 2007	ASSIGNED TO LIE	76984
Dec. 26, 2006	PAPER RECEIVED	

Jun. 26, 2006	NON-FINAL ACTION MAILED	
Jun. 24, 2006	NON-FINAL ACTION WRITTEN	76935
Jun. 24, 2006	ASSIGNED TO EXAMINER	76935
Mar. 03, 2006	NOTICE OF DESIGN SEARCH CODE MAILED	
Mar. 02, 2006	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Dec. 11, 2007

## Proceedings

### Summary

**Number of Proceedings:** 2

### Type of Proceeding: Opposition

**Proceeding Number:** [91203679](#)

**Filing Date:** Feb 06, 2012

**Status:** Terminated

**Status Date:** Feb 21, 2012

**Interlocutory Attorney:** ROBERT COGGINS

### Defendant

**Name:** Lawrence J Navarro

**Correspondent Address:** LAWRENCE J NAVARRO  
8362 PINES BLVD STE 377  
PEMBROKE PINES FL , 33024-6600  
UNITED STATES

**Correspondent e-mail:** [lnavarro@lnavarropa.com](mailto:lnavarro@lnavarropa.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	<a href="#">85275931</a>	
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	<a href="#">85277518</a>	

### Plaintiff(s)

**Name:** University Athletic Association

**Correspondent Address:** ALICIA GRAHN JONES  
KILPATRICK TOWNSEND & STOCKTON LLP  
1100 PEACHTREE STREET, SUITE 2800  
ATLANTA GA , 30309  
UNITED STATES

**Correspondent e-mail:** [tmadmin@kilpatrickstockton.com](mailto:tmadmin@kilpatrickstockton.com) , [ajones@kilpatricktownsend.com](mailto:ajones@kilpatricktownsend.com) , [rchou@kilpatricktownsend.com](mailto:rchou@kilpatricktownsend.com) , [hhenderson@kilpatricktownsend.com](mailto:hhenderson@kilpatricktownsend.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
GATORS	Renewed	<a href="#">75353943</a>	<a href="#">2205439</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
	Registered	<a href="#">78822582</a>	<a href="#">3352139</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
FLORIDA GATORS	Renewed	<a href="#">75354125</a>	<a href="#">2349246</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78763863</a>	<a href="#">3232732</a>
GATORSDVD	Registered	<a href="#">77136660</a>	<a href="#">3812440</a>

### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 06, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 06, 2012	Mar 17, 2012
3	PENDING, INSTITUTED	Feb 06, 2012	
4	WITHDRAWAL OF APPLICATION	Feb 10, 2012	
5	BOARD'S DECISION: SUSTAINED	Feb 21, 2012	
6	TERMINATED	Feb 21, 2012	

**Type of Proceeding: Opposition**

Proceeding Number: [91184503](#)

Filing Date: Jun 09, 2008

Status: Terminated

Status Date: Aug 12, 2008

Interlocutory Attorney: FRANCES S WOLFSON

**Defendant**

Name: Gator Aviation Services, LLC

Correspondent Address: JAMES D. TROXELL  
SQUIRE, SANDERS & DEMPSEY, LLP  
4900 KEY TOWER, 127 PUBLIC SQUARE  
CLEVELAND OH , 44114-1304  
UNITED STATES

Correspondent e-mail: [sketler@ssd.com](mailto:sketler@ssd.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GA	Registered	<a href="#">77078846</a>	<a href="#">3500641</a>

**Plaintiff(s)**

Name: University Athletic Association

Correspondent Address: Alicia Grahn Jones  
Kilpatrick Stockton LLP  
1100 Peachtree Street, Suite 2800  
Atlanta GA , 30309  
UNITED STATES

Correspondent e-mail: [mdrucker@clc.com](mailto:mdrucker@clc.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	<a href="#">73273111</a>	<a href="#">1222098</a>
FIGHTING GATORS	Renewed	<a href="#">73269858</a>	<a href="#">1225119</a>
GATORS	Cancelled - Section 8	<a href="#">74054588</a>	<a href="#">1791016</a>
GATORS	Renewed	<a href="#">75353993</a>	<a href="#">2206967</a>
F	Renewed	<a href="#">73269856</a>	<a href="#">1228944</a>
	Renewed	<a href="#">74703704</a>	<a href="#">1970217</a>
	Renewed	<a href="#">74703705</a>	<a href="#">1975079</a>
F	Renewed	<a href="#">75368273</a>	<a href="#">2208807</a>
	Registered	<a href="#">78822582</a>	<a href="#">3352139</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 09, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 10, 2008	Jul 20, 2008
3	PENDING, INSTITUTED	Jun 10, 2008	
4	STIPULATION FOR AN EXTENSION OF TIME	Jul 15, 2008	
5	EXTENSION OF TIME GRANTED	Jul 15, 2008	
6	WITHDRAWAL OF OPPOSITION	Aug 07, 2008	
7	BD'S DECISION: DISMISSED W/O PREJUDICE	Aug 12, 2008	
8	TERMINATED	Aug 12, 2008	

**EXHIBIT 13 - THE DEPOSITION OF JOE N. FINCHER, INCENTIVE  
MARKETING'S RULE 30(b)(6) WITNESS**

**TRADE SECRET/COMMERCIALY SENSITIVE**

**MATERIAL HAS BEEN REDACTED**

**CONFIDENTIAL VERSION FILED SEPARATELY UNDER SEAL**

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

3 Opposition: 91206761

4 UNIVERSITY ATHLETIC  
5 ASSOCIATION, INC.,

6 Opposer, In the matter of  
7 vs. Application Serial No.  
85/480,582 for the mark  
8 INCENTIVE MARKETING, INC.,  
9 Applicant.

10  
11 -----

12 DEPOSITION  
13 OF  
14 JOE N. FINCHER  
15 taken on behalf of the Opposer

16  
17 DATE: Thursday, April 11, 2013

18 TIME: 8:58 a.m.

19 PLACE: Office of Sven Hanson  
20 926 N.W. 13th Street  
Gainesville, Florida 32635

21 REPORTER: Debora M. Holloway  
22 Notary Public, State of  
Florida at Large

23  
24  
25

1 APPEARANCES:

2

3 KILPATRICK TOWNSEND

4 1100 Peachtree Street NE

5 Suite 2800

6 Atlanta, Georgia 30309

(404) 815-6572

7 BY: R. Charles Henn, Jr., Esquire,

chenn@kilpatricktownsend.com,

8 Counsel for the Opposer

9 SVEN W. HANSON

P.O. Box 357429 (32635-7429)

10 926 N.W. 13th Street

Gainesville, Florida 32635

11 (352) 375-0082

12 BY: Sven W. Hanson, Esquire,

swhanson@bellsouth.net,

13 Counsel for the Applicant

14

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1 INDEX

2

3 WITNESS: PAGE

4 JOE N. FINCHER

5 Direct Examination By Mr. Henn 4

6 Reporter's Certificates 98

7

8 INDEX OF EXHIBITS

9 EXHIBIT

10 NUMBER PAGE

11

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13	Exhibit 2	US Patent & Trademark Office - Gator Registration 1222098	24
14	Exhibit 3	US Patent & Trademark Office - Gators Registration 2206967	24
15	Exhibit 4	Trademark Application - Gator Shop	34
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19	Exhibit 8	Gator Zone Website Printout	52
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21

22 REPORTER'S KEY TO PUNCTUATION:

23 -- At end of question or answer references  
interruption.

24

... References a trail-off by the speaker.

25

No testimony omitted.

1 "Uh-huh" References an affirmative sound.

2 "Huh-uh" References a negative sound.

3 THEREUPON:

4 JOE N. FINCHER

5 having been first duly sworn, testified as follows:

6 DIRECT EXAMINATION

7 BY MR. HENN:

8 Q. Please state your full name.

9 A. Joe Neal Fincher.

10 Q. What is your home address?

11 A. 4072 Northwest 37th Terrace. Gainesville, of  
12 course, 32606.

13 Q. Have you ever been deposed before?

14 A. Yes.

15 Q. How many times?

16 A. I don't know.

17 Q. A lot?

18 A. Several.

19 Q. Have you ever been deposed in a case  
20 involving trademarks?

21 A. Yes.

22 Q. What was the case, if you remember?

23 A. Wal-Mart, using the Gator Shop name.

24 THE COURT REPORTER: The what name?

25 THE WITNESS: Gator Shop.

<http://www.eslawandhelp.com>

1 BY MR. HENN:

2 Q. When was that?

3 A. A couple of years ago.

4 Q. Was it the Wal-Mart here in Gainesville?

5 A. Yes.

6 Q. And you were deposed in that case?

7 A. Yes, I was.

8 Q. Did the case ultimately go to trial or was

9 there a hearing?

10 A. No, there was an arbitration.

11 Q. Did you testify during the arbitration?

12 A. No.

13 Q. Did the arbitrators make a final decision or

14 did it resolve itself before that?

15 A. We came to an agreement that afternoon, yeah.

16 Q. What were the terms of the agreement, if you

17 remember?

18 A. Undisclosed. They made me sign a waiver that

19 said that I wouldn't discuss the outcome of the case.

20 Q. Do you know whether Wal-Mart today uses the

21 Gator Shop name?

22 A. I will assure you they do not.

23 Q. How were they using the Gator Shop name?

24 A. They just put up "The Gator Shop" inside the

25 store, both stores here in town, on 13th Street and

<http://www.eslawandhelp.com>

1 Butler Plaza.

2 Q. Was it the part of the store that had the

3 Florida Gator's stuff?

4 A. Merchandise, yes.

5 Q. Other than the case against Wal-Mart, have

6 you been deposed in any cases involving trademarks?

7 A. Not that I remember. I don't think.

8 Q. So did you attend college.

9 A. Yes, I did.

10 Q. Where?

11 A. University of North Carolina at Charlotte, is

12 where I graduated from. I went originally to NC State

13 University.

14 Q. When did you graduate?

15 A. 1970.

16 Q. After you graduated, how were you employed?

17 A. General Tire & Rubber.

18 Q. How long were you there?

19 A. Over a year. Not quite two years.

20 Q. What did you do next?

21 A. College bookstore business.

22 Q. Where?

23 A. Really covering from, I was an independent

24 manufacturer's representative, covered from Virginia

25 down to Florida and west to Alabama, including

<http://www.eyelawandhelp.com>

1 Tennessee.

2 Q. Were you selling bookstore's books or other  
3 merchandise?

4 A. Everything but books.

5 Q. How long did you do that?

6 A. Until 1997.

7 Q. So from about '72 to '97?

8 A. Yes. Is that 25 years?

9 Q. That's about 25 years.

10 A. I told myself when I got in that business  
11 that if I didn't get the job done in 25 years, I was  
12 going to retire from it, so I did.

13 Q. During that time, did you call on the  
14 University of Florida Bookstore?

15 A. Yes, I did.

16 Q. Were you at the time representing  
17 manufacturers of licensed collegiate products?

18 A. There was no licensing in those days.

19 Q. In 1997?

20 A. No. When I started calling on the University  
21 of Florida, was in 1972, there was no licensing.

22 Q. Let's sort of jump ahead to the last couple  
23 decades, from say the last ten years --

24 A. It makes me sound old, doesn't he?

25 Q. In the last ten years that you were an

<http://www.eslawandhelp>

1 independent rep calling on bookstores --

2 A. Okay.

3 Q. -- were you representing manufacturers of  
4 collegiate products?

5 A. Yes, I was.

6 Q. Which companies do you recall representing at  
7 that time?

8 A. MJ Softe was my number one company, was a  
9 T-shirt company out of Fayetteville, North Carolina.

10 Q. Anyone else you remember?

11 A. JanSport, Eastpak. Both backpack companies.  
12 CSA Stationery. Cosmos, spiral notebooks that you take  
13 your class notes in. Had a mug company, a stationery  
14 company, an umbrella company. I had about 15 lines. So  
15 I don't remember all the names of them.

16 Q. And with regard to each of those lines of  
17 product, were you licensed -- were they licensed by  
18 multiple colleges?

19 A. Yes.

20 Q. Were all, do you recall whether all 15 were  
21 licensed by the University of Florida?

22 A. No. They all weren't, because there were  
23 some companies that didn't use the name or the logo.  
24 And some companies that we didn't even use the colors of  
25 the school, it was just a particular product that you

<http://www.eyelawandhelp.com>

1 know how fads come and go, like the Pet Rock, for  
2 instance, are you too young for that?

3 Q. I have heard of it.

4 A. Okay. The rest of us in here remember it.

5 MR. HANSON: Exactly.

6 THE WITNESS: Exactly. Yeah, that's right.

7 BY MR. HENN:

8 Q. When you talk about the colors of the school,  
9 with regard to Florida, are you talking about orange and  
10 blue?

11 A. Yes.

12 Q. So 1997 you retired from being an independent  
13 rep. What did you do next?

14 A. I have continued to run the Gator Shop. And  
15 Gators Plus. I have had a hand in it. I haven't been  
16 running it on a daily basis, I have a partner in it. I  
17 have had a store in Orlando; Gator, Seminole, Knight  
18 Fever. And I have been managing a boat, mission boat on  
19 the Amazon since 2000 that has taken really the majority  
20 of my time.

21 Q. All right. Let's take them one at a time.  
22 So in 1997 were you involved at all with the Gator Shop  
23 before you retired from being an independent rep?

24 A. Yeah. But I wasn't there on a daily basis.

25 Q. When did your involvement with the Gator Shop

<http://www.eslawandhelp.com>

1 begin?

2 A. 1994.

3 Q. At that point, what was your role with the  
4 Gator Shop?

5 A. I owned it. I bought it in '84. Made most  
6 of the major decisions in what we did with the store at  
7 that time. Had a manager who ran it.

8 Q. After you retired from being an independent  
9 rep, did you take a more active role in the day-to-day  
10 operations of the Gator Shop?

11 A. Somewhat, yeah.

12 Q. How did your role change?

13 A. I became the pack mule.

14 Q. What does that mean?

15 A. We have a warehouse. And I carted  
16 merchandise back and forth from the warehouse to the  
17 store, the store to the warehouse. We were receiving  
18 merchandise every day. Or well not every day, but every  
19 week. Throughout the week you received goods in,  
20 continued to replenish what you're selling.

21 So you have to check it in, you have to  
22 re-box it, take it to the warehouse, store it, take --  
23 bring the stuff back from the store that needs to be  
24 brought back to the store and replace the merchandise  
25 that's been sold off the shelf.

<http://www.eslawandhelp.com>

1 Q. At the time that you bought the Gator Shop in  
2 1984, where was it located?

3 A. 1702 West University Avenue.

4 Q. Is the Gator Shop, physical Gator Shop still  
5 open today?

6 A. The physical Gator Shop is not. That does  
7 not have a location right at this particular point, no.

8 Q. When did the location there on West  
9 University shut down?

10 A. March of 2012.

11 Q. Why did it close down?

12 A. The guy above me wanted the leased space more  
13 than I wanted it.

14 Q. In other words, the price of the lease was  
15 going to go up?

16 A. Well, we were paying an exorbitant price for  
17 the lease but he wanted the space because he was  
18 upstairs, and he wanted a larger space. He has a  
19 concept that he wanted to promote, so he was willing to  
20 buy out my remaining lease from me.

21 Q. All right. And since March 2012 has there  
22 been a brick and mortar Gator Shop store anywhere?

23 A. Well, we set up at the church down from us,  
24 the Catholic church down from us, during football  
25 season. We have had merchandise in a couple of other

<http://www.eslawandhelp.com>

1 stores with the Gator Shop logo up there. So yes, on  
2 and off there has been a Gator Shop physical presence  
3 throughout the course of the year.

4 Q. All right. Let's talk about each of those  
5 independently. So during the football season on the  
6 weekend, for example, you'll set up a temporary  
7 tented --

8 A. Tented, yeah.

9 Q. -- retail location in a church parking lot?

10 A. Right. Which actually it's on the church  
11 lawn that fronts University there.

12 Q. So during the football season, in that  
13 temporary space, are you selling licensed University of  
14 Florida merchandise?

15 A. Yes.

16 Q. All right. You mention in addition to the  
17 temporary tented sales on the weekends in the fall, you  
18 also have set up since March 2012 some sort of mini  
19 store within a store at other locations; is that  
20 correct?

21 A. Correct.

22 Q. What other places?

23 A. I own a plaza in Alachua, and I have had some  
24 stuff in an available store there, empty space. I have  
25 had a corner, a space in a friend of mine's shop,

<http://www.eyelawandhelp.com>

1 actually is a fireworks store in Starke and Macclenny.

2 So I have had different things going on.

3 Q. During what time period did you have a mini

4 Gator Shop store set up at the plaza in Alachua?

5 A. During the course of the summer last year,

6 probably right on through football season, I guess we --

7 I don't remember when we took it out.

8 Q. Does that currently exist as we're sitting

9 here in --

10 A. No, it does not.

11 Q. -- March or April of 2013?

12 It doesn't?

13 A. No.

14 Q. You mentioned that at one point you had some

15 product being sold in a friend's fireworks store?

16 A. Uh-huh.

17 Q. Yes?

18 A. Yes.

19 Q. Where is that?

20 A. Starke.

21 Q. Does it -- is it still there?

22 A. No.

23 Q. During what time period was that set up?

24 A. This past year.

25 Q. Sometime --

<http://www.eslawandhelp.com>

1 A. I don't remember when I put it in and when I  
2 took it out. The course of maybe four to six months  
3 there.

4 Q. During 2012?

5 A. Yeah.

6 Q. Okay. And just so I'm clear, we're now in  
7 2013. Are there any physical Gator Shop retail stores  
8 right now?

9 A. No.

10 Q. You mentioned in addition to Gator Shop  
11 Gators Plus. What is Gators Plus?

12 A. Same shop as Gator Shop, just about 100 yards  
13 up the road.

14 Q. Does it still exist?

15 A. Oh, yes.

16 Q. When did Gators Plus begin?

17 A. 1984.

18 Q. Where is it located?

19 A. 1620 West University Avenue.

20 Q. You said it's the same. Do you mean Gators  
21 Plus also sells University of Florida licensed  
22 merchandise?

23 A. Yes.

24 Q. This case involves an attempt to register the  
25 trademark Gator Shop. Have you undertaken to try and

<http://www.eslawandhelp.com>

1 register the mark Gators Plus?

2 A. No.

3 Q. Why not?

4 A. My partner, Bill Olander, I let him basically  
5 run this store, he has since we took it over, bought it  
6 out in '84. I let him make the major daily decisions on  
7 it. He does consult with me on things and. You know,  
8 it's just a regular partnership, but he is the more the  
9 decision maker than I am.

10 Q. Does Gators Plus have a separate website from  
11 the Gator Shop dot com site?

12 A. Yes.

13 Q. What its website?

14 A. I think it's Gator Plus dot com. His  
15 daughter, Christina, handles that. So honestly I don't  
16 really know.

17 Q. You mentioned another store, Gator, Seminole,  
18 Knight Fever?

19 A. Yes.

20 Q. Where is that?

21 A. Orlando.

22 Q. What does it sell?

23 (No response.)

24 Q. What does it sell?

25 A. Gator merchandise, Seminole merchandise and

<http://www.eslawandhelp>

1 University of Central Florida Knights merchandise.

2 Q. When you say Gator merchandise, you mean

3 University of Florida merchandise?

4 A. Yes.

5 Q. And when you say Seminole merchandise, you

6 mean Florida State?

7 A. Florida State University.

8 Q. How long has it been in existence?

9 A. I don't remember when we started it, to be

10 honest. It's been about 15 years, but I don't remember

11 the exact date that we opened it up.

12 Q. And it still exists?

13 A. It still exists, but I do not own it anymore.

14 Q. When did you sell it?

15 A. March of 2012.

16 Q. Was there something, an event that occurred

17 in March 2012, that caused you to sell Gator, Seminole,

18 Knight Fever and close the Gator Shop physical location?

19 A. No. It just happened that way.

20 MR. HENN: All right. I'll mark them.

21 (Discussion off the record.)

22 MR. HENN: I'm showing you what's been marked

23 Exhibit 1.

24 (Thereupon, Exhibit 1 was marked for

25 identification.)

<http://www.eslawandhelp.com>

1 BY MR. HENN:

2 Q. This is the Third Amended Notice of  
3 Deposition of Incentive Marketing, Inc. Have you seen  
4 this before?

5 A. Yeah, I think I have.

6 Q. It essentially includes a list of topics that  
7 begin on page 2 and run through the top of page 4, which  
8 are topics for which we have asked Incentive Marketing,  
9 Inc. to provide a witness, and they designated you.

10 Do you understand that you're here to testify  
11 on behalf of the applicant today?

12 A. I do.

13 Q. What is Incentive Marketing, Incorporated?

14 A. It's the parent name for the Gator Shop.

15 Q. Does Incentive Marketing, Inc. own anything  
16 other than the Gator Shop?

17 A. No.

18 Q. Who owns Incentive Marketing?

19 A. I do.

20 Q. Do you have any partners in that business?

21 A. No.

22 Q. What, if anything, did you do to prepare for  
23 your deposition today?

24 A. Had a cup of coffee with Sven. Actually, I  
25 don't think he drank any coffee.

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1 Q. So you met with your lawyer?

2 A. I did.

3 Q. Did you review any documents in preparation  
4 for your testimony today?

5 A. Can I say I don't know?

6 Q. If you're telling the truth.

7 A. I don't know. We looked at something  
8 yesterday, but I don't remember.

9 THE WITNESS: Did we look at this? I don't  
10 remember.

11 MR. HANSON: Yes.

12 THE WITNESS: Okay. We looked at this  
13 yesterday.

14 BY MR. HENN:

15 Q. Anything else that you recall looking at  
16 besides Exhibit Number 1?

17 A. No.

18 Q. Did you speak with anyone in preparation for  
19 your testimony today?

20 A. No.

21 Q. How many employees of Incentive Marketing are  
22 there?

23 A. It's a family business. It used to be larger  
24 than it was over the last, I don't know how many years,  
25 but as people opened up spots here in town, like name

<http://www.eslawandhelp>

1 somebody, everybody's got a Gator corner nowadays. We  
2 were doing more business, we had to have more employees.  
3 But we got down to the point where the family could  
4 operate the business. So it's been that way for several  
5 years. And I don't know when we stopped using  
6 employees, but it's been that way for several years. So  
7 it's a family business now.

8 Q. How many people run the business?

9 A. My wife and I, and my three daughters.

10 Q. Did anybody in the family go to Florida,  
11 University of Florida?

12 A. All three of them. All three of the  
13 daughters did.

14 Q. You mentioned you're the sole owner of  
15 Incentive Marketing. Are you the sole officer?

16 A. No. My wife is, I guess you would call  
17 secretary treasurer. I'm the president, vice president,  
18 so to speak.

19 Q. Is there a board of directors other than you  
20 and your wife?

21 A. No.

22 Q. Was there a time before you narrowed your  
23 staff down to family where you had employees outside the  
24 family?

25 A. Yes.

<http://www.eslawandhelp.com>

1 Q. Did your employees include students,  
2 university students I mean?

3 A. That's exactly what they were, yeah.  
4 Part-time.

5 Q. Do you have any sense of at its peak the  
6 number of employees ya'll had running Gator Shop?

7 A. Probably six or eight. I don't really  
8 remember what the maximum we ever had hired at one time  
9 is.

10 Q. Now that you no longer have a physical  
11 location, what are the responsibilities of the members  
12 of your family in terms of running the Gator Shop  
13 website business?

14 A. Nobody is, at this point, doing that.

15 Q. What do you mean by that?

16 A. The daughters are doing three different  
17 things now. My wife and I are, if anything comes up  
18 with the Gator Shop, we'll handle it. But we're not  
19 having a lot of interaction right now.

20 Q. When you say "interaction", you're not making  
21 a lot of sales through the website?

22 A. No. We've got a problem with that, so we're  
23 working on it.

24 Q. What do you mean by you have a "problem"?

25 A. We have another entity that has chosen to use

<http://www.eslawandhelp.com>

1 our name like Wal-Mart did.

2 Q. What's that entity?

3 A. I don't know what they're calling it now, to  
4 be honest with you. I don't know what the parent name  
5 is. But we have another attorney, the same attorney  
6 that was working on the Wal-Mart case working on that  
7 situation.

8 Q. Is it a brick and mortar store, online  
9 presence?

10 A. You know, I don't know if they have brick and  
11 mortar or not. But they are basically online as far as  
12 I know. I don't know what the extent of the ownership  
13 and the parent company is.

14 Q. Do you know what website they are using?

15 A. Gator Zone dot com. I think. I'm not  
16 positive about that, but I think that's what it is.

17 Q. Who's responsible for maintaining your  
18 website?

19 A. My daughter, Kim was. There's no maintenance  
20 going on with it right now. I mean, we do retrieve the  
21 orders off of it and we do ship merchandise off of it.  
22 To me maintenance, change it, bring in new ideas, you  
23 know, that type of thing. We have a company that keeps  
24 us up in the top five or top ten, that we pay a  
25 percentage of the sales on. I don't know what the name

<http://www.eslawandhelp>

1 of the company is. She would now that. But we --

2 Q. When you say it keeps you in the top ten, do  
3 you mean on search engine results?

4 A. When you type in the Gator Shop, it goes  
5 to -- it's supposed to go to our website location.

6 Q. You don't know the name of the company that  
7 does that for you?

8 A. No.

9 Q. Is it a local company here in Gainesville?

10 A. I think they're out of Sarasota. It could be  
11 Tampa, could be St. Pete, I don't know. But they're the  
12 southwest coast of Florida. They were in Gainesville,  
13 but they moved. And that's why I don't know where they  
14 are right now, so ...

15 Q. Is it fair to say that the reason the retail  
16 store was named the Gator Shop was because you were  
17 selling University of Florida related products?

18 A. No.

19 Q. All right. Why was it called the Gator Shop?

20 A. Because the guy that opened it before myself  
21 called it that. I bought it from him.

22 Q. And when you bought it, you never changed the  
23 name?

24 A. Never did.

25 Q. But you don't think it was called that

<http://www.eslawandhelp.com>

1 because you were selling University of Florida related  
2 products?

3 A. He was selling adidas at the time. Do you  
4 know what adidas tennis shoes are?

5 Q. Yes.

6 A. Nike. Sold a lot of stuff. He called it the  
7 Gator Shop. I don't know why he chose that name. I  
8 don't know why the University of Florida has always  
9 wanted that name, but so be it.

10 Q. Why did you continue to call it the Gator  
11 Shop?

12 A. Because that's why I bought it. I bought the  
13 good will from him for the 20 years he had had it  
14 running. And the location there, he was right on  
15 University; good location, good name.

16 Q. And when you say "right on University", you  
17 mean the road that runs right in front of the University  
18 of Florida, right?

19 A. University Avenue, yes.

20 Q. You know that the University of Florida  
21 mascot is the Gators?

22 A. Yes.

23 Q. Do you also know that the University of  
24 Florida owns the Gators trademark?

25 A. I think I came across that somewhere along

<http://www.eslawandhelp>

1 the line.

2 Q. Do you recall how long ago you learned that?

3 A. No. No, it's been a while.

4 MR. HENN: I'm going to show you what's been  
5 marked Exhibit 2 in the case.

6 (Thereupon, Exhibit 2 was marked for  
7 identification.)

8 BY MR. HENN:

9 Q. Which is a printout from the trademark office  
10 website showing a registration for the mark Gators.  
11 It's Registration Number 1222098.

12 Have you ever seen this before?

13 A. I don't think I have. If I did, I don't  
14 remember seeing it.

15 Q. So this doesn't refresh your recollection as  
16 to when you learned that Gators was a registered  
17 trademark by the University of Florida?

18 A. No.

19 MR. HENN: Okay. I'm going to show you  
20 what's been marked Exhibit 3.

21 (Thereupon, Exhibit 3 was marked for  
22 identification.)

23 BY MR. HENN:

24 Q. Which is another printout from the trademark  
25 office website of Registration Number 2206967, which is

<http://www.eslawandhelp.com>

1 a registration for the Gators trademark for clothing.

2 Have you ever seen this before?

3 A. Not that I know of.

4 Q. Do you know through your work as an

5 independent rep or as owner of the Gator Shop that

6 Florida owns the trademark Gators for clothing?

7 A. I know that they own the Gators trademark for

8 a lot of things. And I don't know that it's

9 specifically clothing, but I do know that it's for a lot

10 of things.

11 Q. And in fact, a number of the products that

12 were sold at the Gator Shop store, whether they be

13 clothing or umbrellas or bags or notebooks or other

14 things, were licensed by the University of Florida,

15 correct?

16 A. They were from licensed companies that worked

17 on the license with the University of Florida, yeah. I

18 didn't buy them directly from the University of Florida.

19 Q. You understood, though, that in order to sell

20 products with the Gators trademark on them, you needed

21 to work through licensed merchandisers, manufacturers?

22 A. Yes.

23 Q. With regards to the product currently offered

24 for sale on the Gator Shop website, are there -- are all

25 of your suppliers licensees of the University of

<http://www.eslawandhelp.com>

1 Florida?

2 A. I don't think that they are, because I think  
3 we sell some things that don't include the logo. I  
4 would have to look at each one of them individually. I  
5 took a look at that when this whole thing first started.  
6 It seemed to me that there were several things on there  
7 that didn't have logos or names or anything on them. So  
8 all of my -- it would not be all.

9 Q. All right. With regard to products that bear  
10 the University of Florida trademarks, though, it is  
11 correct that you purchased those from manufacturers who  
12 are licensed by the university?

13 A. I don't know that every one of them comes  
14 from that. The majority of them do.

15 Q. Do you maintain somewhere in your records a  
16 list of who your suppliers are?

17 A. I should have a supply list somewhere. I  
18 don't know whether QuickBooks calls for that or not. If  
19 it does, then yeah, we have it. If we don't, then we  
20 would have to go through the records to come up with  
21 that.

22 Q. And when you say "go through the records",  
23 what records would you have to go through?

24 A. The ones where we have paid the bills to  
25 suppliers.

<http://www.eslawandhelp.com>

1 Q. Do you maintain inventory now or do you  
2 essentially drop ship for manufacturers?

3 A. We, when we need something, get it from  
4 Gators Plus.

5 Q. Got it. So if an order comes in the Gator  
6 dot com website, you obtain the products from Gators  
7 Plus to ship out?

8 A. Correct.

9 Q. I think you said this already, but Gators  
10 Plus operates the same way in the sense that if it has a  
11 University of Florida trademark on it, they're obtaining  
12 those from licensed manufacturers, correct?

13 A. I would say just what I said a minute ago,  
14 I'm not positive it's 100 percent, but it is the  
15 majority. There are companies that dispute that  
16 license, that manufacturer, that the University of  
17 Florida cannot shut down. Because when Champion -- when  
18 this all started, Champion filed a lawsuit, and Champion  
19 won, saying they developed those logos, not the  
20 University of Florida, not the University of Georgia,  
21 not the University of Southern California, and won that  
22 lawsuit.

23 However, the university said, well, if you  
24 don't pay the license then we're not going to buy from  
25 you. So they had to finally knuckle under and start

1 selling -- forget that whatever you want to call it that  
2 they won -- and play the ballgame and go ahead and pay  
3 the license fee, if they were going to do business with  
4 the major universities. Because they were a major  
5 player at that time. Which eventually eliminated  
6 Champion as a major player in the business. They are  
7 still a pretty good sized company, but they're not a  
8 major player in the college bookstore business anymore.

9 So there are companies that dispute that.  
10 There are companies that do logos that the University of  
11 Florida has not been able to keep from selling their  
12 merchandise. So I don't know if we're buying from one  
13 of those companies or not.

14 Q. As a general practice, was it your intent to  
15 purchase products if they bore university logos, to buy  
16 products from manufacturers that were licensed?

17 A. Yes.

18 Q. And in terms of unlicensed product that would  
19 be sold, that would be product that maybe was orange but  
20 didn't have a UF registered trademark on it?

21 A. Correct. I'll give you an example of one  
22 product. We had a frog, and the name of the company was  
23 Wards Sales, I still remember it. Green with a white  
24 belly on it. Don't ask me why, but I sold thousands of  
25 'em to the University of Florida Bookstore, as well as

<http://www.eslawandhelp.com>

1 some other entities in town. Didn't have anything to do  
2 with the University of Florida. But we sold thousands  
3 of them.

4 And we have had products like that over the  
5 course of the years. So there are products there that  
6 sell like wildfire, like the Pet Rock, that have nothing  
7 to do with the University of Florida, no rhyme, no  
8 reason, it just does.

9 Q. Got it. Fair to say, though, that the vast  
10 majority of products --

11 A. Vast majority, you are correct.

12 Q. -- were University of Florida licensed  
13 products, correct?

14 A. Correct.

15 Q. Have you or Incentive Marketing ever been  
16 directly a licensee of the University of Florida?

17 A. I don't think I ever applied or got a license  
18 from them. There was some discussion about that at one  
19 time. But in the maintenance of everything that you  
20 have to do, back in the early days, I had enough going  
21 on that I didn't need to get involved in that, so I  
22 didn't.

23 (Phone interruption.)

24 THE WITNESS: And I apologize for that. I  
25 thought I had that off.

<http://www.eslawandhelp.com>

1 BY MR. HENN:

2 Q. Did you ever undertake efforts to confirm the  
3 licensee status of your suppliers; in other words, did  
4 you ask to see their licenses or anything like that?

5 A. No. I have asked in the past if they were  
6 licensed, and they would tell me yes. But I didn't say,  
7 well, produce the license and let me see it now. Debbie  
8 Gay had a license list. And we would check the license  
9 list. And to my recollection, I do not remember anyone  
10 that wasn't on there that if they were not on there,  
11 that we would call and see if they were licensed, and  
12 they would tell us yes, they are or no, they aren't.

13 Q. And generally speaking, if they weren't on  
14 the list, you wouldn't buy product from them that had  
15 the university's trademarks on it?

16 A. Correct. We have had a couple of companies  
17 that were on that cusp. I don't know how you want to  
18 define that. And I don't know the name of the companies  
19 out of Tampa, they made up a shirt when Warrick, was it  
20 Peter Warrick or Warrick Dunn, I can't remember which  
21 one, from Florida State, when he stole all the shoes and  
22 was in contention for the Heisman Trophy. And he said,  
23 well, it's not like I shot the president or anything.  
24 They did a Heisman figure on the shirt with a Dillard's  
25 bag in his hand instead of a football, saying, well,

<http://www.eslawandhelp.com>

1 it's not like I shot the president or anything.  
2 And I think we ended up selling about 10,000  
3 of those. It had nothing to do with licensing. And  
4 they said it was supposed to be licensed. I said, well,  
5 if it is, you can have the shirts. But the guy that was  
6 in their from licensing said, well, no, I can't touch  
7 the shirts. I said, well, you can have them, it's up to  
8 you. I have already told the guy, you know, if there's  
9 a licensing problem, he's dealing with the licensing  
10 problem. But they didn't pick them up. So I assume  
11 they were okay to sell, and I sold them.

12 We have had instances like that that how do  
13 you know what is what, how do you know whether they're  
14 licensed or they're not licensed, if the university says  
15 they are not, if they won't touch the merchandise, how  
16 do you figure it out? I don't know.

17 Q. So in that instance, for example, where it  
18 was a shirt that maybe wasn't technically licensed, it  
19 was because it bashed a player for Florida State, you  
20 were still selling them at the Gator Shop because  
21 Florida fans want that kind of product?

22 A. They definitely do. And vice versa.

23 Q. Do you know when the website first launched,  
24 Gator Shop dot com?

25 A. No, I don't.

<http://www.eslawandhelp>

1 Q. Who would know that information?

2 A. Nobody that I know of. Unless one of my  
3 daughters has got a really good memory. I don't know.

4 Q. Do you recall whether there was a website,  
5 that Gator Shop dot com website in place in '97 when you  
6 came back a little bit more full-time?

7 A. We were doing a catalog. We were printing  
8 out about 50,000 catalogs a year. I do not remember  
9 when we went away from the catalog and went to dot com.  
10 I don't even know that I was aware of dot com in 1997,  
11 so I can't tell you. I really can't tell you. I don't  
12 know.

13 Q. All right. When the website first launched,  
14 was your daughter, Kim, responsible for setting it up?

15 A. No, sir. She was going to college.

16 Q. Who set up the original website?

17 A. Oh, I don't remember. I do not remember. To  
18 me, it was all a, I don't know -- I don't know what the  
19 word is I'm looking for, dot com. I kept asking, what  
20 is the internet, where does this thing go, who has the  
21 major computer that it goes into and then it goes to  
22 somebody else? I couldn't get -- I'm not sure that I  
23 still have the gist of how everything, when you type it  
24 in the computer and hit send, how it does what it's  
25 supposed to do and go where it's supposed to go. I

<http://www.eslawandhelp>

1 don't know. I really don't.

2 Q. I know you're not going to know exact  
3 figures, but as a percentage of Gator Shop's overall  
4 sales over the years, what's the comparison between the  
5 sales at the physical location versus on the website?

6 A. This is going to be a guess. But I would say  
7 about one-third before we had the incident that we have  
8 going on now where the company is directing sales from  
9 the Gator Shop to their website.

10 Q. So about a third of your sales were through  
11 the website?

12 A. Yeah.

13 Q. And two-thirds to the retail physical store?

14 A. Right.

15 Q. Do you recall whether when you first obtained  
16 the Gator Shop dot com domain name, the web address  
17 itself, did you obtain it from someone who had already  
18 registered it or did you go out and was it available?

19 A. We did it ourself, I'm pretty sure. I think  
20 my daughter, Amy, did that, but I'm not sure either. We  
21 may have contacted somebody that knew about that and how  
22 to do it and they did it. I don't know. She started  
23 telling me, you see that at the bottom of the TV right  
24 there, that dot com thing, that's going to be big. And  
25 I'm like (makes noise). See, I didn't believe Al Gore.

1 THE WITNESS: You got that, right?  
2 I didn't get the whole concept of the website  
3 situation. But eventually she convinced me that  
4 we needed to stop doing a paper catalog and start  
5 doing an online situation. And I don't know what  
6 the year was, all I know is that we got into it.

7 BY MR. HENN:

8 Q. Did you end up stopping the paper catalog  
9 entirely?

10 A. I did.

11 Q. Do you know when the last one was?

12 A. No.

13 Q. Was it 2010, before that?

14 A. Oh, yeah, it was before 2010. I would say --  
15 I remember, I think seeing some catalogs with 2003 or  
16 2004 on them. So probably right along in there. I'm  
17 not sure but I would say somewhere in there we stopped  
18 it.

19 MR. HENN: Okay. I'm showing you what's been  
20 marked Exhibit 4.

21 (Thereupon, Exhibit 4 was marked for  
22 identification.)

23 BY MR. HENN:

24 Q. This is a copy of the trademark application  
25 that's the subject of this dispute.

<http://www.eslawandhelp.com>

1 Have you seen this before?

2 A. I don't think so. Might have, but I don't  
3 think so.

4 Q. Let me have you flip through it just so you  
5 see the whole thing before you confirm whether you have  
6 seen it or not.

7 THE WITNESS: Did you give me a copy of this?

8 MR. HANSON: No.

9 THE WITNESS: So I guess I haven't seen it.

10 BY MR. HENN:

11 Q. Okay. On the first page of Exhibit 4, if you  
12 kind of go back to the first page.

13 A. Okay.

14 Q. You'll see there under "Mark Information",  
15 there's a line that says "Mark", and then it says "Gator  
16 Shop"?

17 A. Uh-huh.

18 Q. Do you see that?

19 A. Yes. I got to say yes or no, right?

20 Q. You do.

21 A. It helps her out a lot, right?

22 Q. It does.

23 So that's the mark that's the subject of this  
24 application. You see down under "Applicant  
25 Information", it says "Owner of Mark, Incentive

<http://www.eslawandhelp.com>

1 Marketing, Inc., DBA Gator Shop"?

2 A. Yes.

3 Q. Then if you turn over several pages, it's the  
4 fourth page of Exhibit 4, at the top it says "Signature  
5 Information"?

6 A. Yes.

7 Q. And it's got slash "Joe Fincher" slash next  
8 to signature. Do you see that?

9 A. Yes.

10 Q. Is that you?

11 A. That's me.

12 Q. All right. It says date signed, November 23,  
13 2011.

14 A. Okay.

15 Q. Does that refresh your recollection a little  
16 bit about whether you saw this document at some point?

17 A. Well, if I signed it, it said sign here, I  
18 signed there. Does that mean I read the whole document,  
19 no, I did not read the whole document. But I did. If  
20 it says that I signed it there, I signed it there.

21 Q. Okay. If you'll turn to the next page, which  
22 is the fifth page of Exhibit 4, there's another copy of  
23 the application.

24 MR. HANSON: Let me just interject, if I may.

25 There's actually two documents here. You have

<http://www.eslawandhelp.com>

1 them tied together. This page, the beginning,  
2 the first couple of pages is actually a separate  
3 document from the remaining.

4 This, you did see, because this is what was  
5 signed. The first part of the document was  
6 actually never signed. It's just a  
7 representation of the application.

8 BY MR. HENN:

9 Q. Well, let's turn to the part that you did see  
10 then, which is page 5 of Exhibit 4. Does this look  
11 familiar?

12 A. Honestly, my short-term memory is not that  
13 great. No, to be honest with you, it doesn't look  
14 familiar to me.

15 Q. If you look under, on the first -- well,  
16 we're on the fifth page of Exhibit 4, about midway down,  
17 it says in bold, "For specific filing basis information  
18 for each item, you must view the display within the  
19 input table." Do you see that?

20 A. Yes.

21 Q. It's not terribly important, but what is  
22 under that, it lists the services for which you are  
23 seeking to register the mark, Gator Shop. And as  
24 they're listed here, it says, "International Class 35,  
25 online retail store services featuring a wide of variety

<http://www.eslawandhelp>

1 of consumer goods of others. And then retail shops  
2 featuring clothing, sports team clothing and a wide  
3 range of consumer goods of others." Do you see that?

4 A. Yes.

5 Q. When it says "sports team clothing" there, is  
6 the sports team that you sell products about the  
7 University of Florida's teams?

8 A. We have other teams. Like we have sold the  
9 Dolphins, we have sold the Raiders, we have sold White  
10 Sox, we have sold other sports teams.

11 Q. In terms of the sales of the Gator Shop, is  
12 it fair to say that the vast majority are University of  
13 Florida?

14 A. The vast majority is the University of  
15 Florida.

16 Q. Underneath that section, there's another  
17 little paragraph, it says, "International Class 35, the  
18 mark was first used by the applicant or the applicant's  
19 related company or licensee predecessor in interest at  
20 least as early as March 1, 1984, and first using  
21 commerce at least as early as March 1, 1984, and is now  
22 in use in such commerce." Do you see that?

23 A. Yes.

24 Q. Okay. In 1984, did the Gator Shop have any  
25 online retail presence?

<http://www.eslawandhelp>

1 A. I don't think so.

2 Q. And --

3 A. Was the online available in 1984?

4 Q. I don't think so.

5 A. Okay.

6 Q. Maybe Al Gore was working on it.

7 A. Yeah, there you go.

8 Q. And in terms of the non online retail shop,

9 I'm correct that as we sit here today in 2013 there's no  
10 brick and mortar retail shop under Gator Shop, correct?

11 A. Correct.

12 Q. Then if you'll turn over to the next page,  
13 which is the sixth page of Exhibit 4, there's a long  
14 legal sounding declaration. And then there's another  
15 line where it says "Signature, Joe Fincher". That's  
16 you, right?

17 A. Yes.

18 Q. And then if you'll turn to the last page of  
19 Exhibit 4, can you identify that for us?

20 A. Yeah, it looks like my website page or a page  
21 off of my website.

22 Q. And it's got a date up at the top of November  
23 23, 2011. Do you see that up here?

24 A. Yes.

25 Q. So that's what the website looked like in

<http://www.eyelawandhelp.com>

1 November of 2011. Fair?

2 A. I'm taking your word for it.

3 Q. Okay. Just with regard to this page for a  
4 moment, at the top where it says, the very top next to  
5 the date, it says, "Gator Shop dash University of  
6 Florida Gators Apparel". Do you see that?

7 A. Yes. Gator merchandise, footwear.

8 Q. And is that accurate in terms of what the  
9 Gator Shop offers or offered when you filed the  
10 application?

11 A. Yes.

12 Q. And then just to describe this, in the upper  
13 left you've got your Gator Shop logo; is that correct?

14 A. Correct.

15 Q. And that's in blue and orange, right?

16 A. Yes.

17 Q. Then in the middle of the page, there's some  
18 examples of the apparel and products that you're  
19 offering, correct?

20 A. Yes.

21 Q. And at least with regard to what's on this  
22 page, all of those products are University of Florida  
23 related, correct?

24 A. Yes.

25 Q. And Tim Tebow --

<http://www.eyelawandhelp.com>

1 A. Well, Tim Tebow isn't University of Florida  
2 related now.

3 Q. But he was when he played. He played at the  
4 University of Florida, correct?

5 A. Yes. But he wasn't in 2011. So Tim would  
6 not -- would be an exclusion to that in 2011. The rest  
7 of it looks like it's -- honestly, I didn't bring my  
8 cheaters this morning, so most of the rest of it is,  
9 yeah, University of Florida logoed merchandise.

10 Q. And then down in the lower right-hand corner,  
11 you've got the 2011 Gator's schedule. Is that the  
12 University of Florida football schedule for that year?

13 A. I would assume so. But I don't -- you know,  
14 might be a wrong print on there, but it looks like it is  
15 the University of Florida football schedule.

16 Q. Up in the upper right-hand section, there's a  
17 link to the Facebook page for the Gator Shop. See where  
18 it says, "Gator Shop on Facebook", and it's got a "Like"  
19 button?

20 MR. HANSON: Do you want to use mine?

21 THE WITNESS: Oh, okay.

22 BY MR. HENN:

23 Q. Do you see that?

24 THE WITNESS: Thanks.

25 MR. HANSON: They're not much, but a little

<http://www.eslawandhelp.com>

1 better.

2 THE WITNESS: Yeah, that's a little better.

3 Yes.

4 BY MR. HENN:

5 Q. Who manages the Gator Shop's Facebook page?

6 A. I think my daughter, Amy, started that.

7 Might have been Joi, but I think it was Amy.

8 MR. HENN: All right. You can put the

9 Exhibit 4 aside.

10 THE WITNESS: We've got to get some more

11 coffee.

12 MR. HENN: We can go off the record for a

13 second.

14 (A brief recess taken.)

15 (Thereupon, Exhibit 5 was marked for

16 identification.)

17 BY MR. HENN:

18 Q. All right. I have put in front of you what's

19 been marked Exhibit 5, which is a page, the home page

20 for your website that I printed on April 3rd of 2013.

21 Have you seen Exhibit 5 before, at least?

22 A. I think I have.

23 Q. The homepage of the website.

24 A. Again, if I had a 45 to my head and I had to

25 say that definitely I have looked at that, then I

<http://www.eslawandhelp.com>

1 couldn't do that. But I'm sure, as I leaf through the  
2 website, without focusing in on that website and saying  
3 something about a specific item on that website, I  
4 wouldn't remember every page.

5 Q. This one also has the header at the very top  
6 where it says, "Gator Shop dash University of Florida  
7 Gator's Apparel, Gator Merchandise". Do you see that?

8 A. I do.

9 Q. Is that still an accurate assessment of what  
10 is offered for sale on the Gator Shop website?

11 A. Yes.

12 Q. This also has in the center some product for  
13 sale. This doesn't have the Tim Tebow DVD, would you  
14 agree with me that everything that's depicted here is  
15 the University of Florida related merchandise?

16 A. Yes.

17 Q. And again, down the lower right, we've got a  
18 copy of last season's football schedule for the  
19 University of Florida Gators. Do you see that?

20 A. Yes.

21 Q. In terms of the Facebook page, it looks like  
22 your number of likes has increased since you filed the  
23 application in 2011. You went from 368 likes up to 500?

24 A. Great.

25 Q. Is your daughter still managing the Facebook

<http://www.eyelawandhelp.com>

1 page or is there someone else who does it now?  
2 A. You know, I'm not sure anybody is, to be  
3 honest with you. I really don't know. She hasn't said  
4 anything to me about going in and changing anything,  
5 doing anything. This is the first I've seen of that,  
6 okay. In actuality, I would assume that she would have  
7 called me up and said, Dad, guess what, we have 500 now  
8 instead of 368, but she hasn't done that. So  
9 truthfully, I can't tell you that anybody's messing with  
10 it.

11 MR. HENN: All right. I'm going to show you  
12 what's been marked as Exhibit 6.

13 (Thereupon, Exhibit 6 was marked for  
14 identification.)

15 BY MR. HENN:

16 Q. This is printouts from your website that are  
17 a little bit more complete. It starts with the home  
18 page, but then continues on to show a bunch of other  
19 pages.

20 A. Uh-huh.

21 Q. If you will turn to the second page of  
22 Exhibit 6.

23 A. I might point out something here, like those  
24 shoes.

25 Q. Yes.

<http://www.eslawandhelp.com>

1 A. They're not licensed.

2 Q. That's a good example of something that's not  
3 licensed?

4 A. They do not have the University of Florida  
5 logo on it anywhere, does not say anything about the  
6 University of Florida, but we sell them. But I'm not  
7 sure that "Stay Victorious My Friend" T-shirt has  
8 anything to do with the University of Florida without  
9 seeing the whole gambit of the shirt there. Those are  
10 samples of items that are not university related  
11 merchandise that do sell.

12 Q. Well, they're not licensed by the university,  
13 correct?

14 A. Right.

15 Q. You would agree with me that the only  
16 possible reason someone would buy blue and orange deck  
17 shoes, though, is that they're a fan of Florida?

18 A. Have you ever heard of San Jose State  
19 University or Syracuse or Palm Beach High School Gators?  
20 They are actually called the Gators, they are royal blue  
21 and orange, not navy and orange. And believe it or  
22 not --

23 (Telephone interruption.)

24 THE WITNESS: I cut that thing off. I don't  
25 understand that.

<http://www.eslawandhelp.com>

1 Some people will buy, like Auburn, who is  
2 navy and orange, will buy those shoes because  
3 they can't get the navy and orange. They buy  
4 what they can get. If that shoe was navy and  
5 orange instead of blue and orange, I could still  
6 sell it at the store, and the Florida people  
7 would still be buying it.

8 BY MR. HENN:

9 Q. And the reason you offer it in the Gator Shop  
10 is primarily because you're selling products to  
11 University of Florida fans?

12 A. Right.

13 Q. All right.

14 A. And hopefully somebody from New York that  
15 walks in and wants something out of there will buy it.  
16 I sell it to make money, that's what I'm selling it for.

17 Q. Let me have you to turn to the second page of  
18 Exhibit 6.

19 A. Okay.

20 Q. There's a page here that says about the Gator  
21 Shop. And it's signed by Joi Michelle, Internet  
22 Division. Do you see that?

23 A. I do.

24 Q. Who is Joi Michelle?

25 A. That's my youngest daughter.

<http://www.eslawandhelp>

1 Q. And the address for the internet division is  
2 different from the main company address at the top  
3 there. Is that -- is that where her office is or her  
4 home is?

5 A. That's not her home. And I don't know what  
6 that address is.

7 Q. All right. In the second paragraph of this  
8 letter, it says "All orders placed through your Gator  
9 club receive a 15 percent discount." Do you see that?

10 A. Yes.

11 Q. What's a Gator club?

12 A. A Club that holds meetings throughout the  
13 year and discusses University of Florida activities.

14 Q. The second sentence there says, "In addition,  
15 all members of the alumni association who have their  
16 alumni number can receive the same discount." Do you  
17 see that?

18 A. Yes.

19 Q. That's the University of Florida Alumni  
20 Association?

21 A. Yes.

22 Q. In the third paragraph, she says, "We would  
23 like to help you out in any way we can. Feel free to  
24 call us any time." And gives the phone number. Then  
25 the third sentence says, "We also send out a free season

<http://www.eslawandhelp>

1 catalog which goes out in July. To be put on our  
2 mailing list and receive our catalog, please call our  
3 800 number and we would be more than happy to sign you  
4 up." Do you see that?

5 A. I do.

6 Q. Is that true? I mean, is there still a  
7 catalog that goes out in July?

8 A. No. So this is obviously very old.

9 Q. Well, it's got the 2012 football schedule in  
10 the beginning.

11 A. This -- this letter right here would be very  
12 old, because we haven't done a catalog in a long time.

13 Q. Okay. Is it true that you still offer a 15  
14 percent discount to members of the University of Florida  
15 Gator clubs?

16 A. Yes.

17 Q. And do you still offer a 15 percent discount  
18 to alumni of the University of Florida?

19 A. Yes. But actually, as I sit here and think  
20 about it, I think it's gone down to 10 percent. But I'm  
21 not positive. It still may be 15, but maybe 10.

22 Q. But there is a discount for alumni?

23 A. There is a discount, but I can't tell you the  
24 exact figure of it.

25 Q. All right. You can put Exhibit 6 aside.

<http://www.eslawandhelp.com>

1 Is it fair to say that most of your online  
2 customers find you online by using a search engine like  
3 Google?

4 A. I don't know. I can't answer that.

5 Q. But you have engaged a company to assist in  
6 getting you near the top of search engine lists,  
7 correct?

8 A. Yes.

9 Q. And you pay that company a percentage of the  
10 sales that come through that, correct?

11 A. I do.

12 Q. Other than spending money on that, which we  
13 call search engine optimization, or SEO, do you do any  
14 other advertising or marketing of the website?

15 A. Well, our bags, all of our bags have Gator  
16 Shop dot com on them. When we had the brick and mortar  
17 store, I don't -- we don't take any ads in publications  
18 or anything like that that specifically put a big page  
19 of the Gator Shop dot com.

20 When we advertise merchandise like this, if  
21 we would put this ad right here in Gator Bait, for  
22 instance, it would have the Gator logo and it would have  
23 the Gator Shop dot com. So inadvertently there would be  
24 other means of advertisement of the logo. But  
25 specifically just to advertise Gator Shop dot com, I

<http://www.eyelawandhelp.com>

1 mean, we don't have a billboard out on the interstate in  
2 Tampa, or anywhere in the state for that matter, that  
3 says Gator Shop dot com. But I can't think of anything  
4 else that would specifically be advertising Gator Shop  
5 dot com.

6 MR. HENN: All right. I'm going to show you  
7 what's been marked Exhibit 7.

8 (Thereupon, Exhibit 7 was marked for  
9 identification.)

10 BY MR. HENN:

11 Q. Exhibit 7 is a printout from Google where I  
12 did a search for Gator Shop.

13 A. Okay.

14 Q. Up at the top there, and then these are the  
15 results that showed up on April 3, 2013.

16 Do you see Exhibit 7 there?

17 A. Yes.

18 Q. All right. Now, the top two lists, it  
19 doesn't really show up in color the way it should when I  
20 printed this. But the top two there are the paid ads,  
21 usually in a little yellow, and you see Gator Zone and  
22 Gator dot Fanatics dot com. Do you see those?

23 A. I do. You just typed in Gator Shop, right?

24 Q. I did, up at the top.

25 A. Good. Can I keep this?

<http://www.eslawandhelp.com>

1 Q. Of course.

2 A. Thank you.

3 Q. So that Gator Zone at the top, was that the  
4 issue, the one you were raising earlier?

5 A. Yes.

6 Q. And then the one below that, do you know  
7 Gator dot Fanatics dot com?

8 A. I would assume it's them also. But I don't  
9 know.

10 Q. But you don't know. And then under that, we  
11 have the organic lists, the non paid advertising. And  
12 the first one there is your shop, right, Gator Shop  
13 right there?

14 A. Right.

15 Q. And again, it says, "Gator Shop dash  
16 University of Florida Gators apparel"?

17 A. Right.

18 Q. Do you see that? Do you see that as the  
19 title of your listing?

20 A. Yes, I do.

21 Q. And then underneath your domain name, it says  
22 "Buy University of Florida Gators apparel". Do you see  
23 that?

24 A. Yes.

25 Q. Do you know who's responsible for the content

<http://www.eslawandhelp>

1 there?

2 A. I would assume that it is the company that we  
3 pay the fee to. I'm not positive about that. But I  
4 would assume it is.

5 Q. Okay. And then underneath you, in the  
6 organic listing there, you see Shop dot Gator Zone dot  
7 com?

8 A. Yes.

9 MR. HENN: I'm going to hand you what's been  
10 marked Exhibit 8.

11 (Thereupon, Exhibit 8 was marked for  
12 identification.)

13 BY MR. HENN:

14 Q. I went ahead and clicked on the Gator Zone  
15 site there.

16 A. Okay.

17 Q. Which is the official store of Florida  
18 Athletics. Are you familiar with this website?

19 A. No. I don't look at the rest of them, to be  
20 honest with you.

21 Q. Okay. You can set that aside.

22 With regard to your retail store, when you  
23 had a brick and mortar store, is it true that a lot of  
24 your customers were University of Florida students?

25 A. I would say that that is not true as far as

<http://www.eslawandhelp>

1 the vast majority goes. You would think because we're  
2 across the street from the University of Florida and we  
3 have the foot traffic that we have every day, and back  
4 in the '80s and probably part of the '90s that might  
5 have been true, but now there's probably more alumni  
6 business than there is University of Florida student  
7 business.

8 Q. Got it.

9 A. I actually have kids that are graduating,  
10 that are in there buying a T-shirt or whatever, and they  
11 get ready to write the check, and they go, what is the  
12 name of this place anyway? They have been there four  
13 years and they don't even know where they're at, in four  
14 years. And I'm like amazing, totally amazing.

15 Q. So the majority of your customers in the  
16 retail store are alumni, is that fair, at the University  
17 of Florida?

18 A. I would say yes, now.

19 Q. It's fair to say, even beyond the majority,  
20 almost all of the people shopping there are fans of the  
21 University of Florida?

22 A. Almost all of them, yes.

23 Q. I assume you also have some students and  
24 parents of students and those sorts of people shopping  
25 there as well, correct?

<http://www.eslawandhelp>

1 A. Yes.

2 Q. Do you have information about who the  
3 customers are who shop at the online store, do you know  
4 whether those are similarly alumni fans?

5 A. They come from all over the United States.  
6 And actually, I have -- we do ship out of the country.  
7 So they actually do come from all over the world, so to  
8 speak. We have shipped to Japan, we have shipped to the  
9 Middle East, especially when the Gulf War was going on,  
10 different things to different places.

11 Q. Generally speaking, though, they're buying  
12 University of Florida licensed merchandise and they  
13 appear to be fans?

14 A. They appear to be fans.

15 Q. Now, at times, I know you're not doing it  
16 presently, at times did you do direct mail marketing to  
17 students of the university?

18 A. To the students, no, I don't think. I did  
19 direct mail to the alumni, but I'm not -- we didn't  
20 stuff mailboxes. We discussed with the university at  
21 one time, and they told us no, we couldn't stuff  
22 mailboxes, things of that nature. But our target market  
23 was the alumni.

24 Q. Got it.

25 A. Actually, our target was about a 35-year-old

<http://www.eslawandhelp.com>

1 person. Whatever went under 35 and over 35, they came  
2 in the mix. But our target market was the yuppies, so  
3 to speak.

4 Q. People who could afford it?

5 A. Exactly.

6 MR. HENN: Let me show you Exhibit 9.

7 (Thereupon, Exhibit 9 was marked for  
8 identification.)

9 BY MR. HENN:

10 Q. This was a letter from the Gator Shop, it  
11 begins "Dear Student".

12 A. Yes.

13 Q. And it says, "We at Gator Shop would like to  
14 welcome you to the University of Florida." Do you see  
15 that?

16 A. I do.

17 Q. Do you know whether this was ever used?

18 A. Don't. Don't know who did it.

19 Q. Okay.

20 A. I would assume that I can tell you for a fact  
21 it wasn't my wife. I would assume it was one of my  
22 daughters, but I don't know. It's the first time I have  
23 ever seen it.

24 Q. All right. That longer second paragraph  
25 let's call it, where it begins, "We believe the Gator

<http://www.eslawandhelp.com>

1 Shop is going to be your best source for Gator  
2 merchandise while you're at the university." Do you see  
3 that?

4 A. Uh-huh.

5 Q. Yes?

6 A. Yes, I do.

7 Q. It says, "We carry an extensive line of Gator  
8 sportswear." By Gator sportswear, is that a reference  
9 to the University of Florida?

10 A. Yes.

11 Q. Next paragraph, excuse me, it says, "From  
12 infant to adult, double extra large sizes, incorporating  
13 numerous University of Florida logos." Do you see that?

14 A. Yes, I do.

15 Q. And that's true generally in terms of your  
16 merchandise?

17 A. Yes.

18 Q. At the very end of that paragraph, it says,  
19 "In other words, if it's orange and blue and says  
20 Gators, we carry it."

21 A. I see that.

22 Q. I know it's a little advertising puffery, but  
23 is that generally true?

24 A. Yeah, that's generally true.

25 Q. All right. This also references the fact, in

<http://www.eslawandhelp.com>

1 the next paragraph, that the Gator Shop is directly  
2 across from the university. Do you see that?

3 A. Yes, I do.

4 Q. And it offers students a 25 percent discount.

5 We talked earlier about discounts for alumni and Gator  
6 club. Do you also offer discounts for students?

7 A. I don't know about that. But it says it  
8 here. And I don't know whether this letter ever went  
9 out to anybody. I don't know, so ...

10 Q. Do you recall a time in the history of the  
11 Gator Shop in which you offered a discount to students  
12 of the university?

13 A. I recall a time when we talked to the  
14 university about stuffing mailboxes over there with a  
15 bumper sticker. And if they brought in the back of the  
16 bumper sticker, then they got, which would be -- and  
17 actually, it was going out to, now that I think about  
18 it, going out to the freshman. We would get the list of  
19 the incoming students that had been approved for the  
20 University of Florida so we could introduce to them who  
21 we were and where we were, trying to figure out how we  
22 could get around having somebody stand in the store  
23 after four years and say where am I, what is this place.

24 So we never got to target that because they  
25 said no, we couldn't send it out to the parents of the

<http://www.eslawandhelp>

1 students, and they couldn't bring it in for a discount.  
2 So I don't know that it ever got off the ground. It was  
3 an idea that probably never took legs and never got to  
4 walk. It was just in the conception stage.

5 Q. Setting aside this letter in particular or  
6 the bumper sticker idea you were talking about, do you  
7 recall ever there being a time in which you offered a  
8 discount to students if they showed their ID, for  
9 example, at the store?

10 A. In 30 years, we probably did. But I -- a  
11 specific incident, no, I can't recall that.

12 Q. All right.

13 A. I mean, we had a sign out front that listed  
14 specials of discounts for the students walking by. If  
15 that's included in what you're talking about, then yeah,  
16 we did that. I don't know -- I don't know what you're  
17 looking for there, but ...

18 MR. HENN: Well, let me show you what's been  
19 marked Exhibit 10.

20 (Thereupon, Exhibit 10 was marked for  
21 identification.)

22 BY MR. HENN:

23 Q. This is another letter that was provided to  
24 us. This is signed Joe Fincher and it's "Dear Club  
25 President". Is this an example of a communication to

<http://www.eslawandhelp>

1 one of those Gator clubs?

2 A. Yes, this would go to one of the Gator clubs.

3 And we definitely did do this.

4 Q. Is this something that went by email?

5 A. No.

6 Q. Okay. How was it --

7 A. We passed them out. And we had the mailing  
8 addresses, the clubs are listed on the website, and we  
9 had the mailing addresses to the presidents. So we  
10 would say mail to the acting president at the time of  
11 the Gator club in Dallas, LA, San Francisco, wherever.  
12 And we had several of them take us up on it.

13 Q. With regard to emails, have you ever done any  
14 email advertising?

15 A. If we had a specific shirt that we were  
16 running on sale or a specific deal. And this, I  
17 understand is the term, I don't know this 100 percent  
18 correct, because I'm not nursing that, we did a blast, I  
19 think is what they call it, to whoever had signed up to  
20 be on our email for things like that. So yes, we have  
21 done that.

22 Q. Who was responsible for putting those emails  
23 together and sending out the blast?

24 A. I think it was either Amy or Kim.

25 Q. One of your daughters?

<http://www.eslawandhelp.com>

1 A. Yeah.

2 Q. I think you said this, but just to clarify.

3 You -- the email list that you blasted with those ads  
4 was an email list that was compiled from customers who  
5 had given you their email address?

6 A. Right. We had a thing up on the counter,  
7 said if you want to be on our email blast, sign here.

8 Q. Did you ever buy any email lists?

9 A. No.

10 Q. Did you ever go through the student  
11 directories and pull email lists?

12 A. No.

13 Q. Okay.

14 A. My daughter, Kim, hated doing it. She  
15 just -- because people blasted her. She didn't mind  
16 doing it every three months or something like that, but  
17 she didn't want to do it every month or every other  
18 week. She just said, I don't like that, I'm not doing  
19 that. So we didn't do a lot of it, to be honest with  
20 you.

21 Q. I noticed that the website currently, and  
22 advertising throughout your history, has included your  
23 800 number. Currently, if somebody calls the 800  
24 number, who answers the phone?

25 A. I don't think the 800 number goes to an

<http://www.eslawandhelp>

1 answering device now. I think it goes to -- actually, I  
2 don't know, to be honest with you. I don't think  
3 anybody's answering the 800 number right now. As a  
4 matter of fact, I think I was talking to Kim the other  
5 day, we may have dropped the 800 number now. I don't  
6 know. I would have to check that out to be able to give  
7 you the correct answer there.

8 Q. When there was someone answering the 800  
9 number --

10 A. That would be Kim.

11 Q. And did she work off of any kind of script or  
12 was it just she answered the phone and dealt with it?

13 A. She answered the phone and dealt with it.

14 Q. Did ya'll ever record those for quality  
15 assurance?

16 A. You're talking about the Gator Shop here.  
17 This isn't JC Penneys. Yeah, we recorded it for quality  
18 assurance. No.

19 Q. I was going to say, jokes don't come through  
20 on the record.

21 MR. HANSON: I was going to say, let the  
22 record show.

23 THE WITNESS: Amen.

24 BY MR. HENN:

25 Q. Just to clarify, you did not record the

<http://www.eslawandhelp>

1 calls, correct?

2 A. No.

3 Q. What about emails, your advertising includes  
4 an email address that customers can send you messages  
5 on. Where do those go?

6 A. I assume they come into a bank on the net.  
7 And Kim retrieves those and answers those questions.  
8 That would be my assumption.

9 Q. Do you know if she keeps copies of any of  
10 those emails?

11 A. I do not know, no.

12 Q. In connection with this case, or in  
13 responding, for example, to our request for documents,  
14 did you ask Kim to send you any of those emails?

15 A. No.

16 Q. Did you ask her to make sure she didn't  
17 delete any of them or anything like that?

18 A. No. I hadn't said a thing to her about it.

19 Q. Are there any, again in the nature of a  
20 script for the emails, sort of form things that if, you  
21 know, if you get 30 emails that all say I want to return  
22 my shirt, is there a form paragraph that goes back to  
23 people about certain subjects?

24 A. I'm not -- I don't understand what you're  
25 asking there.

<http://www.eslawandhelp.com>

1 Q. Well, for example, a common email might be, I  
2 bought the wrong size, how do I get my money back, or  
3 how do I get the right size? And I'm wondering if over  
4 time Kim has developed standard responses to certain  
5 types of questions.

6 A. No. She handled it. We didn't have a lot of  
7 returns, number one. So, you know, if we were doing \$5  
8 million a year and we had that coming in ten, 15, 20,  
9 100 times a week, I'm sure we would have probably tried  
10 to find an easier way to handle that. But if you have a  
11 return once a month or a couple a month, I mean, you  
12 handle them individually.

13 But basically they tell you, okay, I bought  
14 an extra large and it doesn't fit, I either need a  
15 double extra large, I need a large. So you put the  
16 large or double extra large back in the bag and send it  
17 back to them and everybody's happy. So I don't know of  
18 any canned response that we ever had whatsoever. Again,  
19 it's just not JC Penneys, okay.

20 Q. With regard to returns, did you require  
21 customers to come in with a receipt or did you sort of  
22 trust that they bought it from you?

23 A. This is the brick and mortar?

24 Q. Brick and mortar.

25 A. They had to have a receipt, yes.

<http://www.eslawandhelp.com>

1 Q. Do you recall situations in which people  
2 tried to return licensed UF merchandise and they didn't  
3 have a receipt or you were pretty sure they didn't buy  
4 it from you?

5 A. I have had people come in. I'll give you a  
6 good for instance. A lady told me she just bought it at  
7 the stadium store. Because they didn't have a 6X, she  
8 comes over to my store, looks and sees that I have a 6X  
9 and wants to trade it with me, her 6 for my 6X. I said  
10 I can't do that. Well, it's the same thing, and you're  
11 both University of Florida. I said, I'm not the  
12 University of Florida, okay. And let me ask you a  
13 question. If you bought a lawnmower at Home Depot,  
14 would you try to take it back to Lowe's? No, of course  
15 not. I said, well, why are you trying to do it now?  
16 So ...

17 Q. Did situations like that, not necessarily a  
18 trade, but somebody returning something they bought at  
19 another university store happen from time to time?

20 A. Well, see, I wasn't involved in that on a  
21 daily basis, so I can't. It would be a hypothetical  
22 situation. I don't have the answer for that. I have  
23 had interactions where people have tried to swap off  
24 merchandise because they had something and they needed a  
25 different size in it. That's the best I can tell you.

<http://www.eslawandhelp>

1 I had somebody go buy it at a discount at  
2 Sports Authority, because really, Sports Authority is  
3 the only store that I know of that Nike will let sell  
4 Gator merchandise at a discount. If the rest of us do  
5 it, we get slapped. So if they want to go buy it there,  
6 tear the tags off of it, which I'm assuming the world is  
7 full of people like that, they would try to do that with  
8 us. They try to do that with Gators Plus or Gator  
9 Fever, whatever, I don't know how many, if any at all.  
10 You may have had that somewhere along the line, I don't  
11 know.

12 Q. Other than the one woman you remember with  
13 the 6X, are there other instances you remember?

14 A. No. That was just one that stood out in my  
15 mind, because I couldn't believe she was doing it.

16 Q. You mentioned, we talked about advertising  
17 briefly. And you mentioned at one point you advertised  
18 in Gator Bait. What is Gator Bait?

19 A. I think they call it something else now. In  
20 the beginning it was a magazine that previewed what was  
21 going on in the sports at the time. Basically football  
22 was the big issue throughout the course of the football  
23 season. But then they would make a play on basketball  
24 and baseball and track, golf, tennis, all of it. Kept  
25 up with sports. And mailed it out to subscription,

<http://www.eslawandhelp>

1 individuals that wanted to keep up with the latest and  
2 the greatest on what was happening with University of  
3 Florida athletes, programs, sports programs.

4 Q. Do you recall other magazines that you  
5 advertised the Gator Shop name in?

6 A. Magazines. Magazines. I'm sure there are  
7 some, but no.

8 Q. I'll give you a couple of examples here.

9 A. Okay. Today magazine, yes.

10 MR. HENN: So this is Exhibit 11.

11 (Thereupon, Exhibit 11 was marked for  
12 identification.)

13 BY MR. HENN:

14 Q. Which is the University of Florida Today  
15 magazine for the alumni association. You advertised in  
16 that from time to time?

17 A. Yes.

18 Q. Was that a regular ad that you ran every time  
19 the magazine came out?

20 A. I do not know that.

21 Q. All right.

22 A. I would have to ask Amy or Kim or Joi. I  
23 don't know who would be placing that ad.

24 Q. There are a couple of examples in this  
25 Exhibit 11. One, they're both relatively old. One's

<http://www.eslawandhelp.com>

1 from March of 2001 and one's from the summer of 2002.

2 Do you know during what time period you  
3 advertised in the alumni association magazine?

4 A. Is Today an alumni association? I thought  
5 that was a guy that did that on his own. It is. It  
6 says that, yeah. I thought this was -- I can't remember  
7 that guy's name. I thought that was his magazine,  
8 though.

9 Q. Well, for example, look at the second page of  
10 Exhibit 11, which is the back page of that March 2001  
11 issue. And you've got at the bottom, you've got your ad  
12 covering most of the page. And at the bottom, you've  
13 got the return address, University of Florida,  
14 University of Florida Alumni Association. Do you see  
15 that?

16 A. Yes.

17 Q. Does that refresh your recollection as to  
18 whether the magazine was the alumni association  
19 magazine?

20 A. It appears to be so, yeah.

21 Q. And that is an ad for your Gator Shop on the  
22 top there?

23 A. Yes, it is.

24 Q. And if you turn over a couple more pages,  
25 there's another issue of Today. And again, you've got

<http://www.eyelawandhelp.com>

1 the back cover ad there. At the top, it has the return  
2 address for the University of Florida?

3 A. Yes.

4 Q. And then your ad is at the bottom?

5 A. Yes.

6 Q. Now, it says it's got www.gatorshop.com on  
7 this ad. But then it says, "Check out  
8 www.formergators.com".

9 A. Right.

10 Q. Is that affiliated with Gator Shop?

11 A. I don't know what Amy was doing with that. I  
12 know that she had done some stuff with that early on.  
13 Because as I said, I have two son-in-laws that played  
14 for the national championship team. So that particular  
15 team we have very close ties with, all 22 of those  
16 players. And some of them, as you know, live in  
17 Gainesville, a lot of them are in the store from time to  
18 time.

19 So that would be the former Gators that she's  
20 talking about that you can see, Donnie Young and Wyley  
21 Ritch, that's the two son-in-laws. So that's what she's  
22 doing with that, I would assume. So in other words, if  
23 you want to know something from them, email us and we'll  
24 email you back. I don't know whether it went anywhere,  
25 I don't know if we ever got a question that they emailed

<http://www.eslawandhelp>

1 back. I don't know anything about that, to be honest  
2 with you.

3 Q. Okay. And to confirm, Donny Young and Wyley  
4 Ritch played football at the University of Florida and  
5 are your son-in-laws?

6 A. Correct.

7 Q. Sons-in-law I think is the way you say that.

8 A. I'll take your word for it.

9 Q. Did they ever work in the store, the Gator  
10 Shop store?

11 A. Yes.

12 Q. Are they involved at all today?

13 A. No. They only worked on football Saturdays.  
14 Because that's when the people are there, that's when  
15 they want to talk to them, be around them, ask  
16 questions.

17 Q. Sign autographs, that kind of thing?

18 A. Sign autographs, yes. And they attracted  
19 other players, like Lawrence Wright, Shane Matthews,  
20 James Bates, lots of them.

21 Q. Who adopted the slogan, "Where Champions  
22 Shop"?

23 A. I did.

24 Q. When did you do that?

25 A. When we won the championship and those two

<http://www.eslawandhelp>

1 guys became my son-in-laws, and everybody that  
2 associated with them comes to the shop at the store when  
3 they wanted something Gator.

4 Q. Remind me again when that was?

5 A. I don't know. After '96, because that's  
6 after the championship. I don't know when I came up  
7 with it.

8 Q. All right. You can put that one aside.

9 In addition to the alumni association  
10 magazine and Gator Bait, can you think of any other  
11 magazines you advertised in?

12 A. Well, if you call Gator Greenbacks a  
13 magazine. It's a coupon book. I don't see that as a  
14 magazine. I don't know. Again, my short-term memory is  
15 not as good as it should be.

16 Q. Gator Greenbacks, it's a collection of  
17 coupons for local businesses around the university?

18 A. Uh-huh. Right. In Gainesville. It's not  
19 actually around the university. It's in the city of  
20 Gainesville. I don't -- I think he's got people from  
21 Ocala too. I don't think he's really just Gainesville,  
22 I think he's the surrounding area, to be honest with  
23 you.

24 Q. What about newspaper advertising, did you  
25 ever do that?

<http://www.eslawandhelp>

1 A. We did that a long time ago, both in the  
2 Alligator and the Sun, and realized that the return on  
3 that was pretty nil, so ...

4 Q. And what is the Sun?

5 A. The Gainesville Sun.

6 Q. The local paper here?

7 A. Local paper.

8 Q. And what's the Alligator?

9 A. The University of Florida student paper that  
10 they put out.

11 Q. Did you ever advertise on television?

12 A. Yes.

13 Q. During what time period?

14 A. The first advertisement on TV was 1997.

15 Because we did the football, we did national  
16 championship football with Coach Spurrier. And he  
17 signed them all. And we did a big program on the  
18 Weather Channel, that crawled across the bottom  
19 (indicating). As far as doing a big advertisement on  
20 the screen, no. As far as putting the blurb at the  
21 bottom of the weather crawl there, we did that.

22 Q. After '97, did you do it again?

23 A. It seems like we might have done it '206 and  
24 '208. We did the same ball program with Coach Meyer.  
25 So I would think we did, but can't say 100 percent we

1 did '06 and '08.

2 Q. Did you ever advertise on the radio?

3 A. Yes.

4 Q. During the games?

5 A. During a game, well --

6 Q. Or around the game.

7 A. They're a lot more expensive for those spots.

8 So I would tend to say no there. We tried to keep it

9 low key and didn't spend a ton of money. We actually

10 tried to swap merchandise that they could give away in

11 their program giveaways for advertising time. So I

12 would doubt that it would be right before or right after

13 or during the game.

14 Q. Do you know what stations you advertised

15 with?

16 A. Star would be one of them. I don't know what

17 the locator for that is. What's the country station?

18 It has Louis Stokes as the -- I don't know.

19 Q. Did you advertise on the stations where the

20 Florida sports are broadcast?

21 A. Okay. What station is that and I'll tell

22 you. You're going to have to jog my memory.

23 Q. You're asking someone from Atlanta.

24 A. Oh, you're a Bulldog fan.

25 Q. Let's not talk about that.

<http://www.eslawandhelp>

1 MR. HANSON: It's all downhill from here.

2 THE WITNESS: We're going to have to boycott

3 this.

4 BY MR. HENN:

5 Q. Was there an effort, though, to advertise on

6 the radio with the same radio station that was

7 broadcasting the games?

8 A. Well, okay. Shane Matthews had a program.

9 Shane is a very good personal friend of mine. I don't

10 know whether you know Shane or not. He played ten years

11 in the NFL. He was Steve Spurrier's fair haired

12 quarterback. And we advertised on that program, but it

13 was not before or after the game, it was a talk thing

14 that he was doing throughout the week. He may have done

15 it on Monday, Wednesday, Friday, Tuesday, Thursday, I

16 don't know.

17 But because we knew him, we did advertise

18 with him. And he and Brady Ackerman, which is a sports

19 announcer for -- and James Bates, had a program that

20 they ran. Where former football players would sit down

21 and they would interview them. And then there was an

22 in-house program with Chris Doering and Shane and James

23 Bates that they did on TV.

24 And the only advertising we did there was

25 once in a while they would mention the name Gator Shop.

<http://www.eslawandhelp>

1 We didn't pay them for it. You know, it was not a big  
2 ad for the Gator Shop on the screen, it was just once in  
3 a while they would say, if they got to messing with a  
4 football or had on their Gator shoes, whatever, you can  
5 get these at the Gator Shop, that type thing.

6 So there's a lot of avenues of advertising  
7 out there, that I would have sit down and it would  
8 probably take me a while to come up with everything.

9 Q. We have talked a little bit about the  
10 Facebook page. Do you have a Gator Shop presence on  
11 Twitter?

12 A. I don't think so. Don't know that for a  
13 fact, but I don't think so.

14 MR. HENN: Let me show you what's been marked  
15 Exhibit 12.

16 (Thereupon, Exhibit 12 was marked for  
17 identification.)

18 BY MR. HENN:

19 Q. Can you just tell me what that is?

20 A. Looks like some kind of special program that  
21 we were running to get more people to shop in the store.

22 Q. Do you know where this ran?

23 A. No, I don't.

24 Q. Okay. Do you recognize the University of  
25 Florida's Gator logo there on the top and along the

<http://www.eslawandhelp>

1 side?

2 A. Okay. Are you pointing at Albert here?

3 Q. Yeah, the six times he's across the top and  
4 the six times he's along the side.

5 A. Yeah. I understand that Albert is on there,  
6 yes.

7 Q. In the gray shaded part above where you put  
8 your name and phone number, it says, "Officially  
9 licensed UF products. Portion of all purchases of UF  
10 merchandise goes to the University of Florida Athletic  
11 Club." Do you see that?

12 A. Correct.

13 Q. And then at the bottom, there's phone numbers  
14 underneath the Gator Shop. You've got the 904 local  
15 number, and then you've got your toll free number, but  
16 instead of the numbers, you've got the letters. So it's  
17 800-365-UofF. Do you see that?

18 A. Yes.

19 Q. I understand at some point you agreed with  
20 the university to stop using U of F as letters for the  
21 name; is that correct?

22 A. Correct.

23 Q. But the numbers never changed, it's the same  
24 800 number the whole time?

25 A. Correct. And that ironically came out that

<http://www.eslawandhelp>

1 way. Somebody realized that that did spell out U of F.  
2 We didn't ask for the specific 800 number, they gave it  
3 to us when we called and got an 800 number. Somebody  
4 one day said, you know what, that spells U of F. I  
5 said, okay, let's -- it's easier to remember that way so  
6 let's do that. The school didn't like that so we  
7 stopped using it.

8 MR. HENN: All right. You can set that  
9 aside.

10 Let me show you what's been marked as Exhibit  
11 13.

12 (Thereupon, Exhibit 13 was marked for  
13 identification.)

14 BY MR. HENN:

15 Q. These look like mini football schedules --

16 A. They are. Magnets.

17 Q. -- with an ad at the bottom. I'm sorry?

18 A. Magnets, refrigerator magnets that we sell.

19 Q. Oh, you sell these?

20 A. Well, okay, giveaway. If you buy, whatever  
21 you buy, you're entitled to have one.

22 Q. Do you know during, I mean, these are from  
23 '06, '07, '09 and '08?

24 A. Yeah, '09.

25 Q. Does this continue today, do you still offer

<http://www.eslawandhelp>

1 this with purchases?

2 A. I think the guy that was doing these went out  
3 of business last year, so I don't know that we had them  
4 for last year. Because it's very hard to get a good  
5 price on them so that you can actually give them away.  
6 So I'm not sure we had them last year.

7 Q. Did it begin before 2006?

8 A. That's a good question. I don't know. I  
9 don't know when we started it.

10 Q. We mentioned the phone number, and then  
11 eventually it stopped. Do you recall when the time  
12 period during which you used U of F as your phone number  
13 designation?

14 A. That piece of paper we gave you right there  
15 (indicating).

16 Q. Yes.

17 A. Should answer that question for you.

18 Q. Well, that indicates it ended in 2000. But  
19 my question is when it began.

20 A. Don't know.

21 MR. HENN: Let me mark one more. This is  
22 Exhibit 14.

23 (Thereupon, Exhibit 14 was marked for  
24 identification.)

25 BY MR. HENN:

<http://www.eslawandhelp.com>

1 Q. Which is another example of something that  
2 includes the toll free number with the letters U of F --

3 A. Uh-huh.

4 Q. -- instead of the number.

5 Do you know what this comes from, is this  
6 from a catalog?

7 A. It looks like the catalog for a couple of  
8 jackets that we had there.

9 Q. So for a time on the back of the catalog it  
10 would have listed your phone number using the letters  
11 instead of the phone number?

12 A. Yes.

13 Q. Okay. You can set that aside.

14 A. I was trying to get some indication of the  
15 year off of that.

16 Q. Were you able to?

17 A. No. I thought I remembered, but I can't. I  
18 can't remember when that jacket was.

19 MR. HENN: I'm going to show you what's been  
20 marked Exhibit 15.

21 (Thereupon, Exhibit 15 was marked for  
22 identification.)

23 BY MR. HENN:

24 Q. This is a collection -- I put them together  
25 to save time -- a collection of some catalogs from the

<http://www.eslawandhelp.com>

1 2000s.

2 A. Okay.

3 Q. There's an '05, and then I think there's  
4 another one in here. Yeah, '01 and maybe 2000 and 2002.  
5 There's several in this stack.

6 Is that what these are, these are  
7 representative examples of the catalogs that you  
8 distributed during the time you were doing that?

9 A. It appears to be so, yes.

10 Q. You no longer distribute a catalog. Do you  
11 recall when you began distributing a catalog?

12 A. The exact date, no. I really don't.

13 Q. Was it being distributed before you came back  
14 in '97?

15 A. I -- I don't remember. I did the first ones  
16 myself.

17 Q. In terms of layout?

18 A. Everything, yeah. Believe it or not, with a  
19 company out of Tallahassee. But I don't yell that too  
20 loud.

21 Q. On Exhibit 15, right there on the front page,  
22 it looks like somebody's taken the catalog and sort of  
23 spread it open, so on the left side you've got the back  
24 of the catalog, and the right, you've got the cover of  
25 the catalog. Am I looking at that right?

<http://www.eslawandhelp.com>

1 A. It looks like it, yes.

2 Q. And on the front there, that's a picture of  
3 University with your store in the background?

4 A. Parade day at homecoming, yes.

5 Q. That's the University of Florida band in the  
6 foreground?

7 A. Yes.

8 Q. And then on the back of the catalog, it says  
9 at the top, "New Coach, New Season, New Products." Do  
10 you see that?

11 A. Yes.

12 Q. Do you know what the reference to new coach  
13 was in '05?

14 A. That would have to be Zook, I'm pretty sure.

15 Q. Ron Zook?

16 A. Yeah.

17 Q. He was one of the University of Florida  
18 coaches?

19 A. Yes.

20 Q. And then it says, "Check out our website for  
21 great specials from gamedays to holidays." Gamedays,  
22 that's a reference to University of Florida gamedays,  
23 right?

24 A. Yes.

25 Q. And then down there, "Shop has what you need

<http://www.eyelaw.com/help>

1 for the ultimate Gator fan." That's University of

2 Florida Gator fans, right?

3 A. Yes.

4 Q. If you flip over to the 2001 catalog, which  
5 is, I don't know, seven or eight pages in. Up in the  
6 upper right-hand corner there, is that a poster?

7 A. Yes.

8 Q. Okay. So those are football, University of  
9 Florida football players at the top, and then the  
10 reference to "The Swamp" is where they play football?

11 A. Correct.

12 Q. And this is the cover of the catalog,  
13 correct?

14 A. Correct. See that guy on the bottom left?

15 Q. Yes.

16 A. That's Albert. That was Albert. That was  
17 the current Albert. That's my daughter, Amy, on the top  
18 left. And those guys on the bottom are the head of the  
19 Gator club in Fort Lauderdale.

20 Q. If you turn over three more pages, you get to  
21 the 2000 catalog cover.

22 A. Uh-huh. It was really dirty, wasn't it. I  
23 should have cleaned it better than that.

24 Q. That looks like 2006. Go one more page over.

25 A. Okay. 2000.

<http://www.eslawandhelp>

1 Q. 2000?

2 A. That's Shane Matthews and Chris Doering at  
3 the top there.

4 Q. And who are they? They are football players  
5 for the university?

6 A. Yes.

7 Q. Up there in the upper left where it has your  
8 logo, your orange and blue Gator Shop logo, above in the  
9 left, it says, "Florida T-shirts, Florida sweatshirts  
10 and other Florida imprints for children and adults." Do  
11 you see that?

12 A. Yes.

13 Q. When you're using "Florida" there, you're  
14 referencing the University of Florida?

15 A. Yes.

16 Q. Okay. You can put Exhibit 15 aside.

17 In terms of the catalog distribution, mailing  
18 list for that, how was that compiled?

19 A. We -- we. I sent off for the tag agency's  
20 listing for everybody who bought a University of Florida  
21 tag. And I think there were over a hundred thousand of  
22 them or whatever. Again, we pared that down to an age  
23 range. And that was our first mailing list, because we  
24 felt like if they were going to pay the money to have a  
25 University of Florida tag, then they might buy some

<http://www.eslawandhelp>

1 merchandise.

2 Q. And when you say "tag", you mean the license  
3 plate on the back of a car?

4 A. License plate on the back of a car. Yeah,  
5 personalized license plate with the University of  
6 Florida logo on it.

7 Q. And that's where you started with the mailing  
8 list. Did you add to that list?

9 A. We had one on the counter that said if you  
10 want to be on our mailing list, sign here. So yeah, we  
11 started adding to the list. And we had the Gator Bait,  
12 we would have that on there that said if you want to be  
13 on our mailing list, clip this out and send it in. So  
14 we started building a mailing list.

15 Q. After the initial purchase of the list of  
16 people who had bought University of Florida license  
17 plates, did you go back a few years later and get an  
18 updated list from the tag officer?

19 A. I don't think we ever requested another one.  
20 They were quite costly, actually. So ...

21 Q. Do you remember when you did that the first  
22 time?

23 A. No, I sure don't.

24 Q. Did you ever get lists of alumni addresses  
25 from the alumni association?

<http://www.eslawandhelp.com>

1 A. No. We never asked them for them. The guy  
2 that was running the alumni association, I knew him  
3 through some other people, friends of mine. He became a  
4 friend of mine. We tried to work closely with them, and  
5 did actually work closely with them. But, you know,  
6 we -- we just gave them a discount so they could build  
7 membership.

8 Because the people could get the membership  
9 back by spending money at the Gator Shop. So they  
10 really weren't paying for a membership. They got all  
11 the benefits of the membership without actually having  
12 to pay for it because they got the money back through  
13 the discounts and merchandise they were going to buy  
14 anyway. So it helped them build their membership.

[REDACTED]

<http://www.eslawandhelp>

[REDACTED]

<http://www.eslawandhelp>

[REDACTED]

<http://www.eslawandhelp>

[REDACTED]

<http://www.eslaw.com/help>

[REDACTED]

16 Q. We talked about the instance in which someone  
17 had bought something at the university store and tried  
18 to swap it out at your store to get a different size.

19 Were there other conversations, maybe not  
20 involving product swaps or returns, but in which  
21 customers asked you if you were affiliated with the  
22 university or part of the university or the same as the  
23 bookstore or something like that?

24 A. Not -- not affiliated with the university. I  
25 have had customers ask me if the university was

<http://www.eslawandhelp>

1 affiliated with me. Because they were using the name  
2 the Gator Sports Shop, which was very close to our name.  
3 And the university told me when they started using the  
4 name, they had tried to get the name once before, the  
5 Gator Shop, for the guy that started the Gator Shop,  
6 before I bought it. Harold Silverman was the attorney  
7 and he handled that case.

8           When they decided they couldn't get the name,  
9 they informed them that they were going to take a name  
10 as close to the Gator Shop as they could get. So they  
11 started off with the Gator Giftshop, which turned out to  
12 be a bust for them because people thought it was just a  
13 gift place instead of Gator sports merchandise.

14           So then I don't know how long it went, but  
15 they decided, okay, we're going to change it to Gator  
16 Sports Shop. I have had numerous people call up and say  
17 I want to return item number, it wasn't what I thought  
18 it was. I'm like what item number, 227, or whatever.  
19 And we kept the University of Florida's catalog, because  
20 when we didn't have the merchandise, we would  
21 immediately look in the University of Florida, and it  
22 would normally be one of their items. And they would  
23 go, but you're the Gator Shop, right? Yes, we are.  
24 Well, then why is the University of Florida using the  
25 name the Gator Shop? And I said, well, it's the Gator

<http://www.eslawandhelp>

1 Sports Shop, it's not the Gator.  
2 So they were creating a confusion between our  
3 name and their name. We had the name long before they  
4 ever started doing this, decided that's what they wanted  
5 to do. I don't know why. They hadn't done it with  
6 Gators Plus or Gator Fever or Gator Merchandise, Gator  
7 Stuff, Gator, I mean, there's a lot of stores out there  
8 that go by Gator something. Why they chose us, I don't  
9 know. But you know, that's just the way it is.

10 They continued to create the confusion over  
11 the years. So the people called us, asking why they  
12 were doing it. Now, I guess you would have to ask them  
13 if they got it on the other side from us, but I doubt it  
14 very seriously, because we have been the Gator Shop a  
15 lot longer than they have been the Gator Shop, Gator  
16 Sports Shop. They're not the Gator Shop, they're the  
17 Gator Sports Shop. But we have been that 20, 30, 40  
18 years longer than they were the Gator Sports Shop.

19 Q. When was the last time you had one of these  
20 calls in with the wrong part number or item number?

21 A. It would have been 2011 when we had the full  
22 year of merchandise sales going out through the  
23 catalog -- I mean the dot com online website.

24 Q. How often would it happen?

25 A. I don't know.

<http://www.eslawandhelp>

1 Q. More than once a month?

2 A. More than once a month, I don't know if the  
3 average was that. Probably not. But it could have  
4 been. I don't know. I really don't know. I just know  
5 that we got -- see, I'm the one fielding them. I don't  
6 know how many they were fielding between Amy, Kim and  
7 Joi, and Dawn. I really don't know.

8 Q. In preparing your answers to the discovery  
9 requests in the case, did you talk to your daughters or  
10 your wife about calls they have received expressing  
11 confusion between the University of Florida's --

12 A. No.

13 Q. -- retail store and your store?

14 A. I did it all on my own. I hadn't brought  
15 them into the situation at all.

16 Q. Other than the instances you reference with  
17 regard to people trying to return products from the  
18 University of Florida store to your store with the wrong  
19 item number, are there other instances in which  
20 consumers seem to be confused between your store and the  
21 University of Florida store?

22 A. I guess I don't understand that question.  
23 They know the University of Florida is across the street  
24 so they're not confused about that. If they're going to  
25 go to the University of Florida, they're going over

1 there. If they're coming to the Gator Shop, they're  
2 coming over to our place. I don't know what you mean by  
3 that.

4 Q. Okay. Well, you mentioned people were trying  
5 to return merchandise they purchased from the University  
6 of Florida Gators Sports Shop to your store. And you  
7 knew they came from the University of Florida store  
8 because they had their item number.

9 A. Right.

10 Q. I'm curious if there are any other instances  
11 other than those in which you experienced consumers who  
12 were confused as to whether you were affiliated with  
13 them or vice versa?

14 A. You mean like calling on the phone?

15 Q. Calling on the phone, coming in the store and  
16 saying something.

17 A. Coming in the store, they wouldn't be  
18 confused, because they're over there, we're over here.

19 Q. Okay. What about on the phone?

20 A. The phone conversations were strictly to  
21 return merchandise that they thought they were buying  
22 from the Gator Shop but ended up buying from the Gator  
23 Sports Shop. So that's all I can remember.

24 Q. All right. You mentioned that there was a  
25 website called the Gator Zone, which we looked at a

<http://www.eslawandhelp>

1 picture of earlier, selling University of Florida  
2 related merchandise.

3 Are you aware of other online stores selling  
4 University of Florida merchandise that use "Gator" in  
5 the name?

6 A. Gators Plus, yes. Gator Fever. I think that  
7 the lady, we weren't using it, but I think the lady that  
8 bought the store from me down in Orlando, which is  
9 Gator, Seminole, Knight Fever, I think she has a website  
10 now. There are other stores that have Gator in the name  
11 that are on the website.

12 Like I know there's one in Leesburg. I don't  
13 know what the name of the store is. I know there's one  
14 in Tampa. And I know there's others around the state  
15 that do the same thing, but I don't know what their  
16 names are. But they have Gator in the name of the  
17 website. So ...

18 Q. I know you're a partner in Gators Plus and  
19 you used to own Gator, Seminole, Knight Fever, so I'm  
20 going to set them aside for a moment.

21 You mentioned one that you didn't own that's  
22 using Gator to sell University of Florida merchandise,  
23 and that was Gator Fever?

24 A. Correct.

25 Q. Tell me about them, where are they based?

<http://www.eslawandhelp>

1 A. They're out at the mall here, and Butler

2 Plaza.

3 Q. And they're online you say?

4 A. To my knowledge, they were. I don't know if  
5 they are today. But they were online. I assume they  
6 are.

7 Q. How long have they been around?

8 A. Oh, at least ten years. I don't know when  
9 they first originally started. At least ten years.

10 Q. You said there's a store in Leesburg?

11 A. Yeah.

12 Q. You don't know the name of that, though?

13 A. Huh-uh.

14 Q. No?

15 A. No, sir.

16 Q. And you said there's a store in Tampa you  
17 think uses the Gator name online, but you don't know the  
18 name of that one either?

19 A. I do not. I know the store's there. I know  
20 where it is. I could drive you to it, but I don't know  
21 what the name of it is.

22 Q. Any others you can think of that sell  
23 University of Florida related products that use Gator in  
24 the name that you don't own?

25 A. There's stores all over the state. There's

<http://www.eslawandhelp.com>

1 stores in Jacksonville, St. Augustine, Daytona, Orlando,  
2 besides Gator, Seminole, Fever.

3 Q. I'm just curious of any of the names that you  
4 actually know the names of.

5 A. I don't actually know the names. I could  
6 look them up, but so can you, so. There's a lot of them  
7 out there. There was Gator Stuff in Orlando, but he  
8 went bankrupt. That was 15 years ago, ten or 15 years  
9 ago. But that's an example of what I'm talking about.  
10 There's one, Proud Gator, I don't know where that one's  
11 located. It's called Proud Gator. Just trying to think  
12 of names.

13 Q. Where is -- you don't know where Proud Gator  
14 is?

15 A. No. There's one in Lakeland. Don't remember  
16 what the name of it is. But it has Gator in the name.  
17 Gator Patch, which is in Melrose. Yeah, Melrose. If I  
18 sat here for an hour, I might come up with a few more.  
19 But in the concern, expediency of time here, I'll  
20 acquiesce and say I can't remember any more right now.

21 Q. Okay. As you know, this case arises out of  
22 your effort to register your shop as a trademark. It  
23 doesn't involve ultimately whether or not you use the  
24 Gator Shop trademark in commerce.

25 A. Right.

<http://www.eslawandhelp.com>

1 Q. Why are you seeking to register the mark?

2 A. Money.

3 Q. And what do you mean by "money"?

4 A. Well, I had a case with Wal-Mart. And the  
5 arbitrator told me that if I had a national trademark  
6 that I would have definitely gotten three times what I  
7 got in the settlement. Which I cannot disclose. I am  
8 in the process of the lawsuit with Gator Zone dot com.  
9 And I would like to know that I'm going to get three  
10 times the amount of money that I will probably end up  
11 with out of that case.

12 So it's my name, it's not anybody else's  
13 name, and I want to protect it. As you would if it was  
14 your name. I paid a lot of money for it and I have  
15 developed it over the years and have taken good care of  
16 it. We have had several people, like Sports Authority  
17 use the name, but when they were presented with the fact  
18 that I had a registered trademark for it, every one of  
19 them but Wal-Mart took it down. Same thing's happening  
20 with Gator Zone dot com right now, they will not take it  
21 off of their website. So they're going to pay for that,  
22 just as Wal-Mart did.

23 Q. And when you say you showed them a registered  
24 trademark, you're talking about your State of Florida  
25 registration?

<http://www.eslawandhelp>

1 A. Correct. That's where I am and that's where  
2 they are.

3 Q. You've never had a physical location outside  
4 of the state of Florida, have you?

5 A. No.

6 MR. HENN: All right. Let's go off the  
7 record.

8 (A brief recess taken.)

9 MR. HENN: We can go back on the record. I  
10 don't have any further questions, so thank you  
11 for your time today.

12 I'm not sure if you have any.

13 MR. HANSON: No.

14 (Thereupon, the right to read and sign the  
15 deposition was explained to the witness and the witness  
16 requested to review the transcript.)

17 (Whereupon, the deposition was concluded at  
18 11:09 o'clock a.m.)

19

20

21

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<http://www.eslawandhelp.com>

1 CERTIFICATE OF OATH

2

3

4 STATE OF FLORIDA )

5 COUNTY OF ALACHUA )

6

7

8 I, the undersigned authority, certify that JOE  
9 N. FINCHER personally appeared before me and was duly  
10 sworn.

11 WITNESS my hand and official seal this 24th  
12 day of April, 2013.

13

14

15

  
\_\_\_\_\_  
Debora M. Holloway

16

Court Reporter, Notary Public

17

18

19

20 Personally Known: \_\_\_\_\_

21 OR Produced Identification: X

22 Type of Identification Produced: Driver's License

23

24

25

1 CERTIFICATE

2

3 STATE OF FLORIDA )

4 ) SS

5 COUNTY OF ALACHUA )

6

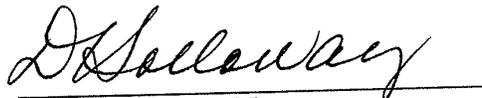
7 I, DEBORA M. HOLLOWAY, a Court Reporter,  
8 certify that I was authorized to and did  
9 stenographically report the deposition of JOE N.  
10 FINCHER; that a review of the transcript was requested;  
11 and that the transcript is a true and complete record of  
12 my stenographic notes.

13 I FURTHER CERTIFY that I am not a relative or  
14 employee of any of the parties, nor relative or employee  
15 of such attorney or counsel, or financially interested  
16 in the foregoing action.

17 WITNESS MY HAND AND SEAL this 24th day of  
18 April, 2013 in the City of Gainesville, County of  
19 Alachua, State of Florida.

20

21



22

Debora M. Holloway

23

Court Reporter

24

25

1 ERRATA SHEET

2 DO NOT WRITE ON TRANSCRIPT - ENTER CORRECTIONS HERE.

3

4 IN RE: UNIVERSITY ATHLETIC ASSOC. V. INCENTIVE MKTG.

5 DEPOSITION TAKEN: APRIL 11, 2013

6 WITNESS: JOE N. FINCHER 30(b)(6)

7 PAGE LINE NOTES

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1 Under penalties of perjury, I declare that I have  
2 read the foregoing document and that the facts stated  
3 therein are true.

4 \_\_\_\_\_

5 DATE JOE N. FINCHER

6

7

8

9 Sworn to and Subscribed before me

10 \_\_\_\_\_, Notary Public.

11 This \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

12 My Commission Expires:

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**EXHIBIT 13 -**

**EXHIBIT 1 TO THE DEPOSITION OF JOE N. FINCHER**



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

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

**THIRD AMENDED NOTICE OF RULE 30(b)(6) DEPOSITION OF  
INCENTIVE MARKETING, INC.**

Please take notice that commencing at 9:00 a.m. EST on April 11, 2013 at the University of Florida, 886 Museum Rd, Gainesville, FL 32611, Opposer University Athletic Association, Inc. through its counsel will take the deposition upon oral examination of Applicant **Incentive Marketing, Inc.** for purposes of discovery and all other purposes permitted by the Federal Rules of Civil Procedure.

**DEFINITIONS**

- A. "Opposer" shall mean University Athletic Association, Inc., its affiliated corporations and entities including the University of Florida, and its officers, directors, employees, agents, attorneys, subsidiaries, predecessors in interest and any other person or entity acting on its behalf or subject to its control, with respect to Opposer's Marks.
- B. "Applicant" shall mean, collectively, Incentive Marketing, Inc. d/b/a Gator Shop, its predecessors or successors in interest with respect to Applicant's Mark, any agent, officer or employee of Incentive Marketing, Inc., including Owner and President Joe Fincher, and any other person or entity acting on behalf of Incentive Marketing, Inc. or subject to the control of

Incentive Marketing, Inc. with respect to Applicant's Mark.

C. "Applicant's Mark" shall mean the GATOR SHOP mark that is the subject of United States Trademark Application Serial No. 85/480,582, published in the May 1, 2012 Official Gazette, for use in connection with "On-line retail store services featuring a wide variety of consumer goods of others; Retail shops featuring clothing, sports team clothing, and a wide range of consumer goods of others" in International Class 35.

D. "Opposer's Marks" shall mean all registered and unregistered trademarks owned by Opposer incorporating or consisting of the GATORS and GATOR marks, for various Gator designs, and for the Orange-and-Blue Color Scheme, including but not limited to those marks described in Paragraphs 6-20 of the Notice of Opposition.

#### TOPICS

Pursuant to Rule 30(b)(6) of the Federal Rules of Civil Procedure, Applicant is required to designate one or more officers, directors, or managing agents, or other persons who consent to testify on Applicant's behalf, as to the following matters:

1. Applicant's corporate structure and history, including the identities, duties, and responsibilities of Applicant's officers, directors, employees, representatives, or agents.
2. The business of Applicant.
3. The selection, design, adoption, clearance, use, and registration of Applicant's Mark.
4. Applicant's knowledge of Opposer and Opposer's Marks.
5. The target or typical customers of goods or services offered or to be offered under Applicant's Mark.
6. Advertising, promotion, marketing of goods or services offered or to be offered

under Applicant's Mark.

7. The distribution and sale of goods or services offered or to be offered under Applicant's Mark, including the revenues and profits or losses from such sales.
8. All goods or services Applicant offers or intends to offer under Applicant's Mark.
9. The channels of trade through which goods or services are offered or will be offered under Applicant's Mark.
10. Instances of actual confusion involving Applicant's goods or services offered under Applicant's Mark, including any confusion or inquiries as to whether any of Applicant's goods or services were licensed by, sponsored by, or otherwise affiliated with Opposer.
11. Actual or threatened litigation or administrative proceedings involving allegations of trademark infringement, unfair competition, or dilution, to which Applicant or any of its officers is or was a party.
12. Applicant's efforts, if any, to determine whether Applicant's Mark does or does not infringe the intellectual property rights of any entity or person, including Opposer.
13. The business relationship, if any, between Applicant and Opposer.
14. Contracts, agreements, licenses, or assignments concerning Applicant's Mark.
15. Any conversations or other communications Applicant, including any of its representatives, has had with Opposer or any of Opposer's representatives.
16. Any conversations or other communications Applicant, including any of its representatives, has had with any third party concerning Opposer and the claims made in the instant matter.
17. The factual basis for Applicant's responses to Opposer's interrogatories.
18. Applicant's responses to Opposer's discovery requests and Applicant's efforts to

collect responsive documents.

Dated: March 7, 2013

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

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

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

**CERTIFICATE OF SERVICE**

I hereby certify that a true and correct copy of the foregoing THIRD AMENDED NOTICE OF RULE 30(b)(6) DEPOSITION has been served on counsel for Applicant by mailing a copy on March 7, 2013, via first Class Mail, postage pre-paid, and addressed as follows:

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

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



**EXHIBIT 13 -**

**EXHIBIT 2 TO THE DEPOSITION OF JOE N. FINCHER**



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### Typed Drawing

Word Mark	GATORS
Goods and Services	IC 041. US 107. G & S: Entertainment Services-Namely, Conducting Intercollegiate Athletic Events for Others. FIRST USE: 19550000. FIRST USE IN COMMERCE: 19550000  IC 042. US 102. G & S: Retail Store Stores, Distributorship Services and Mail Order Sales Services, in the Field of Wearing Apparel and Accessories, Novelty Items and Jewelry. FIRST USE: 19550000. FIRST USE IN COMMERCE: 19550000
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73273111
Filing Date	August 6, 1980
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	October 5, 1982
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	1222098
Registration Date	December 28, 1982
Owner	(REGISTRANT) University Athletic Association, Inc. CORPORATION FLORIDA Ben Hill Griffith Stadium North-South Drive Gainesville FLORIDA 32611
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20030319.



Renewal 1ST RENEWAL 20030319  
Live/Dead Indicator LIVE

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**EXHIBIT 13 -**

**EXHIBIT 3 TO THE DEPOSITION OF JOE N. FINCHER**



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**Typed Drawing**

**Word Mark** GATORS  
**Goods and Services** IC 025. US 022 039. G & S: clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, boxer shorts, sweaters, coats, caps and hats. FIRST USE: 19550000. FIRST USE IN COMMERCE: 19550000  
**Mark Drawing Code** (1) TYPED DRAWING  
**Serial Number** 75353993  
**Filing Date** September 9, 1997  
**Current Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** September 8, 1998  
**Registration Number** 2206967  
**Registration Date** December 1, 1998  
**Owner** (REGISTRANT) University Athletic Association, Inc. NOT-FOR-PROFIT CORPORATION FLORIDA P.O. Box 14855 Gainesville FLORIDA 326042485  
**Prior Registrations** 1222098;1225119;1791016  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20081126.  
**Renewal** 1ST RENEWAL 20081126  
**Live/Dead Indicator** LIVE



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**EXHIBIT 13 -**

**EXHIBIT 4 TO THE DEPOSITION OF JOE N. FINCHER**



# Trademark/Service Mark Application, Principal Register

## TEAS Plus Application

Serial Number: 85480582

Filing Date: 11/23/2011

*NOTE: Data fields with the \* are mandatory under TEAS Plus. The wording "(if applicable)" appears where the field is only mandatory under the facts of the particular application.*

The table below presents the data as entered.

Input Field	Entered
<b>TEAS Plus</b>	<b>YES</b>
<b>MARK INFORMATION</b>	
*MARK	<u>GATOR SHOP</u>
*STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	GATOR SHOP
*MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
REGISTER	Principal
<b>APPLICANT INFORMATION</b>	
*OWNER OF MARK	Incentive Marketing, Inc.
DBA/AKA/TA/FORMERLY	DBA GATOR SHOP
*STREET	1702 W. University Ave A-1
*CITY	Gainesville
*STATE (Required for U.S. applicants)	Florida
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S.)	32603

applicants only)	
WEBSITE ADDRESS	www.gatorshop.com
<b>LEGAL ENTITY INFORMATION</b>	
*TYPE	CORPORATION
* STATE/COUNTRY OF INCORPORATION	Florida
<b>GOODS AND/OR SERVICES AND BASIS INFORMATION</b>	
* INTERNATIONAL CLASS	035
*IDENTIFICATION	On-line retail store services featuring a wide variety of consumer goods of others; Retail shops featuring <b>clothing, sports team clothing, and a wide range of consumer goods of others</b>
*FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 03/01/1984
FIRST USE IN COMMERCE DATE	At least as early as 03/01/1984
<b>SPECIMEN FILE NAME(S)</b>	
ORIGINAL PDF FILE	<a href="#">SPE0-74179121142-094040859 . Spec.pdf</a>
CONVERTED PDF FILE(S) (1 page)	<a href="#">\\TICRS\EXPORT11\IMAGEOUT11\854\805\85480582\xml1\FTK0003.JPG</a>
SPECIMEN DESCRIPTION	public website page image
<b>ADDITIONAL STATEMENTS INFORMATION</b>	
*TRANSLATION (if applicable)	
*TRANSLITERATION (if applicable)	
*CLAIMED PRIOR REGISTRATION (if applicable)	
*CONSENT (NAME/LIKENESS) (if applicable)	
*CONCURRENT USE CLAIM (if applicable)	
<b>ATTORNEY INFORMATION</b>	
NAME	Sven W. Hanson

<b>ATTORNEY DOCKET NUMBER</b>	1111.inc
<b>FIRM NAME</b>	Sven W. Hanson, Atty.
<b>STREET</b>	PO Box 357429
<b>CITY</b>	Gainesville
<b>STATE</b>	Florida
<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	32635
<b>PHONE</b>	3523750082
<b>FAX</b>	3523734662
<b>EMAIL ADDRESS</b>	swhanson@bellsouth.net
<b>AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>CORRESPONDENCE INFORMATION</b>	
<b>*NAME</b>	Sven W. Hanson
<b>FIRM NAME</b>	Sven W. Hanson, Atty.
<b>*STREET</b>	PO Box 357429
<b>*CITY</b>	Gainesville
<b>*STATE (Required for U.S. applicants)</b>	Florida
<b>*COUNTRY</b>	United States
<b>*ZIP/POSTAL CODE</b>	32635
<b>PHONE</b>	3523750082
<b>FAX</b>	3523734662
<b>*EMAIL ADDRESS</b>	swhanson@bellsouth.net
<b>*AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>FEE INFORMATION</b>	
<b>NUMBER OF CLASSES</b>	1
<b>FEE PER CLASS</b>	275
<b>*TOTAL FEE PAID</b>	275

**SIGNATURE INFORMATION**

* SIGNATURE	/Joe Fincher/
* SIGNATORY'S NAME	Joe Fincher
* SIGNATORY'S POSITION	Owner/President
SIGNATORY'S PHONE NUMBER	352-258-4967
* DATE SIGNED	11/23/2011

---

## Trademark/Service Mark Application, Principal Register

### TEAS Plus Application

**Serial Number: 85480582**

**Filing Date: 11/23/2011**

#### To the Commissioner for Trademarks:

**MARK:** GATOR SHOP (Standard Characters, see [mark](#))

The literal element of the mark consists of GATOR SHOP.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, Incentive Marketing, Inc., DBA GATOR SHOP, a corporation of Florida, having an address of

1702 W. University Ave A-1  
Gainesville, Florida 32603  
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

**For specific filing basis information for each item, you must view the display within the Input Table.**

International Class 035: On-line retail store services featuring a wide variety of consumer goods of others; Retail shops featuring clothing, sports team clothing, and a wide range of consumer goods of others

In International Class 035, the mark was first used by the applicant or the applicant's related company or licensee predecessor in interest at least as early as 03/01/1984, and first used in commerce at least as early as 03/01/1984, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) public website page image.

**Original PDF file:**

[SPE0-74179121142-094040859 . Spec.pdf](#)

**Converted PDF file(s) (1 page)**

[Specimen File1](#)

For informational purposes only, applicant's website address is: [www.gatorshop.com](http://www.gatorshop.com)  
The applicant's current Attorney Information:

Sven W. Hanson of Sven W. Hanson, Atty.  
PO Box 357429  
Gainesville, Florida 32635  
United States

The attorney docket/reference number is 1111.inc.

The applicant's current Correspondence Information:

Sven W. Hanson  
Sven W. Hanson, Atty.  
PO Box 357429  
Gainesville, Florida 32635  
3523750082(phone)  
3523734662(fax)  
swhanson@bellsouth.net (authorized)

A fee payment in the amount of \$275 has been submitted with the application, representing payment for 1 class(es).

#### **Declaration**

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /Joe Fincher/ Date Signed: 11/23/2011  
Signatory's Name: Joe Fincher  
Signatory's Position: Owner/President

RAM Sale Number: 7220  
RAM Accounting Date: 11/25/2011

Serial Number: 85480582  
Internet Transmission Date: Wed Nov 23 20:00:35 EST 2011  
TEAS Stamp: USPTO/FTK-74.179.121.142-201111232000358  
07277-85480582-49050a693530e3659caca8ed4  
273c4c4ad-DA-7220-20111123094040859517

# GATOR SHOP



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- Nike Products
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- Sale Items
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**Featured Items**



**Tim Tebow Everything in Between DVD**



**Nike 2011 Coaches Pullover Jacket White**



**Nike Vintage Beanie Royal with Albert**



**Nike Ladies Capri Sweatpants**



**Nike Vintage Royal Long Sleeve Albert T-shirt**



**Nike Gator Head Long Sleeve Waffle**



**Nike Backfield Woven Lightweight Jacket**



**Nike Royal Gator Head Hat with Orange Trim**



**Nike 2011 Coaches Polo White**

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**2011 Gator Schedule**

- Apr 9 Orange & Blue
- Sep 3 FL Atlantic
- Sep 10 Alabama-Birmingham
- Sep 17 Tennessee
- Sep 24 @ Kentucky
- Oct 1 Alabama
- Oct 8 @ LSU
- Oct 15 @ Auburn
- Oct 29 Georgia
- Nov 5 Vanderbilt
- Nov 12 @ S. Carolina
- Nov 19 Furman
- Nov 26 FSU

**EXHIBIT 13 -**

**EXHIBIT 5 TO THE DEPOSITION OF JOE N. FINCHER**



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- Gator Hats
- Gator T-shirts
- Golf
- Home & Bedroom
- Jewelry & Wallets
- Juniors/Ladies Wear
- Kids Gear
- Mens Wear
- Music & Toys
- Nike Products
- Office
- Outdoor & Pet
- Sale Items
- Sweats & Active Wear

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**Featured Items**



**Gator Baseball**



**Gator Neon Orange Frat Tank**



**Ladies Raw Edge Vintage Soft Tank**



**Gator Baseball Nike Charcoal T-Shirt**



**Gator Baseball Replica Jersey**



**Florida Gator Beach Towel**

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**Stickers**

**Shorts**



500 people like The Gator Shop.



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**2012 Gator Schedule**

- Apr 6 Orange & Blue
- Aug 31 Toledo
- Sep 7 @ Miami
- Sep 21 Tennessee
- Sep 28 @ Kentucky
- Oct 5 Arkansas
- Oct 12 LSU
- Oct 19 Missouri
- Nov 2 Georgia
- Nov 9 Vanderbilt
- Nov 16 @ S. Carolina
- Nov 23 Georgia Southern
- Nov 24 FSU

Home | View Cart | Checkout | Gift vouchers | My Account | Store Policies | Gator Links

Gator Shop, 1702 West University Avenue Suite A-1, Gainesville, FL 32603, Toll Free: 1-800-283-7587



4/3/2013 10:49 AM

**EXHIBIT 13 -**

**EXHIBIT 6 TO THE DEPOSITION OF JOE N. FINCHER**



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- Automotive
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- Christmas
- Electibles
- Florida Keys Vacation Rental
- Gator Hats
- Gator T-shirts
- Golf
- Home & Bedroom
- Jewelry & Wallets
- Juniors/Ladies Wear
- Kids Gear
- Mens Wear
- Music & Toys
- Nike Products
- Office
- Outdoor & Pet
- Special Items
- Sweats & Active Wear

**Welcome to Gator Shop - Where Champions Shop**

**Featured Items**



**Gators Baggio  
Cornhole Game**



**Nike Sideline  
Visor Royal**



**Gator Tervis Polka  
Dot Tumbler w/ Lid**



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**Florida Gator  
Blue Coaches  
Polo**



**Orange and Blue  
Leather Deck Shoes**

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**The  
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Choose Password:

**GO**

To change your details  
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**2012 Gator  
Schedule**

- Apr 7 Orange & Blue
- Sep 1 Bowling Gr.
- Sep 8 @ Texas A&M
- Sep 15 @ Tennessee
- Sep 22 Kentucky
- Oct 6 LSU
- Oct 13 @ Vanderbilt
- Oct 20 S. Carolina
- Oct 27 Georgia
- Nov 3 Missouri

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  - Automotive
  - Bags & Pool
  - Christmas
  - Collectibles
  - Florida Keys Vacation Rental
  - Gator Hats
  - Gator T-shirts
  - Golf
  - Home & Bedroom
  - Jewelry & Wallets
  - Juniors/Ladies Wear
  - Kids Gear
  - Mens Wear
  - Music & Toys
  - Nike Products
  - Office
  - Outdoor & Pet
  - Sale Items
  - Sweats & Active Wear

**ABOUT THE GATOR SHOP**

1702 West University Avenue Suite A-1  
 Gainesville, FL 32603  
 (352) 376-5191  
 Fax (352) 376-0910

Hello from the **Gator Shop**! Our company was established in 1946 and has been trying to make purchasing Gator accessories easier ever since. We hope that you will enjoy shopping at our web site and will continue to use our services in the future to find your Gator merchandise.

All orders placed through your Gator Club receive a 15% discount. In addition, all members of the Alumni Association who have their Alumni number can receive the same discount (some restrictions may apply). Our company often sends Gator Clubs a few boxes of merchandise when they are having a meeting so that the members can see an assortment of the items we offer. The merchandise can be sold and the remaining items sent back to us. This may be something to keep in mind at your next Gator Club meeting.

We would like to help you out in any way we can. Feel free to call us any time at 800-365-8633 with questions or comments that you may have. We also send out a free season catalog, which goes out in July. To be put on our mailing list and receive our catalog annually, please call our 800 number and we would be more than happy to sign you up.

The Gator Shop is not responsible for any "glitches" in your computer that do sometimes occur while shopping online. Prices are subject to change without further notice.

We are looking forward to doing business with you.  
 Thanks again, and **Go Gators!**

Joi Michelle  
 Internet Division  
 2502 N.W. 16th Avenue  
 Gainesville, FL 32605

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  - Autographed Merchandise
  - Automotive
  - Bags & Pool
  - Christmas
  - Collectibles
  - Florida Keys Vacation Rental
  - Gator Hats
  - Gator T-shirts
  - Golf
  - Home & Bedroom
  - Jewelry & Wallets
  - Juniors/Ladies Wear
  - Kids Gear
  - Mens Wear
  - Music & Toys
  - Nike Products
  - Office
  - Outdoor & Pet
  - Special Items
  - Sweats & Active Wear

## GATORSHOP.COM LOW PRICE GUARANTEE

GatorShop.com is pleased to offer a low price guarantee to our loyal and much appreciated customers. If you find a lower price on a product we offer at another website, we will match the price of that product when we process your order. The low price guarantee applies to non-autographed products that are in stock at the time of purchase.

If another website has a lower price than ours on a product we have, please follow the 4 steps below and we will match the competing price.

1. Highlight and copy the next 5 lines:
  - Product name on GatorShop.com =
  - Other website's web address (ex: www.abc.com) =
  - Link to product on other website =
  - Product price on other website =
  - Your name =
2. Send an email to [sales@gatorshop.com](mailto:sales@gatorshop.com) and paste the above 5 lines into the email and answer each question.
3. After sending the email, please complete your order including the product with the lower price.
4. Your order will be processed within 24-48 hours and the amount charged to you will reflect the lower competing price when verified during order processing.

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- Kids Gear
- Mens Wear

**All Categories**

- 15 Tim Tebow Merchandise
- Autographed Merchandise
- Automotive
- Bags & Pool
- Christmas
- Collectibles
- Florida Keys Vacation Rental
- Gator Hats
- Gator T-shirts
- Golf
- Home & Bedroom
- Jewelry & Wallets
- Juniors/Ladies Wear
- Kids Gear
- Mens Wear
- Music & Toys
- Nike Products
- Office
- Outdoor & Pet
- Sale Items
- Sweats & Active Wear

**Our Shipping Rates**

Our shipping rates for the continental US are based on the total purchase amount of your order (call for rates to Hawaii and Alaska):

Standard Shipping to the Continental U.S. is now a **flat rate of \$4.95!**

For expedited shipping options or for orders outside the Continental U.S., please call us at 800-365-8633.

Most orders are sent via the United States Postal Service. In some cases we may use UPS Ground instead.

Shopping for someone else? Give the [gift of gator gear!](#)

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Gator Shop, 1702 West University Avenue Suite A-1, Gainesville, FL 32603, Toll Free: 1-800-283-7587

## Top Categories

- Home & Bedroom
- Automotive
- Kids Gear
- Mens Wear

## All Categories

- 15 Tim Tebow Merchandise
- Autographed Merchandise
- Automotive
- Bags & Pool
- Christmas
- Collectibles
- Florida Keys Vacation Rental
- Gator Hats
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- Juniors/Ladies Wear
- Kids Gear
- Mens Wear
- Music & Toys
- Nike Products
- Office
- Outdoor & Pet
- Sale Items
- Sweats & Active Wear

## Automotive

Product 1 to 149 of 149  
 Page: 1



**10 inch F Magnet**  
**\$10.99**



**12 inch Gators Block magnet**  
 Available in White and Orange  
**\$4.99**



**12 inch Running Gator 1 Magnet**  
**\$12.99**



**12 inch Running Gator Magnet 2**  
 Available in 2" and 12"  
**\$1.99**



**18 inch Gator Head and Script**  
**\$11.99**



**18 inch Script Magnet**  
**\$12.99**



**18" x 10" Swamp Bound Magnet**  
**\$11.99**



**18" x 6" Swamp Bound Magnet**  
**\$8.99**



**4 inch "F" Magnet**  
**\$2.99**



**Albert Car Flag**  
Available in Orange  
and Blue  
**\$9.99**

ADD TO CART

BUY NOW



**Albert Decal**  
4"x4"  
**\$3.99**

ADD TO CART

BUY NOW



**Albert Magnet**  
Available in 2", 4", 8", 12"  
**\$1.99**

ADD TO CART

BUY NOW



**Albert Sticker**  
**\$1.69**

ADD TO CART

BUY NOW



**Antenna Flag**  
**\$5.99**

ADD TO CART

BUY NOW



**Block Gators Sticker**  
Regularly: ~~\$4.49~~  
Now: **\$0.99**

ADD TO CART

BUY NOW



**Blue Gators Script  
Decal**  
Available in 2 sizes  
**\$8.99**

ADD TO CART

BUY NOW



**Bottle Opener Keychain w/  
Clip**  
**\$8.99**

ADD TO CART

BUY NOW



**Camo Vinyl Gator Head  
Decal**  
**\$10.99**

ADD TO CART

BUY NOW



**Car Tag Frame:  
Laser Cut Gator Girl**  
**\$15.99**

ADD TO CART

BUY NOW



**Car Tag: Gator Head Royal or  
Orange**  
**\$19.99**

ADD TO CART

BUY NOW



**Car Tag: Pewter Oval  
Gator Head**  
**\$28.99**

ADD TO CART

BUY NOW



## Top Categories

- Home & Bedroom
- Automotive
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- Mens Wear

## All Categories

- 15 Tim Tebow Merchandise
- Autographed Merchandise
- Automotive
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- Kids Gear
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- Music & Toys
- Nike Products
- Office
- Outdoor & Pet
- Sale Items
- Sweats & Active Wear

## Home & Bedroom

Product 1 to 174 of 174  
 Page: 1



**10 oz Gator Hammock BBQ Sauce**  
 Makes great BBQ Pork  
**\$5.99**



**10 oz Gator Hammock Bullgator Sauce**  
 Makes great burgers!  
**\$5.99**



**10 oz Gator Hammock Hot Sauce**  
 Makes Great Wings!  
**\$5.99**



**2 x 3 Gator Bath Mat**  
**\$29.99**



**2006 and 2007 Autographed National Champions Basketballs**  
 Sold as a set only.  
**\$5,000.00**



**5 oz Gator Hammock Lethal Gator Sauce**  
**\$4.99**



**5 oz Gator Hammock Swamp Sauce**  
**\$4.99**



**6 ft. Florida Field Runner Rug**  
**\$69.99**



**8 1/2-9 1/2 inch Alligator Head**  
**\$24.99**



**8 pack Paper Coasters**  
**\$3.99**

ADD TO CART

BUY NOW



**Albert Banner Flag**  
2 Sided  
**\$25.99**

ADD TO CART

BUY NOW



**Albert Clear Tervis Tumbler**  
available in 16oz and 24oz  
**\$12.99**

ADD TO CART

BUY NOW



**Albert Shot Glass**  
**\$3.99**

ADD TO CART

BUY NOW



**Alligator Claw Backscratcher**  
**\$4.99**

ADD TO CART

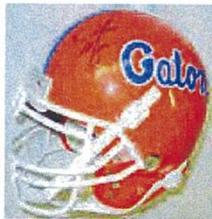
BUY NOW



**Alligator Flask Set**  
**\$43.99**

ADD TO CART

BUY NOW



**Authentic Helmet Signed by Urban Meyer**  
**Regularly: \$399.99**  
**Now: \$199.99**

ADD TO CART

BUY NOW



**Bartender's Bottle Opener**  
Vinyl handle  
**\$7.99**

ADD TO CART

BUY NOW



**Bronze Garden Statue**  
**\$99.99**

ADD TO CART

BUY NOW



**Brown Wooden Picture Frame**  
4x6 matted picture  
or 5x7 unmatted



## Top Categories

- Home & Bedroom
- Automotive
- Kids Gear
- Mens Wear

## All Categories

- 15 Tim Tebow Merchandise
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- Kids Gear
- Mens Wear
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- Nike Products
- Office
- Outdoor & Pet
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- Sweats & Active Wear

## Juniors/Ladies Wear

Product 1 to 87 of 87  
 Page: 1



**Bow on Bow Barrette**  
 Available in Orange and Blue  
**\$4.99**



**Calley Orange Dress**  
 Our Calley dress is strapless chiffon over a stretch-knit underslip to keep you cool during hot football games  
**Regularly: \$79.99**  
**Now: \$24.99**



**Embroidered Albert Patch**  
**\$1.50**



**Embroidered Gator Head Patch**  
**\$0.99**



**Florida Aviator Sunglasses**  
 Florida on the side  
**\$19.99**



**Florida Blue Glitter Missy T-Shirt**  
 Florida written in Orange glitter. Glitter in Gator Head. Also available in Plus sizes  
**\$35.99**



**Florida Colosseum Stadium T-Shirt**  
**\$23.99**



**Florida Gator Kindle Fire Cover**  
**\$34.99**



**Florida White Glitter T-Shirt**  
**\$35.99**



**Flower Leather Flip Flops**  
**\$39.99**

[ADD TO CART](#) [BUY NOW](#)



**Gator 2 pack Barrettes**  
**\$5.99**

[ADD TO CART](#) [BUY NOW](#)



**Gator 2 Sided Lanyard**  
**\$7.99**

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**Gator Badge Reel**  
**\$4.99**

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**Gator Cell Phone Purse**  
Leather. with black strap  
**\$22.99**

[ADD TO CART](#) [BUY NOW](#)



**Gator Crocs**  
Available in Adult and Kids.  
Navy Blue with Gator head  
logo on front, Gators Script  
logo on heel.  
**\$31.99**

[ADD TO CART](#) [BUY NOW](#)



**Gator Floral Satin Scarf**  
**\$9.99**

[ADD TO CART](#) [BUY NOW](#)



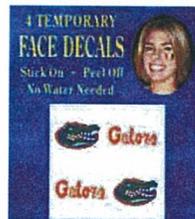
**Gator Gameday Purse**  
100% polyester  
**\$43.99**

[ADD TO CART](#) [BUY NOW](#)



**Gator Head Lapel Pin**  
**\$3.99**

[ADD TO CART](#) [BUY NOW](#)



**Gator Head/Script Tattoos**  
4 pack. Stick on  
**\$2.99**

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**Gator Headband**  
**\$5.99**

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**Gator iPhone 4 Cover**  
**\$24.99**

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**Gator Ladies Foil T-Shirt**  
Foil print  
**\$25.99**



**Gator Ladies Football  
Jersey**  
**\$19.99**



**Gator Ladies Orange  
Slick Short**  
**\$19.99**

## Top Categories

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- Kids Gear
- Mens Wear
- Music & Toys
- Nike Products
- Office
- Outdoor & Pet
- Sale Items
- Sweats & Active Wear

## Mens Wear

Product 1 to 74 of 74  
 Page: 1



**4 pack Gator Head Stick on Tattoo**  
 No water needed!  
**\$2.69**



**Albert Navy Tie**  
**\$24.99**



**Albert Sticker**  
**\$1.69**



**Brown Croc Leather Belt w/ Gator head Concho**  
 4 Gator head conchos on belt  
**\$44.99**



**Brown Leather Gator Belt**  
 4 Gator head conchos on belt  
**\$44.99**



**Columbia Blue Fishing Shirt**  
**\$55.00**



**Columbia Bonehead Orange Shirt**  
**\$55.00**



**Columbia Khaki Fishing Shirt**  
**\$55.00**



**Columbia Tamiami Button Up**  
 Lightweight material  
**\$64.99**



**Croc Leather Belt with Gator Head Concho**



**Columbia White Fishing Shirt**  
**\$55.00**

[ADD TO CART](#) [BUY NOW](#)

4 Gator head conchos on belt  
**\$44.99**

[ADD TO CART](#) [BUY NOW](#)

**Embroidered Albert Patch**  
**\$1.50**

[ADD TO CART](#) [BUY NOW](#)



**Embroidered Gator Head Patch**  
**\$0.99**

[ADD TO CART](#) [BUY NOW](#)



**Florida Aviator Sunglasses**  
Florida on the side  
**\$19.99**

[ADD TO CART](#) [BUY NOW](#)



**Florida Gator Blue Coaches Polo**  
**\$64.99**

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**Florida Gator Kindle Fire Cover**  
**\$34.99**

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**Florida Gators Croakie**  
**\$7.99**

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**Florida Gators Nylon Wallet**  
**\$6.99**

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**Gator 2 Sided Lanyard**  
**\$7.99**

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**Gator Badge Reel**  
**\$4.99**

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**Gator Baseball Replica Jersey**  
**\$60.00**

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**Gator Black Ping Performance Polo**  
**\$50.00**

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**Gator Cell Phone Case**  
**\$14.99**

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**Gator Columbia White Polo**  
**\$54.99**

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**EXHIBIT 13 -**

**EXHIBIT 7 TO THE DEPOSITION OF JOE N. FINCHER**

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- Florida Gators T-Shirts
- Florida Gators Jackets
- Florida Gator Sweatshirts

[Florida Gators Shop - Buy Florida Gators Gear Here](#)

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The Florida Gators Fan Shop.

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[Gator Shop - University of Florida Gators apparel, Gator ...](#)

[www.gatorshop.com/](#)

Buy University of Florida Gators apparel, Gator football merchandise, gear, sports wear, and more. Lowest prices on clothing – buy a Gator shirt, bag, jersey, hat, ...

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[Kids Gear](#)

Home & Bedroom · Automotive · Kids Gear · Mens Wear ...

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Mens Wear Product 1 to 92 of 92. Page: 1. 4 Pack Gator ...

[Automotive](#)

Autographed Merchandise · Automotive · Bags & Pool ...

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[Gator Shop closes its doors to make way for bar - The Independent ...](#)

[www.alligator.org/.../article\\_42e46f4c-6cc8-11e1-9b...](#)



by Aundre Larrow - in 94 Google+ circles - More by Aundre Larrow Mar 13, 2012 – This summer, one of Gainesville's oldest fan shops will transform into a modern, music-thumping bar.

[The Gator Shop - Gainesville, FL - Local Business | Facebook](#)

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The Gator Shop, Gainesville, FL. 500 likes · 0 talking about this · 28 were here.

[Gator Merchandise At the Gator Shop - Gainesville, FL](#)

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[Gator Merchandise At The Gator Shop - 1702 W University Ave ...](#)

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Shop our great selection of Gators merchandise. Super fast shipping!

[UF Gators Super Store](#)

[www.gatorsplanet.com/](http://www.gatorsplanet.com/)

Florida Gators Gear on Sale Free Shipping Available, Buy Today!

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**EXHIBIT 13 -**

**EXHIBIT 8 TO THE DEPOSITION OF JOE N. FINCHER**


GATOR LOCKER ROOM

THE OFFICIAL STORE OF FLORIDA ATHLETICS  
- A Portion of Proceeds Benefit Florida Athletics -

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Men
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\$4.99 3-DAY SHIPPING
EASY 365-DAY RETURNS

Shop Florida Gators Merchandise and Apparel from the Gator Locker Room

## SPRING INTO THE SEASON

SHOP FOR 2013 SPRING GEAR

SHOP NOW



## 2013 SEC WOMEN'S GYMNASTICS CHAMPIONS

SHOP NOW



MEN	WOMEN	KIDS
<ul style="list-style-type: none"> <li>Accessories</li> <li>Hats</li> <li>Polos</li> <li>Shoes &amp; Socks</li> <li>Shorts &amp; Pants</li> <li>Sweatshirts &amp; Fleece</li> <li>T-Shirts</li> <li>Jerseys</li> <li>Sleepwear</li> </ul>	<ul style="list-style-type: none"> <li>Accessories</li> <li>Dresses &amp; Skirts</li> <li>Hats</li> <li>Jerseys</li> <li>Polos</li> <li>Shorts &amp; Pants</li> <li>Sweats</li> <li>T-Shirts</li> <li>Jewelry</li> </ul>	<ul style="list-style-type: none"> <li>Accessories</li> <li>Hats</li> <li>Jerseys</li> <li>Shorts &amp; Pants</li> <li>T-Shirts</li> <li>Sweatshirts &amp; Fleece</li> <li>Newborn &amp; Infant</li> <li>Preschool &amp; Toddler</li> <li>Toys &amp; Games</li> </ul>

Florida Gators T-Shirts



T-SHIRTS

Florida Gators Jerseys



JERSEYS

Florida Gators Sweatshirts



SWEATSHIRTS

Florida Gators Hats



HATS

Florida Gators Accessories



ACCESSORIES

Gators Car Accessories



AUTO

Gators Bed & Bath



BED & BATH

Gators Collectibles



COLLECTIBLES

Gators Flags & Banners



FLAGS

Gators Gameday & Tailgate



GAMEDAY

Gators Golf Gear



Gators Home Office



Gators Jackets



Gators Kitchen & Bar



Gators Sportbags



PLAINTIFF'S EXHIBIT

8

DH 4/11/13

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Florida Gators Clothing Store and UF Gear from the Gator Locker Room

UF fans, shop for Florida Gators Merchandise and Apparel at the Gator Locker Room – The Official Store of University of Florida Athletics. Browse our unbeatable selection of UF Clothes including licensed Florida Gators Jerseys, Hats, T-Shirts and Sweatshirts. The Gators Store stocks the newest styles of UF Clothing for men, women and kids, so you'll always look good while cheering on the Gators football, basketball and baseball teams. Show your fellow Gator fans and alumni that you care with our great Gators Gifts for every fan and every occasion and support Gator Athletics with your purchase!

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Payment Options



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**EXHIBIT 13 -**

**EXHIBIT 9 TO THE DEPOSITION OF JOE N. FINCHER**



1702 West University Avenue  
Gainesville, Florida 32603

Dear Student:

We, at the Gator Shop, would like to welcome you to the University of Florida.

We believe the Gator Shop is going to be your best source for Gator merchandise while you are at the University. We carry an extensive line of Gator sportswear from infant to adult double extra large sizes, incorporating numerous University of Florida logos. In addition to Gator clothing, we handle other Gator logoed items, such as: mugs, back packs, umbrellas, stationery, car tags, key chains, bumper stickers, pens, pencils, glassware, buttons, decals, etc. In other words, if it's Orange and Blue and says Gators, we carry it.

As an introductory offer and to acquaint you with the location of the Gator Shop, 1702 West University Avenue in the UF Plaza, directly across from the University, we are extending to you a 25% discount on your initial purchase from us. We will also give you, no purchase necessary, a complimentary poster for stopping by to check out our location and what we have to offer you.

Here's how it works: Bring this letter and your I.D. to the Gator Shop and present it before making your purchase or simply to pick up your poster.

We look forward to seeing you and wish you a successful career at the University of Florida.

Regards,

THE GATOR SHOP



**EXHIBIT 13 -**

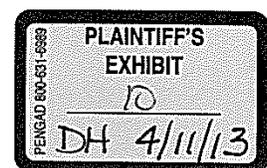
**EXHIBIT 10 TO THE DEPOSITION OF JOE N. FINCHER**

Dear Club President,

We at The Gator Shop want to wish you and the members of your club a Merry Christmas and a Happy Holiday Season. It has been a great year for the Florida Gators and we would like the opportunity to help you extend the bliss through the Christmas Holidays with your Christmas shopping. Please pass these catalogues among your members. If the club needs more catalogues, or the members wish to be added to our mailing list, please call us at (800) 365-8633. If we can be of any assistance in any way please do not hesitate to contact us. We appreciate your support.

GO GATORS!!!!!!!!

Joe Fincher



**EXHIBIT 13 -**

**EXHIBIT 11 TO THE DEPOSITION OF JOE N. FINCHER**

# TODAY

University of Florida

UF Alumni Association Magazine

March 2001

## Documenting A Dying Culture

*New UF Class Takes  
Students To Costa Rica*



PENGAD 800-631-6989  
PLAINTIFF'S  
EXHIBIT  
11  
DH 4/11/13

# The Gator Shop

## Gator Hats

- White Visor \$10.99
- Alumni Hat \$14.99
- Royal Twins Hat \$14.99
- Khaki Hat \$16.99



Visit our Web Page for on-line shopping:  
[WWW.GATORSHOP.COM](http://WWW.GATORSHOP.COM)

## Gator Polos

**Royal Polo with stripes**  
 Sizes: M, L, XL \$44.99  
 XXL \$46.99

**Navy Polo**  
 Sizes: M, L, XL \$39.99  
 XXL \$41.99

**Royal Drop Needle Polo**  
 Sizes: M, L, XL \$39.99  
 XXL \$41.99



## Gator Jerseys

**Adult Jersey**  
 Sizes: M, L, XL \$39.99 XXL \$41.99

**Youth Jersey**  
 Sizes: S, M, L, XL \$33.99  
 2, 3, 4 \$29.99



Thirstystone Coasters \$21.99



## Gator Sweatshirts

Sizes: M, L, XL \$44.99 XXL \$46.99



## Baby Gators

**Baby Sleeper**  
 Sizes: S, M, L \$10.99

**I'm a Little Gator T-shirt**  
 Sizes: 6m, 12m, 18m, 24m \$7.99

**I'm a Little Gator Bib** \$6.99

**Gator Diaper Cover** \$5.99



## Gator T-Shirts

**Navy T-shirt**  
 Youth Sizes: S, M, L \$10.99  
 Adult Sizes: M, L, XL \$13.99  
 XXL \$15.99

**White Crayon Gator**  
 Youth Sizes: S, M, L \$11.99  
 Adult Sizes: M, L, XL \$13.99  
 XXL \$15.99

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To Order call 1-800-365-8633

(352) 376-5191

or Fax 1-352-376-0910

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Off regularly priced merchandise for all University of Florida Alumni Association Members. Members must provide alumni number on card to receive discount.



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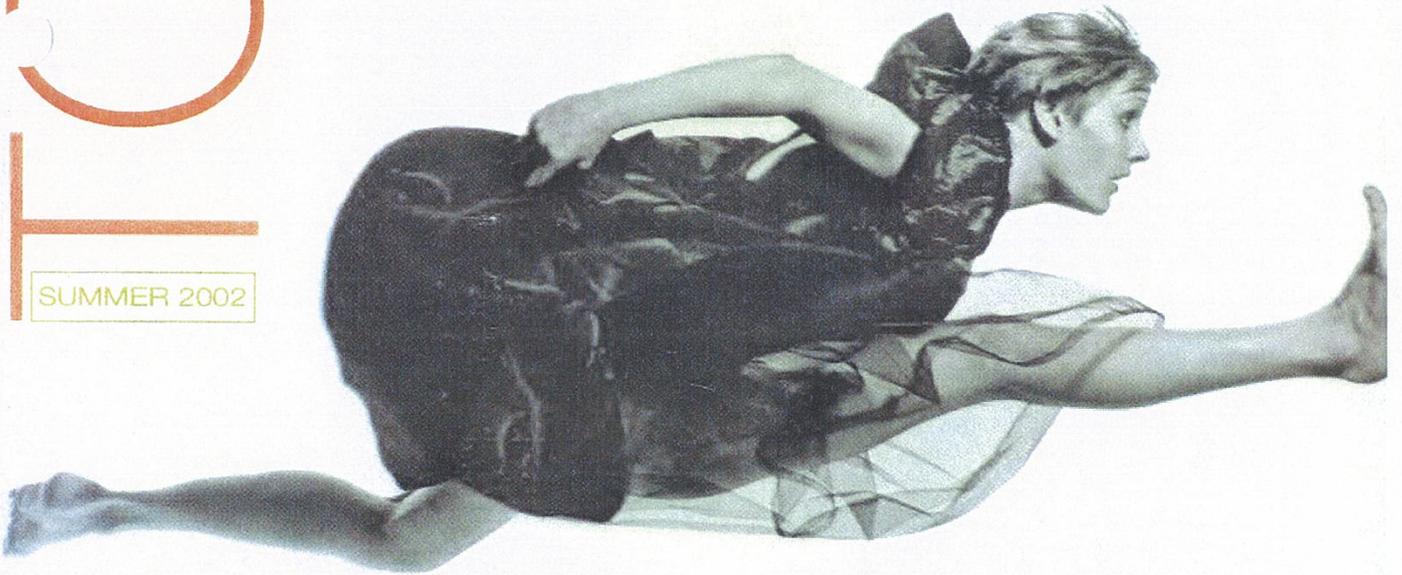
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UNIVERSITY OF FLORIDA ALUMNI ASSOCIATION MAGAZINE

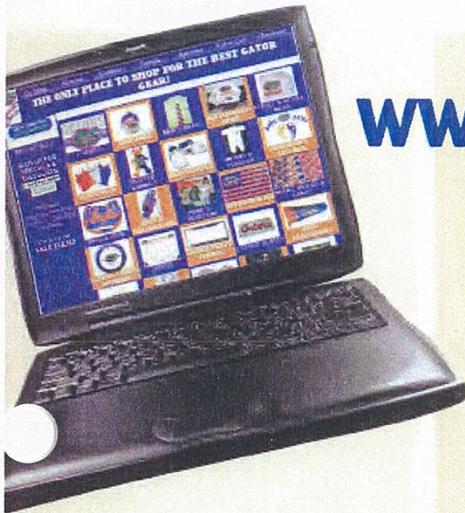
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**EXHIBIT 12 TO THE DEPOSITION OF JOE N. FINCHER**

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**EXHIBIT 13 -**

**EXHIBIT 13 TO THE DEPOSITION OF JOE N. FINCHER**

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 13  
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**UNIVERSITY OF FLORIDA  
2006 FOOTBALL SCHEDULE**

DATE	OPPONENT	PLACE
Sep 2	S. MISSISSIPPI	HOME
Sep 9	CENTRAL FL	HOME
Sep 16	at Tennessee	AWAY
Sep 23	KENTUCKY	HOME
Sep 30	ALABAMA	HOME
Oct 7	LSU	HOME
Oct 14	at Auburn	AWAY
Oct 28	Georgia Jacksonville	AWAY
Nov 4	at Vanderbilt	AWAY
Nov 11	S CAROLINA	HOME
Nov 18	W. CAROLINA	HOME
Nov 25	at Florida State	AWAY

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**UNIVERSITY OF FLORIDA,  
2007 FOOTBALL SCHEDULE**

DATE	OPPONENT	PLACE
9/1	WKU	HOME
9/8	TROY	HOME
9/15	TENNESSEE	HOME
9/22	at Mississippi	AWAY
9/29	AUBURN	HOME
10/6	at LSU	AWAY
10/20	at Kentucky	AWAY
10/27	Georgia Jacksonville	AWAY
11/3	VANDERBILT	HOME
11/10	at S. Carolina	AWAY
11/17	FLATLANTIC	HOME
11/24	FLORIDA STATE	HOME

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**UNIVERSITY OF FLORIDA  
2009 FOOTBALL SCHEDULE**

DATE	OPPONENT	PLACE
9/5	Charleston Southern	HOME
9/12	Troy	HOME
9/19	Tennessee	HOME
9/26	Kentucky	AWAY
10/10	LSU	AWAY
10/17	Arkansas (HC)	HOME
10/24	Mississippi State	AWAY
10/31	Georgia Jacksonville	HOME
11/7	Vanderbilt	HOME
11/14	South Carolina	AWAY
11/21	Florida International	HOME
11/28	Florida State	HOME

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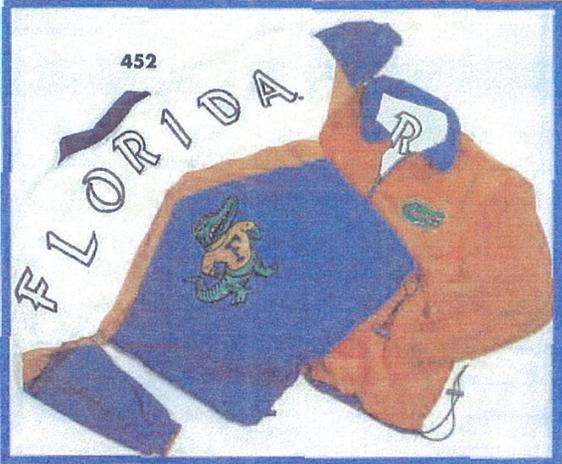
DATE	OPPONENT	PLACE
4/12	SPRING ORANGE/BLUE	HOME
8/30	HAWAII	HOME
9/6	MIAMI	HOME
9/20	at Tennessee	AWAY
9/27	OLE MISS	HOME
10/4	at Arkansas	AWAY
10/11	LSU	HOME
10/25	KENTUCKY	HOME
11/1	Georgia Jacksonville	HOME
11/8	at Vanderbilt	AWAY
11/15	SOUTH CAROLINA	HOME
11/22	CITADEL	HOME
11/29	at Florida State	AWAY

**EXHIBIT 13 -**

**EXHIBIT 14 TO THE DEPOSITION OF JOE N. FINCHER**

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Sizes : M, L, XL **\$199.99.**  
XXL **\$209.99.**

**451.** Leather Jacket.  
Sizes: M, L, XL **\$299.99.**  
XXL **\$309.99.**



**452.** Reversible Jacket.  
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**EXHIBIT 13 -**

**EXHIBIT 15 TO THE DEPOSITION OF JOE N. FINCHER**

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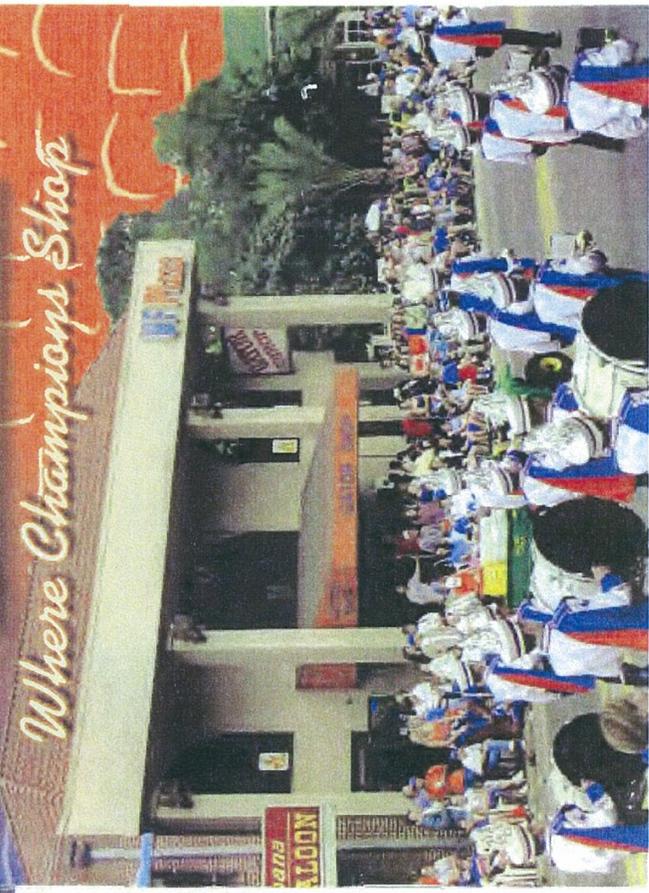
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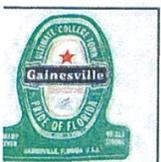
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26. Royal Florida Sleeved Polo. \$49.99



27. Sunset Button Shirt. \$49.99



28. Royal and Orange Half Polo. \$44.50



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30. Palm Tree Boxer Shorts. \$49.99



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48. Khaki Visor. \$13.99



49. Royal Visor. \$13.99



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51. Royal Bar Cap. \$13.99



52. Khaki Bar Cap. \$13.99



53. Mesh Camouflage Cap. \$12.99



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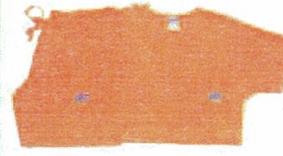
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56. Rasta Hat. \$24.99



57. Brown Corduroy Cap. \$12.99



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61. Replica Football Jersey. \$39.99



62. Navy, Oxford or Royal Sweatpants. S-XL. \$29.99



64. Orange or Royal Long Sleeve Lightweight Thermals. \$39.99



59. Oxford Football Tee. \$13.99



60. Oxford Basketball Tee. \$13.99. Additional Sports Available Online.



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65. Long Sleeve T-Shirts. Orange, Navy, White or Oxford. \$19.99. Check Website for Updated Artwork.

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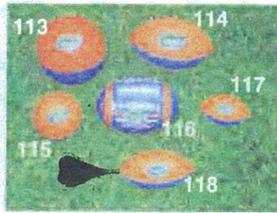
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- 74. Ladies Pink Dress Shirt. **\$39.99**
- 75. Ladies Pink Lace Cap Sleeve. **\$29.99**
- 76. Ladies Pink V-Neck Long Sleeve Shirt. **\$39.99**
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- 78. Ladies Tank with Rhinestones. Pink or White. **\$49.99**
- 79. Ladies Pink Striped Button Shirt. **\$38.99**
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- 82. Large Metal Buckle Purse. **\$74.99**
- 83. Metal Box Purse. **\$63.99**
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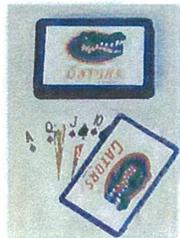
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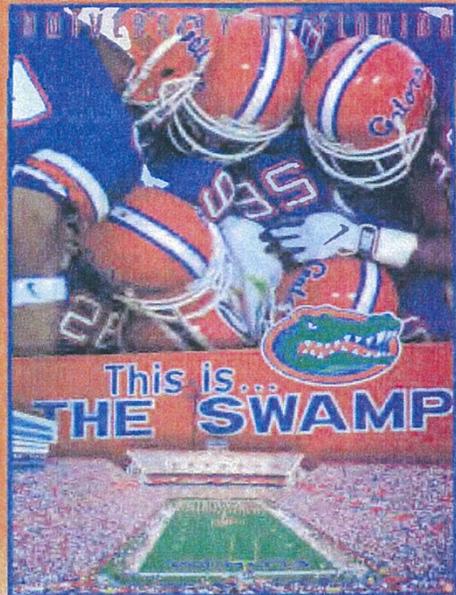
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  - 283. Rear Window Decals. Complete Coverage of Rear Window Up To 23.5" x 66". **\$99.99**
  - 284. Bug Shield. **\$199.99**



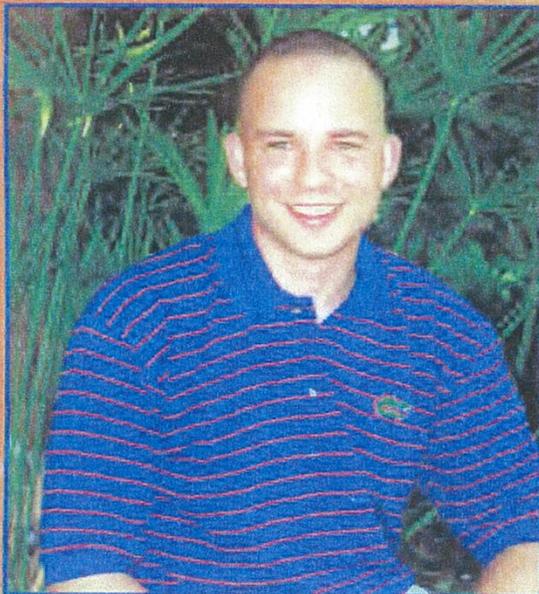
2001

The One  
The Only  
The Original

**GATOR  
SHOP**

1702 W. University Ave.  
Gainesville, FL 32603  
1-800-365-8633  
www.gatorshop.com

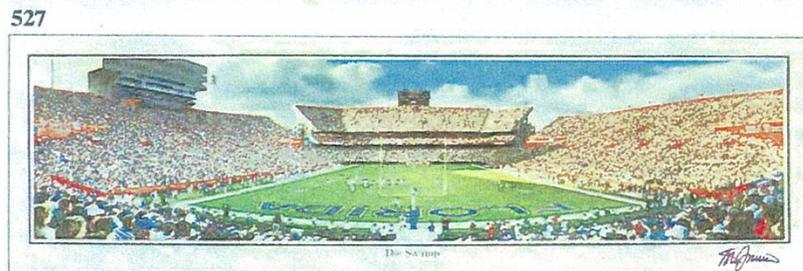
WHERE  
CHAMPIONS  
SHOP!



# Autographs, Helmets & Sports Balls

Where Champions Shop!

GATOR SHOP



- Alumni Discount Does Not Apply to Autographed Merchandise.
- Coach Spurrier Donates All Signature Money to Charities.
- Personalization Available for an Additional \$5.00.

### Football and Basketballs by Baden:

- 511. Large Steve Spurrier Signed Football. \$49.99
- 512. Small Steve Spurrier Signed Football. \$29.99
- 513. Autographed Steve Spurrier Gators Cap. \$29.99
- 514. Autographed Steve Spurrier Visor. \$29.99
- 515. Autographed Steve Spurrier Swamp Cap. \$29.99  
\*Any light-colored cap can be autographed for approx. \$29.99. Please allow 2 weeks.
- 516. Large Football Helmet Signed by Steve Spurrier.  
Authentic \$329.99 Replica \$149.99
- 517. Mini Football Helmet Signed by Steve Spurrier. \$49.99
- 518. Large Autograph Basketball. \$39.99
- 519. Large Rubber Basketball. \$13.99
- 520. Small Rubber Basketball. \$9.99
- 521. Large Rubber Football. \$15.99
- 522. Large Autograph Football. \$19.99
- 523. Small Rubber Football. \$9.99
- 524. Small Autograph Football. \$9.99
- 525. Large Football Helmet. Authentic \$299.99  
Replica \$119.99
- 526. Mini Authentic Football Helmet. \$24.99
- 527. "The Swamp" Poster Signed by Steve Spurrier. \$49.99
- 528. Billy Donovan Basketball Cap. \$29.99
- 529. Large Billy Donovan Signed Basketball. \$59.99



**The Gator Shop**  
**Mail Order Division**  
 2506 NW 16th Ave.  
 Gainesville, FL 32605

Bulk Rate U.S.  
 Postage  
**PAID**  
 Gainesville, FL  
 Permit No. 587

# 2006

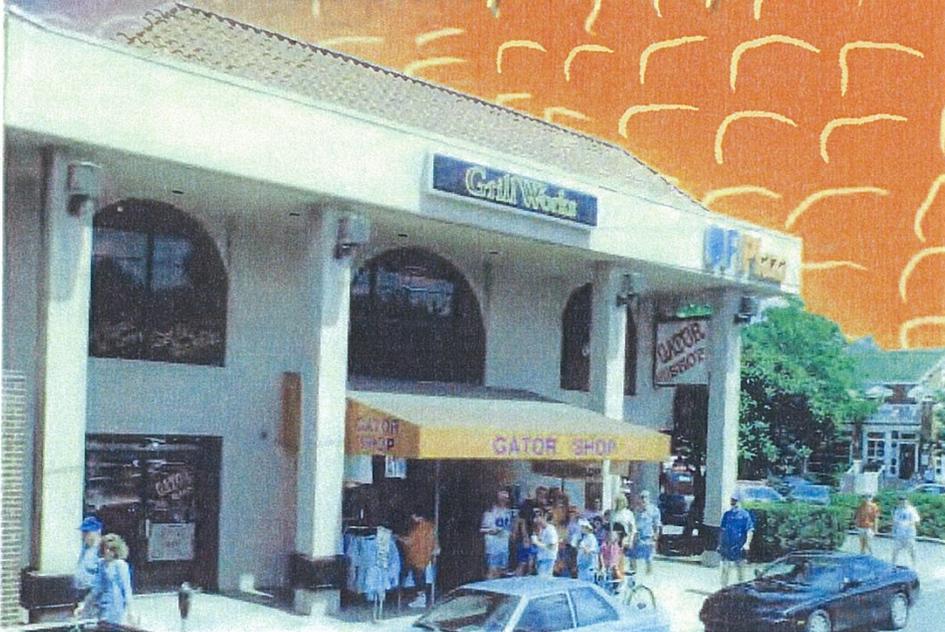
2006 SEASON

The One  
The Only  
The Original

## GATOR SHOP

1702 W. University Ave.  
Gainesville, FL 32603  
1-800-365-8633  
[www.gatorshop.com](http://www.gatorshop.com)

*Where Champions Shop*

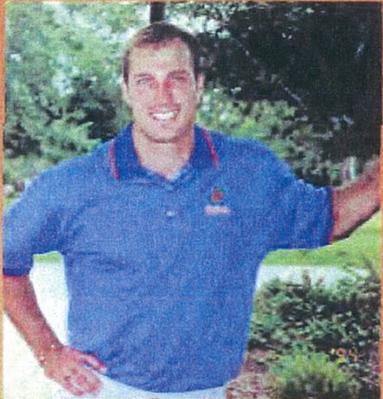


Florida T-Shirts  
Florida Sweatshirts  
And Other  
Florida Imprints  
For Children  
&  
Adults

# GATOR SHOP

1702 W. University Ave.  
Gainesville, Fla.  
32603

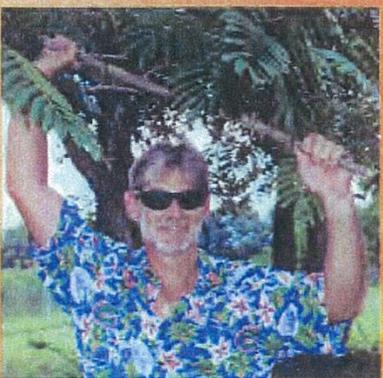
Phone 378-5191  
1-800-365-8833



**Where  
Champions  
Shop!**



**2000**





508.

508. Gator Christmas Tree Lights.  
Gator Head or Albert Logo.  
20 Lights: Small \$16.99. Large \$24.99.

509. Century Tower Christmas Ornament. \$19.99.

510. Albert Santa Christmas Ornament. \$7.99.

511. Jet Ski Gator Christmas Ornament. \$7.99.

512. Santa Riding Gator Christmas Ornament. \$7.99.



509.

510.

512.

514.

515.

516.

517.

518.

513. Brass Gator Head Christmas Ornament. \$8.99.

514. Gator Santa Christmas Ornament. \$9.99.

515. Two-Tone Christmas Ornament with Gator Head Logo. \$5.99.

516. Solid Royal Christmas Ornament with Gator Head Logo. \$4.99.

517. Basketball Christmas Ornament. \$5.99.

518. Football Christmas Ornament. \$5.99.



519. Ceramic Fire Side Santa. Lights Up. \$59.99.



520. Santa Throwing Football. 1999 Series. \$39.99.



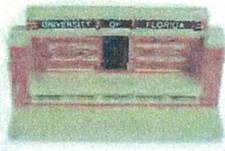
521. Santa with Cheerleader. 2000 Series. \$39.99.



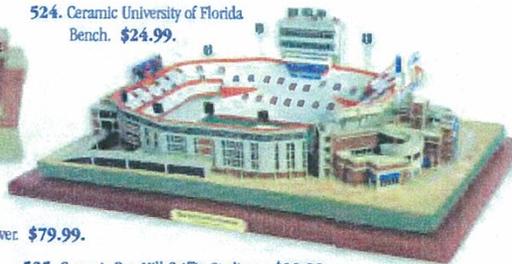
522. 2000 Gator Santa. \$79.99.



523. Ceramic Century Tower. \$79.99.



524. Ceramic University of Florida Bench. \$24.99.



525. Ceramic Ben Hill Griffin Stadium. \$99.99.



526. Gator Head Logo Wrapping Paper. \$4.99/Roll.

**On the Cover:**

Embroidered Polos by College Classics:  
• 100% Cotton Royal Polo with Orange and Khaki Stripes. Worn by Former UF Quarterback Shane Matthews.  
Sizes: M, L, XL. \$44.99. XXL. \$46.99.

• 100% Cotton Royal and White Polo with Orange and White Accent Stripes on the Collar and Cuff. Worn by Former UF Receiver Chris Doering.  
Sizes: M, L, XL. \$44.99. XXL. \$46.99.  
• Men's and Ladies Matching 100% Cotton Royal Polos with Contrasting Trim on Collar and Cuff.

Men's Sizes: M, L, XL. \$44.99. XXL. \$46.99.  
Ladies Sizes: S, M, L, XL. \$44.99.  
• 8 Ft. Alligator - See Page 13.  
• 100% Cotton White Rugby Style Polo with Orange and Royal Horizontal Stripes.  
Sizes: M, L, XL. \$44.99.  
• Hawaiian Shirts - See Page 6.

**Gator Shop Mail Order Division**  
2502 NW 16th Avenue  
Gainesville, FL 32605

Bulk Rate U.S. Postage  
**PAID**  
Gainesville, FL  
Permit No. 587

1436 \*\*\*\*\* ALL FOR ADC 270  
JIM WISE  
207 W CARVER ST  
DURHAM NC 27704-2705-07

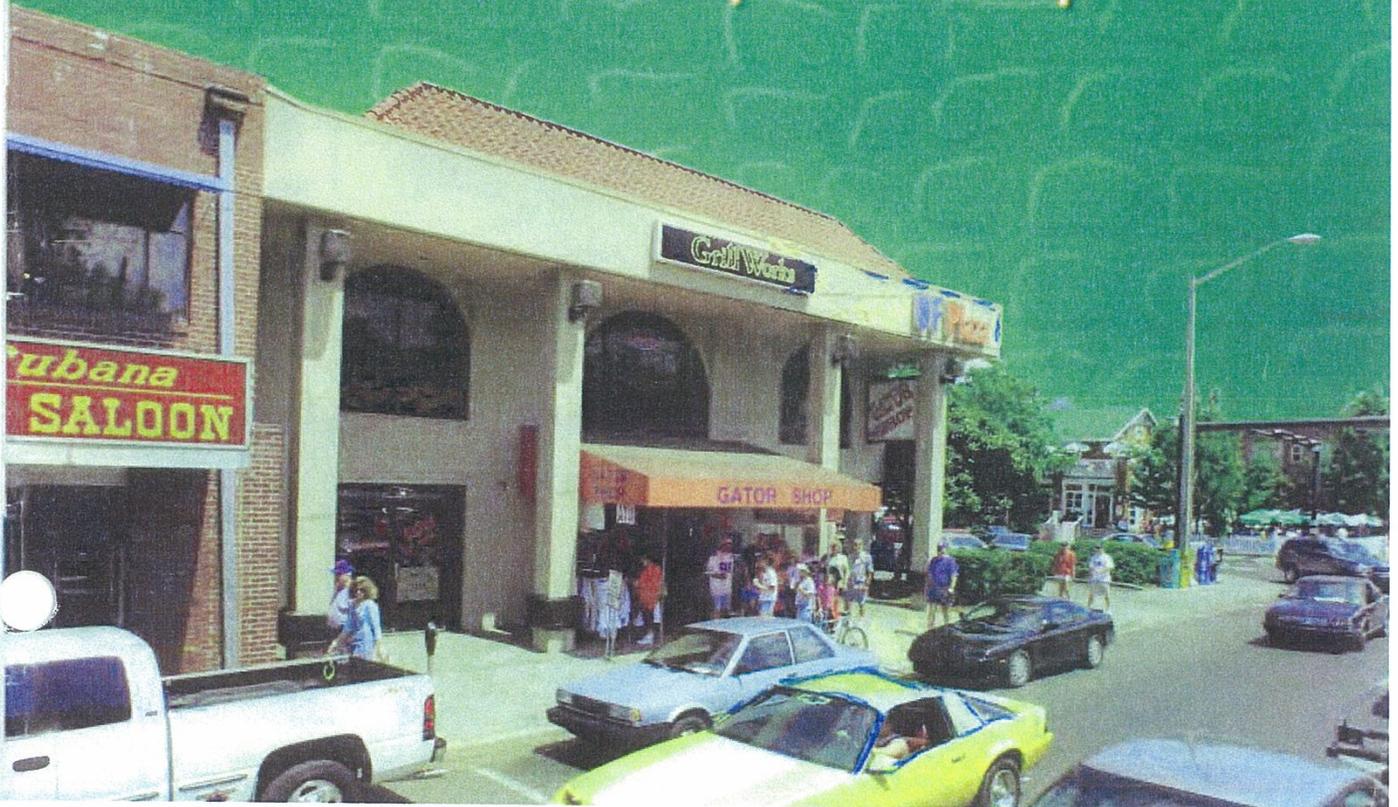
2002 SEASON

The One  
The Only  
The Original

**GATOR  
SHOP**

1702 W. University Blvd.  
Gainesville, FL 32603  
1-800-365-8833  
[www.gatorshop.com](http://www.gatorshop.com)

*Where Champions Shop*



# Where Champions Shop!



*Register Online For  
Monthly Drawings and  
Discounts*



[www.gatorshop.com](http://www.gatorshop.com)



*You Always Do Better  
At The One...*

*The Only... The  
Original... Gator Shop*



*Former Gators Wyley Ritch  
and Donnie Young  
(pictured right) Shop Where  
The Champions Shop!*



**The Gator Shop  
Mail Order Division**  
2502 NW 16th Ave.  
Gainesville, FL 32605

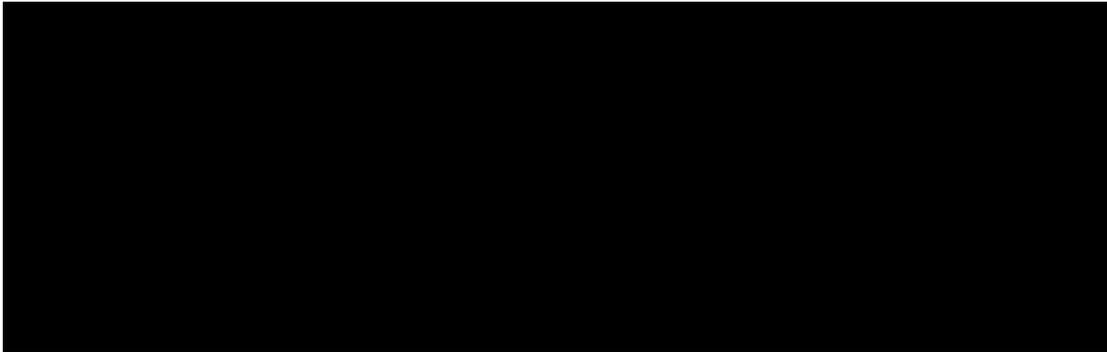
*Rachel  
Vrooman*

**EXHIBIT 16 TO THE DEPOSITION OF JOE N. FINCHER**

**TRADE SECRET/COMMERCIALY SENSITIVE**

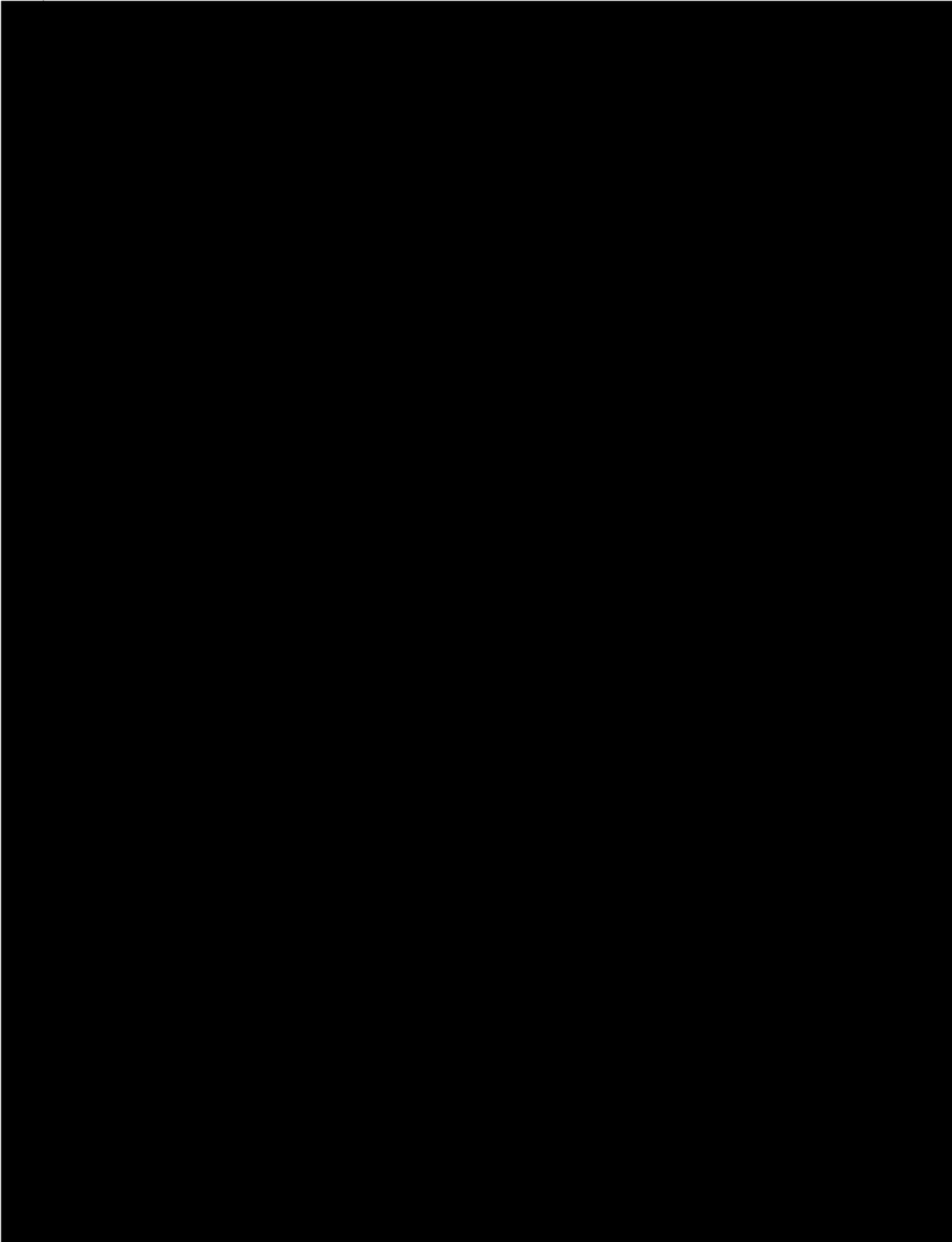
**MATERIAL HAS BEEN REDACTED**

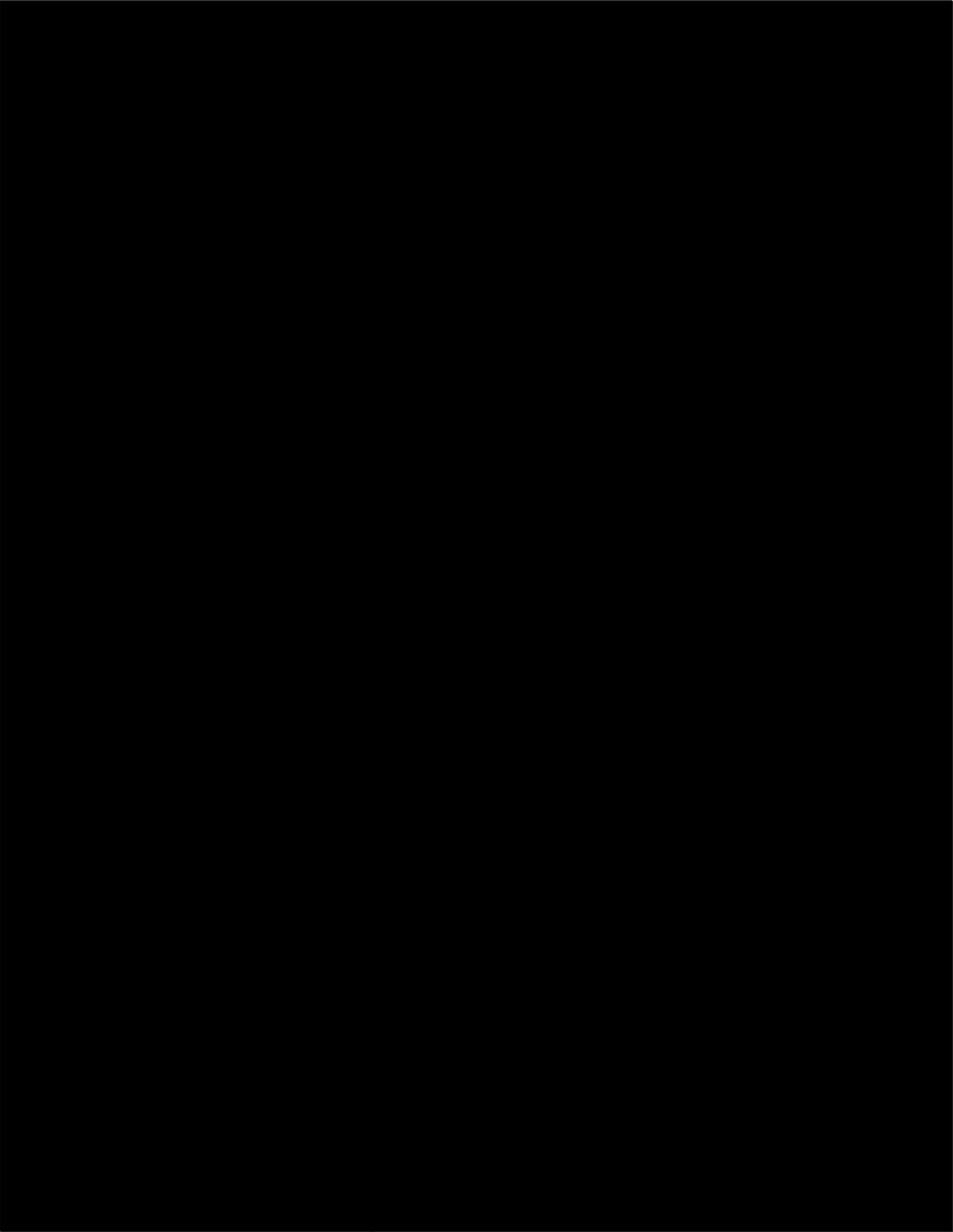
**CONFIDENTIAL VERSION FILED SEPARATELY UNDER SEAL**

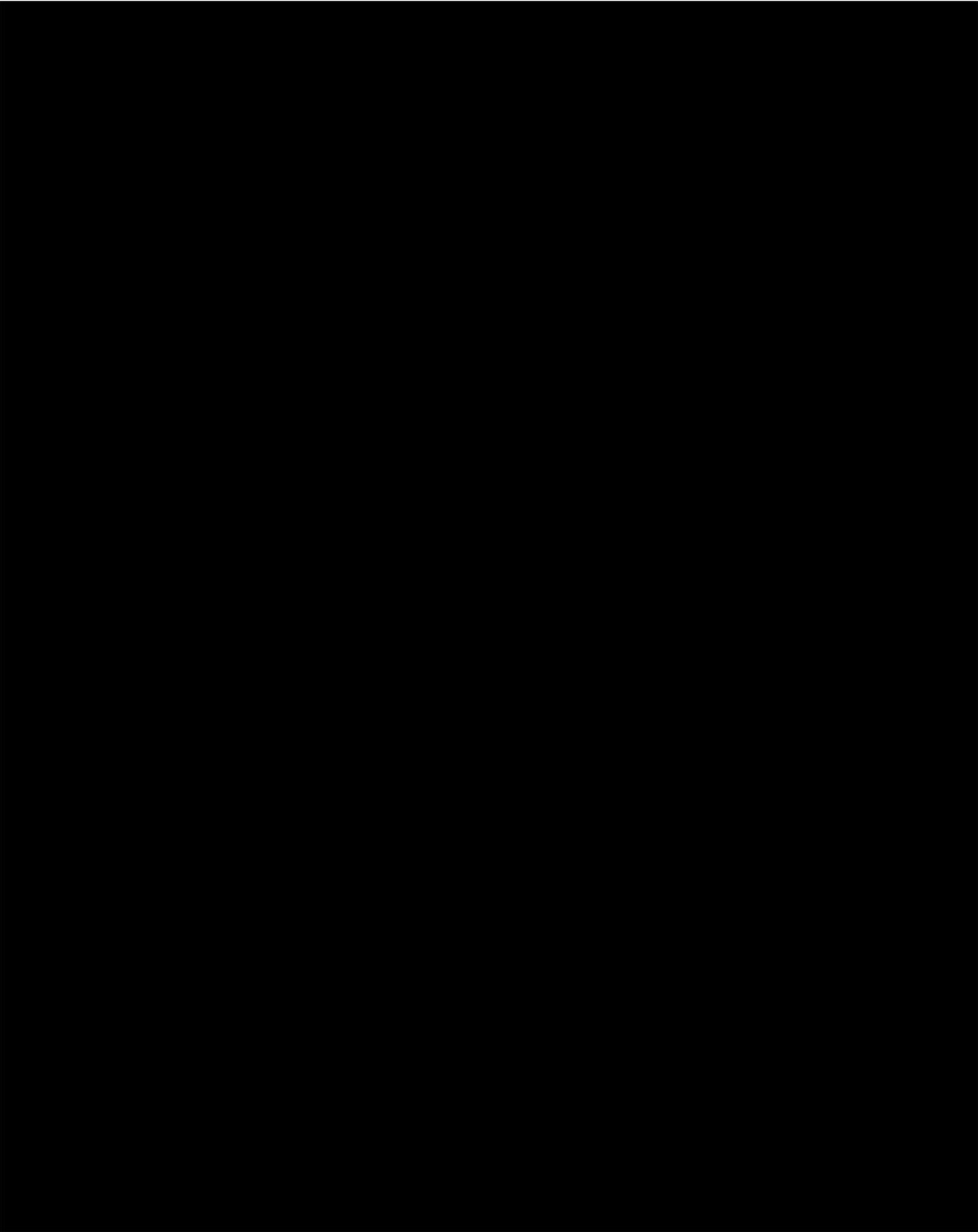


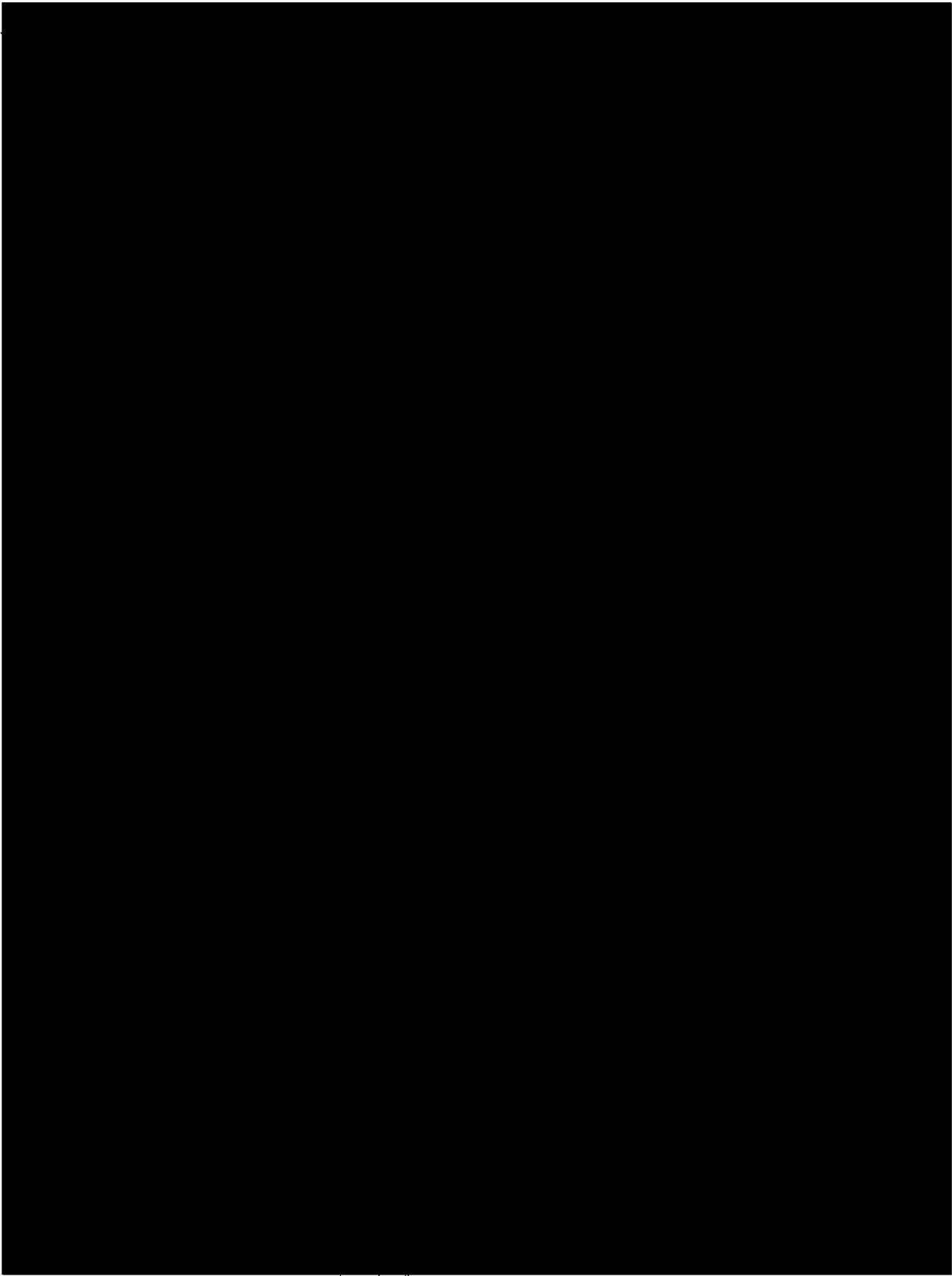
**TRADE SECRET / COMMERCIALY SENSITIVE**

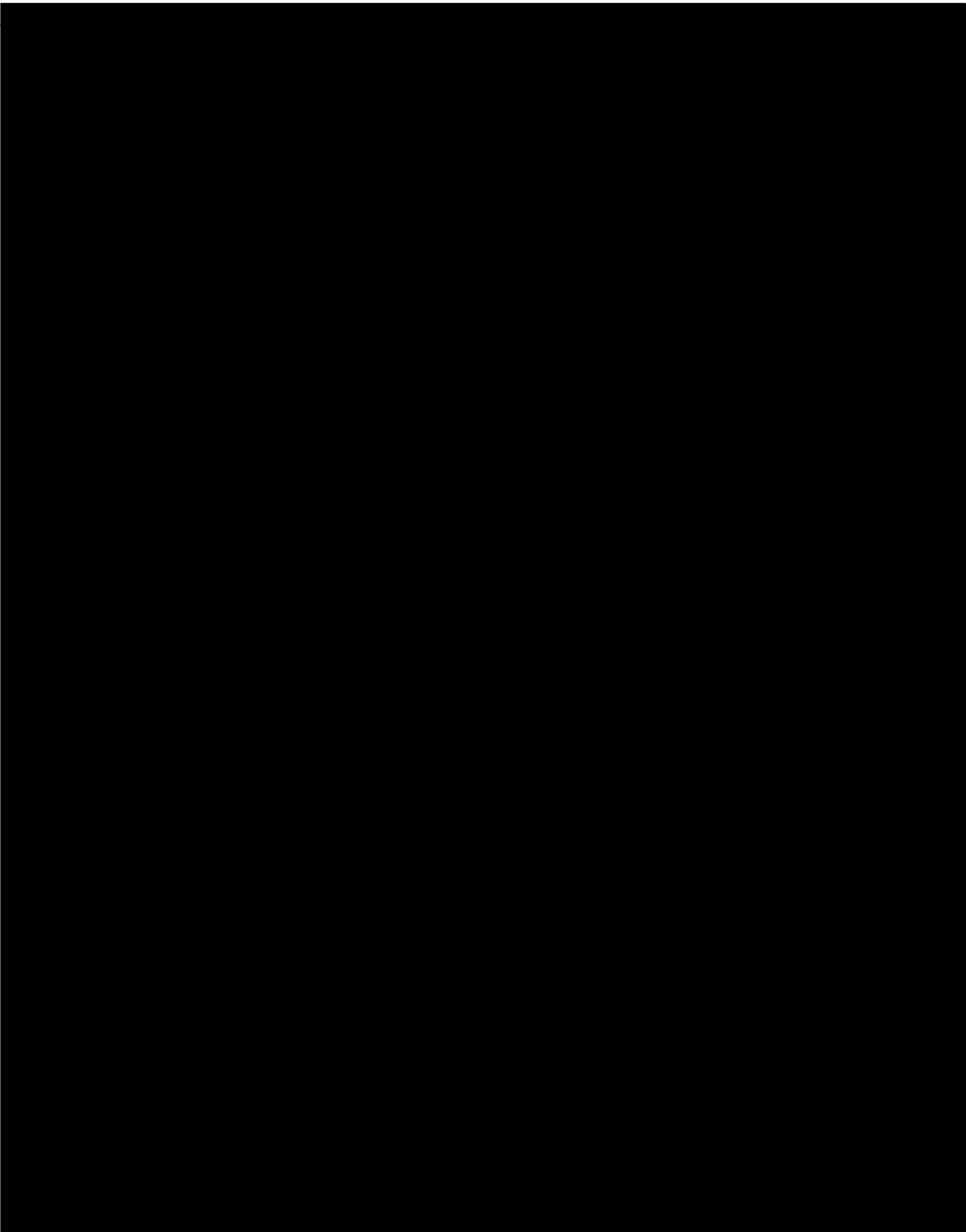


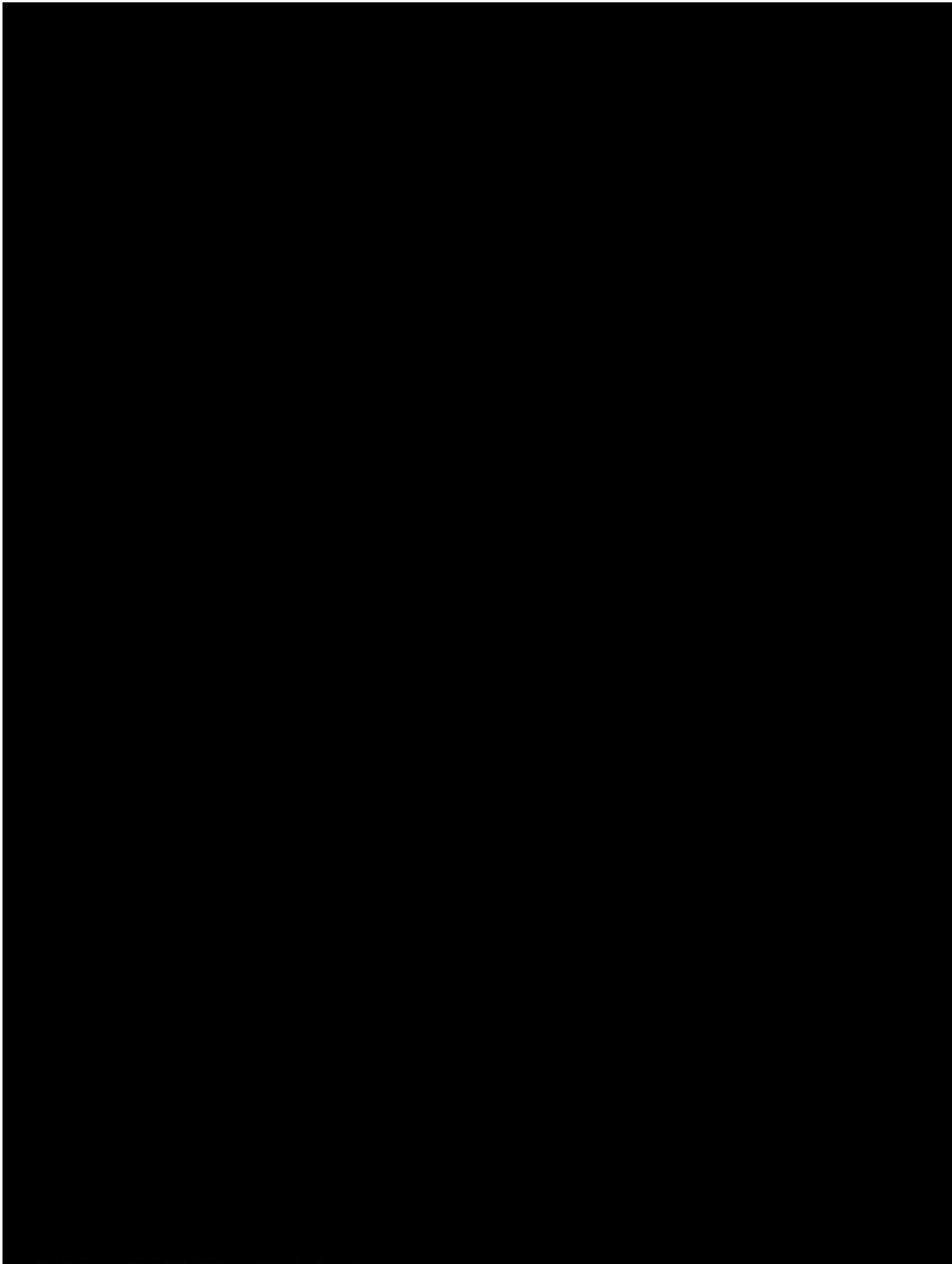


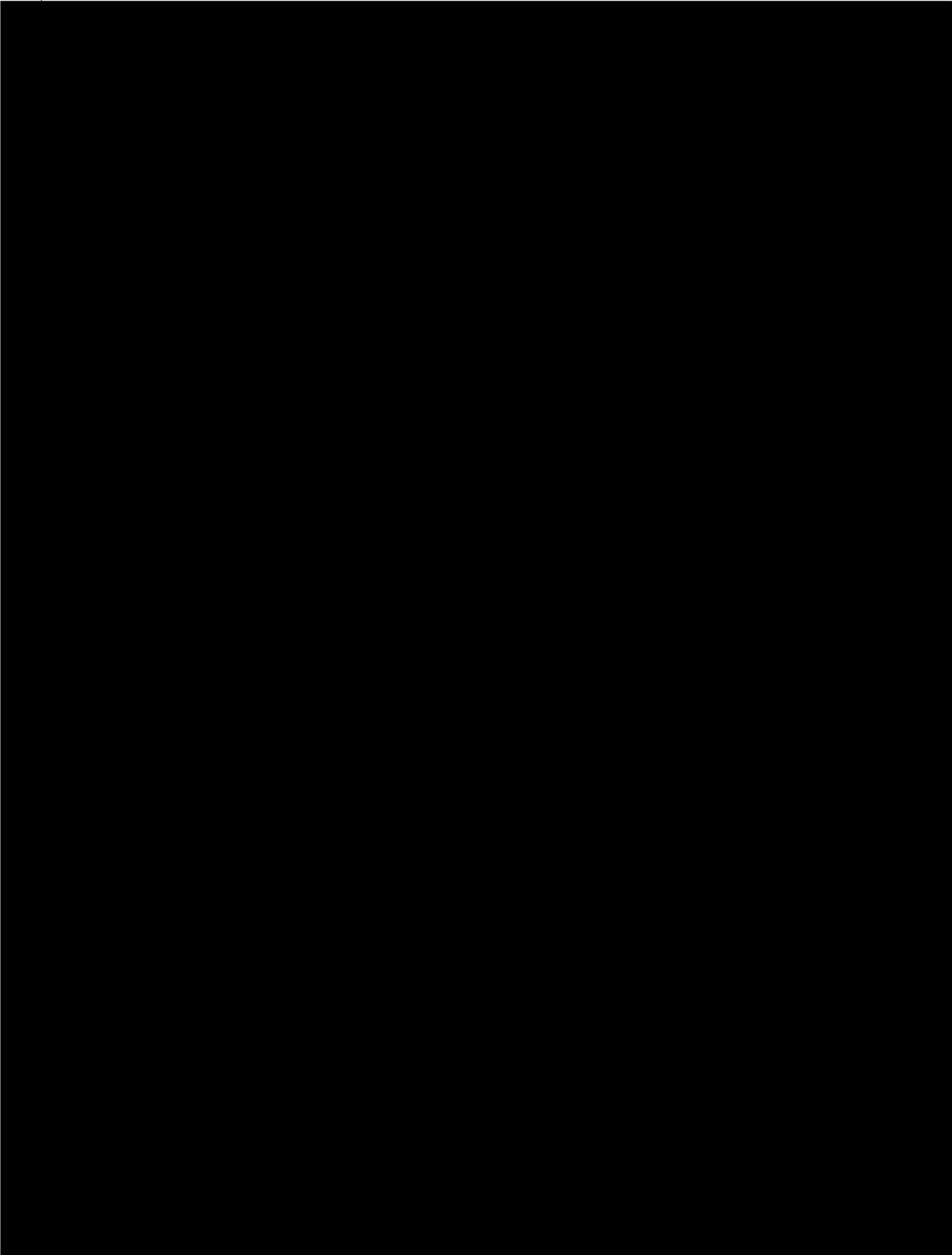


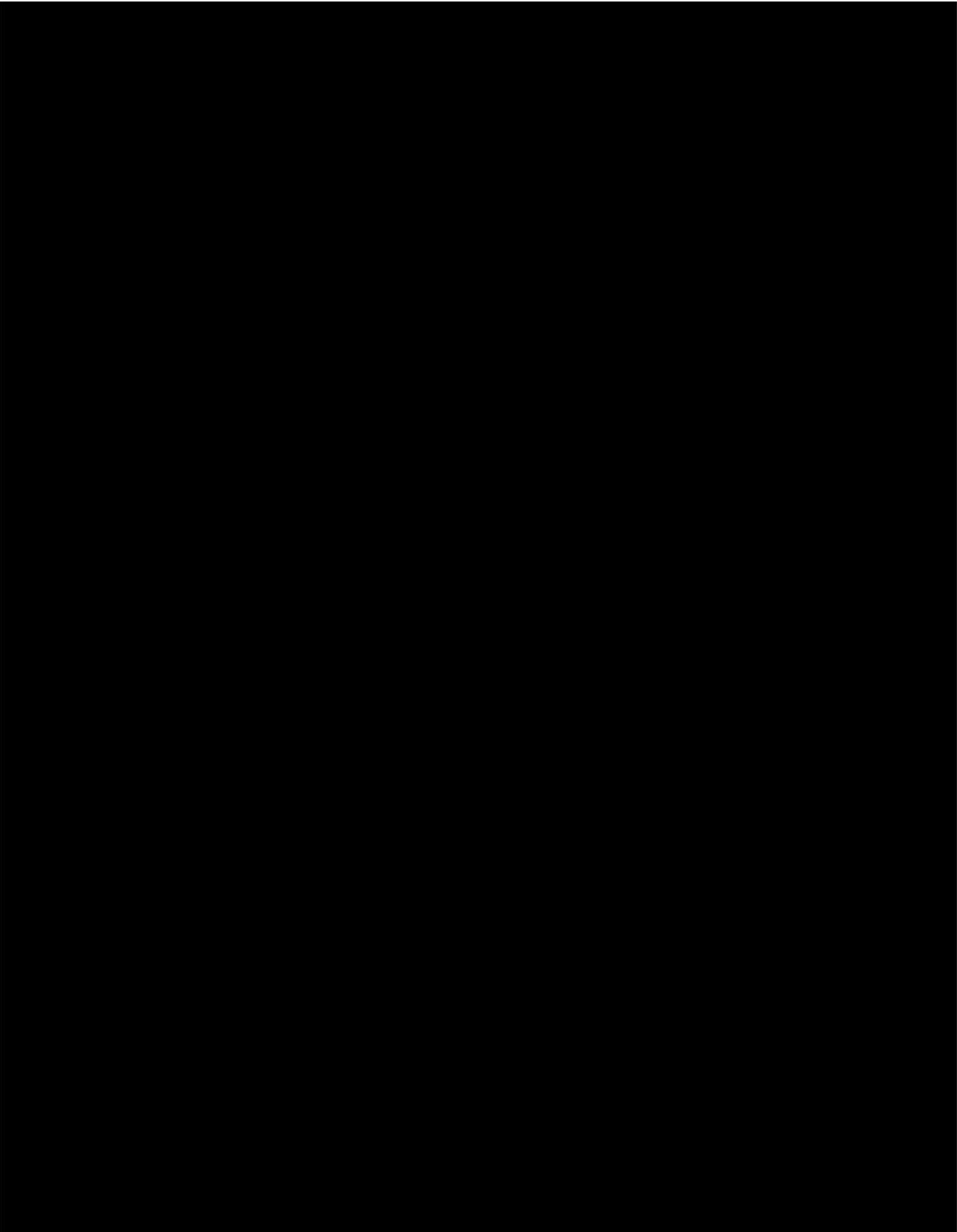


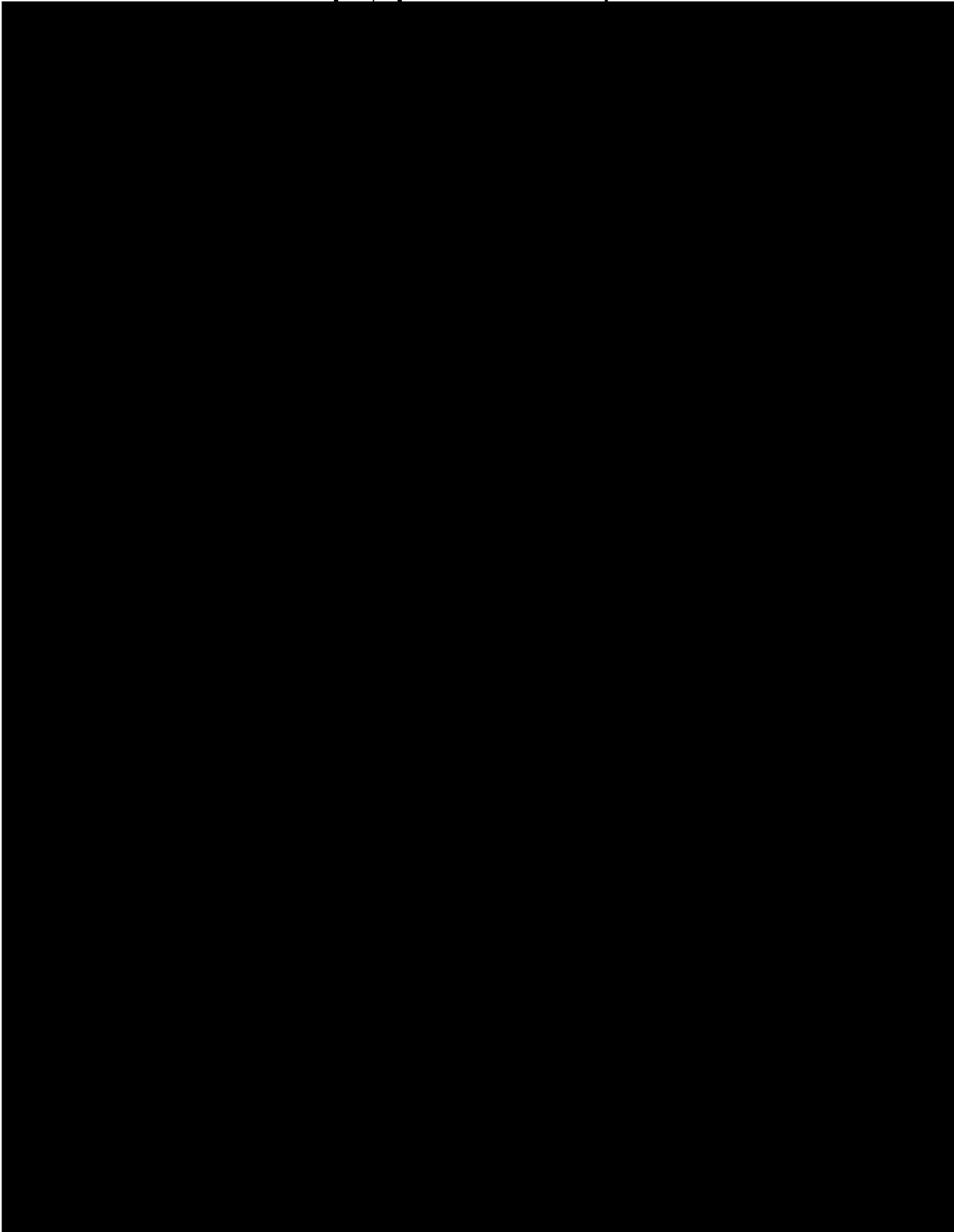




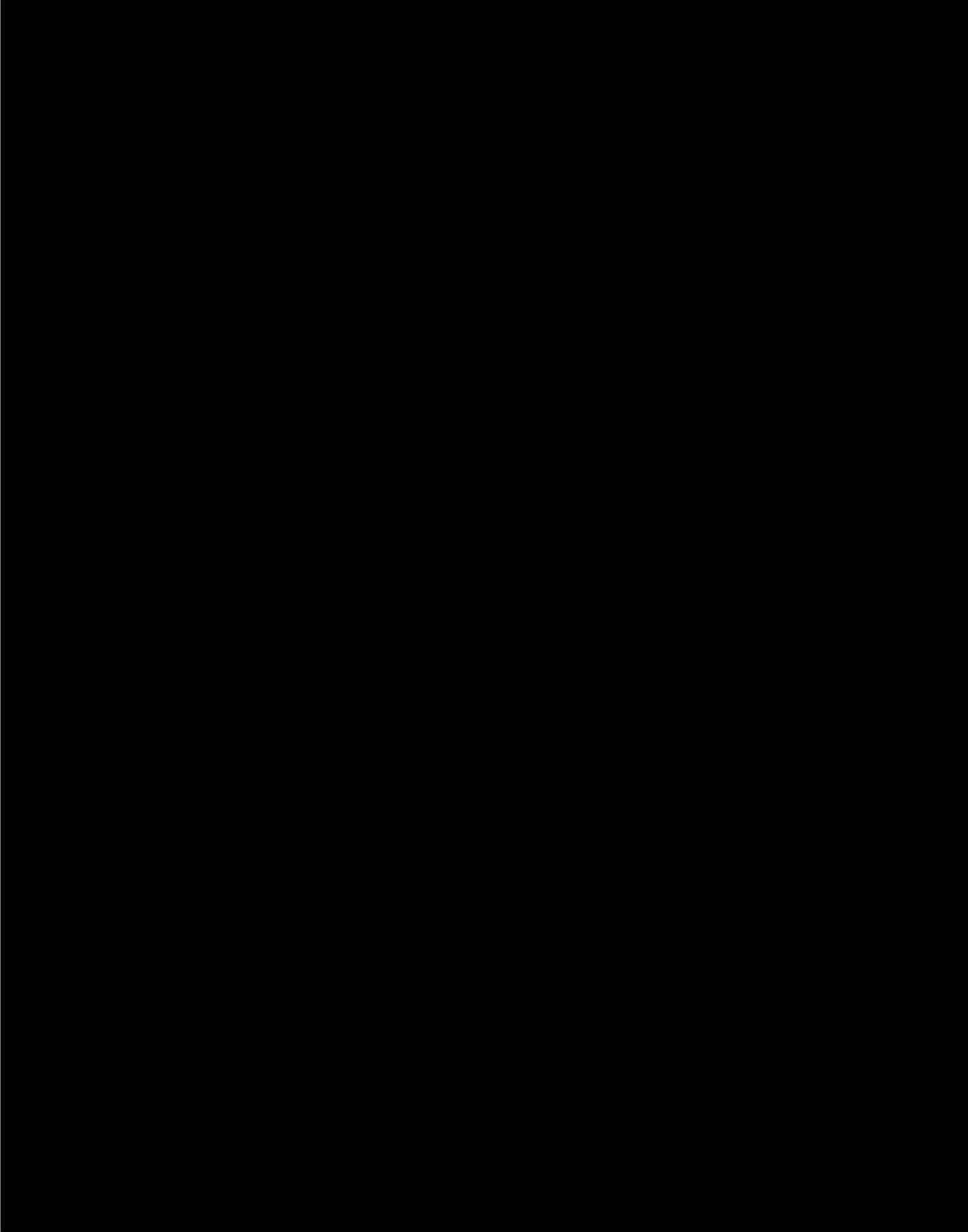


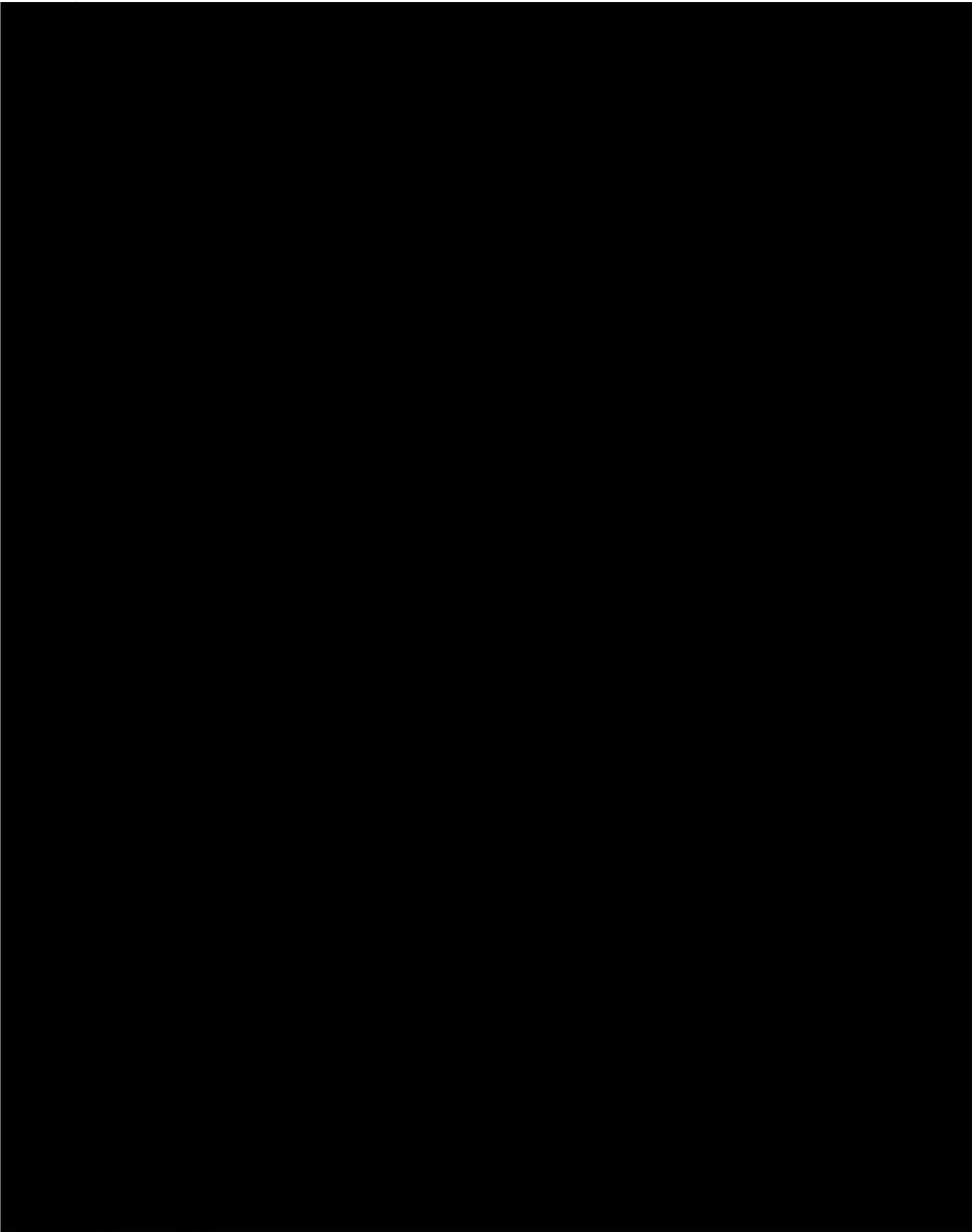


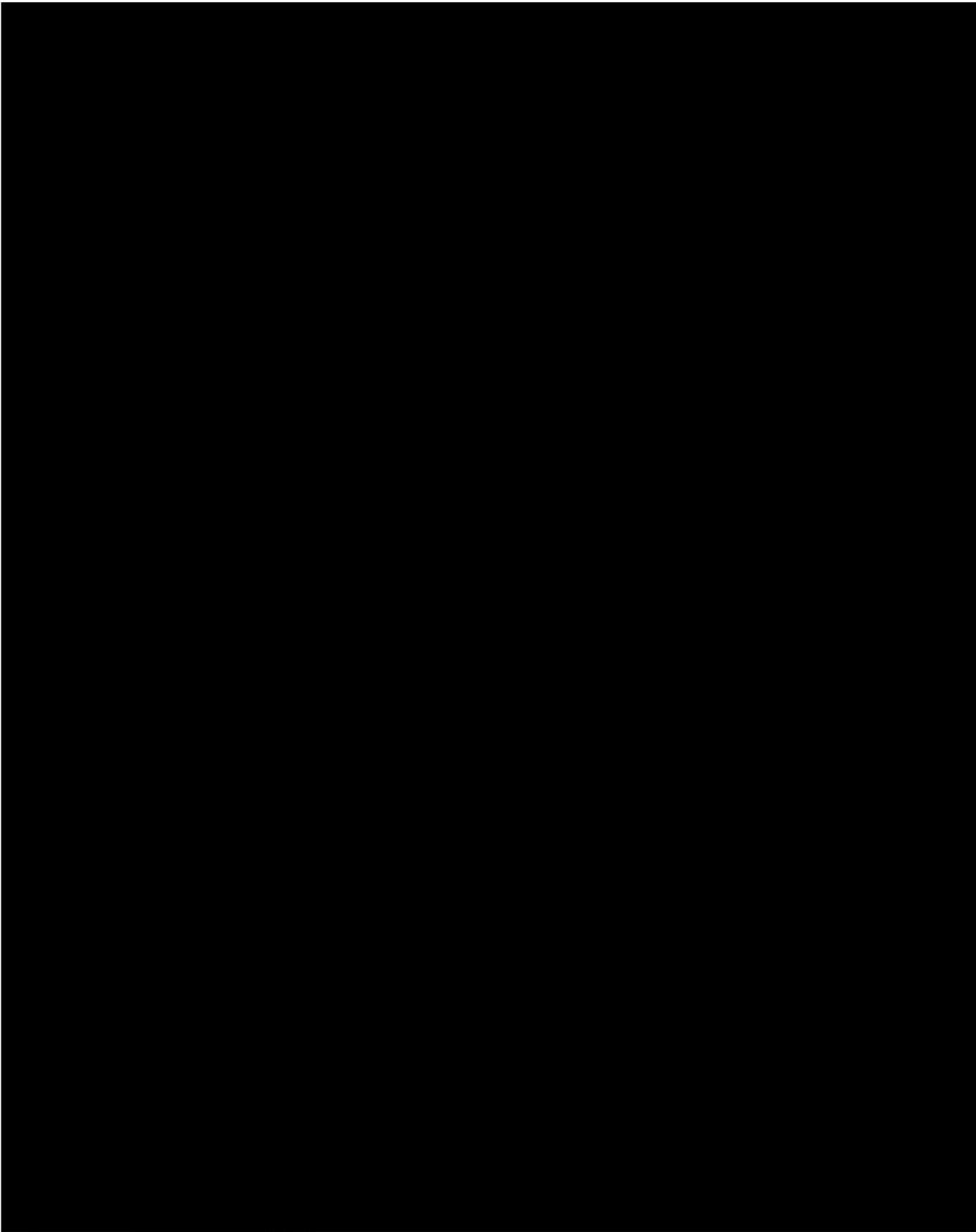


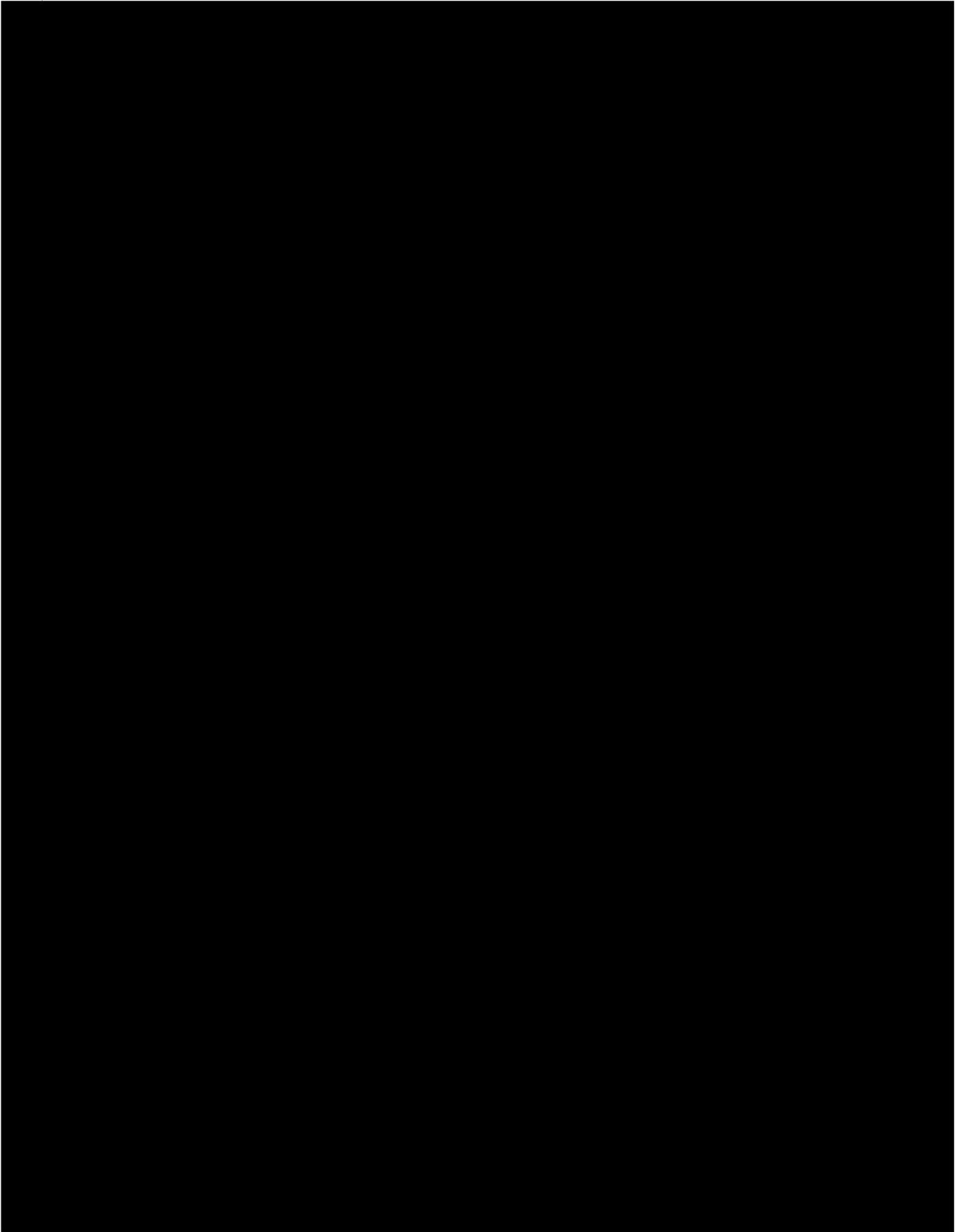


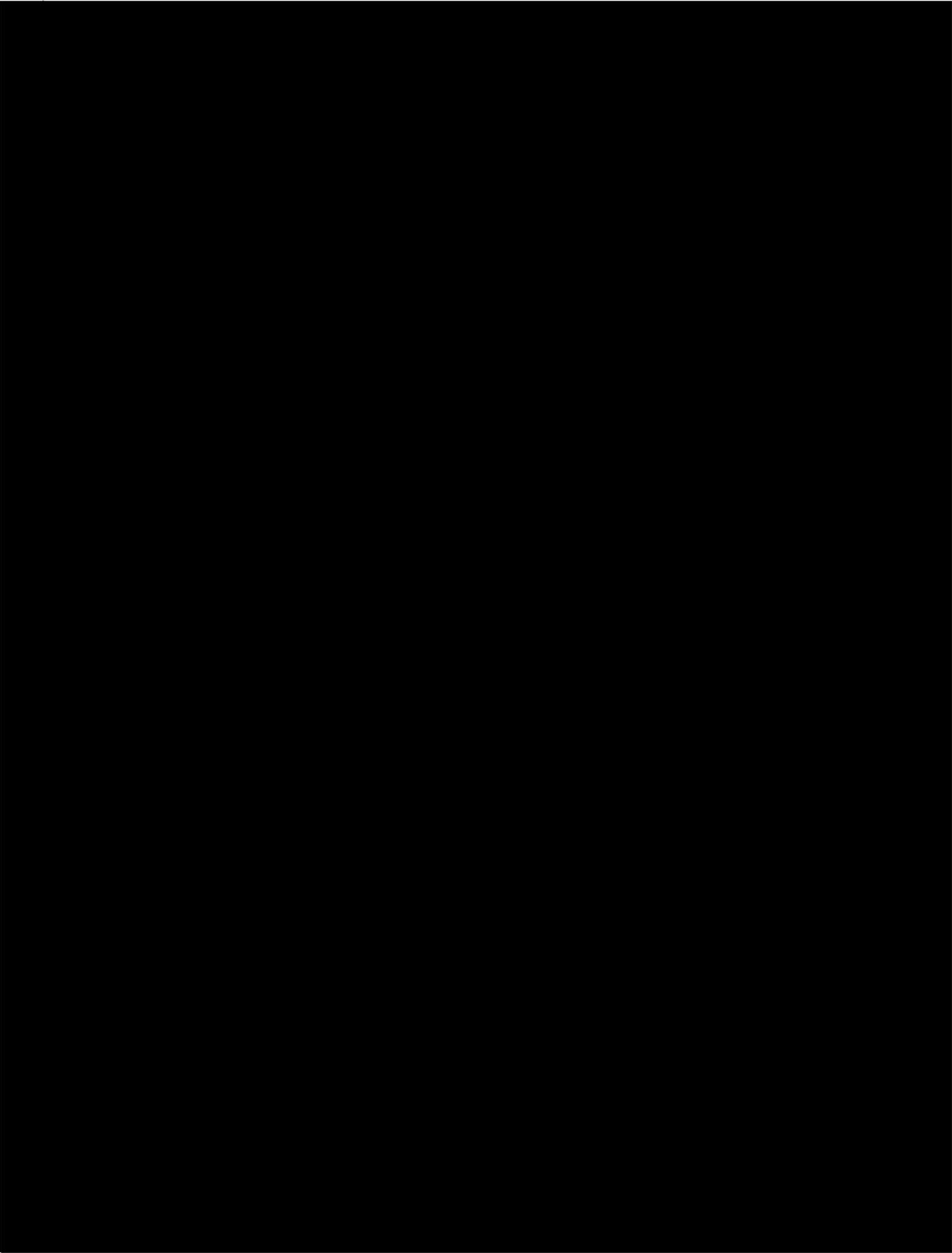
\$0.00

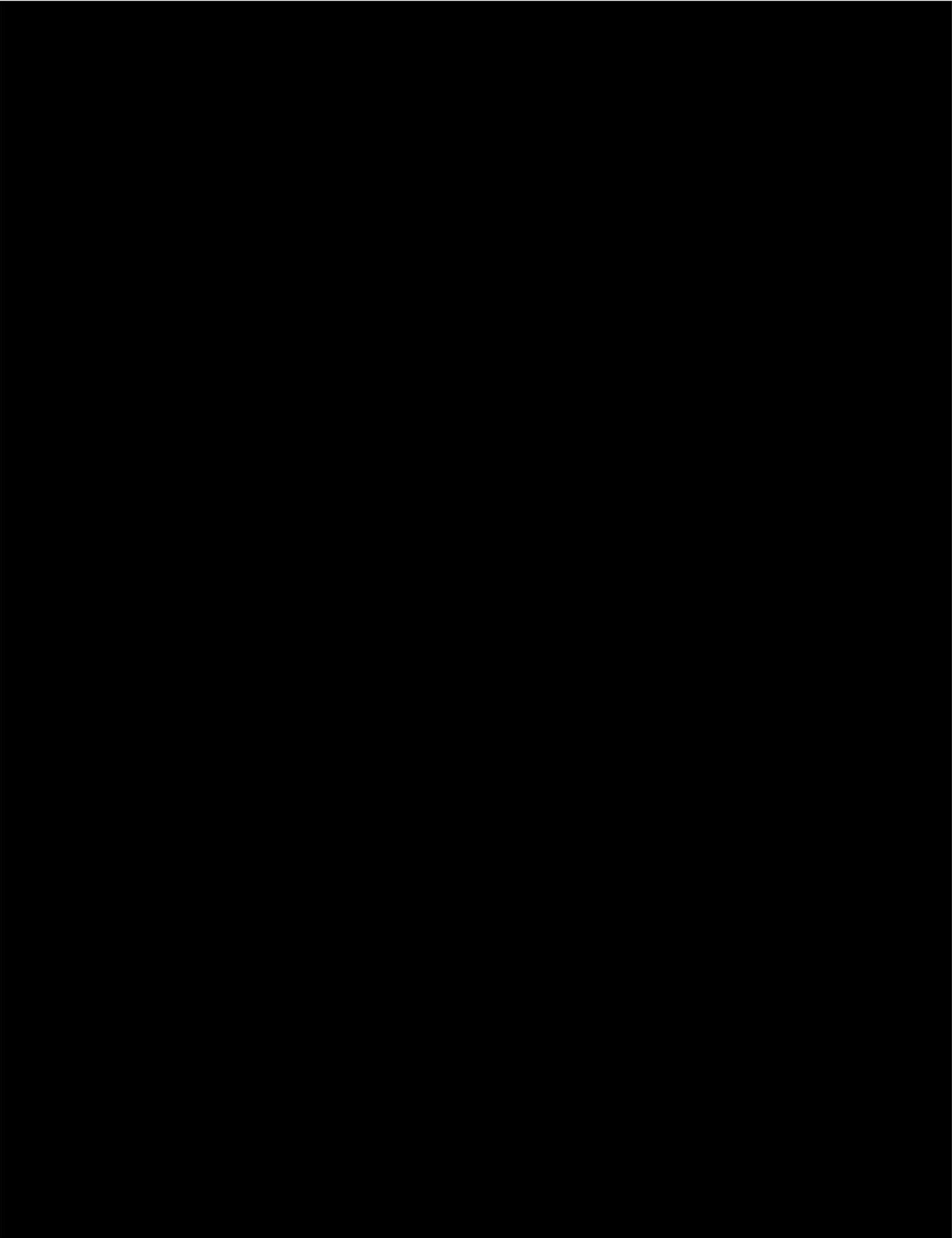


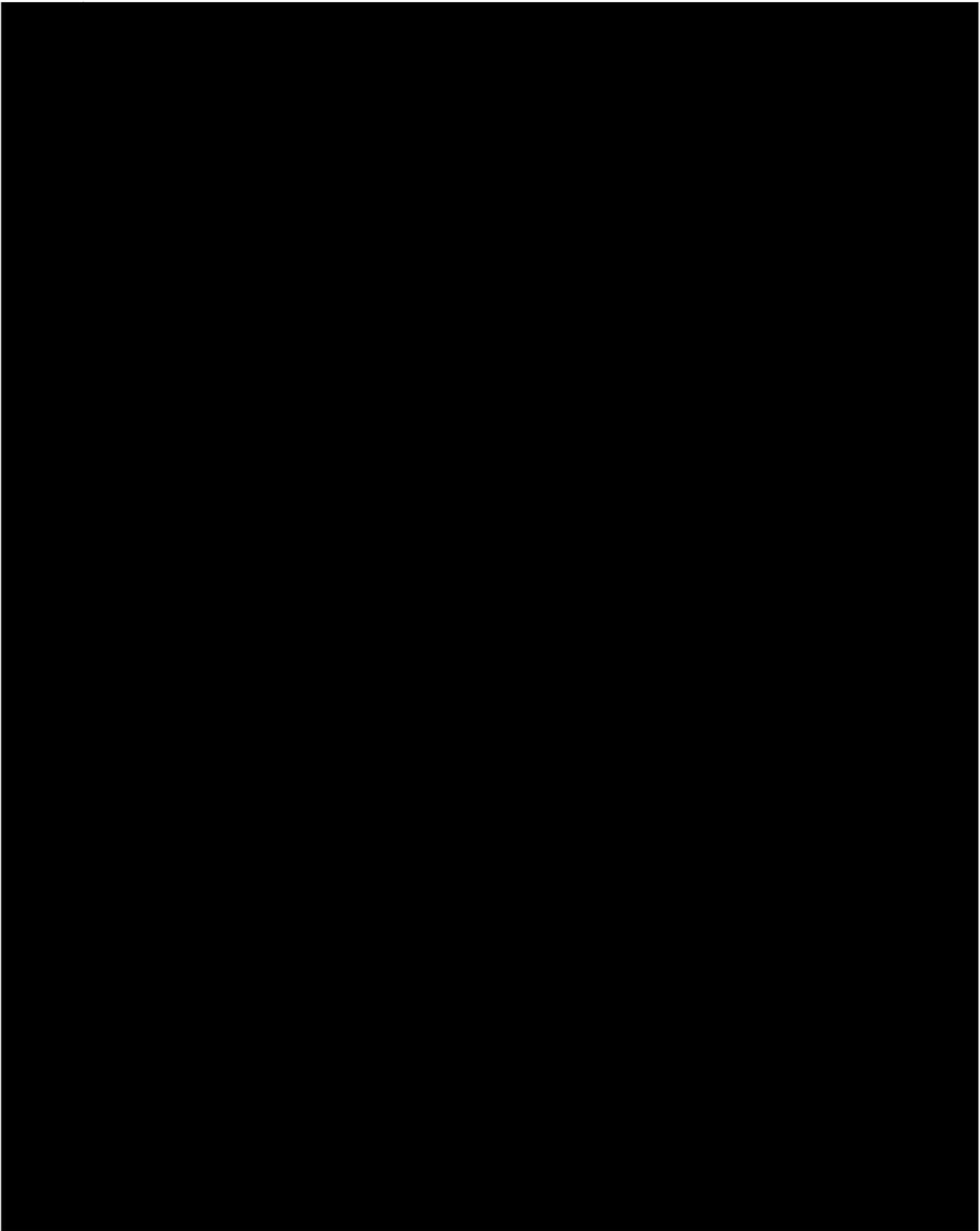


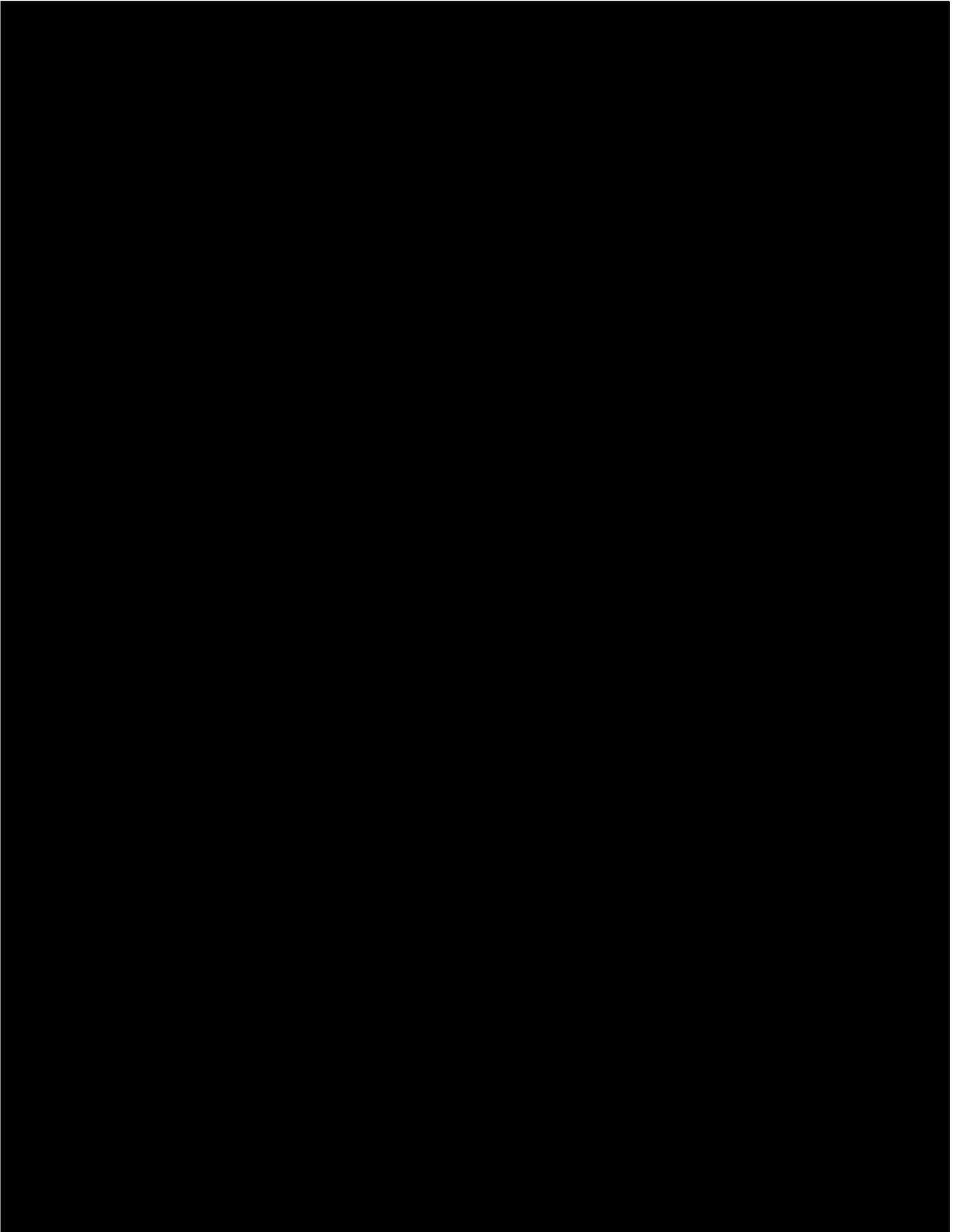


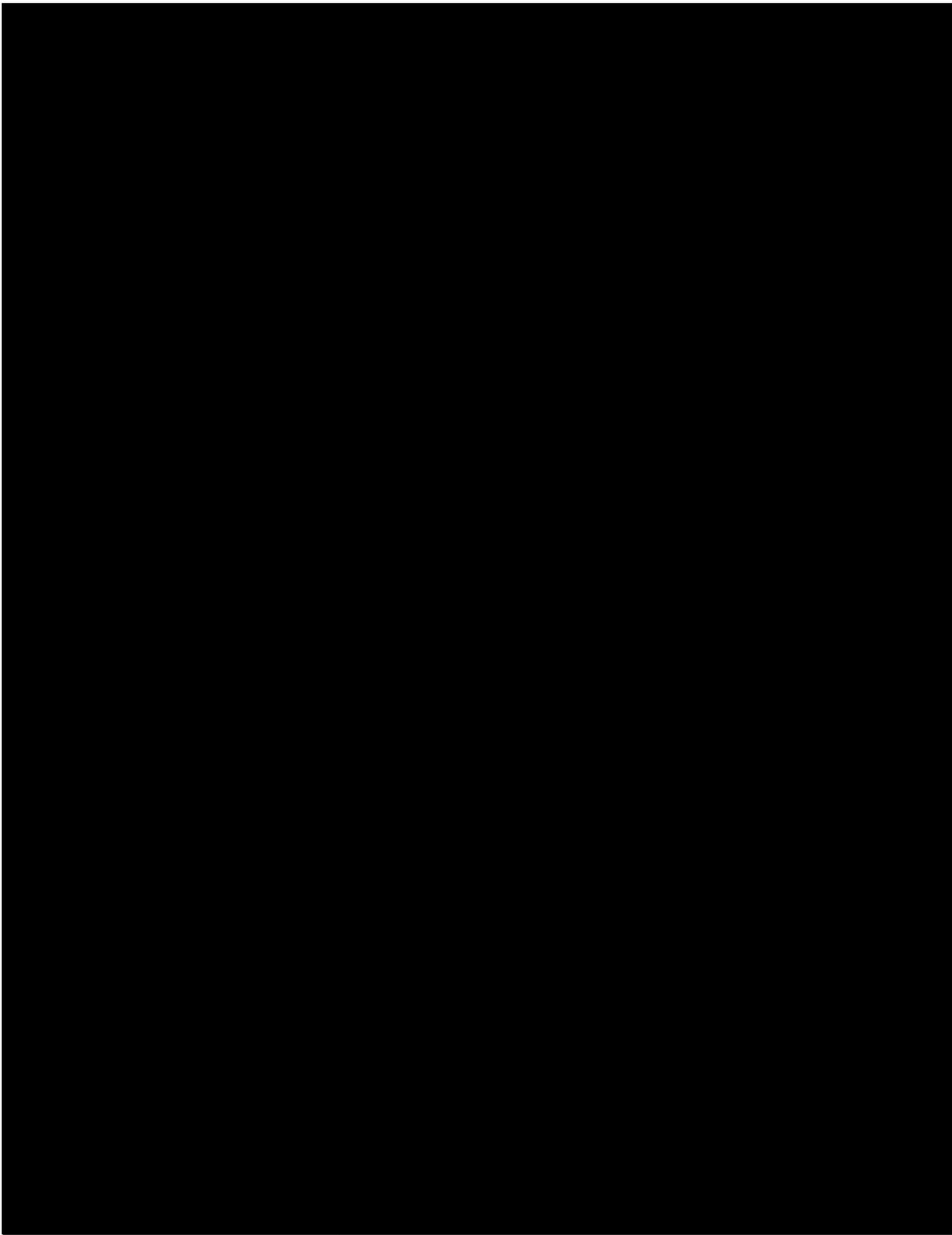


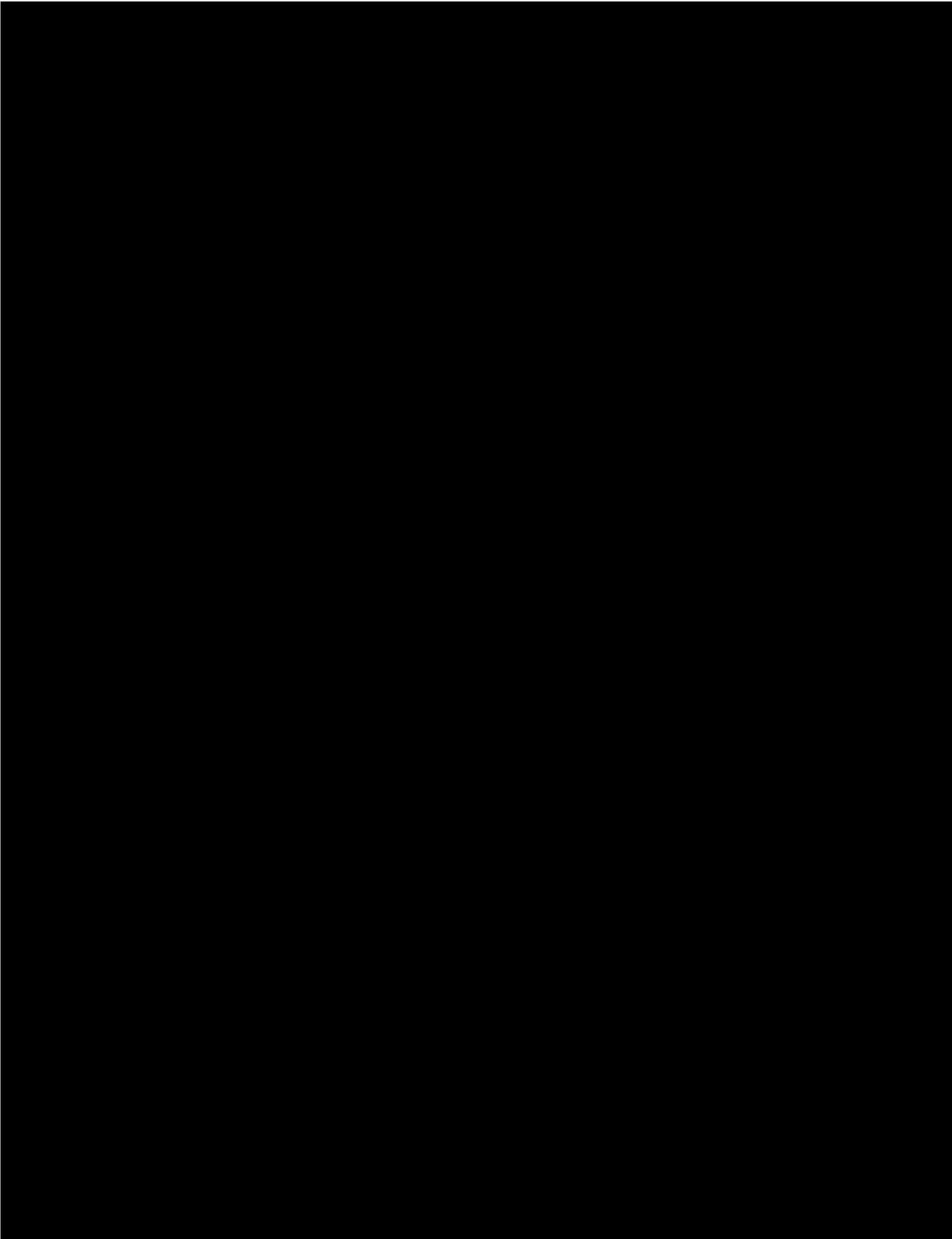


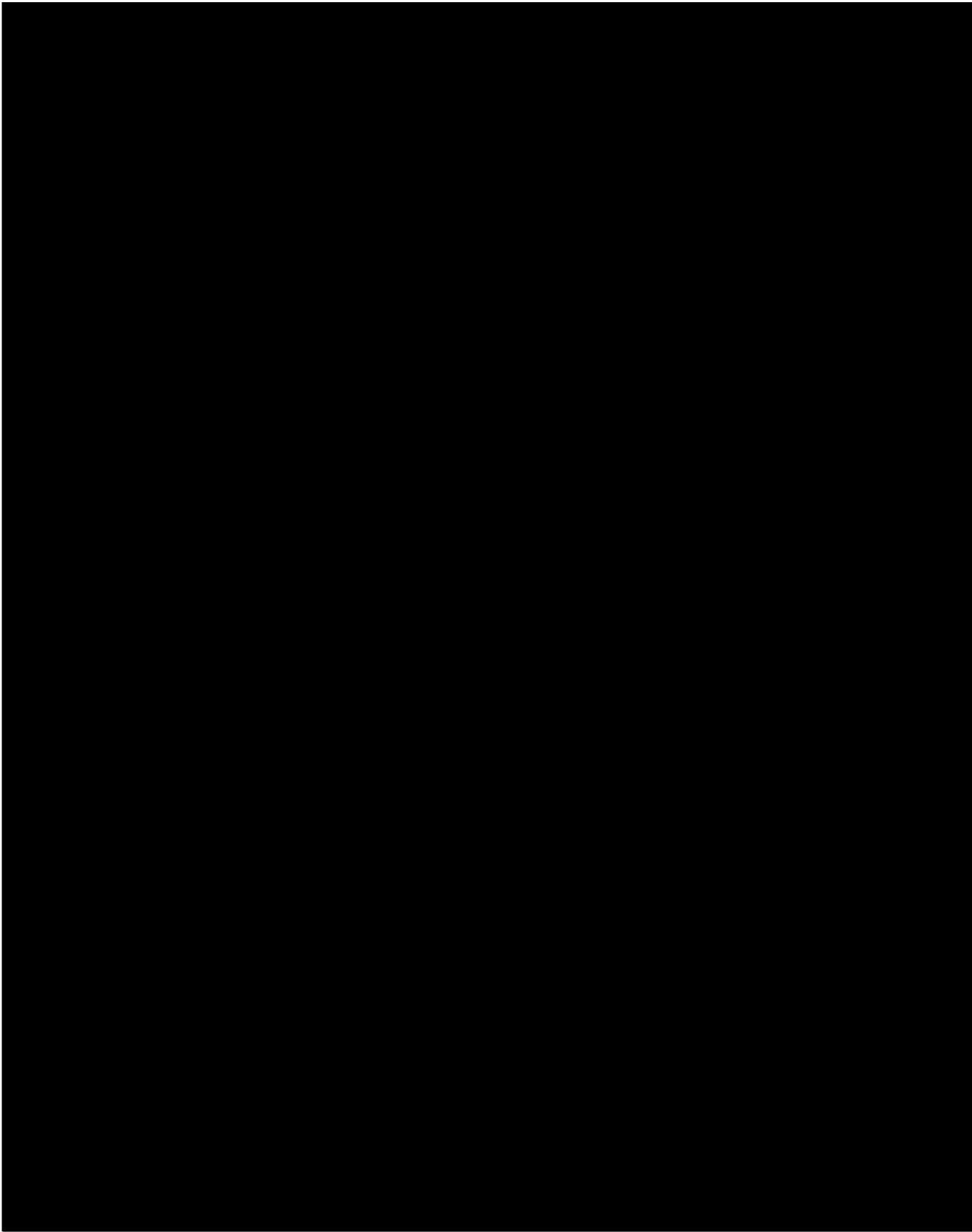


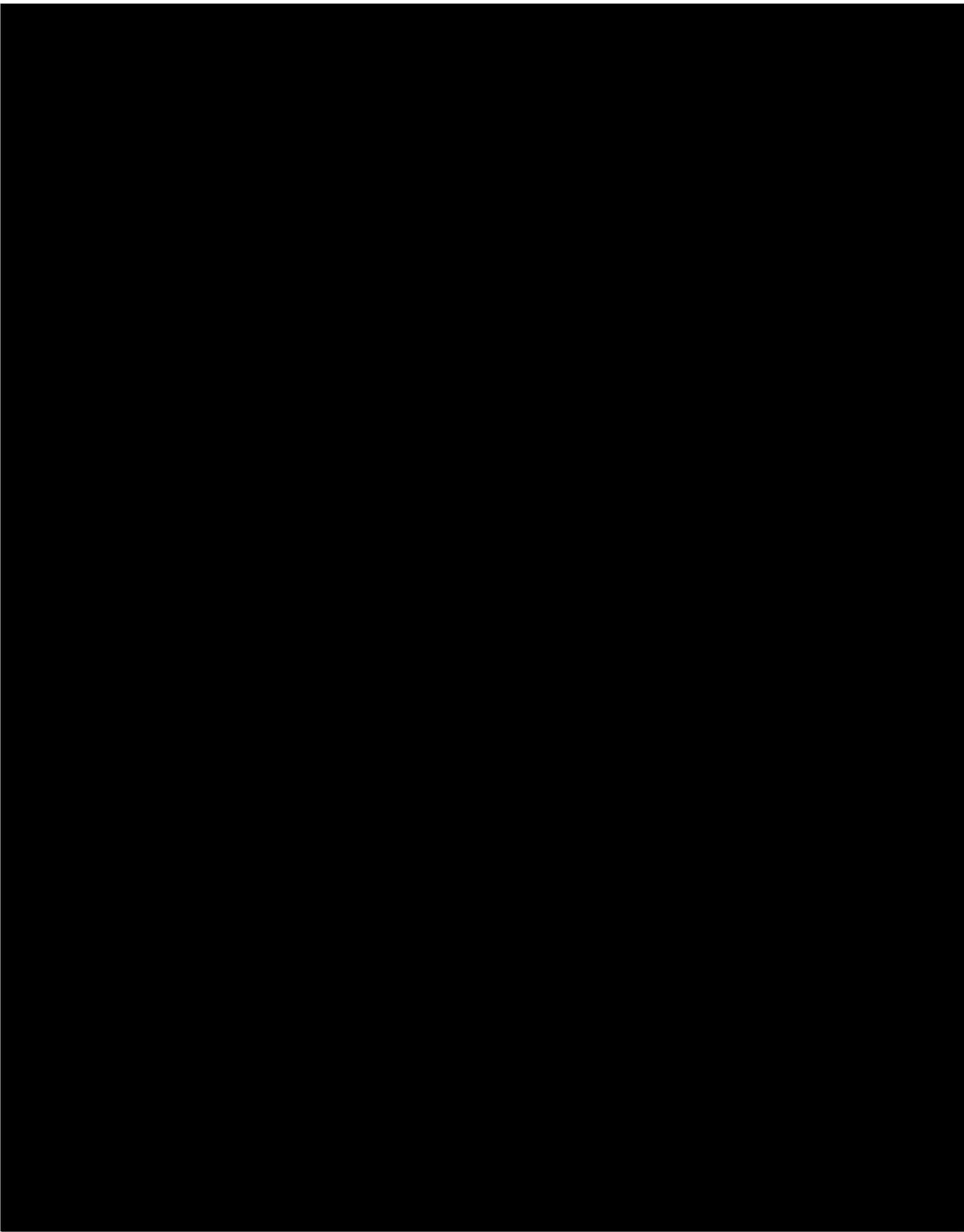


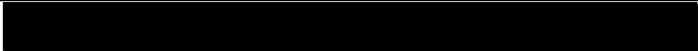
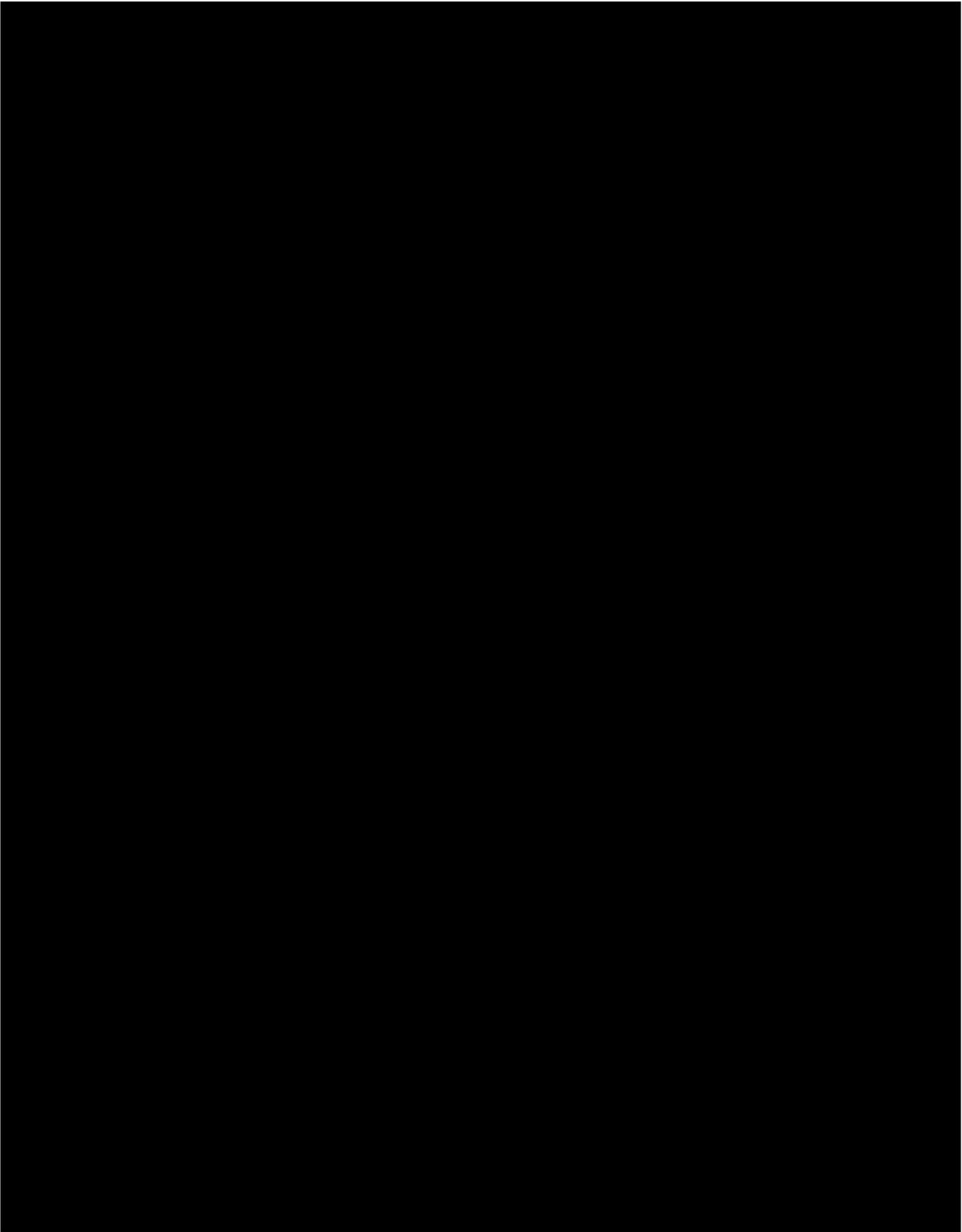


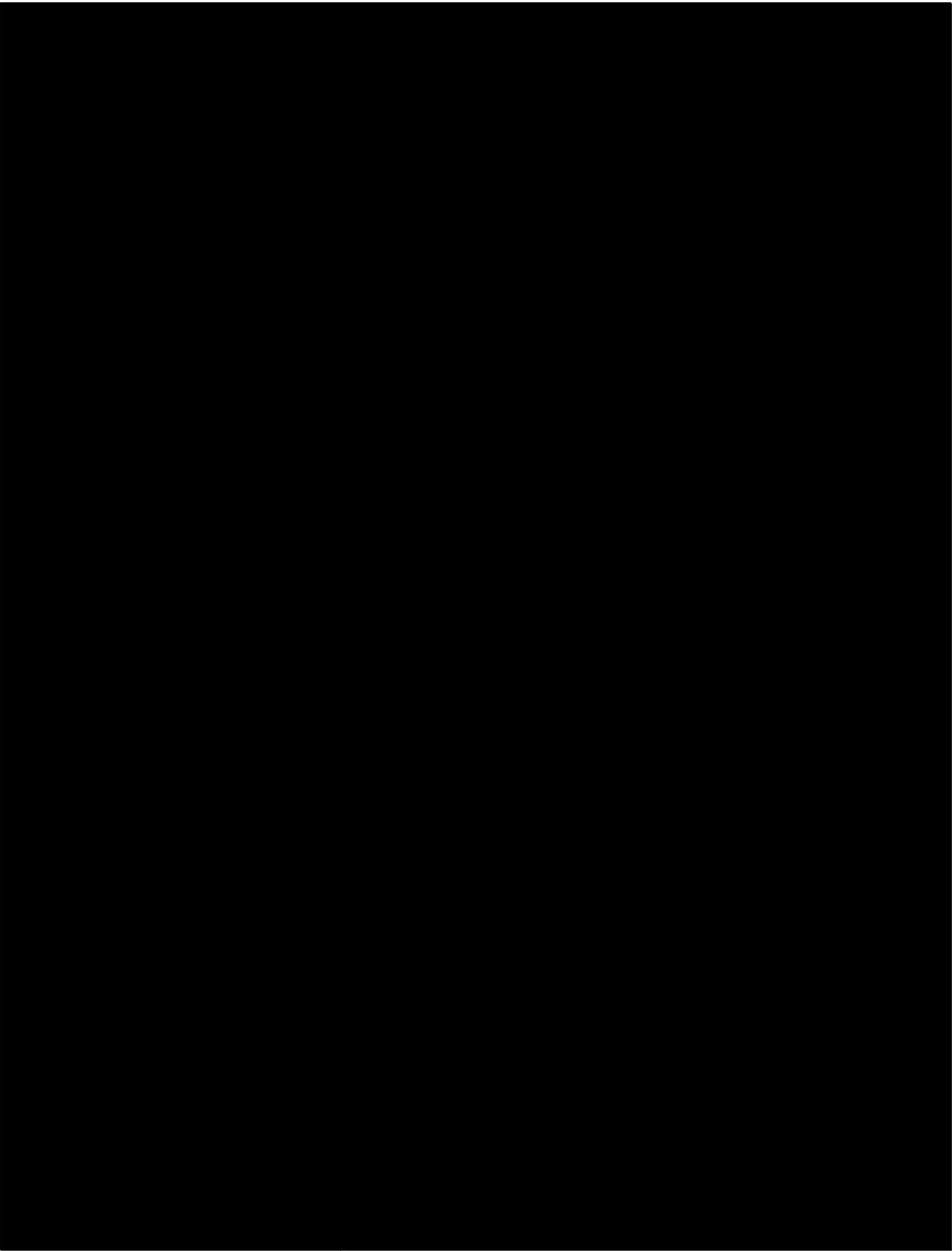


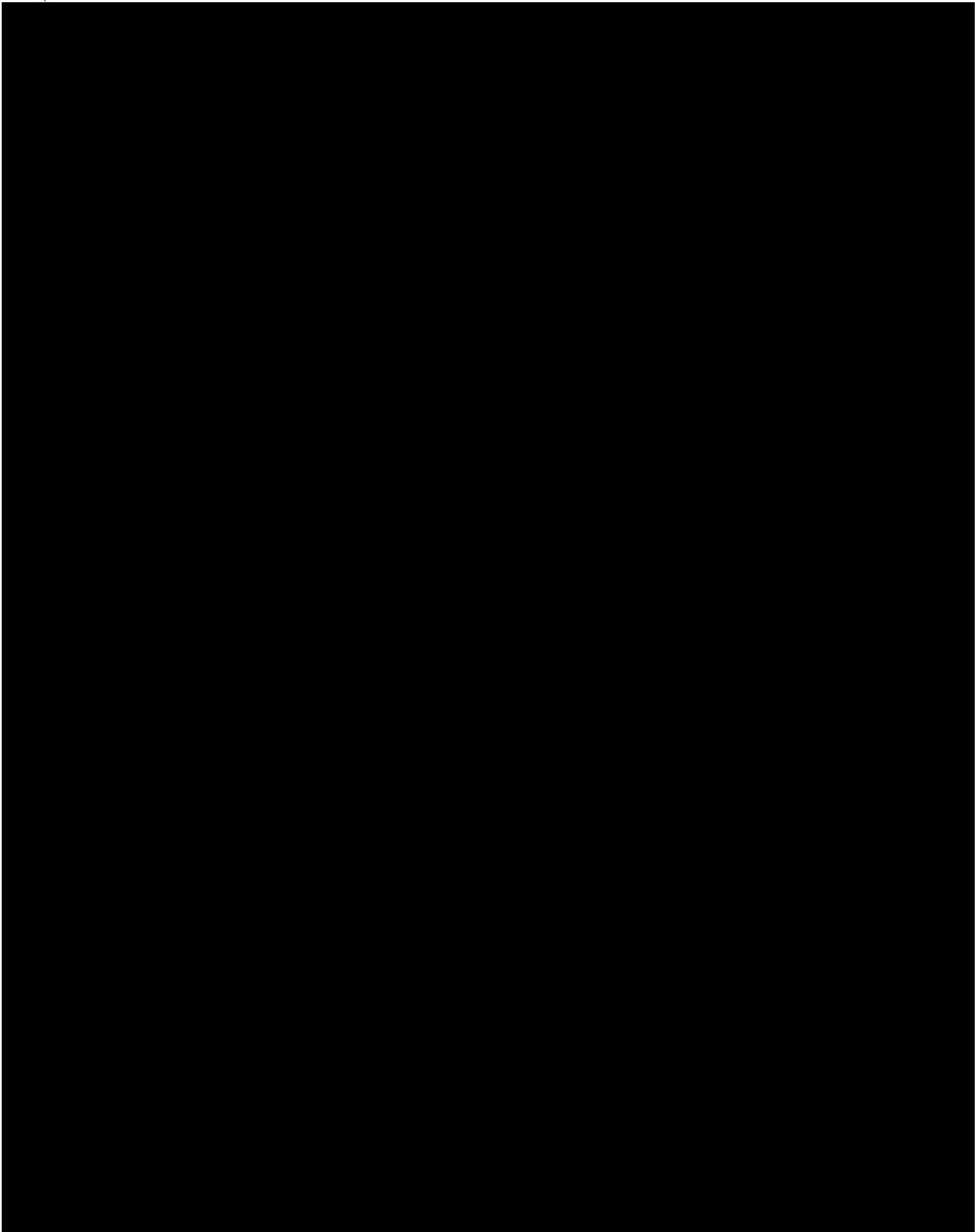












## **EXHIBIT 14**

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

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

**OPPOSER’S FIRST REQUESTS FOR ADMISSION**

Opposer University Athletic Association, Inc. (the “Opposer” or “University”), through counsel and pursuant to Rule 2.116 and 2.120 of the Trademark Rules of Practice and Rules 26 and 36 of the Federal Rules of Civil Procedure, hereby requests that Applicant Incentive Marketing, Inc. d/b/a Gator Shop (“Applicant”) admit the truth of the matters designated below within thirty (30) days after service hereof, the specific requests identified below.

**DEFINITIONS**

Opposer hereby incorporates by reference, as if fully set forth herein, the Definitions set forth in Opposer’s First Set of Interrogatories, served contemporaneously herewith.

**SPECIFIC REQUESTS**

1. Admit that Opposer owns trademark Registration No. 1,222,098.
2. Admit that Registration No. 1,222,098 is valid.
3. Admit that Registration No. 1,222,098 is incontestable.
4. Admit that Opposer began using the GATORS mark reflected in Registration No. 1,222,098 in commerce as early as 1955.

5. Admit that Opposer's trademark Registration No. 1,222,098 was registered before Applicant adopted Applicant's Mark.

6. Admit that Opposer's trademark Registration No. 1,222,098 was registered before Applicant filed Application Serial No. 85/480,582.

7. Admit that Applicant was aware of Opposer's GATORS trademark before Applicant filed application Serial No. 85/480,582.

8. Admit that Opposer owns trademark Registration No. 2,206,967.

9. Admit that Registration No. 2,206,967 is valid.

10. Admit that Registration No. 2,206,967 is incontestable.

11. Admit that Opposer began using the GATORS mark reflected in Registration No. 2,206,967 in commerce as early as 1955.

12. Admit that Opposer's trademark Registration No. 2,206,967 was registered before Applicant adopted Applicant's Mark.

13. Admit that Opposer's trademark Registration No. 2,206,967 was registered before Applicant filed Application Serial No. 85/480,582.

14. Admit that Opposer owns trademark Registration No. 2,205,439.

15. Admit that Registration No. 2,205,439 is valid.

16. Admit that Registration No. 2,205,439 is incontestable.

17. Admit that Opposer began using the GATORS (Stylized) mark reflected in Registration No. 2,205,439 in commerce as early as 1979.

18. Admit that Opposer's trademark Registration No. 2,205,439 was registered before Applicant adopted Applicant's Mark.

19. Admit that Opposer's trademark Registration No. 2,205,439 was registered before Applicant filed Application Serial No. 85/480,582.

20. Admit that Applicant was aware of Opposer's GATORS (Stylized) trademark before Applicant filed application Serial No. 85/480,582.

21. Admit that Opposer owns trademark Registration No. 1,228,944.

22. Admit that Registration No. 1,228,944 is valid.

23. Admit that Registration No. 1,228,944 is incontestable.

24. Admit that Opposer began using the Gator Design reflected in Registration No. 1,228,944 in commerce as early as 1980.

25. Admit that Opposer's trademark Registration No. 1,228,944 was registered before Applicant adopted Applicant's Mark.

26. Admit that Opposer's trademark Registration No. 1,228,944 was registered before Applicant filed Application Serial No. 85/480,582.

27. Admit that Applicant was aware of Opposer's Gator Design trademark before Applicant filed application Serial No. 85/480,582.

28. Admit that Opposer owns trademark Registration No. 2,349,246.

29. Admit that Registration No. 2,349,246 is valid.

30. Admit that Registration No. 2,349,246 is incontestable.

31. Admit that Opposer began using the FLORIDA GATORS mark reflected in Registration No. 2,349,246 in commerce as early as 1977.

32. Admit that Opposer's trademark Registration No. 2,349,246 was registered before Applicant adopted Applicant's Mark.

33. Admit that Opposer's trademark Registration No. 2,349,246 was registered before Applicant filed Application Serial No. 85/480,582.

34. Admit that Applicant was aware of Opposer's FLORIDA GATORS trademark before Applicant filed application Serial No. 85/480,582.

35. Admit that Opposer owns trademark Registration No. 1,225,119.

36. Admit that Registration No. 1,225,119 is valid.

37. Admit that Registration No. 1,225,119 is incontestable.

38. Admit that Opposer began using the FIGHTING GATORS mark reflected in Registration No. 1,225,119 in commerce as early as 1955.

39. Admit that Opposer's trademark Registration No. 1,225,119 was registered before Applicant adopted Applicant's Mark.

40. Admit that Opposer's trademark Registration No. 1,225,119 was registered before Applicant filed Application Serial No. 85/480,582.

41. Admit that Applicant was aware of Opposer's FIGHTING GATORS trademark before Applicant filed application Serial No. 85/480,582.

42. Admit that the University's mascot is an alligator.

43. Admit that the University's school colors are orange and blue.

44. Admit that the University's school colors have been orange and blue for more than 100 years.

45. Admit that the University's school colors were orange and blue before Applicant adopted Applicant's Mark.

46. Admit that the University's school colors were orange and blue before Applicant filed Application Serial No. 85/480,582.

47. Admit that Applicant owns trademark rights in its Orange-and-Blue color scheme.
48. Admit that Applicant's retail store is located at 1702 W. University Ave A-1, Gainesville, Florida 32603.
49. Admit that Applicant's retail store was located within one (1) mile of the University's campus.
50. Admit that Applicant owns the website located at [www.gatorshop.com](http://www.gatorshop.com).
51. Admit that the website [www.gatorshop.com](http://www.gatorshop.com) is Applicant's online retail store.
52. Admit that Applicant's website features Applicant's Mark.
53. Admit that Applicant's website depicts Applicant's Mark in an orange and blue color scheme.
54. Admit that Applicant's website incorporates an orange and blue color scheme.
55. Admit that Applicant's website offers merchandise for sale licensed by the University.
56. Admit that Applicant's website offers for sale merchandise not licensed by the University.
57. Admit that Applicant's website offers for sale merchandise featuring Opposer's Marks.
58. Admit that the attached **Exhibits A-M** consists of screenshots of Applicant's website.
59. Admit that the merchandise shown in the attached **Exhibit A** from <http://www.gatorshop.com/Gator-T-Shirts.htm> are all licensed by the University.
60. Admit that the merchandise shown in the attached **Exhibit B** from <http://www.gatorshop.com/Gators-Sweats-Active-Wear.htm> are all licensed by the University.

61. Admit that the merchandise shown in the attached **Exhibit C** from <http://www.gatorshop.com/Gator-Hats.htm> are all licensed by the University.
62. Admit that the merchandise shown in the attached **Exhibit D** from <http://www.gatorshop.com/Florida-Gators-Automotive.htm> are all licensed by the University.
63. Admit that the merchandise shown in the attached **Exhibit E** from <http://www.gatorshop.com/Gator-Bags-Pool.htm> are all licensed by the University.
64. Admit that the merchandise shown in the attached **Exhibit F** from <http://www.gatorshop.com/Florida-Gator-Christmas.htm> are all licensed by the University.
65. Admit that the merchandise shown in the attached **Exhibit G** from <http://www.gatorshop.com/Florida-Gator-Collectibles.htm> are all licensed by the University.
66. Admit that the merchandise shown in the attached **Exhibit H** from <http://www.gatorshop.com/Gator-Golf.htm> are all licensed by the University.
67. Admit that the merchandise shown in the attached **Exhibit I** from <http://www.gatorshop.com/Gators-Home-Bedroom.htm> are all licensed by the University.
68. Admit that the merchandise shown in the attached **Exhibit J** from <http://www.gatorshop.com/Florida-Gators-Jewelry-Wallets.htm> are all licensed by the University.
69. Admit that the merchandise shown in the attached **Exhibit K** from <http://www.gatorshop.com/Gator-Ladies-Wear.htm> are all licensed by the University.
70. Admit that the merchandise shown in the attached **Exhibit L** from <http://www.gatorshop.com/Gators-Kids-Gear.htm> are all licensed by the University.
71. Admit that the merchandise shown in the attached **Exhibit M** from <http://www.gatorshop.com/Gator-Mens-Wear.htm> are all licensed by the University.

72. Admit that Applicant's website features the 2012 Football Schedule for the University's GATORS football team.

73. Admit that persons familiar with the University have come to recognize Opposer's Marks as a symbol of the University.

74. Admit that prior to Applicant's date of first use, Opposer's Marks have acquired a high degree of recognition and fame as symbols of high quality products and services offered by Opposer.

75. Admit that Opposer's Marks are well-known throughout the United States.

76. Admit that Opposer's Marks are famous throughout the United States.

77. Admit that the public is familiar with and identifies Opposer's Marks with Opposer.

78. Admit that the public perceives goods and services offered under Opposer's Marks as originating from Opposer.

79. Admit that Applicant's Mark incorporates the term "GATOR."

80. Admit that Applicant's Mark incorporates Opposer's GATOR mark.

81. Admit that the term "GATOR" in Applicant's Mark refers to Opposer.

82. Admit that Applicant's Mark creates the same commercial impression as Opposer's Marks.

83. Admit that the services cited in Application Serial No. 85/480,582 are similar to the goods and services offered under Opposer's Marks.

84. Admit that the services cited in Application Serial No. 85/480,582 are directly competitive to those offered under Opposer's Marks.

85. Admit that the services cited in Application Serial No. 85/480,582 are offered to the same class of purchasers as the goods and services offered under Opposer's Marks.

86. Admit that Applicant's consumers include fans of the University.

87. Admit that Applicant's consumers include alumni of the University.

88. Admit that Applicant's consumers include students of the University.

89. Admit that licensed goods featuring Opposer's Marks are sold in online retail stores.

90. Admit that licensed goods featuring Opposer's Marks are sold in retail stores.

91. Admit that Applicant's Mark is confusingly similar to Opposer's Marks.

92. Admit that Opposer will be damaged by the registration of Applicant's Mark because it is confusingly similar to Opposer's Marks.

93. Admit persons familiar with Opposer's Marks are likely to believe erroneously that products bearing or services associated with Applicant's Mark are those of Opposer or are endorsed, sponsored, or licensed by Opposer.

94. Admit that consumers are likely to believe that there is a connection, association, or affiliation between Applicant and Opposer because of the similarities between Applicant's Mark and Opposer's Marks.

95. Admit that Opposer has used Opposer's Marks in connection with apparel and merchandise.

96. Admit that Opposer has used Opposer's Marks in connection with an online retail store.

97. Admit that Opposer has used Opposer's Marks in connection with a retail store.

98. Admit that Applicant was aware of Opposer's Marks before Applicant filed Application Serial No. 85/480,582.

99. Admit that Applicant was aware of Opposer's Marks before Applicant adopted Applicant's Mark.

100. Admit that Opposer has never given Applicant permission to use Opposer's GATOR mark.

101. Admit that Opposer has never given Applicant permission to use Opposer's GATOR (Stylized) mark.

102. Admit that Opposer has never given Applicant permission to use Opposer's Gator Design marks.

103. Admit that Opposer has never given Applicant permission to use Opposer's Orange-and-Blue color scheme.

104. Admit that Opposer has never given Applicant permission to use any of Opposer's Marks.

105. Admit that Opposer has never given Applicant permission to register Applicant's Mark.

106. Admit that Opposer has at all times diligently protected its trademark rights in Opposer's Marks.

107. Admit that Applicant selected Applicant's Mark because of its similarity to Opposer's Marks.

108. Admit that Applicant selected Applicant's Mark because the public is familiar with Opposer's Marks.

109. Admit that Applicant selected Applicant's Mark to refer to Opposer.

110. Admit that Applicant selected Applicant's Mark to falsely suggest an affiliation, sponsorship, or endorsement by Opposer.

111. Admit that the attached **Exhibit N** is a screenshot of Applicant's Facebook Page.

112. Admit that Applicant is offering goods for sale through Applicant's Facebook Page, as depicted in the attached **Exhibit N**.

113. Admit that Applicant's Facebook Page incorporates Opposer's Orange-and-Blue color scheme.

114. Admit that Applicant's Mark as shown in the attached **Exhibit N** incorporates Opposer's Orange-and-Blue color scheme.

Dated: December 12, 2012

/Rosaleen H. Chou/  
Alicia Grahn Jones  
Rosaleen H. Chou  
Harris W. Henderson  
KILPATRICK TOWNSEND & STOCKTON LLP  
1100 Peachtree Street  
Suite 2800  
Atlanta, Georgia 30309-4530  
(404) 815-6500  
*Attorneys for Opposer*

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

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

**CERTIFICATE OF SERVICE**

I hereby certify that a true and correct copy of the foregoing OPPOSER’S FIRST REQUESTS FOR ADMISSION has been served on Applicant by mailing a copy on December 12, 2012, via first Class Mail, postage pre-paid, and addressed as follows:

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

/Rosaleen H. Chou/  
*Attorney for Opposer*

# **EXHIBIT A**



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### Gator T-shirts

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**2013 Nike Sugar Bowl T-Shirt**  
**\$24.99**



**Albert Super Soft T-Shirt**  
**\$25.99**



**Black Gators Neon Tank**  
**\$17.99**

---



**Blue Gator Head T-Shirt**  
**\$14.99**



**PERFORMANCE**  
**Blue Nike Practice T-Shirt**  
**\$27.99**



**Charcoal Gator Head T-Shirt**  
**\$14.99**

---



**Charcoal Vintage**



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- Mens Wear

**All Categories**

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- Automotive
- Bags & Pool
- Christmas
- Collectibles
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- Gator Hats
- Gator T-shirts
- Golf
- Home & Bedroom
- Jewelry & Wallets
- Juniors/Ladies Wear
- Kids Gear
- Mens Wear

http://www.gatorshop.com/Gator-T-Shirts.htm[12/12/2012 2:54:37 PM]

Opp's NOR0338

- Music & Toys
- Nike Products
- Office
- Outdoor & Pet
- Sale Items
- Sweats & Active Wear

**Gator T-Shirt**  
Super Soft Material!  
**Regularly: \$30.00**  
**Now: \$15.99**

[ADD TO CART](#) [BUY NOW](#)

**Classic Blue Gators T-Shirt**  
**Regularly: \$20.00**  
**Now: \$12.99**

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**Classic Orange Gators T-Shirt**  
**Regularly: \$20.00**  
**Now: \$12.99**

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**Florida Friends Stadium T-Shirt**  
Large back print showing.  
**\$16.99**

[ADD TO CART](#) [BUY NOW](#)



**Florida MY U Trooper T-Shirt**  
**\$16.99**

[ADD TO CART](#) [BUY NOW](#)



**Florida Nike Orange Arch T-Shirt**  
**\$23.99**

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**Florida Pell Crest T-Shirt**  
Back Print Showing  
**\$17.99**

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**Gator Basketball Shoot Around Shirt**  
dri fit material  
**\$59.99**

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**Gator Dri Fit Lacrosse Nike T-Shirt**  
**\$27.99**

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**Gator Dri Fit Nike Basketball T-Shirt**  
**\$27.99**

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**Gator Eyes T-Shirt**  
**\$16.99**

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**Gator Fishing Rodeo T-Shirt**  
**\$16.99**

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**Gator Football Team Issue T-Shirt**  
Available in orange, royal, and grey  
**\$23.99**

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**Gator Island T-Shirt**  
Back print showing  
**\$19.99**

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**Gator Man's Best Friend T-Shirt**  
**\$19.99**

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**Gator Nike Florida True T-Shirt**  
**\$24.99**

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**Gator Nike Thermal Shirt**  
**\$44.99**

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**Gator Sport Fishing T-Shirt**  
"Reeling in the Competition" Back print showing.  
**\$19.99**

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**Gator Triblend Albert T-Shirt**  
super soft material  
**\$27.99**

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**Gator Vintage Sugar Bowl T-Shirt**  
Super soft material  
**\$19.99**

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**Gators Camo Text T-Shirt**  
"Ready and Waiting"  
**\$16.99**

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**Gators Neon Orange Frat Tank**  
Super soft material!  
**\$19.99**

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**Gators Neon Yellow Frat Tank**  
Super soft material!  
**\$19.99**

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**Gators Nike Script Blue T-Shirt**  
**\$23.99**

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**Gators Play Loud Hurley T-Shirt**  
V-Neck  
**\$28.99**

[ADD TO CART](#) [BUY NOW](#)



**Gators Vintage Swamp T-Shirt**  
super soft material  
**Regularly: \$30.00**  
**Now: \$15.99**

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**Grey UF Albert T-Shirt**  
**Regularly: \$20.00**  
**Now: \$12.99**

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**Lucky Guys T-Shirt**  
**\$16.99**

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**Neon Gator Black Frat Tank**  
**\$17.99**

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**Neon Pink Gators Frat Tank**  
super soft material  
**\$19.99**

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**Nike Dri Fit Gator Head T-Shirt**  
**\$25.00**

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**Nike Florida Arch Blue T-Shirt**  
**\$23.99**

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**Nike Gator Dri Fit Max Blue T-Shirt**  
**\$27.99**

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**Nike Max Out Dri Fit T-Shirt**  
Dri Fit Material  
**\$27.99**

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**Nike Orange Local Tee**  
**\$24.99**

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PERFORMANCE

**Nike Practice Orange T-Shirt**  
**\$27.99**

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**Nike Sugar Bowl Head 2 Head T-Shirt**  
**\$27.99**

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**Nike Sugar Bowl Head 2 Head T-Shirt**  
**\$24.99**

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**Nike Sugar Bowl Just Do It Long Sleeve T-Shirt**  
**\$27.99**

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**Orange Gator Head T-Shirt**  
**\$14.99**

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**Orange Script Nike T-Shirt**  
**\$23.99**

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**Pubs of Gainesville T-Shirt**  
shows famous bars in Gainesville's Midtown and Downtown  
**\$12.99**

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**Script Gators T Orange**  
**\$15.99**

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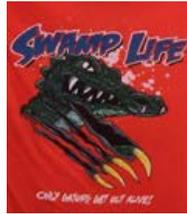
**Script Gators T Royal**  
Also available in White  
**\$15.99**

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**Stay Victorious My Friends T-Shirt**  
Front print showing. "Stay Victorious My Friends" on Back  
**\$16.99**

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**Swamp Life "Get out alive" T-Shirt**  
**\$19.99**

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**Swamp Life "Tailgators" T-Shirt**  
**\$18.99**

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**Swamp Life Surrender the Booty T-Shirt**  
**\$19.99**

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**Tebowing for '06 & '08 T-Shirt**  
**\$19.99**

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**White Neon Gator Frat Tank**  
**\$17.99**

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**Vintage Soft Pell Crest T-Shirt**  
**\$25.99**

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- Golf
- Home & Bedroom
- Jewelry & Wallets
- Juniors/Ladies Wear
- Kids Gear
- Mens Wear

Sweats & Active Wear

Product 1 to 22 of 22  
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Colosseum Gator Performance Zip up Hoody

Front and back print. Performance material, fleece inside. screen print graphics

Regularly: \$49.99  
Now: \$37.50

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Colosseum Vintage Gator Quarter Zip

front and back screen print graphics.

Regularly: \$49.99  
Now: \$37.50

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Florida "F" Zip up Hoody

w/ Florida embroidered on sleeve

Regularly: \$55.00  
Now: \$41.99

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Gator Blue Arch Hoody

Regularly: \$39.99  
Now: \$29.99

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Gator Blue Classic Hoody

Regularly: \$49.99  
Now: \$37.50

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Gator Columbia Flanker Jacket

Polar Fleece Zip up Jacket

\$59.99

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**Gator Dri Fit Nike Pullover Hoody**  
Embroidered logos, front and back  
**Regularly: \$69.99**  
**Now: \$52.50**

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**Gator Grey Classic Hoody**  
**Regularly: \$49.99**  
**Now: \$37.50**

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**Gator Grey Crew Sweatshirt**  
Embroidered graphic  
**Regularly: \$39.99**  
**Now: \$29.99**

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**Gator Head Hoody**  
available in grey, blue and orange  
**Regularly: \$49.99**  
**Now: \$37.50**

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**Gator Knit Headband**  
**\$9.99**

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**Gator Navy Blue Embroidered Hoody**  
**Regularly: \$39.99**  
**Now: \$29.99**

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**Gator Nike Dri Fit Royal Hoody**  
**Regularly: \$69.99**  
**Now: \$52.50**



**Gator Nike Grey Dri Fit Hoody**  
**Regularly: \$69.99**  
**Now: \$52.50**



**Gator Neoprene Croakie**  
**\$5.99**

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**Gator Nike Zip Up Dri Fit Hoodie**  
**Regularly: \$74.99**  
**Now: \$55.99**

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**Gator Orange Screen Print Hoodie**  
**Regularly: \$34.99**  
**Now: \$25.99**

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**Gator Wristbands**  
**\$6.99**

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**Headband**  
**\$6.99**

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**Nike Sideline 1/4 Zip Windbreaker**  
Also available in White  
**\$66.00**

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**UF Grey Zip Up Hoodie**  
Lightweight  
**Regularly: \$44.99**  
**Now: \$33.99**

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**UF White Zip Up Hoodie**

Lightweight  
**Regularly: \$44.99**  
**Now: \$33.99**

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### Gator Hats

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 <p><b>Adjustable Camo F Hat</b> Velcro close <b>\$15.99</b></p> <p><input type="button" value="ADD TO CART"/> <input type="button" value="BUY NOW"/></p>	 <p><b>Adjustable Camo Gator Head Hat</b> <b>\$14.99</b></p> <p><input type="button" value="ADD TO CART"/> <input type="button" value="BUY NOW"/></p>	 <p><b>Camo "F" Visor</b> <b>\$14.99</b></p> <p><input type="button" value="ADD TO CART"/> <input type="button" value="BUY NOW"/></p>
 <p><b>Florida Blue with Orange Adjustable Hat</b> <b>\$14.99</b></p> <p><input type="button" value="ADD TO CART"/> <input type="button" value="BUY NOW"/></p>	 <p><b>Florida Gator Adjustable Hat</b> <b>\$14.99</b></p> <p><input type="button" value="ADD TO CART"/> <input type="button" value="BUY NOW"/></p>	 <p><b>Gameday Camo Adjustable Hat</b> <b>\$16.99</b></p> <p><input type="button" value="ADD TO CART"/> <input type="button" value="BUY NOW"/></p>
		

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Wear

**Gator 3D Logo Hat**  
Stretch Fit  
**\$17.99**

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**Gator Big Logo Snapback**  
**\$21.99**

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**Gator Big Rib Knit Hat**  
**\$17.99**

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**Gator Blue Snapback Hat**  
**\$15.99**

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**Gator Camo Mesh back Hat**  
Adjustable  
**\$17.99**

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**Gator Camo Tonal Piped Adjustable Hat**  
**\$15.99**

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**Gator Charcoal Dri Fit Hat**  
**\$21.99**

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**Gator EZ Knit Hat**  
**\$9.99**

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**Gator Football Helmet Hard Hat**  
complies with OSHA regulations  
**\$34.99**

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**Gator Hat Battle Fade**  
Stretch fit  
**\$19.99**

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**Gator Head Visor**  
**\$14.99**

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**Gator Khaki Adjustable Hat**  
**\$14.99**

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**Gator Knit Headband**  
**\$9.99**

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**Gator Lacrosse Snapback**  
**\$27.99**

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**Gator Nation Hat**  
Adjustable  
**\$15.99**

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**Gator Nike Blue Conference Hat**  
Mesh. Flex Fit Hat  
**\$23.99**

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**Gator Nike Gametime Knit Hat**  
**\$24.99**

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**Gator Nike Knit Retro Hat**  
**\$24.99**

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**PERFORMANCE**  
**Gator Nike Red Zone Visor**  
**\$19.99**

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**Gator Snapback w/ Orange Bill**  
**\$15.99**

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**Gator Stryker Knit Hat**  
**\$15.99**

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**Gators Bandana**  
**\$4.99**

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**Gators Nike Snapback Hat**  
**\$23.99**

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**Nike Black Gators Stretch Fit Hat**  
**\$23.99**

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**Nike Sideline Visor Royal Dri-Fit**  
**\$17.99**

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**Nike Snapback Sugar Bowl Hat**  
**\$25.99**

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**Nike Structured Mesh Back Hat**  
Flex Fit. Structured hat  
**\$21.99**

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**Nike Sugar Bowl Swoosh Flex Hat**  
Flex Fit  
**\$23.99**

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**Orange Adjustable Champs hat**  
Velcro Close  
**\$14.99**

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**Reversible Knit Hat**  
**\$13.99**

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**Swamp Life Camo Fitted Hat**  
**\$24.99**

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**Swamp Life Fitted Pirate Hat**  
**\$24.99**

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**Nike Adjustable F Hat Royal**  
**\$15.99**

Product currently unavailable



**Nike Adjustable Gator Head Hat Royal**  
**\$15.99**

Product currently unavailable



**Nike Sideline Visor White**  
Dri Fit  
**\$17.99**

Product currently unavailable



**Nike Swoosh Flex F Logo Hat Royal**  
**\$19.99**

Product currently unavailable



**Nike Swoosh Flex F Logo Hat White**  
**\$19.99**

Product currently unavailable



**Nike Swoosh Flex Gator Head Hat Royal**  
**\$19.99**

Product currently unavailable



**Relaxed Fit Swamp Life Hat**  
slide adjustable  
**\$22.99**

Product currently unavailable



**Skull Cap**  
**\$13.99**

Product currently unavailable



**Swamp Life Visor**  
**\$19.99**

Product currently unavailable

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### Automotive

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		 <p><b>18 inch Gator Head and Script</b> <b>\$11.99</b></p> <p><input type="button" value="ADD TO CART"/> <input type="button" value="BUY NOW"/></p>	 <p><b>18 inch Script Magnet</b> <b>\$12.99</b></p> <p><input type="button" value="ADD TO CART"/> <input type="button" value="BUY NOW"/></p>	 <p><b>4 inch "F" Magnet</b> <b>\$2.99</b></p> <p><input type="button" value="ADD TO CART"/> <input type="button" value="BUY NOW"/></p>
				

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Wear



**Albert Car Flag**  
Available in Orange and Blue  
**\$9.99**

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**Albert Decal**  
4"x4"  
**\$3.99**

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**Albert Magnet**  
Available in 2", 4", 8", 12"  
**\$1.99**

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**Antenna Flag**  
**\$5.99**

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**Block Gators Sticker**  
Regularly: **\$4.49**  
Now: **\$0.99**

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**Blue Gators Script Decal**  
Available in 2 sizes  
**\$8.99**

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**Bottle Opener Keychain w/ Clip**  
**\$8.99**

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**Camo Vinyl Gator Head Decal**  
**\$10.99**

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**Car Tag Frame: Laser Cut Gator Girl**  
**\$15.99**

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**Car Tag: Gator Head Royal or Orange**  
**\$19.99**

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**Diamond Plate Gator Head Decal**  
**\$8.99**

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**Florida Alumni Black Frame**  
**\$15.99**

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**Florida Alumni Frame.  
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**Florida Gator Arch Decal**  
6 inch x 6 inch  
**\$3.99**

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**Florida Gators Carabiner  
Keychain**  
**\$4.99**

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**Florida Gators Frame  
in Orange and Royal**  
**\$15.99**

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**Florida Gators Rubber  
Keychain**  
**\$3.99**

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**Florida Heart "F"  
Keychain**  
**\$5.99**

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**Florida Strip Vinyl Decal**

1 1/2" x 22 1/2"

**\$9.99**

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**Gator 4 in 1 Antenna Topper**

Can be used as pencil topper, keychain, Backpack hanger, antenna topper

**\$4.99**

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**Gator Alumni Plate available in Black and Royal**

**\$18.99**

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**Gator Alumni Static Decal**

Removable, Reusable, 3"x3"

**\$2.49**

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**Gator Arch Orange Car Flag**

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**Gator Arm Magnet**

**\$19.99**

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**Gator Baseball Decal**

**\$3.99**

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**Gator Baseball Static Decal**

Removable, Reusable, 3"x3"

**\$2.49**



**Gator Basketball Static Decal**

Removable, Reusable, 3"x3"

**\$2.49**



**Gator Car Coaster Air Freshener**

**\$4.99**

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**Gator Charm Keychain**  
**\$4.99**

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**Gator Dad Blue License Plate**  
**\$18.99**

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**Gator Dad Static Decal**  
Removable, Reusable, 3"x3"  
**\$2.49**

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**Gator Dad Vinyl Decal**  
3x3  
**\$4.99**

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**Gator F Decal**  
**\$3.99**

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**Gator Family of Fans Stickers**  
**\$14.99**

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**Gator Flame License Plate**  
**\$22.99**

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**Gator Flip Flop License Plate**  
**\$15.99**

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**Gator Flower License Plate**  
**\$19.99**

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**Gator Football Helmet Magnet**



**Gator Football Player Keychain**



**Gator Football Static Decal**  
Removable, Reusable, 3"x3"

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**Gator Fuzzy Dice**  
**\$6.99**

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**\$5.99**

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**Gator Grandparent Static Decal**  
Removable, Reusable, 3"x3"  
**\$2.49**

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**Gator Head Chrome Decal**  
**\$9.99**

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**Gator Head Glitter License Plate**  
**\$19.99**

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**Gator Head Hitch Cover. Chrome and Black**  
Fits a 2" hitch. available chrome head on chrome or chrome head on black or Camo.  
**\$39.99**

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**Gator Head Magnet**  
2", 4", 8", 12", 18"  
**\$1.99**

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**Gator head mirror keychain**  
**\$5.99**

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**Gator Head on Camo License Plate**  
**\$18.99**

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**Gator Head on Diamond License Plate**  
**\$18.99**

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**Gator Head on Mirror license plate**  
**\$18.99**

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**Gator Head Split Car Flag**  
**\$9.99**

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**Gator head Static Decal**  
Removable, Reusable.  
3"x3"  
**\$2.49**

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**Gator Head Sticker**  
Available in 4 inch and 8 inch  
**\$1.69**

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**Gator Head Vinyl Decal**  
4" long  
**\$4.99**

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**Gator Headrest Cover**  
**\$17.99**

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**Gator Mirror Script License Plate**  
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**Gator Mom License Plate Frame**  
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**Gator Mom Royal License Plate**  
**\$18.99**

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**Gator Mom Static Decal**  
Removable, Reusable.  
3"x3"  
**\$2.49**

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**Gator Mom Vinyl Decal**  
3x3  
**\$4.99**

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**Gator Motorcycle Frame**  
**\$15.99**

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**Gator Nation Car Flag**  
the blue square now has an "F" instead of a Gator head.

**\$9.99**

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**Gator Polka Dot Flip Flop Keychain**

**\$3.99**

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**Gator Rhinestone Chrome Decal**

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**Gator Screw Caps**

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**Gator Script Diamond Keychain**

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**Gator Script Mirror Keychain**

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**Gator Spinner Keychain**

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**Gator Square Lucite Keychain**

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**Gator Stripe Car Flag**  
**\$9.99**

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**Gator Suede Steering Wheel Cover**  
**\$15.99**

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**Gator Surfboard Decal**  
6 inches  
**\$3.99**

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**Gator Swirl Decal**  
**\$4.99**

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**Gator Tracks Decals**  
10 inch  
**\$3.99**

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**Gator Tracks Magnets**  
each claw 6"  
**\$23.99**

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**Gators Beaded Keychain**  
**\$3.99**

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**Gators Breakaway Lanyard**  
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**Gators Camo Script License Plate**  
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**Gators Flames Decal**  
**\$12.99**

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**Gators Flip Flop Decal**  
**\$2.99**

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**Gators Heart "F" License Plate**  
**\$18.99**

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**Gators Musical Keychain**

Plays fight song when you press the button  
**\$8.99**

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**Gators Polka Dot License Plate**  
**\$21.99**

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**Gators PVC Flip Flop Keychain**  
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**Gators Script Black License Plate**  
**\$18.99**

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**Gators Script Decal**  
6" long  
**\$3.99**

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**Gators Sunglasses Visor Clip**  
**\$4.99**

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**Heart Gators Decal**



**Hitch Cover: Color Gator Head on Black,Chrome**

5" x 6"  
**\$5.99**

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**Heart Rhinestone Keychain**  
**\$5.99**

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**or Camo**  
**\$39.99**

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**Hologram Gators Script Decal**  
Available in 2 sizes  
**\$8.99**

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**Holographic Gator Head Decal**  
**\$8.99**

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**Holographic Orange Vinyl Gator Head Decal**  
4" x 6 1/4", 7 1/4" x 11 1/2", 12 1/2" x 19 3/4", 15 1/4" x 23 3/4"  
**\$8.99**

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**Holographic Royal Vinyl Gator Head Decal**  
**\$8.99**

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**I Heart Gators Auto Frame**  
**\$15.99**

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**Keychain: Interlocking UF**  
**\$6.99**

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**Keychain: Laser Cut Rubber Gator Head**  
**\$5.99**

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**Leather Keychain w/ Silver Concho**  
Available in Black, Brown and Camo  
**\$11.99**

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**Love Gators Decal**  
6 inches x 6 inches  
**\$3.99**

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**Magnet: Ribbon**  
**\$5.99**

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**Orange Gators Script Decal**  
Available in 2 sizes  
**\$8.99**

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**Orange Script Gators License Plate**  
**\$18.99**

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**Peace Love Gators Decal**  
2"x6"  
**\$2.99**

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**Pewter Alumni License Plate Frame**  
**\$23.99**

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**Pink Gator Head License Plate**  
**\$18.99**

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**Royal Script Gators License Plate**  
**\$18.99**

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**Sticker: Florida Gators**  
This sticker now has a Gator Head Logo where the Seal Logo used to be.

**\$2.99**

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**Sticker: Seal**  
**\$1.50**

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**Sticker: Semi Circle**  
Regularly: **\$5.99**  
Now: **\$2.99**

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**Sticker: Silver Arch Gators**  
Regularly: **\$4.99**  
Now: **\$2.99**

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**Sticker: University Of Florida With Albert**  
**\$2.99**

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**Swamp Life Gator Head Decal**

Available in Orange, Blue and White. 3 1/2 inch x 14 3/4 inch

**\$17.99**

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**Swamp Life License plate available in Orange and Royal**

**\$19.99**

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**Swamp Life Skull Decal**

Available in Orange, Blue and White. 5 1/2 inch x 15 inch

**\$17.99**

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**Swamp Life Text decal**

6 inches

**\$9.99**

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**Tailgator Magnet**

12" long by 2" high

**\$4.99**

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**University Florida Alumni Frame**

**\$15.99**

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**University of Florida Chrome Frame**

**\$12.99**

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**White Gators Script Decal**

Available in 2 sizes

**\$5.99**

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**White Vinyl Decal Gator Head Outline**

**\$5.99**

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**Window Chalk**

Royal or Orange

**\$4.99**

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**12 inch Running Gator 1 Magnet**

**\$12.99**

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**Albert Sticker**

**\$1.69**

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**Car Tag: Pewter Oval  
Gator Head**  
**\$28.99**

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**Gator Aluminum Diamond  
Plate**  
**\$5.99**

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**Gator Arch Blue Car Flag**  
**\$9.99**

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**Gator Black Aluminum  
License Plate**  
**\$5.99**

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**Gator Camo Aluminum Plate**  
**\$5.99**

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**Gator Camo Car Flag**  
**\$9.99**

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**Gator Valve Stem  
Covers**  
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**Tailgater Hitch Cover**  
**\$39.99**

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### Bags & Pool

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**Gator Quilted Hobo Bag**  
**\$19.99**

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**Gator Quilted Saddle Bag**  
**\$59.99**

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**Gator String Pack**  
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**Gators Quilted Belt Tote Purse**  
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**Gators String Pack**  
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**Nike Gym Bag**  
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**Nike String Backpack**  
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**Plush Albert Backpack**



**Gator Camo String Pack**



**Gator Logo Gym Bag**

**\$27.99**

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**Gator Mini Day Pack**  
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## Christmas

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**Florida Santa Fan Figurine**  
**\$39.99**



**Gainesville Bound Painted Ornament**  
Painted Ornament w/ ribbon  
**\$19.99**



SBO007  
Styrofoam Ball Ornamer  
3" diameter

**Gator Blue Styrofoam Ornament**  
**\$3.99**



**Gator Button Leg Plush Snowman**  
**\$10.99**



**Gator Dangling Tree Topper**  
Available in either Snowman or Santa  
**\$17.99**



**Gator Gameday Ornament**  
Painted Ornament w/ ribbon  
**\$19.99**

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MOR007  
Mascot Ornament  
4" tall

**Gator Mascot Ornament**

**\$6.99**

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MSC007  
Mascot Stocking Ornament  
5" tall

**Gator Mascot Stocking Ornament**

**\$7.99**

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**Gator Metal Snowman Ornament**

**\$2.99**

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**Gator Nutcracker**

**\$39.99**

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PBO007  
Polka Dot Ball Ornament  
4" diameter

**Gator Polka Dot Ball Ornament**

**\$6.99**

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**Gator Quilted Christmas Stocking**

**\$11.99**

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**Gator Stretch Ornament**  
boy and girl available

**\$4.99**

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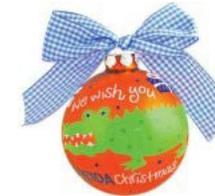
ZBO007  
Zebra Stripe Ball Ornament  
4" diameter

**Gator Zebra Print Ornament**

**\$6.99**

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**Merry Christmas Painted Ornament**

painted Ornament with ribbon

**\$19.99**

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**Merry Little Christmas Ornament**

Painted ornament w/  
ribbon

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**Tis the Season Painted Ornament**

**\$19.99**

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**Wonderful Time of Year Ornament**

**\$19.99**

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## Collectibles

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**"The Swamp" Poster Signed By Steve Spurrier**  
Regularly: \$75.00  
Now: \$49.99



**2006 and 2007 Autographed National Champions Basketballs**  
 Sold as a set only.  
\$5,000.00



**2008 National Champs Football Signed by Urban Meyer**  
Regularly: \$99.99  
Now: \$49.99

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**8 1/2-9 1/2 inch Alligator Head**  
\$24.99



**Albert Shot Glass**  
\$3.99



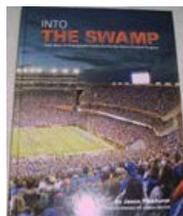
**Gator Head Shot Glass**  
\$3.99

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**Gator Level Shot Glass**  
Gators, Rednecks, Seminoles on one side. Gator head on the other.  
**\$3.99**

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**Into the Swamp Book**  
by Jason Parkhurst. 4 years of pictures of Florida football players, coaches and fans, on the field and in the locker room. Featuring Tim Tebow and Urban Meyer.  
**\$39.99**

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**Large Autograph Football**  
**\$29.99**

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**Pewter Alligator Pocket Knife**  
Comes with case. Single Blade  
**\$37.99**

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- Automotive
- Bags & Pool
- Christmas
- Collectibles
- Florida Keys Vacation Rental
- Gator Hats
- Gator T-shirts
- Golf
- Home & Bedroom
- Jewelry & Wallets
- Juniors/Ladies Wear
- Kids Gear
- Mens Wear

## Golf

Product 1 to 11 of 11  
Page: **1**

---

 <b>3 pack Nylon Golf Club Covers</b> <span style="color: red; font-weight: bold;">\$39.99</span> <input type="button" value="ADD TO CART"/> <input type="button" value="BUY NOW"/>	 <b>50 pack Orange Golf Tees</b> <span style="color: red; font-weight: bold;">\$9.99</span> <input type="button" value="ADD TO CART"/> <input type="button" value="BUY NOW"/>	 <b>Gator Golf Ball 3 Pack</b> <span style="color: red; font-weight: bold;">\$11.99</span> <input type="button" value="ADD TO CART"/> <input type="button" value="BUY NOW"/>
 <b>Gator Golf Cart Cooler Bag</b> <span style="color: red; font-weight: bold;">\$189.99</span> <input type="button" value="ADD TO CART"/> <input type="button" value="BUY NOW"/>	 <b>Gator Golf Stand Bag</b> <span style="color: red; font-weight: bold;">\$129.99</span> <input type="button" value="ADD TO CART"/> <input type="button" value="BUY NOW"/>	 <b>Gator Mascot Golf Club Cover</b> <span style="color: red; font-weight: bold;">\$29.99</span> <input type="button" value="ADD TO CART"/> <input type="button" value="BUY NOW"/>
 <b>Gator Printed Golf Towel</b>	 <b>Gators Golf Club Cover</b>	 <b>Golf Ball Marker/Hat Clip</b>

- Music & Toys
- Nike Products
- Office
- Outdoor & Pet
- Sale Items
- Sweats & Active Wear

**\$9.99**  
[ADD TO CART](#) [BUY NOW](#)

**\$24.99**  
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**\$9.99**  
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**Royal Embroidered Golf Towel**  
**\$14.99**

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**Team Effort Golf Gift Set**  
**\$29.99**

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Product 1 to 11 of 11  
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Gator Shop, 1702 West University Avenue Suite A-1, Gainesville, FL 32603, Toll Free: 1-800-283-7587

# **EXHIBIT I**



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- Home & Bedroom
- Automotive
- Kids Gear
- Mens Wear

### All Categories

- 15 Tim Tebow Merchandise
- Autographed Merchandise
- Automotive
- Bags & Pool
- Christmas
- Collectibles
- Florida Keys Vacation Rental
- Gator Hats
- Gator T-shirts
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- Home & Bedroom
- Jewelry & Wallets
- Juniors/Ladies Wear
- Kids Gear
- Mens Wear

## Home & Bedroom

Product 1 to 194 of 194  
Page: **1**

---



**10 oz Gator Hammock BBQ Sauce**  
Makes great BBQ Pork  
**\$6.99**



**10 oz Gator Hammock Bullgator Sauce**  
Makes great burgers!  
**\$6.99**



**10 oz Gator Hammock Hot Sauce**  
Makes Great Wings!  
**\$6.99**

---



**15 oz Gator Art Pallet Mug**  
**\$10.99**



**15 oz Gator Football Stadium Mug**  
**\$10.99**



**15 oz Gator Letter Art Mug**  
**\$10.99**

---

http://www.gatorshop.com/Gators-Home-Bedroom.htm[12/12/2012 2:50:45 PM]

Opp's NOR0387

- Music & Toys
- Nike Products
- Office
- Outdoor & Pet
- Sale Items
- Sweats & Active Wear



**2 x 3 Gator Bath Mat**  
**\$29.99**

ADD TO CART

BUY NOW



**2006 and 2007 Autographed National Champions Basketballs**  
Sold as a set only.  
**\$5,000.00**

ADD TO CART

BUY NOW



**5 oz Gator Hammock Lethal Gator Sauce**  
**\$5.99**

ADD TO CART

BUY NOW



**5 oz Gator Hammock Swamp Sauce**  
**\$5.99**

ADD TO CART

BUY NOW



**6 ft. Florida Field Runner Rug**  
**\$69.99**

ADD TO CART

BUY NOW



**8 1/2-9 1/2 inch Alligator Head**  
**\$24.99**

ADD TO CART

BUY NOW



**Albert Banner Flag**  
2 Sided  
**\$25.99**

ADD TO CART

BUY NOW



**Albert Clear Tervis Tumbler**  
available in 16oz and 24oz  
**\$12.99**

ADD TO CART

BUY NOW



**Albert Shot Glass**  
**\$3.99**

ADD TO CART

BUY NOW



**Alligator Claw Backscratcher**  
**\$4.99**

ADD TO CART

BUY NOW



**Alligator Flask Set**  
**\$43.99**

ADD TO CART BUY NOW



**Bartender's Bottle Opener**  
Vinyl handle  
**\$7.99**

ADD TO CART BUY NOW



**Brown Wooden Picture Frame**  
4x6 matted picture  
or 5x7 unmatted  
**\$27.99**

ADD TO CART

BUY NOW



**Ceramic Salt n Pepper Shaker**  
**\$19.99**

ADD TO CART BUY NOW



**Cut Out Applique Banner Flag**  
**\$26.99**

ADD TO CART BUY NOW



**Diploma Frame Classic Mahogany with Gold Trim**  
Royal or Black Mat  
**\$199.99**

ADD TO CART

BUY NOW



**Diploma Frame Executive with Mahogany Fillet**  
**\$299.99**

ADD TO CART BUY NOW



**Diploma Frame Petite Mahogany with Gold Foil Seal**  
Royal or Black Mat  
**\$149.99**

ADD TO CART BUY NOW



**Diploma Frame  
Satin Mahogany  
with Gator Head  
Logo Mat**

**\$199.99**

[ADD TO CART](#)

[BUY NOW](#)



**Florida Football Stadium  
Platter**

**\$34.99**

[ADD TO CART](#)

[BUY NOW](#)



**Florida Gator Kindie Fire Cover**

**\$34.99**

[ADD TO CART](#)

[BUY NOW](#)



**Florida Gators  
Striped 3x5 Flag**

**\$19.99**

[ADD TO CART](#)

[BUY NOW](#)



**Football Helmet Key  
Topper**

PVC material. Fits on top of  
your key

**\$6.99**

[ADD TO CART](#)

[BUY NOW](#)



**Football Stadium Canvas**

**\$49.99**

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[BUY NOW](#)



**Garden Gnome  
Cheerleader**

**\$19.99**

[ADD TO CART](#)

[BUY NOW](#)



**Garden Statue**

**\$99.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gator "F" Ice Cube Tray**

**\$16.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gator 24 oz Camo Tervis Tumbler**  
Real Tree Camo.  
with lid  
**\$21.99**

[ADD TO CART](#)  
[BUY NOW](#)



**Gator 24 oz Stadium Cups**  
**\$2.99**

[ADD TO CART](#) [BUY NOW](#)



**Gator 64 oz Travel Mug**  
**\$12.99**

[ADD TO CART](#) [BUY NOW](#)



**Gator Afghan Blanket**  
**\$54.99**

[ADD TO CART](#)  
[BUY NOW](#)



**Gator Albert Napkins**  
50 in a pack  
**\$4.99**

[ADD TO CART](#) [BUY NOW](#)



**Gator Art Glass Lightswitch Cover**  
**\$12.99**

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**Gator Art Glass Table Lamp**  
**\$129.99**

[ADD TO CART](#)  
[BUY NOW](#)



**Gator Balloon Yard Spinner**  
**\$24.99**

[ADD TO CART](#) [BUY NOW](#)



**Gator Band Aids**  
**\$6.99**

[ADD TO CART](#) [BUY NOW](#)



**Gator Bath Towel Set**

Bath Towel, Hand Towel & Washcloth

**\$29.99**

ADD TO CART

BUY NOW



**Gator BBQ Set**

4 piece

**\$39.99**

ADD TO CART

BUY NOW



**Gator Beer Mug**

**\$6.99**

ADD TO CART

BUY NOW



**Gator Beverage Napkins**

25 in a pack

**\$2.99**

ADD TO CART

BUY NOW



**Gator Blue Tervis Tumbler**

w/ Orange Lid. Available in 16oz and 24oz

**\$19.99**

ADD TO CART

BUY NOW



**Gator Blue Tumbler w/ Straw**

**\$9.99**

ADD TO CART

BUY NOW



**Gator Camo Color Coffee Mug**

15 oz

**\$10.99**

ADD TO CART



**Gator Camo Pocket Coozie**

**\$3.99**



**Gator Camo Shot Glass**

**\$8.99**

BUY NOW

ADD TO CART

BUY NOW

ADD TO CART

BUY NOW



**Gator Camo  
Travel Tumbler**

**\$11.99**

ADD TO CART

BUY NOW



**Gator Ceramic Piggy  
Bank**

**\$19.99**

ADD TO CART

BUY NOW



**Gator Ceramic Veggie Platter**

**\$39.99**

ADD TO CART

BUY NOW



**Gator Classic Felt  
Pennant**

**\$34.99**

ADD TO CART

BUY NOW



**Gator Door Hanger**

**\$5.99**

ADD TO CART

BUY NOW



**Gator Etched Wine Glass**

**\$8.99**

ADD TO CART

BUY NOW



**Gator F 16 oz  
Tervis Tumbler**

**\$12.99**

ADD TO CART

BUY NOW



**Gator Fan Cave Sign**

**\$18.99**

ADD TO CART

BUY NOW



**Gator Freezer Mug**

**\$13.99**

ADD TO CART

BUY NOW



**Gator Garden Flag**

**\$11.99**

ADD TO CART

BUY NOW



**Gator Garden Gnome**

**\$19.99**

ADD TO CART BUY NOW



**Gator Garden Stone**

**\$9.99**

ADD TO CART BUY NOW



**Gator Garden Windsock**

**\$11.99**

ADD TO CART

BUY NOW



**Gator Girl Wine Glass**

**\$21.99**

ADD TO CART BUY NOW



**Gator Grill Cover**

**\$59.99**

ADD TO CART BUY NOW



**Gator Grilling Spatula**

**\$24.99**

ADD TO CART

BUY NOW



**Gator Guy Harvey Bottle Suit**

**\$8.99**

ADD TO CART BUY NOW



**Gator Hammock Swamp Mustard**

\*5 oz. mustard, vinegar, sugar, guavas, salt & assorted Peppers

**\$5.99**

ADD TO CART BUY NOW



**Gator Hardboard Coaster Set**

4 to a pack

**\$10.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gator Head 3x5 Flag on White**

**\$19.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gator Head Banner Flag**

**\$14.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gator head Camo Bottle Suit**

**\$7.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gator Head Pilsner**

**\$10.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gator Head Shot Glass**

**\$3.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gator Head Slate Hanging Sign**

**\$12.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gator Head Welcome Mat**

**\$54.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gator Helmet Snack Bowl**

**\$59.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gator Heritage Banner**

**\$29.99**

ADD TO CART

BUY NOW



**Gator High Ball Glass**

**\$13.99**

ADD TO CART

BUY NOW



**Gator iPhone 4 Cover**

**\$24.99**

ADD TO CART

BUY NOW



**Gator Jersey Key Topper**

PVC material

**\$6.99**

ADD TO CART

BUY NOW



**Gator Level Shot Glass**

Gators, Rednecks, Seminoles on one side. Gator head on the other.

**\$3.99**

ADD TO CART

BUY NOW



**Gator Locker Room Sign**

**\$9.99**

ADD TO CART

BUY NOW



**Gator Magnet Clip**

**\$3.99**

ADD TO CART

BUY NOW



**Gator Man Cave Street Sign**

**\$44.99**

ADD TO CART

BUY NOW



**Gator Micro Felt Pennant**

10" long

**\$2.99**

ADD TO CART

BUY NOW



**Gator Mom Mug**  
15 oz  
**\$10.99**

ADD TO CART

BUY NOW



**Gator Music Box**  
plays fight song when you  
open lid

**Regularly: \$39.99**  
**Now: \$19.99**

ADD TO CART

BUY NOW



**Gator Neoprene Bottle Suit**  
**\$5.99**

ADD TO CART

BUY NOW



**Gator Neoprene  
Can Coozie**  
**\$3.50**

ADD TO CART

BUY NOW



**Gator Oval Ceramic  
Platter**  
**\$17.99**

ADD TO CART

BUY NOW



**Gator Oven Mitt/Pot Holder Set**  
**\$19.99**

ADD TO CART

BUY NOW



**Gator Painted  
Pilsner**  
**\$23.99**

ADD TO CART

BUY NOW



**Gator Painted Wine  
Glass**  
**\$21.99**

ADD TO CART

BUY NOW



**Gator Paper Clip Bookmark**  
PVC material  
**\$6.99**

ADD TO CART

BUY NOW



**Gator Paper Plates 8 pack**  
**\$3.99**

ADD TO CART

BUY NOW



**Gator Pillowcase**  
**\$8.99**

ADD TO CART

BUY NOW



**Gator Pink 16 oz Tervis Tumbler**  
**\$12.99**

ADD TO CART

BUY NOW



**Gator Plastic 4 Pack Cups**  
**\$4.99**

ADD TO CART

BUY NOW



**Gator Plastic Drink Pitcher**  
**\$19.99**

ADD TO CART

BUY NOW



**Gator Plastic Table Cover**  
**\$7.99**

ADD TO CART

BUY NOW



**Gator Plastic Travel Mug**  
**\$6.99**

ADD TO CART

BUY NOW



**Gator Plastic Water Bottle**  
**\$4.99**

ADD TO CART

BUY NOW



**Gator Plastic Wine Glass**  
**\$6.99**

ADD TO CART

BUY NOW



**Gator Plastic Wine Glass**  
**\$7.99**

ADD TO CART

BUY NOW



**Gator Pocket Coozie**  
**\$1.99**

ADD TO CART

BUY NOW



**Gator Polka Dot Ceramic Mug**  
15 oz  
**\$10.99**

ADD TO CART

BUY NOW



**Gator Polka Dot Shot Glass**  
**\$8.99**

ADD TO CART

BUY NOW



**Gator Polka Dot Wobbly Mug**  
**\$13.99**

ADD TO CART

BUY NOW



**Gator Quilted Pillow Sham**  
**\$19.99**

ADD TO CART

BUY NOW



**Gator Quilted Storage Box**  
Collapsible  
**\$16.99**

ADD TO CART

BUY NOW



**Gator Script 16 oz Tervis Tumbler**  
**\$12.99**

ADD TO CART

BUY NOW



**Gator Serving Tray**  
**\$19.99**

ADD TO CART

BUY NOW



**Gator Shoelaces**  
**\$4.99**

ADD TO CART

BUY NOW



**Gator Shower Curtain**  
**\$31.99**

ADD TO CART

BUY NOW



**Gator Silicone Muffin Pan**  
**\$23.99**

ADD TO CART

BUY NOW



**Gator Small Sticker Sheet**  
**\$2.99**

ADD TO CART

BUY NOW



**Gator Spirit Coffee Mug**  
**\$11.99**

ADD TO CART

BUY NOW



**Gator Sprinkle seasoning**  
**\$5.99**

ADD TO CART

BUY NOW



**Gator Striped Hardboard Coaster Set**  
4 in a pack  
**\$10.99**

ADD TO CART

BUY NOW



**Gator Swirl Coffee Mug**  
**\$5.99**

ADD TO CART

BUY NOW



**Gator Tape Measure**  
**\$11.99**

ADD TO CART

BUY NOW



**Gator Tervis 12 oz Tumbler**  
**\$12.99**

ADD TO CART

BUY NOW



**Gator Tervis Albert Orange Tumbler w/ Lid**  
Available in 2 sizes  
**\$19.99**

ADD TO CART

BUY NOW



**Gator Tervis Big T Tumbler**  
24 oz  
**\$16.99**

ADD TO CART

BUY NOW



**Gator Tervis Mug**  
17 oz  
**\$16.99**

ADD TO CART

BUY NOW



**Gator Tervis Polka Dot Tumbler w/ Lid**  
24 oz  
**\$21.99**

ADD TO CART

BUY NOW



**Gator Tervis Tall Tumbler**  
16 oz  
**\$12.99**

ADD TO CART

BUY NOW



**Gator Tervis Wrap Tumbler w/ Lid**  
Available in 2 sizes  
**\$16.99**

ADD TO CART

BUY NOW



**Gator Thermometer**  
**\$11.99**

ADD TO CART

BUY NOW



**Gator Toothbrush**  
**\$5.99**

ADD TO CART

BUY NOW



**Gator Travel Tumbler**  
**\$11.99**

ADD TO CART

BUY NOW



**Gator Wall Hanging**  
**\$9.99**

ADD TO CART

BUY NOW



**Gator Wine Bottle Stopper**  
**\$22.99**

ADD TO CART

BUY NOW



**Gator Wooden Painted Picture Frame**  
4x6 Portrait picture  
**\$9.99**

ADD TO CART

BUY NOW



**Gator Woven Basket**  
**\$26.99**

ADD TO CART

BUY NOW



**Gator Zebra Print Ceramic Mug**  
15 oz  
**\$10.99**

ADD TO CART

BUY NOW



**Gator Zipper Pull**  
PVC material  
**\$6.99**

ADD TO CART

BUY NOW



**Gatoropoly**  
**\$24.99**

ADD TO CART

BUY NOW



**Gators 3 Piece Bath Mat Set**  
Includes bath mat, toilet cover and mat  
**\$39.99**

ADD TO CART

BUY NOW



**Gators Blue Ceramic Coaster Set**

**\$16.99**

ADD TO CART

BUY NOW



**Gators Blue Felt Pennant**

30 inches long. Screen printed logos on Felt pennant

**\$8.99**

ADD TO CART

BUY NOW



**Gators Etched Executive Glass**

**\$6.99**

ADD TO CART

BUY NOW



**Gators Orange 3x5 Flag**

**\$19.99**

ADD TO CART

BUY NOW



**Gators Rubber Luggage Tag**

**\$5.99**

ADD TO CART

BUY NOW



**Gators Script Coffee Mug**

**\$5.99**

ADD TO CART

BUY NOW



**Gators Traditions Felt Pennant**

**\$25.99**

ADD TO CART

BUY NOW



**Go Gators "Burlee" Sign**

Burlap wall hanging football. 24 inches across.

**\$38.99**

ADD TO CART

BUY NOW



**Hatching Gator Egg**

**\$3.99**

ADD TO CART

BUY NOW



**House Divided**  
3x5 Flag  
**\$21.99**

ADD TO CART

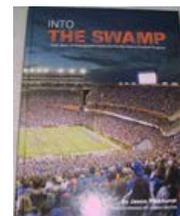
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**How to be a Gator**  
Canvas Magnet  
4"x4" Canvas Magnet.  
**\$9.99**

ADD TO CART

BUY NOW



**Into the Swamp Book**  
by Jason Parkhurst. 4 years of pictures of Florida football players, coaches and fans, on the field and in the locker room. Featuring Tim Tebow and Urban Meyer.  
**\$39.99**

ADD TO CART

BUY NOW



**Keychain:**  
Interlocking UF  
**\$6.99**

ADD TO CART

BUY NOW



**Large Autograph**  
Football  
**\$29.99**

ADD TO CART

BUY NOW



**Large Ceramic Bowl**  
**\$42.99**

ADD TO CART

BUY NOW



**Mini Gators Felt**  
Pennant  
**\$11.99**

ADD TO CART

BUY NOW



**Musical Bottle Opener**  
Plays fight song when you open a bottle  
**\$8.99**

ADD TO CART

BUY NOW



**Nike Gym Bag**  
**\$39.99**

ADD TO CART

BUY NOW



**Nike String Backpack**  
**\$14.99**

ADD TO CART

BUY NOW



**Orange and Blue Yard Flamingos**  
**\$19.99**

ADD TO CART

BUY NOW



**Painted Albert Garden Statue**  
**\$114.99**

ADD TO CART

BUY NOW



**Panoramic Picture of The Swamp**  
13 1/2 X 39  
**\$29.99**

ADD TO CART

BUY NOW



**Polka Dot Can Coozie**  
**\$7.99**

ADD TO CART

BUY NOW



**Polka Dot Gator Travel Tumbler**  
**\$12.99**

ADD TO CART

BUY NOW



**Polka Dot Wooden Picture Frame**  
**\$29.99**

ADD TO CART

BUY NOW



**Silicone Gator Head Cake Pan**  
**\$24.99**

ADD TO CART

BUY NOW



**Small Ceramic Bowl**  
**\$18.99**

ADD TO CART

BUY NOW



**Stadium Pennant**

17 x 40

**\$19.99**

ADD TO CART

BUY NOW



**Stained Glass Landscape Picture Frame**

**\$18.99**

ADD TO CART

BUY NOW



**Stained Glass Portrait Picture Frame**

**\$18.99**

ADD TO CART

BUY NOW



**Swamp Life Bottle Suit**

**\$9.99**

ADD TO CART

BUY NOW



**Swamp Life Pocket Coozie**

**\$5.99**

ADD TO CART

BUY NOW



**Tervis 24 oz Water Bottle**

**\$22.99**

ADD TO CART

BUY NOW



**The Swamp Hook Board**

**\$29.99**

ADD TO CART

BUY NOW



**The Swamp Picture Frame**

**\$18.99**

ADD TO CART

BUY NOW



**Toy Chest**

**\$169.99**

ADD TO CART

BUY NOW



**UF Executive Blocks**

**\$15.99**

ADD TO CART

BUY NOW



**UF Hanging Slate Sign**

**\$12.99**

ADD TO CART

BUY NOW



**Welcome Gator Fans Sign**

**\$10.99**

ADD TO CART

BUY NOW



**What is a Gator?  
Platter**

**\$38.99**

ADD TO CART

BUY NOW



**Gator 42" umbrella**  
**\$17.99**

Product currently unavailable



**Gator Art Glass Nightlight**  
**\$15.99**

Product currently unavailable



**Gator Feeding  
Grounds Sign**  
**\$39.99**

Product currently  
unavailable



**Gator Gingham Kitchen  
Towel**  
**\$9.99**

Product currently unavailable



**Gator Head Crescent Welcome Mat**  
**\$37.99**

Product currently unavailable





**Gator Homegating Bowl**  
**\$9.99**

Product currently unavailable

**Gator Martini Glass**  
**\$9.99**

Product currently unavailable



**Gator Nation Street Sign**  
Authentic Street Sign material  
**\$38.99**

Product currently unavailable



**Gator Neon Wall Light**  
**\$119.99**

Product currently unavailable



**Gator Sculpted Coffee Mug**  
**\$7.99**

Product currently unavailable



**Gator Wall Mounted Bottle Opener**  
**\$14.99**

Product currently unavailable



**Gators 3x5 Camo Flag**  
**\$19.99**

Product currently unavailable



**Magnet To Do List**  
**\$4.99**

Product currently unavailable

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## **EXHIBIT J**



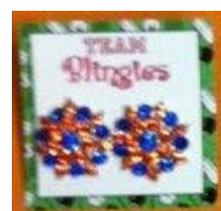
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### Jewelry & Wallets

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 <p><b>Alligator Post Earrings</b> <b>\$3.99</b> <input type="button" value="ADD TO CART"/> <input type="button" value="BUY NOW"/></p>	 <p><b>Alligator Stretch Ring</b> <b>\$14.99</b> <input type="button" value="ADD TO CART"/> <input type="button" value="BUY NOW"/></p>	 <p><b>Ball Hoop Earrings</b> <b>\$7.99</b> <input type="button" value="ADD TO CART"/> <input type="button" value="BUY NOW"/></p>
 <p><b>Beat Button</b> See teams available <b>\$0.99</b> <input type="button" value="ADD TO CART"/> <input type="button" value="BUY NOW"/></p>	 <p><b>Blue Speckled Charm</b> Fits Pandora <b>\$38.00</b> <input type="button" value="ADD TO CART"/> <input type="button" value="BUY NOW"/></p>	 <p><b>Daisy Post Earrings</b> Swarovski Crystal <b>\$14.99</b> <input type="button" value="ADD TO CART"/> <input type="button" value="BUY NOW"/></p>
 <p><b>Gator Bauble Stretch</b></p>		

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**Bracelet**  
**\$15.99**

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**Gator Belly Button Ring**  
**\$11.99**

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**Gator Bling Necklace**  
**\$15.99**

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**Gator Bling Stretch Ring**  
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**Gator Cell Phone Case**  
**\$17.99**

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**Gator Cell Phone Purse**  
Leather. with black strap  
**\$22.99**

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**Gator Charm Bracelet**  
**\$27.99**

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**Gator Charm Necklace**  
**\$29.99**

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**Gator Dangle Earrings**  
**\$7.99**

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**Gator Debossed Long Wallet**  
**\$39.99**

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**Gator Dog Tag Necklace**  
**\$5.99**

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**Gator Double Layer Necklace**  
**\$34.99**

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**Gator Embroidered Bifold Wallet**  
**\$32.99**

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**Gator Head Logo Earrings**  
**\$9.99**

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**Gator Head Necklace**  
**\$7.99**

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**Gator Head Stud Earrings**  
**\$4.99**

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**Gator Ladies Blue Silicone Watch**  
**\$25.99**

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**Gator Layer Bracelet**  
**\$11.99**

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**Gator Leather Cord Hemp Necklace**  
**\$12.99**

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**Gator Leather Debossed Wallet**  
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**Gator Leather Ipad Case**  
**\$24.99**

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**Gator Leather Money Clip  
Wallet**  
**\$22.99**

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**Gator Nylon Wallet w/  
Concho**  
**\$24.99**

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**Gator Mesh Jersey ID Coin  
Purse**  
**\$5.99**

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**Gator Polka Dot Flat  
Wallet**  
**\$21.99**

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**Gator Metal Money Clip**  
**\$7.99**

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**Gator Titanium Bracelet**  
**\$19.99**

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**Gators Multi Cord  
Necklace**  
**\$15.99**

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**Gators Script Earrings**  
See matching Necklace and  
Ring  
**\$15.99**

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**Gators Script Necklace**  
See matching Ring and  
Earrings  
**\$9.99**

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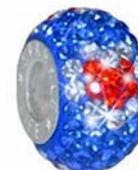
**Gators Script Stretch Ring**  
**\$9.99**

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**Gators Titanium Twist  
Necklace**  
21 inches  
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**Heart Sparkle Life Charm**  
Fits Pandora  
**\$38.00**

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**Leather Embroidered Trifold Wallet**  
**\$32.99**

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**Mini Orange Daisy Earrings**  
**\$14.99**

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**Orange & Blue Bangle Bracelet**  
**\$15.99**

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**Orange & Blue Bling Stretch Ring**  
Swarovski Crystal  
**\$14.99**

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**Orange & Blue Double Daisy Earrings**  
Swarovski Crystal  
**\$14.99**

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**Orange & Blue Spirit Bracelets**  
**\$10.99**

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**Orange & Blue Toe Ring**  
**\$6.99**

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**Orange and Blue Cross Necklace**  
**\$11.99**

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**Orange and Blue Drop Earrings**  
**\$14.99**

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**Orange and Blue Sparkle Dangle Earrings**  
**\$39.99**

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**Orange and Blue Sparkle Stud Earrings**  
**\$32.99**

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**Orange Speckled Charm**  
fits Pandora  
**\$38.00**

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**Rhinestone Ball Earrings**  
Swarovski Crystal  
**\$14.99**

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**Rhinestone Hoop Earrings**  
Swarovski Crystal  
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**Royal Nylon Gator Head Tri Fold Wallet**  
**\$6.99**

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**Sparkle Life Cross Bead**  
**\$38.00**

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**Sparkle Life Flower Bead**  
**\$38.00**

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**Sparkle Life Football Bead**  
**\$38.00**

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**Sparkle Life Gator Bead**  
**\$44.00**

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**Sparkle Life Graduation Cap**  
**\$38.00**

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**Sparkle Life Orange Bead**  
**\$38.00**

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**Sparkle Life Royal Bead**  
**\$38.00**

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**Sparkle Life Royal, Orange and Clear Bead**  
**\$38.00**

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**Sparkle Life Zebra Bead**  
**\$38.00**

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**Stretch Beaded Bunched Ring**  
**\$9.99**

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**Swamp Life 2 Pack Wristbands**  
**\$9.99**

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**Swamp Zoney Silicone Wristband**  
**\$1.50**

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**Wildflower Earrings**  
**\$33.99**

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**Gators Stretch Bracelet**  
**\$9.99**

**Gator Silicone Bracelet**  
purchased separately  
**\$2.99**

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## Juniors/Ladies Wear

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**Blue Embroidered "F" Skirt**  
~~Regularly: \$94.99~~  
**Now: \$69.99**



**Bow on Bow Barrette**  
Available in Orange and Blue  
**\$4.99**



**Embroidered Albert Patch**  
**\$1.50**



**Embroidered Gator Capri Pants**  
~~Regularly: \$119.99~~  
**Now: \$79.99**



**Embroidered Gator Head Patch**  
**\$0.99**



**Florida Blue Glitter Missy T-Shirt**  
Florida written in Orange glitter. Glitter in Gator Head. Also available in Plus sizes  
**\$35.99**

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**Florida Gator Hanky Panky Boy Short Underwear**

Lacy Underwear with Rhinestone Gator Head  
**\$33.99**

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**Florida Gator Hanky Panky Camisole**

Lace camisole with rhinestone gator head. see matching thong and boy short underwear  
**\$51.99**

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**Florida Gator Hanky Panky Thong**

one fit lace thong with rhinestone gator head  
**\$24.99**

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**Florida Gator Kindle Fire Cover**

**\$34.99**

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**Gator 2 pack Barrettes**

**\$5.99**

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**Gator Badge Reel**

**\$4.99**

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**Gator Burnout Tie Dye T-Shirt**

**\$29.99**

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**Gator Cable Knit Slippers**

**\$19.99**

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**Gator Cell Phone Purse**

Leather. with black strap  
**\$22.99**

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**Gator Cotton Pocket Tube Dress**  
Regularly: ~~\$39.99~~  
Now: **\$29.99**

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**Gator Crocs**  
Available in Adult and Kids. Navy Blue with Gator head logo on front, Gators Script logo on heel.  
**\$31.99**

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**Gator Floral Satin Scarf**  
**\$9.99**

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**Gator Gameday Purse**  
100% polyester  
**\$43.99**

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**Gator Head Lapel Pin**  
**\$3.99**

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**Gator Head/Script Tattoos**  
4 pack. Stick on  
**\$2.99**

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**Gator iPhone 4 Cover**  
**\$24.99**

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**Gator Keychain Chapstick Holder**  
**\$5.99**

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**Gator Ladies Fleece Zip up**  
**\$39.99**

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**Gator Ladies Foil T-Shirt**

Foil print  
**Regularly: \$25.99**  
**Now: \$19.99**

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**Gator Ladies Football Jersey**

**\$19.99**

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**Gator Ladies Orange Slick Short**

**\$19.99**

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**Gator Ladies Polar Fleece Pant**

**\$32.99**

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**Gator Ladies Running Jacket**  
performance material. jersey mesh inserts. thumbslots. see matching pants

**\$54.99**

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**Gator Ladies Running Pants**

**\$39.99**

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**Gator Ladies White Tank top**

**Regularly: \$21.99**  
**Now: \$15.99**

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**Gator Lanyard Keystrap**

**\$4.99**



**Gator Nation Pink Rhinestone T-Shirt**

**Regularly: \$24.99**  
**Now: \$18.99**

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**Gator Neoprene Croakie**  
**\$5.99**

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**Gator Orange Nike Replica T-shirt**  
Available in Royal and Orange  
**\$34.99**

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**Gator Polar Fleece Vest**  
**\$34.99**

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**Gator Polka Dot Eyeglass Case**  
**\$9.99**

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**Gator Polka Dot Hairbrush**  
**\$8.99**

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**Gator Polka Dot Memo Pad/Pen**  
**\$15.99**

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**Gator Polka Dot Photo Clutch**  
**\$16.99**

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**Gator Polka Dot Portfolio**  
**\$14.99**

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**Gator Polka Dot Tablet Case**  
**\$13.99**

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**Gator Quilted Cell Phone Holder**

**\$6.99**

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**Gator Quilted Cosmetic Bag**

**\$11.99**

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**Gator Rhinestone Sequin T-Shirt**

**Regularly: \$35.99**

**Now: \$26.99**

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**Gator Scoop Back Grey T-Shirt**

Long Sleeve Tee. Scoop Back. Super Soft Material!

**\$34.99**

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**Gator Shoestring Lanyard**

**\$3.99**

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**Gator Silicone Iphone 4 Case**

**\$24.99**

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**Gator Suede Flip Flops**

Sizes 6-9 are Women's Sizes. 10-13 are Men's Sizes

**\$24.99**



**Gator White Ladies V-Neck**

Lightweight super soft fabric



**Gator Wide Headband**

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**\$32.99**

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BUY NOW

**\$13.99**

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**Gators Blue Slick Shorts**

**\$19.99**

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**Gators Football Purse**

**\$29.99**

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**Gators Juniors Blue Jersey Stripe T-Shirt**

**\$15.99**

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**Gators Juniors Orange Stripe T-Shirt**

**\$15.99**

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**Gators Kickoff Maternity T-Shirt**

**\$36.99**

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**Gators Ladies Nike Sugar Bowl T-Shirt**

**\$24.99**

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**Gators Ladies Rhinestone T-Shirt**  
**Regularly: \$35.99**  
**Now: \$26.99**

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**Gators Missy Tie T-Shirt**

**\$39.99**



**Gators Nike Long Sleeve T-Shirt**

**\$31.99**

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**Gators Nike V-Neck T-Shirt**

available in Blue, Black and White

**\$24.99**

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**Gators Orange Cotton Pocket Dress**

**Regularly: \$41.99  
Now: \$31.99**

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**Gators Orange Glitter V-neck**

**Regularly: \$25.99  
Now: \$18.99**

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**Gators Rhinestone Flip Flops**

**\$24.99**

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**Gators Ribbon Barrette**

**\$7.99**

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BUY NOW



**Gators Small Sport Purse**

Polyester Material, Silver hardware

**\$32.99**

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**Gators White Triblend Nike Tank**

Triblend Racerback tank



**Regularly: \$24.99**  
**Now: \$18.99**

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**Headband**  
**\$6.99**

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**Headband w/ White Bow**  
**\$8.99**

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**Headband with Blue Bow**  
**\$8.99**

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**Khaki Embroidered "F" Skirt**  
**Regularly: \$94.99**  
**Now: \$69.99**

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**Khaki Gator Head Embroidered Skirt**  
**Regularly: \$94.99**  
**Now: \$69.99**

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**Kiss Me I'm a Gator Button**  
**\$0.99**

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**Ladies Garter**  
**\$10.99**

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**Ladies Gator Grey Glitter T-Shirt**  
**Regularly: \$25.99**  
**Now: \$18.99**

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**Ladies Gators Cotton Shorts**  
**\$16.99**

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**Ladies Nike #15 Blue Jersey**



**Ladies Nike #15 Orange Jersey**

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BUY NOW

\$54.99

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Ladies Nike 10K Running Short

\$31.99

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BUY NOW



Ladies Nike Blended V Neck

super soft material

\$27.99

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Let's Go Gators Hurley Tank

Regularly: \$24.99

Now: \$18.99

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Live Love Gators T-Shirt

\$15.99

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BUY NOW



Nike Dri Fit 1/2 Zip Shirt

\$59.99

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BUY NOW



Nike Ladies Crew Sweatshirt

\$54.99

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BUY NOW



Nike Ladies Running Shorts Orange

Dri-Fit

\$33.99

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Nike Replica Tee

Available in Blue and Grey

\$34.99



Nike Tempo Seasonal Running Short

w/ liner. tonal striping on the short

\$37.99

BUY NOW



**Orange & Blue 2 Sided Scarf**  
Lightweight  
**\$8.99**

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**Orange & Blue Ballet Flats**  
**\$21.99**

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**Orange & Blue Fuzzy Footies**  
Non Skid Bottoms  
**\$9.99**

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**Orange and Blue Flower Hairclip**  
**\$9.99**

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**Orange and Blue Hair Clips**  
**\$3.99**

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**Orange and Blue Lacy Garter**  
**\$5.99**

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**Orange and Blue Layer Hair Bow**  
**\$5.99**

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**Orange and Blue Leather Deck Shoes**

Leather deck shoes. Unisex sizing. For Womens sizes, subtract 2 from size. Ex: If you want a Ladies size 8, order a 6.

**\$74.99**



**Orange and Blue Overalls**

**\$49.99**

BUY NOW



**Orange and Blue Ribbon Bunch Hair Bow**  
**\$5.99**

ADD TO CART

BUY NOW

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BUY NOW



**Orange and Blue Split Hair Bow**  
**\$5.99**

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**Orange Embroidered "F" Skirt**  
**Regularly: \$94.99**  
**Now: \$69.99**

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**Orange Glitter Ladies T-Shirt**  
Gators written in glitter. Glitter in Gator head. Also available in Plus Sizes.

**\$35.99**

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**Orange, Blue & White Polka Dot Headband**  
**\$6.99**

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**Orange, Blue and White Ribbon Headband**  
**\$6.99**

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**Plush Albert Backpack**  
**\$27.99**

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**Polka Dot Barrette**  
Available in Orange and Royal



**Polka Dot Bow Tie Hair Bow**

BUY NOW

\$4.99

ADD TO CART

BUY NOW

\$4.99

ADD TO CART

BUY NOW



**Polka Dot Can Coozie**  
**\$7.99**

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BUY NOW



**Polka Dot Garter**  
**\$5.99**

ADD TO CART

BUY NOW



**Polka Dot Gator Flip Flops**  
**\$19.99**

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**Swamp Life Ribbed Tank**  
**\$19.99**

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**Gator Headband**  
**\$5.99**

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**Gator Netbook/Ipad Sleeve 10"**  
**\$27.99**

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**Ladies Nike Dri Fit T-Shirt**  
**\$28.00**

Product currently



**Nike Ladies Running Shorts Royal Dri-Fit**  
**\$33.99**



**Orange and Blue "Spirit" Shades Unisex**  
**\$12.99**

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## Kids Gear

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**4 Pack Gator Eyeblick Tattoo**  
no water needed. stick on.  
**\$2.69**



**4 pack Gator Head Stick on Tattoo**  
No water needed!  
**\$2.69**



**Blue Toddler Gator T-Shirt**  
**\$10.99**

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**Bow on Bow Barrette**  
Available in Orange and Blue  
**\$4.99**



**Children's 4 Piece Football Uniform**  
**\$49.99**



**Cutie Pie Diaper Cover**  
**\$15.99**

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**Feed Me Bib**  
**\$9.99**

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**Florida Blue Arch Kids Tee**  
**\$11.99**

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**Florida Gator Backpack**  
Can hold a 17" laptop  
**\$44.99**

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**Florida Gators Nylon Wallet**  
**\$6.99**

[ADD TO CART](#) [BUY NOW](#)



**Future Gator Bib/Burp Cloth Set**  
**\$9.99**

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**Gator 2 Pack Baby Pacifier**  
**\$5.99**

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**Gator 2 pack Barrettes**  
**\$5.99**

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**Gator 2 Pack Bottles**  
**\$13.99**

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**Gator 3 Piece Cheer Outfit**  
**\$39.99**

[ADD TO CART](#)

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**Gator 5 Piece Kids Dish Set**  
**\$15.99**

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**Gator Baby Camo Romper**  
**\$14.99**

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**Gator Baby Rattle**  
**\$3.99**

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[BUY NOW](#)



**Gator Ballerina Dress**  
**\$31.99**

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**Gator Band Aids**  
**\$6.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gator Big Fan Toddler T-Shirt**  
I may be little, but I'm a big Gator Fan  
**\$12.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gator Blue Camo Knit Cap**  
**\$10.99**

[ADD TO CART](#) [BUY NOW](#)



**Gator Blue Camo Toddler T-Shirt**  
**\$15.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gator Classic Romper**  
Available in Orange and Royal  
**\$13.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gator Crocs**

Available in Adult and Kids. Navy Blue with Gator head logo on front, Gators Script logo on heel.

**\$31.99**

[ADD TO CART](#)

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**Gator Girls Ruffle Skirt**

**\$24.99**

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[BUY NOW](#)



**Gator Grey Kids Athletic T-Shirt**

**\$12.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gator Head Orange Kids T-Shirt**

**\$12.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gator Head/Script Tattoos**

4 pack. Stick on

**\$2.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gator Infant Girls Sleeper**

0-14 lbs

**\$22.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gator Infant Rhinestone Romper**

Rhinestone Gator Head. Available on Orange or Blue

**\$19.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gator Infant Socks**

**\$5.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gator Kids Adjustable Hat**

**\$13.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gator Mesh Baby Bib**  
**\$7.99**

[ADD TO CART](#) [BUY NOW](#)



**Gator Picot Dress Romper**  
**\$17.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gator Plastic Piggy Bank**  
**\$5.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gator Plush Bear**  
Available in Orange and Blue  
**\$7.99**

[ADD TO CART](#) [BUY NOW](#)



**Gator Princess Tiara**  
**\$9.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gator Shoestring Lanyard**  
**\$3.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gator Sippy Cup**  
**\$5.99**

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**Gator Sippy Cups 2 pack**  
**\$15.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gator Toddler Shirt/Short Set**  
**\$18.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gators Kids Stack Bling T-Shirt**  
**\$12.99**

[ADD TO CART](#) [BUY NOW](#)



**Girls Gator Hello Kitty T-Shirt**  
**\$23.99**

[ADD TO CART](#)

[BUY NOW](#)



**Girls Glitter I Heart Gators T-Shirt**  
**\$25.99**

[ADD TO CART](#)

[BUY NOW](#)



**Girls Rhinestone Graffiti T-Shirt**  
**\$19.99**

[ADD TO CART](#) [BUY NOW](#)



**Headband w/ White Bow**  
**\$8.99**

[ADD TO CART](#)

[BUY NOW](#)



**Headband with Blue Bow**  
**\$8.99**

[ADD TO CART](#)

[BUY NOW](#)



**I Heart Gators T-Shirt**  
**\$14.99**

[ADD TO CART](#) [BUY NOW](#)



**I Spit Up Orange & Blue Baby Burp Cloth**  
**\$14.99**

[ADD TO CART](#)

[BUY NOW](#)



**Infant Boys Sleeper**  
0-14 lbs  
**\$22.99**

[ADD TO CART](#)

[BUY NOW](#)



**Infant Knit Cap**

Available in Orange, White and Royal  
**\$6.99**

[ADD TO CART](#) [BUY NOW](#)



**Infant Lacy Headband**

**\$5.99**

[ADD TO CART](#)

[BUY NOW](#)



**Infant Polo Romper**

Available in Orange and Royal  
**\$15.99**

[ADD TO CART](#)

[BUY NOW](#)



**Infant Toddler Jersey T-Shirt**

**\$13.99**

[ADD TO CART](#) [BUY NOW](#)



**Infant/Toddler Blue Florida T-Shirt**

**\$11.99**

[ADD TO CART](#)

[BUY NOW](#)



**Infant/Toddler Orange Football T-Shirt**

**\$11.99**

[ADD TO CART](#)

[BUY NOW](#)



**Kids Gator Basketball Shorts**

Available in Toddler and Youth sizes  
**\$18.99**

[ADD TO CART](#) [BUY NOW](#)



**Kids Gator Spongebob T-Shirt**

**\$18.99**

[ADD TO CART](#)

[BUY NOW](#)



**Kids Gator Stack T-Shirt**

**\$12.99**

[ADD TO CART](#)

[BUY NOW](#)



**Kids Gator Sugar Bowl T-Shirt**  
Super soft material!  
**\$18.99**

[ADD TO CART](#) [BUY NOW](#)



**Kids Gators Blue Distress T-Shirt**  
**\$12.99**

[ADD TO CART](#)

[BUY NOW](#)



**Kids Swamp T-Shirt**  
**\$11.99**

[ADD TO CART](#)

[BUY NOW](#)



**Lil Gator Fan Orange Bib**  
**\$7.99**

[ADD TO CART](#) [BUY NOW](#)



**Lil Monster Infant Toddler T-Shirt**  
**\$14.99**

[ADD TO CART](#)

[BUY NOW](#)



**Nike Cheerleader Dress**  
**\$37.99**

[ADD TO CART](#)

[BUY NOW](#)



**Orange and Blue Hair Clips**  
**\$3.99**

[ADD TO CART](#) [BUY NOW](#)



**Orange Toddler T-Shirt**  
**\$10.99**

[ADD TO CART](#)

[BUY NOW](#)



**Orange, Blue & White Polka Dot Headband**  
**\$6.99**

[ADD TO CART](#)

[BUY NOW](#)



**Orange, Blue and White Ribbon Headband**

**\$6.99**

[ADD TO CART](#) [BUY NOW](#)



**Pink Picot Romper**

**\$15.99**

[ADD TO CART](#)

[BUY NOW](#)



**Plush Albert Backpack**

**\$27.99**

[ADD TO CART](#)

[BUY NOW](#)



**Polka Dot Barrette**

Available in Orange and Royal

**\$4.99**

[ADD TO CART](#) [BUY NOW](#)



**Swamp Zoney Silicone Wristband**

**\$1.50**

[ADD TO CART](#)

[BUY NOW](#)



**Tim Tebow Kids Superman Cape**

**\$13.99**

[ADD TO CART](#)

[BUY NOW](#)



**Gator Headband**

**\$5.99**

Product currently unavailable



**Gator Toddler Polo**

**\$17.99**

Product currently unavailable



**Kids Blue Gator Head T-Shirt**

**\$12.99**

Product currently unavailable



**Lil Gator Baby Bib**  
**\$7.99**

Product currently unavailable



**Pink Infant Knit Cap**  
**\$6.99**

Product currently unavailable

Product 1 to 80 of 80  
Page: **1**

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Gator Shop, 1702 West University Avenue Suite A-1, Gainesville, FL 32603, Toll Free: 1-800-283-7587

## **EXHIBIT M**



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**1-800-283-7587**

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- Kids Gear
- Mens Wear

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- Collectibles
- Florida Keys Vacation Rental
- Gator Hats
- Gator T-shirts
- Golf
- Home & Bedroom
- Jewelry & Wallets
- Juniors/Ladies Wear
- Kids Gear
- Mens Wear

### Mens Wear

Product 1 to 84 of 84  
Page: **1**

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**4 Pack Gator Eyeblack Tattoo**  
no water needed.  
stick on.  
**\$2.69**



**4 pack Gator Head Stick on Tattoo**  
No water needed!  
**\$2.69**



**Albert Navy Tie**  
**\$24.99**

---



**Brown Croc Leather Belt w/ Gator head Concho**  
4 Gator head conchos on belt  
**\$44.99**



**Brown Leather Gator Belt**  
4 Gator head conchos on belt  
**\$44.99**



**Columbia Blue Fishing Shirt**  
**\$59.99**

---

http://www.gatorshop.com/Gator-Mens-Wear.htm[12/12/2012 2:53:16 PM]

Opp's NOR0446

Music & Toys

Nike Products

Office

Outdoor & Pet

Sale Items

Sweats & Active  
Wear



**Columbia  
Bonehead Orange  
Shirt**

**\$59.99**

ADD TO CART

BUY NOW



**Columbia Gator Bonehead Long  
Sleeve Shirt**

Long sleeve cotton shirt. button at  
elbows to make short sleeve

**\$84.99**

ADD TO CART

BUY NOW



**Columbia Tamiami  
Button Up**

Lightweight material

**\$64.99**

ADD TO CART

BUY NOW



**Columbia White  
Fishing Shirt**

**\$59.99**

ADD TO CART

BUY NOW



**Croc Leather Belt with Gator Head  
Concho**

4 Gator head conchos on belt

**\$44.99**

ADD TO CART

BUY NOW



**Embroidered Albert  
Patch**

**\$1.50**

ADD TO CART

BUY NOW



**Embroidered  
Gator Head Patch**

**\$0.99**

ADD TO CART

BUY NOW



**Florida Gator Kindle Fire Cover**

**\$34.99**

ADD TO CART

BUY NOW



**Florida Gators Nylon  
Wallet**

**\$6.99**

ADD TO CART

BUY NOW



**Gator Badge Reel**  
**\$4.99**

ADD TO CART

BUY NOW



**Gator Basketball Shoot Around Shirt**

dri fit material  
**\$59.99**

ADD TO CART

BUY NOW



**Gator Black Basketball Shorts**

8" inseam  
**\$33.99**

ADD TO CART

BUY NOW



**Gator Black Ping Performance Polo**

**\$50.00**

ADD TO CART

BUY NOW



**Gator Blue Silk Shirt**  
**\$89.99**

ADD TO CART

BUY NOW



**Gator Cambridge Tie**  
**\$33.99**

ADD TO CART

BUY NOW



**Gator Cell Phone Case**

**\$17.99**

ADD TO CART

BUY NOW



**Gator Columbia Flanker Jacket**

Polar Fleece Zip up Jacket

**\$59.99**

ADD TO CART

BUY NOW



**Gator Columbia Long Sleeve Tamiami Shirt**

Lightweight fishing shirt. Long Sleeve. button at elbow to make short sleeve

**\$74.99**

ADD TO CART

BUY NOW



**Gator Columbia  
White Polo**  
**\$54.99**

ADD TO CART

BUY NOW



**Gator Crocs**

Available in Adult and Kids. Navy Blue with Gator head logo on front, Gators Script logo on heel.

**\$31.99**

ADD TO CART

BUY NOW



**Gator  
Embroidered/Embossed  
Belt**

Pattern goes all the way around the belt

**\$34.99**

ADD TO CART

BUY NOW



**Gator Football  
Helmet Hard Hat**  
complies with OSHA  
regulations

**\$34.99**

ADD TO CART

BUY NOW



**Gator Head Lapel Pin**

**\$3.99**

ADD TO CART

BUY NOW



**Gator Head Sticker**

Available in 4 inch and 8  
inch

**\$1.69**

ADD TO CART

BUY NOW



**Gator iPhone 4  
Cover**

**\$24.99**

ADD TO CART

BUY NOW



**Gator Lanyard Keystrap**

**\$4.99**

ADD TO CART

BUY NOW



**Gator Leather  
Checkbook Cover**

Available in Brown and  
Black

**\$34.99**

ADD TO CART

BUY NOW



**Gator Leather Flip Flops w/ Concho**  
**\$32.99**

ADD TO CART

BUY NOW



**Gator Leather Ipad Case**  
**\$24.99**

ADD TO CART

BUY NOW



**Gator Leather Magnet Money Clip**  
available in black or brown  
**\$14.99**

ADD TO CART

BUY NOW



**Gator Leather Stamped Belt**  
**\$29.99**

ADD TO CART

BUY NOW



**Gator Metal Money Clip**  
**\$7.99**

ADD TO CART

BUY NOW



**Gator Neoprene Croakie**  
**\$5.99**

ADD TO CART

BUY NOW



PERFORMANCE

**Gator Orange Columbia Polo**  
**\$54.99**

ADD TO CART

BUY NOW



**Gator Orange Silk Shirt**  
**\$89.99**

ADD TO CART

BUY NOW



**Gator Shoestring Lanyard**  
**\$3.99**

ADD TO CART

BUY NOW





**Gator Silicone  
Iphone 4 Case**  
**\$24.99**

ADD TO CART

BUY NOW

**Gator Suede Flip Flops**  
Sizes 6-9 are Women's Sizes. 10-13  
are Men's Sizes

**\$24.99**

ADD TO CART

BUY NOW



**Gator Titanium Bracelet**  
**\$19.99**

ADD TO CART

BUY NOW



**Gator Wristbands**  
**\$6.99**

ADD TO CART

BUY NOW



**Gators Bandana**  
**\$4.99**

ADD TO CART

BUY NOW



**Gators Block Plaid Tie**  
**\$17.99**

ADD TO CART

BUY NOW



**Gators Blue  
Cotton Polo**  
**\$37.99**

ADD TO CART

BUY NOW



**Gators Breakaway Lanyard**  
**\$5.99**

ADD TO CART

BUY NOW



**Gators Delta Stripe  
Polo**  
Cotton polo  
**\$44.99**

ADD TO CART

BUY NOW



**Gators Diamond Pattern Tie**  
**\$23.99**

ADD TO CART

BUY NOW



**Gators Leather/Cord Concho Belt**  
**\$39.99**

ADD TO CART

BUY NOW



**Gators Medallion Tie**  
**\$23.99**

ADD TO CART

BUY NOW



**Gators Men's Plaid Shorts**  
2 Logos. Florida on top back pocket and Gator Head on front.  
**\$44.99**

ADD TO CART

BUY NOW



**Gators Nike Fly Basketball Short**  
**\$31.99**

ADD TO CART

BUY NOW



**Gators Nike White Coaches Polo**  
**\$64.99**

ADD TO CART

BUY NOW



**Gators Oxford Woven Tie**  
**\$33.99**

ADD TO CART

BUY NOW



**Gators Rubber Luggage Tag**  
**\$5.99**

ADD TO CART

BUY NOW



**Gators Script Woven Tie**  
**\$23.99**

ADD TO CART

BUY NOW



**Gators Titanium Twist Necklace**  
21 inches  
**\$29.99**

ADD TO CART

BUY NOW



**Gators White Cotton Polo**  
**\$37.99**

ADD TO CART

BUY NOW



**Headband**  
**\$6.99**

ADD TO CART

BUY NOW



PERFORMANCE

**Nike Black Fly Shorts**  
**\$39.99**

ADD TO CART

BUY NOW



PERFORMANCE

**Nike Gator Hot Jacket**  
Quarter Zip 2012 Sideline Pullover  
**\$54.99**

ADD TO CART

BUY NOW



PERFORMANCE

**Nike Monster Mesh Short**  
**\$32.00**

ADD TO CART

BUY NOW



**Nike Royal Florida Shorts with Orange Trim**  
Dri-Fit

**\$31.99**

ADD TO CART

BUY NOW



**Nike Select Fly Short**  
**\$39.99**

ADD TO CART

BUY NOW



**Nike Sideline 1/4 Zip Windbreaker**  
Also available in White  
**\$66.00**

ADD TO CART

BUY NOW



**Orange and Blue Cross Necklace**

**\$11.99**

ADD TO CART

BUY NOW



**Orange and Blue Leather Deck Shoes**

Leather deck shoes. Unisex sizing. For Womens sizes, subtract 2 from size. Ex: If you want a Ladies size 8, order a 6.

**\$74.99**

ADD TO CART

BUY NOW



**Orange and Blue Overalls**

**\$49.99**

ADD TO CART

BUY NOW



**Orange and Blue Striped Shorts**

**\$44.99**

ADD TO CART

BUY NOW



**Orange and Navy Stripe Two Bits Tie**

**\$22.99**

ADD TO CART

BUY NOW



**Orange Embroidered Gator Shorts**

**\$94.99**

ADD TO CART

BUY NOW



**Pewter Alligator Pocket Knife**

Comes with case. Single Blade

**\$37.99**

ADD TO CART

BUY NOW



PERFORMANCE

**Royal Columbia Gator Polo**

**\$54.99**

ADD TO CART

BUY NOW



**Swamp Zoney Silicone Wristband**

**\$1.50**

ADD TO CART

BUY NOW



**Albert Sticker**  
**\$1.69**

Product currently  
unavailable



**Columbia Khaki Fishing Shirt**  
**\$59.99**

Product currently unavailable



**Gator Mini Day Pack**  
**\$24.99**

Product currently unavailable



**Gator  
Netbook/Ipad  
Sleeve 10"**  
**\$27.99**

Product currently  
unavailable



**Gator Ping Royal Performance Polo**  
**\$50.00**

Product currently unavailable



**Orange and Blue  
"Spirit" Shades**  
Unisex  
**\$12.99**

Product currently unavailable

Product 1 to 84 of 84  
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Gator Shop, 1702 West University Avenue Suite A-1, Gainesville, FL 32603, Toll Free: 1-800-283-7587

**EXHIBIT N**

(4) The Gator Shop

The screenshot shows the Facebook interface for 'The Gator Shop'. At the top, the Facebook logo and navigation bar are visible, including the user name 'Kris Dean Teilhaber' and options for 'Find Friends' and 'Home'. The page header includes 'The Gator Shop', 'Timeline', '2011', and 'Highlights'. A profile picture of the store is shown, along with the name 'The Gator Shop' and statistics: '482 likes · 4 talking about this · 27 were here'. Below this, the 'About' section lists the address: '1702 West University Ave., Suite A-1, Gainesville, FL', phone number '(800) 365-8633', and hours 'Today 9:30 am - 6:00 pm'. There are buttons for 'Photos', 'Likes', and 'Map'. The main content area features a 'Post' box with a 'Submit Query' button and a search field. Below the post box is an 'Activity' section for October, showing 'People Who Like This' (7) and 'Visits' (3). A 'Recent Posts by Others on The Gator Shop' section is followed by a 'Recommendations' box with a 'Write a recommendation...' field and a 'Public' dropdown menu. A 'Likes' section lists several entities: 'University of Florida Track & Field and Cross Country', 'University of Florida Alumni Association', 'University of Florida Lacrosse', 'Support the Florida Gators Football Team 2009', and 'University of Florida Gymnastics'. On the right sidebar, there is a 'Create Page' button, a 'Timeline' section for 2011 with months listed, and a 'Sponsored' section for 'Boots at Zappos!' with the text 'Get fall's hottest selling boots on Zappos. Fast, free shipping and returns!'. A 'Chat (3)' window is also visible.

<http://www.facebook.com/#!/gatorshop?ref=ts>[10/23/2012 2:50:36 PM]

(4) The Gator Shop

The screenshot shows a Facebook page for 'The Gator Shop'. At the top right, there is a navigation bar with 'Education' and a 'LikeUndo' button. A vertical timeline is centered on the page, with a blue tab labeled 'September'. To the left of the timeline, there is a summary box for the month of September. This box includes an 'Activity' icon, the text 'People Who Like This' with a large number '20', and a table with two columns: 'People Talking About This' with the number '24', and 'Visits' with the number '1'. Below the timeline, a blue tab labeled 'Earlier in 2012' is visible. Two posts are shown: one from 'Gainesville Drive-In' dated February 5, and another from 'Sarah Magistro' dated January 13. The Sarah Magistro post contains the text 'HAPPY NEW YEAR FINCHERS AND FAM!!! XOXO' and a 'Like' button.

Education LikeUndo

September

Activity  
September

People Who Like This

20

People Talking About This	Visits
24	1

Earlier in 2012

Gainesville Drive-In ▸ The Gator Shop  
February 5

Sonic Drive-In is BACK! in Gainesville on 39th Ave, Like our Facebook page for free giveaways and coupons... (Gainesville Drive-In)s what it is under

Like

Sarah Magistro ▸ The Gator Shop  
January 13

HAPPY NEW YEAR FINCHERS AND FAM!!! XOXO ▾

Like

[http://www.facebook.com/#!/gatorshop?fref=ts\[10/23/2012 2:50:36 PM\]](http://www.facebook.com/#!/gatorshop?fref=ts[10/23/2012 2:50:36 PM])

(4) The Gator Shop

2011

**The Gator Shop**  
December 31, 2011

Happy New Year!! Clearance sale continues this week!! Check out the \$10.00 polos and hooded sweatshirts at 50% OFF, [www.gatorshop.com](http://www.gatorshop.com)

Like  Share 1

**The Gator Shop**  
March 7, 2011

Spring Break special...20% off online orders 3/7-3/13!! Include the phrase Spring Break in the "special instructions" box when checking out. [www.gatorshop.com](http://www.gatorshop.com).



Like  Share 1

**The Gator Shop**  
January 22, 2011

Gator Basketball game vs. Arkansas. 8:00pm tonight. GO

**The Gator Shop** shared a link.  
March 8, 2011

Please vote for Billy Donovan and the Sebastian Ferrero Foundation to win the coache's challenge. [www.espn.com/infnit](http://www.espn.com/infnit)

<http://www.espn.com/infnit>  
www.espn.com

Like  Share 3 1

**The Gator Shop** shared a link.  
January 22, 2011

20% Entire stock this week at The Gator Shop!!!!!! Visit [www.gatorshop.com](http://www.gatorshop.com)



**Gator Shop - University of Florida Gators apparel, Gator merchandise, Football Sports Wear, t-shirts**  
[www.gatorshop.com](http://www.gatorshop.com)

Buy University of Florida Gators apparel, Gator football merchandise, gear, sports wear, and more.

Like  Share 4

<http://www.facebook.com/#!/gatorshop?ref=ts>[10/23/2012 2:50:36 PM]

Opp's NOR0459

(4) The Gator Shop

GATORS!!!!

Like  Share  3

Joined Facebook

**The Gator Shop**  
November 6, 2010

GO GATORS!!!! Right now UF 27 Vandy 0. Praying for the hurt Vandy player!!

Like  Share  5

**The Gator Shop**  
October 30, 2010



Like  Share

**The Gator Shop**  
October 30, 2010

GO GATORS!!!! Beat Georgia!!!

**The Gator Shop**  
November 6, 2010

[www.gatorshop.com](http://www.gatorshop.com)

Like  Share

**The Gator Shop** shared a link  
October 30, 2010

[www.gatorshop.com](http://www.gatorshop.com) New items available!!!



**Gator Shop - University of Florida Gators apparel, Gator merchandise, Football Sports Wear, t-shirts**  
[www.gatorshop.com](http://www.gatorshop.com)

Buy University of Florida Gators apparel, Gator football merchandise, gear, sports wear, and

Like  Share  1

**The Gator Shop**  
October 30, 2010

[http://www.facebook.com/#!/gatorshop?fref=ts\[10/23/2012 2:50:36 PM\]](http://www.facebook.com/#!/gatorshop?fref=ts[10/23/2012 2:50:36 PM])

(4) The Gator Shop

The screenshot shows a Facebook page for 'The Gator Shop'. The page layout includes a header area with a search bar and navigation links. The main content area displays several posts:

- Post 1 (October 23, 2010):** A text-based announcement: "The Gator Shop is proud to announce that the 2010 Nike Pro Combat Rivalry jersey, t-shirt and hats will be launched and available for order on Monday October 25th. Be the first to order this new merchandise by visiting us online at [www.gatorshop.com](http://www.gatorshop.com) first thing Monday morning. The coaches and players will be wearing these items for the upcoming game against Georgia in Jacksonville next weekend." It has 4 likes.
- Post 2 (October 19, 2010):** A text-based announcement: "This is the Official Gator Shop page. I hope everyone who joined our other Gator Shop page finds this one. We are the ONLY Gator store that is owned and operated by UF ALUMNI!! Go Gators!!" It has 2 likes.
- Post 3 (October 18, 2010):** A link post titled "Tebow jerseys are here. #15 on the front and back. Tebow's name across the back." It includes an image of a blue football jersey with the number 15 and the name 'TEBOW' on the back. The link text is "Gator Shop - University of Florida Gators apparel, Gator merchandise, Football Sports Wear, t-shirts" with the URL [www.gatorshop.com](http://www.gatorshop.com). It has 4 likes.
- Post 4 (October 18, 2010):** A link post titled "Sparkle Life beads are available now!!" It includes an image of a blue football jersey with the number 15. The link text is "Gator Shop - University of Florida Gators apparel, Gator merchandise, Football!" It has 2 likes.

At the top right of the page, there is a large image of an orange and blue baseball cap with the word "Gators" written in blue script on the front. Below this image is a "Like" button and a "Share" button.

<http://www.facebook.com/#!/gatorshop?fref=ts>[10/23/2012 2:50:36 PM]

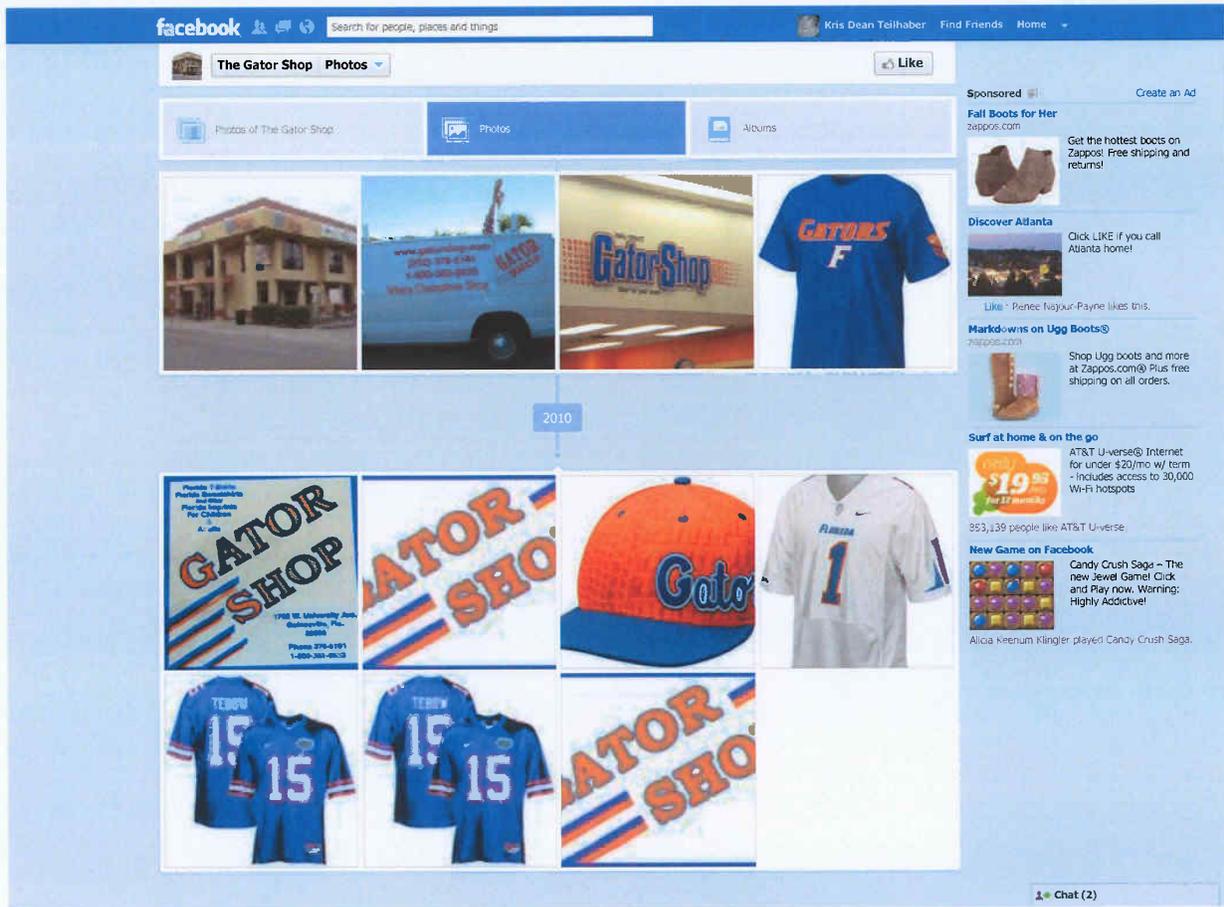
(4) The Gator Shop

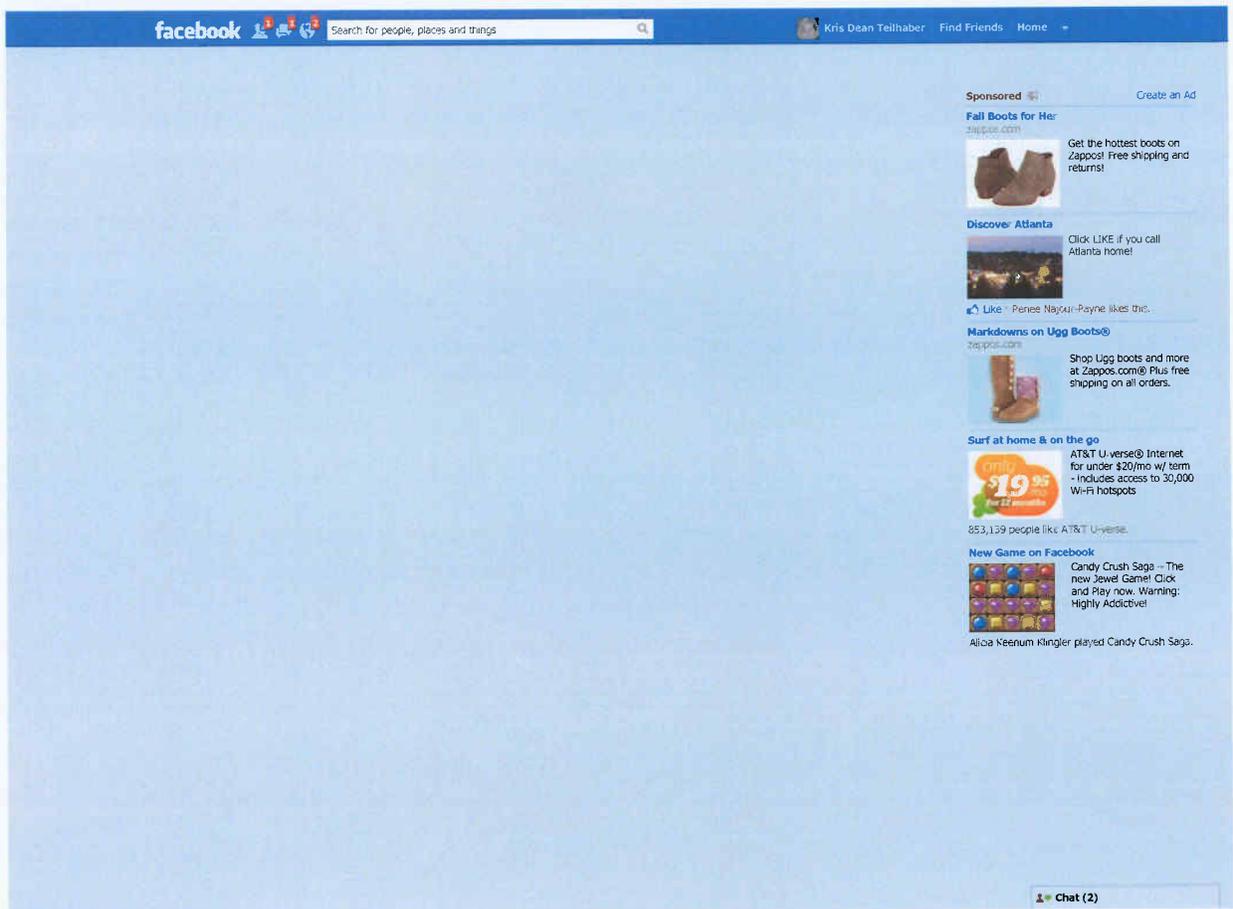


The screenshot shows a Facebook page for 'The Gator Shop'. At the top, there is a blue header with a navigation bar. Below the header, there is a white box containing the text 'Joined Facebook' and 'October 4, 2010'. To the right of this box, there is a blue box with a white background containing a small image of a red and blue gator head, the text 'Sports Wear, t-shirts', the website 'www.gatorshop.com', and a description: 'Buy University of Florida Gators apparel, Gator football merchandise, gear, sports wear, and'. Below this box are buttons for 'Like', 'Comment', and 'Share', and a notification icon with the number '4'. At the bottom of the page, there is a footer with the text 'Facebook © 2012 · English (US)' and a list of links: 'About', 'Create an Ad', 'Create a Page', 'Developers', 'Careers', 'Privacy', 'Cookies', 'Terms', and 'Help'. A small house icon is visible in the bottom left corner.

<http://www.facebook.com/#!/gatorshop?ref=ts>[10/23/2012 2:50:36 PM]

The screenshot shows the Facebook page for 'The Gator Shop'. The page header includes the Facebook logo, a search bar, and the user's name 'Kris Dean Teilhaber'. The main content area is divided into three sections: a map, 'Basic Info', and 'About'. The map shows the location at 1702 West University Ave., Suite A-1, Gainesville, Florida 32603, with a popup window displaying the address, phone number (800) 365-8633, and website (http://www.gatorshop.com). The 'Basic Info' section lists the page's join date (10/04/2010), hours (Monday 9:30 am - 6:00 pm, Saturday 10:00 am - 4:00 pm), parking (Parking Lot), and public transit (RTS nearby). The 'About' section includes the website (www.gatorshop.com) and a promotional message: '15% Discount to ALL UF ALUMNI MEMBERS!!!!'. The right sidebar features sponsored ads for 'Fall Boots for Her' and 'Markdowns on Ugg Boots', along with other recommendations like 'Discover Atlanta' and 'New Game on Facebook'. The footer contains copyright information (Facebook © 2012), language settings (English (US)), and navigation links (About, Create an Ad, Create a Page, Developers, Careers, Privacy, Cookies, Terms, Help). A chat button with 3 notifications is visible in the bottom right corner.





The screenshot shows a Facebook interface for a page named "The Gator Shop". At the top, there is a search bar and navigation links for "Kris Dean Teilhaber", "Find Friends", and "Home". Below the page name, there are tabs for "Photos" and "Albums". The main content area features an album titled "Products" with the subtext "Updated over a year ago". The album contains two items: a white Florida Gators jersey with the number "1" and an orange Gator hat. Below the album, there is a post from "The Gator Shop" dated October 30, 2010, at 4:19pm, with the text "Pro combat rivalry jersey and hat." and a "Like" button. To the right of the main content, there are several sponsored advertisements: "Fall Boots for Her" from zappos.com, "New Game on Facebook" for Candy Crush Saga, "Markdowns on Ugg Boots" from zappos.com, and "Discover Atlanta". At the bottom right, there is a "Chat (3)" button.

The screenshot shows a Facebook profile for Kris Dean Teilhaber. The navigation bar at the top includes the Facebook logo, a search bar, and the user's name. Below the navigation bar, there are three photo galleries: 'Products' (1 photo of blue jerseys with 'TEADW 15' and '15' on them), 'Profile Pictures' (7 photos of a building), and 'Wall Photos' (1 photo of a blue t-shirt with 'GATORS F' on it). To the right, there is a sponsored post for AT&T internet service with the headline 'Internet, unleashed' and a sub-headline 'Surf faster with AT&T Internet for less than \$30/mo for 6 months. No home phone required.' Below the galleries, the footer contains copyright information and links to 'About', 'Create an Ad', 'Create a Page', 'Developers', 'Careers', 'Privacy', 'Cookies', 'Terms', and 'Help'. A chat icon in the bottom right corner shows 'Chat (3)'.

The screenshot shows a Facebook interface. At the top, the Facebook logo and navigation bar are visible, including a search bar and the user's name 'Kris Dean Teilhaber'. Below the navigation bar, there are tabs for 'Photos of The Gator Shop', 'Photos', and 'Albums', with 'Albums' selected. The main content area is titled 'Products' and features an album of two blue football jerseys with the number '15' and the name 'TEBOW'. Below the album, there is a post from 'The Gator Shop' with the text 'Limited quantity of jerseys available. Order now for Christmas!!!' and a date of 'October 18, 2010 at 10:20pm'. To the right of the main content, there are several sponsored advertisements, including 'Fall Boots for Her' from Zappos.com, 'New Game on Facebook' for Candy Crush Saga, and 'Markdowns on Ugg Boots' from Zappos.com. At the bottom right, there is a 'Chat (1)' button.

The screenshot shows a Facebook interface for a page named "The Gator Shop". At the top, the Facebook logo and navigation bar are visible, including a search bar and the user's name "Kris Dean Teilhaber". Below the navigation bar, the page header for "The Gator Shop" includes a "Photos" tab and a "Like" button. The main content area displays a media set with three items: a blue t-shirt with a white "F" logo, a white t-shirt with a blue and orange "1" logo, and a photograph of a building. Below each item are labels and counts: "Wall Photos" (1 photo), "Products" (2 photos), and "Profile Pictures" (7 photos). On the right side, there is a sidebar with a "Like" button, a notification from "Renee Najour-Payne", and an advertisement for "Want a Degree in Atlanta?" from phoenix.edu. At the bottom of the page, there is a footer with "Facebook © 2012 - English (US)", a navigation menu (About, Create an Ad, Create a Page, Developers, Careers, Privacy, Cookies, Terms, Help), and a chat notification for "Chat (1)".

## **EXHIBIT 15**

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

University Athletic Association  
Opposer

vs.

Incentive Marketing, Inc.  
Applicant

Appl. Ser. No.: 85480582

Opposition: 91206761

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**Applicant's Response to Opposer's First Requests For Admissions**

Applicant hereby timely responds to Opposer's First Requests for Admissions with the following listing with answers.

1. Admit that Opposer owns trademark Registration No. 1,222,098.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

2. Admit that Registration No. 1,222,098 is valid.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

3. Admit that Registration No. 1,222,098 is incontestable.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

4. Admit that Opposer began using the GATORS mark reflected in Registration No. 1,222,098 in commerce as early as 1955.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

5. Admit that Opposer's trademark Registration No. 1,222,098 was registered before Applicant adopted Applicant's Mark.

Answer: After reasonable inquiry, the information known to or readily obtainable by

Applicant is insufficient to enable Applicant to admit or deny except that Applicant admits that the publically available information provided by the U.S. Patent and Trademark Office website supports the averment.

6. Admit that Opposer's trademark Registration No. 1,222,098 was registered before Applicant filed Application Serial No. 85/480,582.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny except that Applicant admits that the publically available information provided by the U.S. Patent and Trademark Office website supports the averment.

7. Admit that Applicant was aware of Opposer's GATORS trademark before Applicant filed application Serial No. 85/480,582.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny the fact of Opposer's trademark rights. However, Applicant admits to knowledge of public display of what is claimed by Opposer as its trademark.

8. Admit that Opposer owns trademark Registration No. 2,206,967.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

9. Admit that Registration No. 2,206,967 is valid.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

10. Admit that Registration No. 2,206,967 is incontestable.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

11. Admit that Opposer began using the GATORS mark reflected in Registration No. 2,206,967 in commerce as early as 1955.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

12. Admit that Opposer's trademark Registration No. 2,206,967 was registered before

Applicant adopted Applicant's Mark.

Answer: Denied.

13. Admit that Opposer's trademark Registration No. 2,206,967 was registered before Applicant filed Application Serial No. 85/480,582.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny except that Applicant admits that the publically available information provided by the U.S. Patent and Trademark Office website supports the averment.

14. Admit that Opposer owns trademark Registration No. 2,205,439.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

15. Admit that Registration No. 2,205,439 is valid.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

16. Admit that Registration No. 2,205,439 is incontestable.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

17. Admit that Opposer began using the GATORS (Stylized) mark reflected in Registration No. 2,205,439 in commerce as early as 1979.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

18. Admit that Opposer's trademark Registration No. 2,205,439 was registered before Applicant adopted Applicant's Mark.

Answer: Denied.

19. Admit that Opposer's trademark Registration No. 2,205,439 was registered before Applicant filed Application Serial No. 85/480,582.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny except that Applicant admits that the publically available information provided by the U.S. Patent and

Trademark Office website supports the averment.

20. Admit that Applicant was aware of Opposer's GATORS (Stylized) trademark before Applicant filed application Serial No. 85/480,582.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny the fact of Opposer's trademark rights. However, Applicant admits to knowledge of public display of what is claimed by Opposer as its trademark.

21. Admit that Opposer owns trademark Registration No. 1,228,944.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

22. Admit that Registration No. 1,228,944 is valid.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

23. Admit that Registration No. 1,228,944 is incontestable.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

24. Admit that Opposer began using the Gator Design reflected in Registration No. 1,228,944 in commerce as early as 1980.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

25. Admit that Opposer's trademark Registration No. 1,228,944 was registered before Applicant adopted Applicant's Mark.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny except that Applicant admits that the publically available information provided by the U.S. Patent and Trademark Office website supports the averment.

26. Admit that Opposer's trademark Registration No. 1,228,944 was registered before Applicant filed Application Serial No. 85/480,582.

Answer: After reasonable inquiry, the information known to or readily obtainable by

Applicant is insufficient to enable Applicant to admit or deny except that Applicant admits that the publically available information provided by the U.S. Patent and Trademark Office website supports the averment.

27. Admit that Applicant was aware of Opposer's Gator Design trademark before Applicant filed application Serial No. 85/480,582.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny the fact of Opposer's trademark rights. However, Applicant admits to knowledge of public display of what is claimed by Opposer as its trademark.

28. Admit that Opposer owns trademark Registration No. 2,349,246.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

29. Admit that Registration No. 2,349,246 is valid.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

30. Admit that Registration No. 2,349,246 is incontestable.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

31. Admit that Opposer began using the FLORIDA GATORS mark reflected in Registration No. 2,349,246 in commerce as early as 1977.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

32. Admit that Opposer's trademark Registration No. 2,349,246 was registered before Applicant adopted Applicant's Mark.

Answer: Denied.

33. Admit that Opposer's trademark Registration No. 2,349,246 was registered before Applicant filed Application Serial No. 85/480,582.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny except that Applicant

admits that the publically available information provided by the U.S. Patent and Trademark Office website supports the averment.

34. Admit that Applicant was aware of Opposer's FLORIDA GATORS trademark before Applicant filed application Serial No. 85/480,582.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny the fact of Opposer's trademark rights. However, Applicant admits to knowledge of public display of what is claimed by Opposer as its trademark.

35. Admit that Opposer owns trademark Registration No. 1,225,119.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

36. Admit that Registration No. 1,225,119 is valid.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

37. Admit that Registration No. 1,225,119 is incontestable.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

38. Admit that Opposer began using the FIGHTING GATORS mark reflected in Registration No. 1,225,119 in commerce as early as 1955.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

39. Admit that Opposer's trademark Registration No. 1,225,119 was registered before Applicant adopted Applicant's Mark.

Answer: Denied.

40. Admit that Opposer's trademark Registration No. 1,225,119 was registered before Applicant filed Application Serial No. 85/480,582.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny except that Applicant admits that the publically available information provided by the U.S. Patent and

Trademark Office website supports the averment.

41. Admit that Applicant was aware of Opposer's FIGHTING GATORS trademark before Applicant filed application Serial No. 85/480,5 82.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny the fact of Opposer's trademark rights. However, Applicant admits to knowledge of public display of what is claimed by Opposer as its trademark.

42. Admit that the University's mascot is an alligator.

Answer: Admitted.

43. Admit that the University's school colors are orange and blue.

Answer: Admitted.

44. Admit that the University's school colors have been orange and blue for more than 100 years.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

45. Admit that the University's school colors were orange and blue before Applicant adopted Applicant's Mark.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

46. Admit that the University's school colors were orange and blue before Applicant filed Application Serial No. 85/480,582.

Answer: Admitted.

47. Admit that Applicant owns trademark rights in its Orange-and-Blue color scheme.

Answer: Admitted to the extent that those colors are incorporated into Applicant's trademark incorporating the words GATOR SHOP.

48. Admit that Applicant's retail store is located at 1702 W. University Ave A-1, Gainesville, Florida 32603.

Answer: Admitted.

49. Admit that Applicant's retail store was located within one (1) mile of the University's campus.

Answer: Admitted.

50. Admit that Applicant owns the website located at [www.gatorshop.com](http://www.gatorshop.com).

Answer: Admitted.

51. Admit that the website [www.gatorshop.com](http://www.gatorshop.com) is Applicant's online retail store.

Answer: Admitted.

52. Admit that Applicant's website features Applicant's Mark.

Answer: Denied.

53. Admit that Applicant's website depicts Applicant's Mark in an orange and blue color scheme.

Answer: Denied, however, Applicant admits that the colors blue and orange are used in Applicant's website.

54. Admit that Applicant's website incorporates an orange and blue color scheme.

Answer: Denied, however, Applicant admits that the colors blue and orange are used in Applicant's website.

55. Admit that Applicant's website offers merchandise for sale licensed by the University.

Answer: Admitted.

56. Admit that Applicant's website offers for sale merchandise not licensed by the University.

Answer: Admitted.

57. Admit that Applicant's website offers for sale merchandise featuring Opposer's Marks.

Answer: Denied except that Applicant admits that Applicant's website offers for sale at least one product displaying one of Opposer's Marks.

58. Admit that the attached Exhibits A-M consists of screenshots of Applicant's website.

Answer: Denied. Applicant has no knowledge of the origin of the images in the Exhibits. However, Applicant admits that the product images and information contained on the Exhibit appears to duplicate that found on Applicant's website.

59. Admit that the merchandise shown in the attached Exhibit A from <http://www.gatorshop.com/Gator—T-Shirts.htm> are all licensed by the University.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

60. Admit that the merchandise shown in the attached Exhibit B from <http://www.gatorshop.com/Gators-Sweats-Active-Wear.htm> are all licensed by the University.

Answer: Admitted.

61. Admit that the merchandise shown in the attached Exhibit C from <http://www.gatorshop.com/Gator—Hats.htm> are all licensed by the University.

Answer: Admitted.

62. Admit that the merchandise shown in the attached Exhibit D from <http://www.gatorshop.com/Florida—Gators—Automotive.htm> are all licensed by the University.

Answer: Denied.

63. Admit that the merchandise shown in the attached Exhibit E from <http://www.gatorshop.com/Gator-Bags-Pool.htm> are all licensed by the University.

Answer: Admitted.

64. Admit that the merchandise shown in the attached Exhibit F from <http://www.gatorshogcom/Florida-Gator-Christmashtm> are all licensed by the University.

Answer: Admitted.

65. Admit that the merchandise shown in the attached Exhibit G from <http://www.gatorshop.com/Florida-Gator—Collectibles.htm> are all licensed by the University.

Answer: Denied.

66. Admit that the merchandise shown in the attached Exhibit H from <http://www.gatorshop.com/Gator—Golf.htm> are all licensed by the University.

Answer: Admitted.

67. Admit that the merchandise shown in the attached Exhibit I from <http://www.gatorshop.com/Gators-Home-Bedroom.htm> are all licensed by the University.

Answer: Denied.

68. Admit that the merchandise shown in the attached Exhibit J from <http://www.gatorshop.com/Florida—GatorsJewelry-Wallets.htm> are all licensed by the University.

Answer: Denied.

69. Admit that the merchandise shown in the attached Exhibit K from

<http://www.gatorshop.com/Gator—Ladies—Wear.htm> are all licensed by the University.

Answer: Denied.

70. Admit that the merchandise shown in the attached Exhibit L from <http://www.gatorshop.com/Gators-Kids-Gear.htm> are all licensed by the University.

Answer: Denied.

71. Admit that the merchandise shown in the attached Exhibit M from <http://www.gatorshop.com/Gator—Mens-Wear.htm> are all licensed by the University.

Answer: Denied.

72. Admit that Applicant's website features the 2012 Football Schedule for the University's GATORS football team.

Answer: Admitted.

73. Admit that persons familiar with the University have come to recognize Opposer's Marks as a symbol of the University.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

74. Admit that prior to Applicant's date of first use, Opposer's Marks have acquired a high degree of recognition and fame as symbols of high quality products and services offered by Opposer.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

75. Admit that Opposer's Marks are well-known throughout the United States.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

76. Admit that Opposer's Marks are famous throughout the United States.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

77. Admit that the public is familiar with and identifies Opposer's Marks with Opposer.

Answer: After reasonable inquiry, the information known to or readily obtainable by

Applicant is insufficient to enable Applicant to admit or deny.

78. Admit that the public perceives goods and services offered under Opposer's Marks as originating from Opposer.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

79. Admit that Applicant's Mark incorporates the term "GATOR."

Answer: Admitted.

80. Admit that Applicant's Mark incorporates Opposer's GATOR mark.

Answer: Denied.

81. Admit that the term "GATOR" in Applicant's Mark refers to Opposer.

Answer: Denied.

82. Admit that Applicant's Mark creates the same commercial impression as Opposer's Marks.

Answer: Denied.

83. Admit that the services cited in Application Serial No. 85/480,582 are similar to the goods and services offered under Opposer's Marks.

Answer: Denied.

84. Admit that the services cited in Application Serial No. 85/480,582 are directly competitive to those offered under Opposer's Marks.

Answer: Denied.

85. Admit that the services cited in Application Serial No. 85/480,582 are offered to the same class of purchasers as the goods and services offered under Opposer's Marks.

Answer: Admitted.

86. Admit that Applicant's consumers include fans of the University.

Answer: Admitted.

87. Admit that Applicant's consumers include alumni of the University.

Answer: Admitted.

88. Admit that Applicant's consumers include students of the University.

Answer: Admitted.

89. Admit that licensed goods featuring Opposer's Marks are sold in online retail stores.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

90. Admit that licensed goods featuring Opposer's Marks are sold in retail stores.

Answer: Admitted.

91. Admit that Applicant's Mark is confusingly similar to Opposer's Marks.

Answer: Denied.

92. Admit that Opposer will be damaged by the registration of Applicant's Mark because it is confusingly similar to Opposer's Marks.

Answer: Denied.

93. Admit persons familiar with Opposer's Marks are likely to believe erroneously that products bearing or services associated with Applicant's Mark are those of Opposer or are endorsed, sponsored, or licensed by Opposer.

Answer: Denied.

94. Admit that consumers are likely to believe that there is a connection, association, or affiliation between Applicant and Opposer because of the similarities between Applicant's Mark and Opposer's Marks.

Answer: Denied.

95. Admit that Opposer has used Opposer's Marks in connection with apparel and merchandise.

Answer: Denied.

96. Admit that Opposer has used Opposer's Marks in connection with an online retail store.

Answer: Denied.

97. Admit that Opposer has used Opposer's Marks in connection with a retail store.

Answer: Denied.

98. Admit that Applicant was aware of Opposer's Marks before Applicant filed Application Serial No. 85/480,582.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny the fact of Opposer's trademark rights. However, Applicant admits to knowledge of public display of what is

claimed by Opposer as its trademarks.

99. Admit that Applicant was aware of Opposer's Marks before Applicant adopted Applicant's Mark.

Answer: Denied.

100. Admit that Opposer has never given Applicant permission to use Opposer's GATOR mark.

Answer: Denied.

101. Admit that Opposer has never given Applicant permission to use Opposer's GATOR (Stylized) mark.

Answer: Admitted.

102. Admit that Opposer has never given Applicant permission to use Opposer's Gator Design marks.

Answer: Admitted

103. Admit that Opposer has never given Applicant permission to use Opposer's Orange-and-Blue color scheme.

Answer: Admitted.

104. Admit that Opposer has never given Applicant permission to use any of Opposer's Marks.

Answer: Admitted.

105. Admit that Opposer has never given Applicant permission to register Applicant's Mark.

Answer: Admitted.

106. Admit that Opposer has at all times diligently protected its trademark rights in Opposer's Marks.

Answer: After reasonable inquiry, the information known to or readily obtainable by Applicant is insufficient to enable Applicant to admit or deny.

107. Admit that Applicant selected Applicant's Mark because of its similarity to Opposer's Marks.

Answer: Denied.

108. Admit that Applicant selected Applicant's Mark because the public is familiar with

Opposer's Marks.

Answer: Denied.

109. Admit that Applicant selected Applicant's Mark to refer to Opposer.

Answer: Denied.

110. Admit that Applicant selected Applicant's Mark to falsely suggest an affiliation, sponsorship, or endorsement by Opposer.

Answer: Denied.

111. Admit that the attached Exhibit N is a screenshot of Applicant's Facebook Page.

Answer: Applicant did not receive an Exhibit N, but will respond if it is delivered.

112. Admit that Applicant is offering goods for sale through Applicant's Facebook Page, as depicted in the attached Exhibit N.

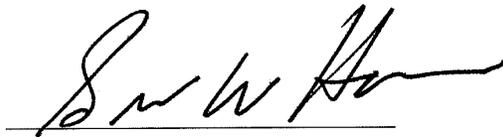
Answer: Applicant did not receive an Exhibit N, but will respond if it is delivered.

113. Admit that Applicant's Facebook Page incorporates Opposer's Orange-and-Blue color scheme.

Answer: Denied.

114. Admit that Applicant's Mark as shown in the attached Exhibit N incorporates Opposer's Orange-and-Blue color scheme.

Answer: Denied.



Sven W. Hanson

Date 1/15/2013

Attorney for Applicant

Reg. No. 36,546

352-375-0082

PO Box 357429

Gainesville, FL 32635-7429

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**CERTIFICATE OF SERVICE**

I hereby certify that the above **Applicant's Response to Opposer's First Requests For Admissions** has been served upon the Opposer by transmitting a copy of the document by first class mail to: Alicia Grahn Jones; KILPATRICK TOWNSEND & STOCKTON LLP; 1100 Peachtree Street, Suite 2800; Atlanta, GA 30309 on January 15, 2013



Sven W. Hanson      date 1/15/2013

## **EXHIBIT 16**

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

University Athletic Association  
Opposer

vs.

Incentive Marketing, Inc.  
Applicant

Appl. Ser. No.: 85480582

Opposition: 91206761

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**Applicant's Supplemental Response to  
Opposer's First Requests For Admissions**

Applicant hereby provides supplemental response to Opposer's First Requests for Admissions as modified and amended by Opposer in the correspondences of February 6, 2013 and February 21, 2013 from Opposer's representative to attorney for Applicant. Where no statement or answer is made here respecting a particular request, Applicant's prior response is intended to be unchanged.

**REQUEST FOR ADMISSIONS:**

52. Admit that Applicant's website features Applicant's Mark.

Answer: Admit.

57. Admit that Applicant's website offers for sale merchandise featuring Opposer's Marks.

Request No. 57 calls for Incentive Marketing to admit that Applicant's website offers for sale merchandise featuring Opposer's Marks. Incentive Marketing denies this request, but admits that Applicant's website offers for sale at least one product displaying one of Opposer's Marks. For purposes of clarification, the University is requesting that Incentive Marketing admit that Applicant's website offers for sale merchandise featuring one or more of Opposer's Marks. Accordingly, Incentive Marketing should amend its response to Request No. 53 from "deny" to "admit."

Answer: Admit.

58. Admit that the attached Exhibits A-M consists of screenshots of Applicant's website.

Answer: Admit.

95. Admit that Opposer has used Opposer's Marks in connection with apparel and merchandise.

Request No. 95 calls for Incentive Marketing to admit that Opposer has used Opposer's Marks in connection with apparel and merchandise. Incentive Marketing denies this request on the basis that it is not aware of any one product that bears all of Opposer's Marks. For purposes of clarification, the University is requesting that Incentive Marketing admit that Opposer has used one or more of Opposer's Marks in connection with apparel and merchandise, but not necessarily all on the same product. Accordingly, Incentive Marketing should amend its response to Request No. 53 from "deny" to "admit."

Answer: Admit.

111. Admit that the attached Exhibit N is a screenshot of Applicant's Facebook Page.

Answer: Admit.

112. Admit that Applicant is offering goods for sale through Applicant's Facebook Page, as depicted in the attached Exhibit N.

Answer: Admit.

/sven w hanson 36546/

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Sven W. Hanson  
Attorney for Applicant  
Reg. No. 36,546  
352-375-0082  
PO Box 357429  
Gainesville, FL 32635-7429

Date: March 1, 2013

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**CERTIFICATE OF SERVICE**

I hereby certify that the above **Applicant's Supplement Response to Opposer's First Requests For Admissions** has been served upon the Opposer by transmitting a copy of the document by first class mail to: Alicia Grahn Jones; KILPATRICK TOWNSEND & STOCKTON LLP; 1100 Peachtree Street, Suite 2800; Atlanta, GA 30309 on March 1, 2013

/sven w hanson 36546/

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Sven W. Hanson      date    March 1, 2013

**EXHIBIT 17**

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

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

**OPPOSER’S FIRST SET OF INTERROGATORIES**

Opposer University Athletic Association, Inc., through counsel and pursuant to Rule 2.120 of the Trademark Rules of Practice and Rule 33 of the Federal Rules of Civil Procedure, hereby requests that Applicant Incentive Marketing, Inc. d/b/a Gator Shop, answer the following Interrogatories, under oath and in writing, within thirty (30) days after service hereof.

**DEFINITIONS**

A. “Opposer” or “University” shall mean University Athletic Association, Inc., its affiliated corporations and entities including the University of Florida, and its officers, directors, employees, agents, attorneys, subsidiaries, predecessors in interest and any other person or entity acting on its behalf or subject to its control, with respect to Opposer’s Marks.

B. “Board” shall mean the Trademark Trial and Appeal Board.

C. “Applicant” shall mean, collectively, Incentive Marketing, Inc. d/b/a Gator Shop, its predecessors or successors in interest with respect to Applicant’s Mark, any agent, officer or employee of Incentive Marketing, Inc., including Owner and President Joe Fincher, and any other person or entity acting on behalf of Incentive Marketing, Inc. or subject to the control of Incentive Marketing, Inc. with respect to Applicant’s Mark.

D. “Applicant’s Mark” shall mean the GATOR SHOP mark that is the subject of United States Trademark Application Serial No. 85/480,582, published in the May 1, 2012 Official Gazette, for use in connection with “On-line retail store services featuring a wide variety of consumer goods of others; Retail shops featuring clothing, sports team clothing, and a wide range of consumer goods of others” in International Class 35.

E. “Opposer’s Marks” shall mean all registered and unregistered trademarks owned by Opposer incorporating or consisting of the marks GATORS and GATOR marks, for various Gator designs, and for the Orange-and-Blue Color Scheme, including but not limited to those marks described in Paragraphs 6-20 of the Notice of Opposition.

F. “University’s Gator Mascot” shall mean the University of Florida’s alligator mascot, including whether depicted in word form (GATOR), design form, or as a live or plush animal.

G. “Documents” shall mean writings, drawings, graphs, charts, photographs, phone records, stored and retained electronic communications (including but not limited to electronic mail and instant messaging communications) and other data compilations from which information can be obtained and translated (if necessary) through detection devices into reasonably usable form, including but not limited to correspondence, memoranda (including internal memoranda), handwritten notes, rough drafts, business records, summaries, calendars, appointment books, expense vouchers, receipts, telephone records, message slips, logs, diaries, time sheets, time records, computer printouts, computer lists, computer diskettes and computer indices that are in Applicant’s possession, custody or control.

H. “Identify” with respect to a person shall mean to provide the following information to the extent known: the name, job title, current or last known home address and

home telephone number, last known place of employment, and the address and telephone number of such place of employment.

I. “Identify” with respect to a business entity shall mean to provide the name of such business entity, its last known address and telephone number, the jurisdiction under whose laws it is organized and the jurisdiction in which it maintains its principal place of business.

J. “Identify” with respect to a document shall mean to provide, to the extent known, the following information: the title and date of the document, if any, its author, addressees and recipients, and a description of its contents.

K. “Person” shall mean any natural person, group of natural persons, corporation, company, unincorporated association, partnership, joint venture, or other business, legal or governmental entity or association.

L. The conjunctive form “and” and the disjunctive form “or” shall be mutually interchangeable and shall not be construed to limit any Interrogatory.

M. The terms “any” and “all” shall be mutually interchangeable, and the use of words either in the singular or plural shall be mutually interchangeable, and the use of words either in the singular or plural in the following Interrogatories shall not be construed to limit any Interrogatory.

N. “Concerning” shall mean connected with, dealing with, in reference to, referring to, regarding, relating to, relative to, respecting, touching, touching on, discussing, or referencing.

O. “Officers” shall mean all current or former officers of Incentive Marketing, Inc.

P. “Employees” shall mean all current or former employees of Incentive Marketing, Inc.

Q. “Exhibits A-M” shall mean the exhibits attached to Opposer’s First Requests For Admission, served contemporaneously herewith.

**INSTRUCTIONS**

A. If Applicant refuses to answer any Interrogatory in whole or in part based on a claim that any privilege applies to the information sought, state the privilege and describe the factual basis for Applicant’s claim of privilege with such specificity as will permit the Board to determine the legal sufficiency of the claim of privilege.

B. Each paragraph and subparagraph hereof and the definitions herein are to be construed independently, and not by or with reference to any other paragraph or subparagraph or definition herein if such construction would limit the scope of any particular Interrogatory or the subject matter thereof.

C. If any of these Interrogatories cannot be answered in full, answer to the fullest extent possible, specifying the reason for Applicant’s inability to answer the remainder, and stating what information, knowledge or belief Applicant has concerning the unanswered portion.

D. These Interrogatories shall be deemed to be continuing. Applicant is under a duty to supplement, correct or amend Applicant’s response to any of these Interrogatories if Applicant learns that any response that is in some material respect incomplete or incorrect and if the additional or corrective information has not otherwise been made known to Opposer during the discovery process or in writing.

E. The time frame for each Interrogatory shall be from the date of first use of Applicant’s Mark.

**INTERROGATORIES**

1. Describe the process through which Applicant selected Applicant’s Mark,

identifying each person involved in such process.

2. Identify the person who coined Applicant's Mark.
3. Identify all steps taken by Applicant to determine whether Applicant's Mark infringed or infringes the rights of Opposer or any other party, including but not limited to any investigation or search that has been conducted.
4. Identify each person who has been involved in the advertising, marketing, or promotion of goods or services offered or to be offered under Applicant's Mark.
5. Identify each advertising agency or third party that Applicant has retained to advertise or promote the sale of goods or services offered or to be offered in connection with Applicant's Mark, and for each such agency, identify the person responsible for such advertising and promotion and describe their role.
6. Identify (by title, name of publication or entity, and type of media) each medium through which any goods or services have been marketed, advertised, or promoted under Applicant's Mark and, for each category of goods or services, state the dates on which such marketing, advertising, or promotion occurred or is scheduled to occur.
7. List all goods or services offered or to be offered under Applicant's Mark.
8. For each category of goods or services offered or to be offered under Applicant's Mark, identify and describe the channels of trade currently employed, or reasonably likely to be employed, in such sale.
9. Identify the unlicensed products in **Exhibits A-M**.
10. Identify the specific geographic regions where Applicant has sold, offered for sale, or intends to offer for sale goods or services under Applicant's Mark.
11. Describe the target or typical customers of goods or services offered or to be

offered under Applicant's Mark.

12. Identify each customer who purchased goods or services under Applicant's Mark.

13. Identify each person to whom communications from customers, potential customers, distributors, retailers, or members of the public regarding goods or services sold under Applicant's Mark is now or would be routed by Applicant.

14. Identify each person that has suggested in any way a belief that any goods or services offered or to be offered under Applicant's Mark originated from, are sponsored, licensed, or otherwise affiliated with Opposer or goods or services offered under any of Opposer's Marks.

15. State whether any customers or potential customers have asked whether any goods or services offered or to be offered under Applicant's Mark are licensed, approved, sponsored, or otherwise authorized by Opposer, and, if so, provide the nature of the conversation, correspondence, communication, and the date(s) of occurrence.

16. Identify each person Applicant may call as an expert witness in this proceeding and, with respect to each such expert, describe with particularity the subject matter about which the expert is expected to testify.

17. Identify all officers of Applicant, including dates of employment with Applicant, all positions held during employment, the dates each position was held, and the city and state where each officer resides.

18. Identify all employees of Applicant, including dates of employment with Applicant, all positions held during employment, the dates each position was held, and the city and state where each employee resides.

19. Identify all domain names owned by Applicant.

20. Identify the dates on which each of Applicant's officers first became aware of the existence of Opposer and each of Opposer's Marks.

21. Identify any actual or threatened litigation or administrative proceedings involving allegations of trademark infringement, unfair competition, or dilution, to which Applicant or any of its officers is or was a party.

22. Identify each person (other than counsel) who participated in any way in the preparation of responses to these Interrogatories.

Dated: December 12, 2012

/Rosaleen H. Chou/  
Alicia Grahn Jones  
Rosaleen H. Chou  
Harris W. Henderson  
KILPATRICK TOWNSEND & STOCKTON LLP  
1100 Peachtree Street  
Suite 2800  
Atlanta, Georgia 30309-4530  
(404) 815-6500  
*Attorneys for Opposer*

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

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

**CERTIFICATE OF SERVICE**

I hereby certify that a true and correct copy of the foregoing OPPOSER’S FIRST SET OF INTERROGATORIES has been served on counsel for Applicant by mailing a copy on December 12, 2012 via first Class Mail, postage pre-paid, and addressed as follows:

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

/Rosaleen H. Chou/  
*Attorney for Opposer*

## **EXHIBIT 18**

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

University Athletic Association  
Opposer

vs.

Incentive Marketing, Inc.  
Applicant

Appl. Ser. No.: 85480582

Opposition: 91206761

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**Applicant's Responses and Objections to Opposer's First Set of Interrogatories**

Applicant, Incentive Marketing, Inc. answers Opposer's first set of interrogatories according to Rule 33 of the Federal Rules of Civil Procedure and section 405 of the Trademark Trial and Appeal Board Manual of Procedure as follows:

1. Describe the process through which Applicant selected Applicant's Mark, identifying each person involved in such process.

Response: Applicant's Mark was acquired coincident with the acquisition of the associated business.

2. Identify the person who coined Applicant's Mark.

Response: Jack McGriff (deceased)

3. Identify all steps taken by Applicant to determine whether Applicant's Mark infringed or infringes the rights of Opposer or any other party, including but not limited to any investigation or search that has been conducted.

Response: None

4. Identify each person who has been involved in the advertising, marketing, or promotion of goods or services offered or to be offered under Applicant's Mark.

Response: "Ritch" - Amy Ritch, Officer of Applicant  
"Fincher" - Joe Fincher, Officer of Applicant

5. Identify each advertising agency or third party that Applicant has retained to advertise or promote the sale of goods or services offered or to be offered in connection with Applicant's Mark, and for each such agency, identify the person responsible for such advertising and promotion and describe their role.

Response: Ritch and Fincher have been responsible for all aspects of advertising by the following third parties: Gainesville Sun, Gator Green Backs, Cox Cable, Gator Mint, Today Magazine, Star Radio, WRUF radio, Tutoring Zone, Gator Bait (out of business).

6. Identify (by title, name of publication or entity, and type of media) each medium through which any goods or services have been marketed, advertised, or promoted under Applicant's Mark and, for each category of goods or services, state the dates on which such marketing, advertising, or promotion occurred or is scheduled to occur.

Response: Applicant objects to the request as burdensome and overly broad. Applicant will provide representative documents in response to Opposer's request for Documents.

7. List all goods or services offered or to be offered under Applicant's Mark.

Response: Representative examples of all classes of Applicant goods are provided in Opposer's Exhibits in Opposer's Request for Admissions.

8. For each category of goods or services offered or to be offered under Applicant's Mark, identify and describe the channels of trade currently employed, or reasonably likely to be employed, in such sale.

Response: Retail store and online marketing.

9. Identify the unlicensed products in Exhibits A-M.

Response: Applicant objects to the extent that Applicant cannot be aware of the license status of all products sold to Applicant for resale. However, to the best of Applicant's knowledge at least the following products are unlicensed: Orange and Blue Hair Accessories, Window Chalk, Gator Trax Magnets (N. Henson Co.), Sparkle Life trademarked products, Orange and Blue Sun Glasses.

10. Identify the specific geographic regions where Applicant has sold, offered for sale, or intends to offer for sale goods or services under Applicant's Mark.

Response: Nationwide in all states.

11. Describe the target or typical customers of goods or services offered or to be offered under Applicant's Mark.

Response: All persons.

12. Identify each customer who purchased goods or services under Applicant's Mark.

Response: Applicant objects to the request as impossible to answer due to the number of the persons and time period involved and the lack of records identifying such persons.

13. Identify each person to whom communications from customers, potential customers, distributors, retailers, or members of the public regarding goods or services sold under Applicant's Mark is now or would be routed by Applicant.

Response: Fincher & Ritch

Kim Young (Employee of Applicant)

Joi Bass (Employee of Applicant)

14. Identify each person that has suggested in any way a belief that any goods or services offered or to be offered under Applicant's Mark originated from, are sponsored, licensed, or otherwise affiliated with Opposer or goods or services offered under any of Opposer's Marks.

Response: Applicant has no knowledge of any such person.

15. State whether any customers or potential customers have asked whether any goods or services offered or to be offered under Applicant's Mark are licensed, approved, sponsored, or otherwise authorized by Opposer, and, if so, provide the nature of the conversation, correspondence, communication, and the date(s) of occurrence.

Response: No.

16. Identify each person Applicant may call as an expert witness in this proceeding and, with respect to each such expert, describe with particularity the subject matter about which the expert is expected to testify.

Response: Fincher, Ritch.

17. Identify all officers of Applicant, including dates of employment with Applicant, all positions held during employment, the dates each position was held, and the city and state where each officer resides.

Response: Fincher, Ritch.

Dawn Fincher (Untitled employee)

Kim Young (Untitled employee)

Joi Bass (Untitled employee)

Applicant will provide contact information upon request.

18. Identify all employees of Applicant, including dates of employment with Applicant, all positions held during employment, the dates each position was held, and the city and state where each employee resides.

Response: Applicant objects on the basis that due to the long time that Applicant has been in business, it would be impossible to obtain and provide the requested information.

Records of such information do not exist. The current employees are those named above.

19. Identify all domain names owned by Applicant.

Response: [www.gatorshop.com](http://www.gatorshop.com)

[www.gatorsplus.com](http://www.gatorsplus.com)

20. Identify the dates on which each of Applicant's officers first became aware of the existence of Opposer and each of Opposer's Marks.

Response: Unknown.

21. Identify any actual or threatened litigation or administrative proceedings involving allegations of trademark infringement, unfair competition, or dilution, to which Applicant or any of its officers is or was a party.

Response: Separate legal actions respecting:

Wal-mart Stores, Inc.

Fanatics Inc. 5245 Commonwealth Ave, Jacksonville, FL 32254

22. Identify each person (other than counsel) who participated in any way in the preparation of responses to these Interrogatories.

Response: Fincher, Ritch

The undersigned being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements and the like may jeopardize the validity of the application or document or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true; and all statements made on information and belief are believed to be true.

Joe Fincher Date:  
Joe Fincher; President, Incentive Marketing, Inc.

Sven W. Hanson Date 1/15/2013  
Sven W. Hanson  
Attorney for Applicant  
Reg. No. 36,546  
352-375-0082  
PO Box 357429  
Gainesville, FL 32635-7429

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**CERTIFICATE OF SERVICE**

I hereby certify that the above **Applicant's Responses and Objections to Opposer's First Set of Interrogatories** has been served upon the Opposer by transmitting a copy of the document by first class mail to: Alicia Grahm Jones; KILPATRICK TOWNSEND & STOCKTON LLP; 1100 Peachtree Street, Suite 2800; Atlanta, GA 30309 on January 15, 2013.

Sven W. Hanson  
Sven W. Hanson date 1/15/2013

## **EXHIBIT 19**

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

University Athletic Association  
Opposer

vs.

Incentive Marketing, Inc.  
Applicant

Appl. Ser. No.: 85480582

Opposition: 91206761

---

**Applicant's Supplemental Responses to  
Opposer's First Set of Interrogatories**

Applicant here provides supplemental response to Opposer's First Set of Interrogatories as modified and amended by Opposer in the correspondences of February 6, 2013 and February 21, 2013 from Opposer's representative to attorney for Applicant. Where no statement or answer is made here respecting a particular request, Applicant's prior response is intended to be unchanged.

**INTERROGATORIES**

6. Identify (by title, name of publication or entity, and type of media) each medium through which any goods or services have been marketed, advertised, or promoted under Applicant's Mark and, for each category of goods or services, state the dates on which such marketing, advertising, or promotion occurred or is scheduled to occur.

**Response.** Periodically in prior years and continuing to the present, Applicant has marketed, advertised or promoted all categories of Applicant's good through self-published print media (examples of which will be provided in Applicant's response to Opposer's Request for Documents) and through the following publications:

Print Media: Gainesville Sun, Tutoring Zone, Gator Green Backs, Gator Mint,  
The Independent Florida Alligator, Today Magazine

Television: Cox Cable

Radio: Star Radio, WRUF Radio

9. Identify the unlicensed products in Exhibits A-M. Interrogatory No. 9 calls for Incentive Marketing to "identify the unlicensed products in Exhibits A-M." Incentive Marketing objects to this interrogatory on the ground that it is vague. For purposes of clarification, the University is requesting that Incentive Marketing identify the products in Exhibits A-M that are not licensed by the University of Florida. We understand that Incentive Marketing will amend its response to fully and completely respond to this interrogatory.

**Response.** Opposer has stated that the requested information is available through inspection of products sold in Applicant's retail store. As Opposer represents the licensor of the licensed products, and Applicant is not a licensee respecting any of Applicant's products, the requested information is already more readily available to Opposer than to Applicant and Opposer's request that Applicant ascertain the license status of products is an unnecessary and unreasonable burden.

12. Identify each customer who purchased goods or services under Applicant's Mark.

**Response.** Applicant objects to the request as impossible to answer due to the number of the persons and time period involved and the lack of records identifying such persons. Contrary to Opposer's assertions, Applicant does not maintain electronic purchase records that include customer identification information.

17. Identify all officers of Applicant, including dates of employment with Applicant, all positions held during employment, the dates each position was held, and the city and state where each officer resides.

**Response.** All current employees are listed below. All reside in Gainesville, Florida.

Joe Fincher; employee since 1984

Dawn Fincher; employee since 1984

Amy Fincher Ritch.; employee since 1987

Kim Young; employee since 1993

Joi Bass; employee since 1996

18. Identify all employees of Applicant, including dates of employment with Applicant, all positions held during employment, the dates each position was held, and the city and state where each employee resides.

**Response.** Applicant objects on the basis that due to the long time that Applicant has been in business, it would be impossible to obtain and provide the requested information. Records of past employees do not exist. The current employees are those named above.

/sven w hanson 36546/

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Sven W. Hanson                      Date: March 1, 2013  
Attorney for Applicant  
Reg. No. 36,546  
352-375-0082  
PO Box 357429  
Gainesville, FL 32635-7429

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**CERTIFICATE OF SERVICE**

I hereby certify that the above **Applicant's Supplemental Responses to Opposer's First Set of Interrogatories** has been served upon the Opposer by transmitting a copy of the document by first class mail to: Alicia Grahn Jones; KILPATRICK TOWNSEND & STOCKTON LLP; 1100 Peachtree Street, Suite 2800; Atlanta, GA 30309 on March 1, 2013

/sven w hanson 36546/

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Sven W. Hanson                      date March 1, 2013