

ESTTA Tracking number: **ESTTA507397**

Filing date: **11/26/2012**

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

**Notice of Opposition**

Notice is hereby given that the following parties oppose registration of the indicated application.

**Opposers Information**

Name	David Beckham
Granted to Date of previous extension	11/25/2012
Address	c/o Lee & Thompson, Green Garden House 15-22 St Christopher's Place London, W1M 5HE UNITED KINGDOM
Party who filed Extension of time to oppose	DavidBeckham
Relationship to party who filed Extension of time to oppose	There should be a space between Opposer's first and last names.

Name	Beckham Brand Limited
Granted to Date of previous extension	11/25/2012
Address	c/o Lee & Thompson, Green Garden House 15-22 St Christopher's Place London, W1M 5HE UNITED KINGDOM

Attorney information	Stacey R. Halpern KNOBBE, MARTENS, OLSON & BEAR, LLP 2040 Main Street, 14th Floor Irvine, CA 92614 UNITED STATES efiling@knobbe.com, stacey.halpern@knobbe.com Phone:949-760-0404
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**Applicant Information**

Application No	85090691	Publication date	05/29/2012
Opposition Filing Date	11/26/2012	Opposition Period Ends	11/25/2012
Applicant	Cassady Closeouts, LLC 125 Dixon Drive Hardy, VA 24101 UNITED STATES		

**Goods/Services Affected by Opposition**

Class 020. All goods and services in the class are opposed, namely: chairs; desks; entertainment centers;
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furniture for house, office and garden; love seats; office furniture; office tables; ottomans; recliners; seating furniture; sofas; tables; picture frames

## Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)

## Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3342223	Application Date	10/29/2004
Registration Date	11/20/2007	Foreign Priority Date	NONE
Word Mark	BECKHAM		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use:            SUNGLASSES; BLANK VIDEO TAPES; PRE-RECORDED VIDEO TAPES FEATURING OR RELATING TO SOCCER AND SKILLS RELATING TO SOCCER; PRE-RECORDED DVDS FEATURING OR RELATING TO SOCCER AND SKILLS RELATING TO SOCCER; PRE-RECORDED CDS FEATURING SOUND OR MUSIC RECORDINGS ABOUT SOCCER AND SKILLS RELATING TO SOCCER AND MUSIC; BLANK LASER-READ DISCS FOR RECORDING AND PLAYING SOUND AND VIDEO; BLANK AUDIO TAPES; PRE-RECORDED AUDIO TAPES FEATURING SOUND OR MUSIC RECORDINGS ABOUT SOCCER AND SKILLS RELATING TO SOCCER AND MUSIC; COMPACT DISC PLAYERS AND RECORDERS; BLANK COMPUTER TAPES AND DISCS; EXPOSED PHOTOGRAPHIC FILM; PHONOGRAPH RECORDS FEATURING SOUND OR MUSIC RECORDINGS ABOUT SOCCER AND SKILLS RELATING TO SOCCER AND MUSIC; RECORDINGS OF SOUND OR IMAGES ON VIDEO TAPE, CDS, DVDS AND AUDIO TAPE FEATURING SOUND OR MUSIC RECORDINGS ABOUT SOCCER AND SKILLS RELATING TO SOCCER AND MUSIC; MOTION PICTURE FILMS FEATURING SPORTS PERSONALITIES AND/OR FEATURING OR RELATING TO SOCCER AND SKILLS RELATING TO SOCCER; COMPUTER SOFTWARE FOR EDUCATIONAL, INSTRUCTIONAL AND TEACHING PURPOSES RELATING TO SOCCER AND SKILLS RELATING TO SOCCER; COMPUTERS; COMPUTER PERIPHERALS; BLANK DATA CARRIERS; COMPUTER GAME PROGRAMS; VIDEO CAMERAS, VIDEO RECORDERS AND VIDEO PLAYERS; RADIOS AND TELEVISION SETS; TAPE RECORDERS AND PLAYERS; LOUDSPEAKERS; MICROPHONES; VISUAL DISPLAY UNITS (VDUS); RECORD PLAYERS; ELECTRICAL COMMUNICATION APPARATUS AND INSTRUMENTS, NAMELY, TELEPHONES, CELLULAR TELEPHONES, MOBILE TELEPHONES, RADIO TELEPHONES, PERSONAL DIGITAL</p>		

ASSISTANTS (PDAS) AND HAND-HELD COMPUTERS; ELECTRONIC GAMES CONSOLES; INTERACTIVE EDUCATIONAL VIDEO AND COMPUTER GAMES PROGRAMS; VIDEO GAME SOFTWARE; COMPUTER SCREEN SAVER SOFTWARE; DOWNLOADABLE SCREEN SAVERS, PICTURE MESSAGE GRAPHICS, RING TONES AND LOGO GRAPHICS FOR MOBILE AND CELL TELEPHONES VIA A GLOBAL COMPUTER NETWORK AND WIRELESS MOBILE PHONES; MOBILE PHONE RING TONES; CASES FOR MOBILE TELEPHONES

Class 016. First use:

POSTERS; DIARIES; CALENDARS; PHOTOGRAPHS; SIGNED PHOTOGRAPHS; AUTOGRAPHS AND AUTOGRAPHED PAPER ITEMS, NAMELY, POSTERS, CALENDARS, PHOTOGRAPHS, PHOTOGRAPH ALBUMS, AUTOGRAPH ALBUMS, NOTELETS, GIFT TOKEN CARDS, RECORD TOKEN CARDS, PICTURE CARDS, TRADING CARDS; PHOTOGRAPH ALBUMS; AUTOGRAPH ALBUMS; SOCCER MAGAZINES; NEWSPAPERS; NEWSLETTERS FEATURING OR RELATING TO SOCCER; INSTRUCTION MANUALS; GREETING CARDS; NOTELETS; NOTE PADS AND NOTE BOOKS; STICKERS AND DECALCOMANIAS; PAPER AND CARD-BOARD; DOCUMENT FILES; LEVER ARCH FILES; SOCCER BOOKS; SOCCER PERIODICAL PUBLICATIONS; PRINTED INSTRUCTIONAL AND TEACHING MATERIALS FOR USE IN TEACHING THE RULES AND SKILLS RELATING TO SOCCER; RECORD TOKEN CARDS, NAMELY, FOLDED PIECES OF PAPER OR CARD, OR ENVELOPES IN WHICH CAN BE PLACED, A RECORD TOKEN; GIFT TOKEN CARDS, NAMELY, FOLDED PIECES OF PAPER OR CARD, OR ENVELOPES IN WHICH CAN BE PLACED, A GIFT TOKEN; WRAPPING PAPER; STATIONERY; WRITING IMPLEMENTS; DRAFTING RULERS; ERASERS; PENCIL SHARPENERS; PEN AND PENCIL CASES; PICTURE CARDS; PRINTED MATTER, NAMELY, PRINTED GUIDES AND INSTRUCTION SHEETS FOR USE WITH BOARD GAMES AND JIGSAW PUZZLES

Class 025. First use:

CLOTHING, NAMELY, T-SHIRTS, SHIRTS, JACKETS, SWEATSHIRTS, HOODED TOPS, PULLOVERS, JUMPERS, SHORTS, BOXER SHORTS, UNDERWEAR, SOCKS, SCARVES, DRESSING GOWNS, PAJAMAS, BIBS, ROMPER SUITS, BABY SLEEPSUITS, DUNGAREES, BRACES, WRISTBANDS, TRACKSUITS, TIES, LINGERIE, HOSIERY; FOOTWEAR; HEADGEAR, NAMELY, HATS, CAPS, BANDANAS AND BERETS; SOCCER SHIRTS, JERSEYS, SOCKS AND SHORTS; SOCCER BOOTS AND STUDS THEREFOR; SPORTS WEAR, NAMELY, T-SHIRTS, SHIRTS, JACKETS, SWEATSHIRTS, HOODED TOPS, PULLOVERS, JUMPERS, SHORTS AND TRACKSUITS; SPORTS CLOTHING FOR PLAYING SOCCER, NAMELY, SOCCER SHIRTS, SOCCER SHORTS AND SOCCER SOCKS; FOOTWEAR FOR PLAYING SOCCER

Class 028. First use:

Toys, NAMELY, BATH TOYS, BENDABLE TOYS, CHILDREN'S ART ACTIVITY TOYS, COLLECTABLE TOY FIGURES, INFANT TOYS, MUSICAL TOYS AND WATER SQUIRTING TOYS; DOLLS; GAMES AND PLAYTHINGS, NAMELY, BOARD GAMES, JIGSAW PUZZLES, INTERACTIVE EDUCATIONAL GAMES, TOY VEHICLES, RIDE-ON TOYS, ROCKING HORSES, AIR PISTOLS, TOY MASKS, PLAY COSMETICS FOR CHILDREN, TOYS FOR PETS, BATHTUB TOYS, MOBILES, BUILDING GAMES, DOMINOES, CHESS AND CHECKERS GAMES, SKITTLES, BACKGAMMON GAMES, DICE, DICE GAMES, TABLES FOR INDOOR SOCCER, BALL GAMES; TOY FIGURES AND MODELED PLASTIC TOY FIGURINES; TOY ACTION FIGURES AND ACCESSORIES THEREFOR; PLAY FIGURES; SCALE MODEL FIGURES, NAMELY, FIGURES OF SOCCER PLAYERS AND SOCCER CLUB MANAGERS; SOFT SCULPTURE TOYS AND RAG DOLLS AND TOY FIGURES OF FABRIC, FUR AND OTHER MATERIALS; MINIATURES AND MODELS OF VEHICLES,

SOCCER PLAYERS AND SOCCER STADIUMS; MODEL KITS OF VEHICLES, SOCCER PLAYERS AND SOCCER STADIUMS; SPORTING ARTICLES, APPARATUS AND EQUIPMENT, NAMELY, JUMP ROPES, HAND WEIGHTS, SKIPPING ROPES, FREE WEIGHTS, SOCCER GOALS; ARTICLES, APPARATUS AND EQUIPMENT FOR USE IN THE TRAINING FOR, AND PLAYING OF, SOCCER, NAMELY, MANUALLY-ACTIVATED EXERCISE EQUIPMENT AND MACHINES FOR PHYSICALLY EXERCISING PARTS OF THE HUMAN BODY, ELECTRONICALLY-ACTIVATED EXERCISE EQUIPMENT AND MACHINES FOR PHYSICALLY EXERCISING PARTS OF THE HUMAN BODY, MACHINES AND APPLIANCES, ALL FOR PHYSICAL EXERCISE, WEIGHTS FOR PHYSICAL FITNESS TRAINING, JOGGING MACHINES, POWERED TREADMILLS FOR RUNNING, PULLEYS, WEIGHTLIFTING MACHINES, ROWING MACHINES, TREADMILLS, STAIRCLIMBERS AND STAIR STEPPERS, CROSS-TRAINERS, EXERCISE BIKES, MULTI-STATION WEIGHT TRAINING EQUIPMENT, WEIGHT LIFTING BENCHES AND BENCH ACCESSORIES, CHEST EXPANDERS, EXERCISE TREADMILLS, EXERCISE TABLES, EXERCISE BARS, EXERCISE BENCHES, STATIONARY EXERCISE BICYCLES, EXERCISE DOORWAY GYM BARS, EXERCISE EQUIPMENT FOR LATERAL MOVEMENT IN A SKATING MOTION, WEIGHT LIFTING MACHINES, EXERCISE PLATFORMS, EXERCISE TRAMPOLINES, EXERCISE WEIGHT CUFFS, EXERCISE WEIGHTS, MANUAL LEG EXERCISERS, WEIGHT LIFTING BELTS, WEIGHT LIFTING GLOVES, ANKLE AND WRIST WEIGHTS FOR EXERCISE; SOCCER BALLS; SHIN PADS FOR ATHLETIC USE; GOALKEEPERS GLOVES; SPORTS BAGS; ORDINARY PLAYING CARDS; CARD GAMES; TRADING CARDS, NAMELY, TRADING CARD GAMES; PRINTED LOTTERY SCRATCH CARDS; SELF CONTAINED HAND HELD GAMING DEVICES AND GAMES, NAMELY, HAND HELD UNITS FOR PLAYING VIDEO GAMES; BOARD GAMES, JIGSAW PUZZLES; PLAYING CARDS

Class 041. First use:

PERFORMANCE OF SPORT AND SKILLS RELATED TO SPORT, NAMELY, PARTICIPATION IN SOCCER SPORTING EVENTS AND SPORTING EXHIBITIONS FEATURING SOCCER AND SKILLS RELATING TO SOCCER; ENTERTAINMENT AND ENTERTAINER SERVICES, NAMELY, ENTERTAINMENT IN THE NATURE OF SOCCER GAMES, ENTERTAINMENT IN THE NATURE OF SOCCER TOURNAMENTS AND COMPETITIONS, PERSONAL APPEARANCES OF OR BY A SPORTS PERSONALITY; PERFORMANCE IN, NAMELY, PERSONAL APPEARANCES OF OR BY A SPORTS PERSONALITY, AND PRODUCTION OF RADIO AND TELEVISION PROGRAMS; PERFORMANCE IN, NAMELY, PERSONAL APPEARANCES OF OR BY A SPORTS PERSONALITY AND PRODUCTION OF MOTION PICTURE FILMS, TELEVISION SHOWS, AND/OR RECORDINGS OF SOUND OR OF IMAGES; ENTERTAINMENT IN THE NATURE OF THEATRE AND MUSICAL THEATRE PRODUCTIONS; PUBLICATION OF BOOKS AND OF TEXT; RENTAL OF RECORDINGS OF SOUND AND OF IMAGES PROVIDED ON CD, DVD AND VIDEO TAPE; RENTAL OF VIDEO GAMES; ARRANGING AND CONDUCTING OF COLLOQUIUMS, CONFERENCES, CONGRESSES, SEMINARS, SYMPOSIUMS AND TRAINING WORKSHOPS IN THE FIELD OF SOCCER; ARRANGING AND CONDUCTING OF COURSES OF INSTRUCTION RELATING TO, OR CONNECTED WITH, SOCCER; ARRANGING AND CONDUCTING OF LECTURES AND SEMINARS FOR EDUCATIONAL, ENTERTAINMENT, COACHING AND TRAINING PURPOSES IN THE FIELD OF SOCCER, AND SKILLS RELATING TO SOCCER; ARRANGING AND CONDUCTING EDUCATIONAL DEMONSTRATIONS; ARRANGING AND CONDUCTING SPORTING FESTIVALS FEATURING SPORTS PERSONALITIES FOR EDUCATIONAL AND ENTERTAINMENT PURPOSES; ARRANGING AND CONDUCTING SPORTING AND TRAINING EVENTS IN THE FIELD OF SOCCER, AND SKILLS RELATING TO SOCCER; ARRANGING AND CONDUCTING TECHNICAL INSTRUCTION COURSES IN

THE FIELD OF SOCCER, AND SKILLS RELATING TO SOCCER; SPORT CAMP SERVICES; COACHING, INSTRUCTIONAL AND TRAINING SERVICES FOR SPORTING ACTIVITIES. CONDUCTING INSTRUCTIONAL, TEACHING AND COACHING CLASSES, COURSES, SEMINARS, PRESENTATIONS AND WORKSHOPS IN THE FIELD OF SOCCER, AND SKILLS RELATING TO SOCCER; EDUCATION, TEACHING AND COACHING SERVICES IN THE FORM OF MUSIC, TELEVISION AND RADIO PROGRAMS IN THE FIELD OF SOCCER OR SKILLS RELATING TO SOCCER; EDUCATIONAL DEMONSTRATIONS, NAMELY, LIVE OR PRE-RECORDED DEMONSTRATIONS CONDUCTED THROUGH THE PERSONAL APPEARANCES OF A SPORTS PERSONALITY FOR TEACHING, EDUCATIONAL AND COACHING PURPOSES; PROFESSIONAL TRAINING AND COACHING SERVICES IN THE FIELD OF SOCCER, AND SKILLS RELATING TO SOCCER; PROVISION OF COURSES OF INSTRUCTION, EDUCATION AND COACHING RELATING TO SOCCER AND SKILLS RELATING TO SOCCER; EDUCATIONAL SERVICES, NAMELY, PERSONAL COACHING AND TEACHING SERVICES IN THE FIELD OF SOCCER AND SKILLS RELATING TO SOCCER; PRACTICAL TRAINING RELATING TO, OR CONNECTED WITH, SOCCER AND SKILLS RELATING TO SOCCER; ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONLINE GAMES OVER THE INTERNET AND MOBILE TELEPHONE NETWORKS

U.S. Registration No.	3774911	Application Date	10/03/2008
Registration Date	04/13/2010	Foreign Priority Date	08/27/2008
Word Mark	INTIMATELY BECKHAM		
Design Mark	<b>INTIMATELY BECKHAM</b>		
Description of Mark	NONE		
Goods/Services	<p>Class 003. First use:</p> <p>Soaps for personal use; perfumery and perfumes; essential oils; cosmetics; hair lotions; eau de Cologne; cologne; eau de toilette; scented body spray; sun block; after sun lotions, creams, gels, milks and skin care preparations in the nature of body balms; pre-shave and after-shave lotions, balm, cologne, creams, gels, milk and moisturizing cream; after-shave and after-shaving preparations, namely, lotions, balm, cologne, creams, gels, milk and moisturizers; articles for hair care, namely, shampoos, conditioners, heat protection sprays, hot oil treatments in the nature of hair oils, hair serums; body care products and preparations, namely, skin moisturizers, depilatory waxes, exfoliants for hair and skin, anti-wrinkle creams, skin firming creams, skin cleansers, toning creams, hand creams, cuticle cream, cuticle conditioners, nail creams, nail softeners and nail hardeners, body wash, body scrubs, body beauty gels, body emulsions, body masks, facial scrubs, shower gels, self-tanning preparations, age spot reducing creams and anti-blemish treatments in the nature of spot remover, non-medicated acne treatment preparations, namely, cosmetic acne cleansers and creams, age retardant gel and lotions, anti-aging creams, aromatherapy creams, aromatherapy oils, aromatherapy lotions, baby oil, bathing lotions, beauty creams, beauty lotions, beauty gels, beauty masks, beauty milks, beauty serums, and exfoliant creams; preparations for the hair and body, namely, body and beauty care preparations in the nature of cosmetics, exfoliants for the hair and skin, facial cleansers, facial concealers, facial masks, facial scrubs, facial washes, hair bleach, hair decolorants, massage oils and skin emollients; hand lotions and toilet waters; anti-perspirants; deodorants; fragranced anti-perspirants; fragranced deodorants; hair care preparations, hair color, and hair styling preparations; shaving lotions; hair dyes and cosmetics, car polish and</p>		

	cleaning preparations; non-medicated skin creams and lotions; styling gels, lotions and mousse; fragranced non-medicated skin care preparations; fragranced body care preparations in the nature of cosmetics; fragranced facial moisturizer; fragranced face care preparations in the nature of cosmetics
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U.S. Registration No.	4008093	Application Date	10/23/2009
Registration Date	08/09/2011	Foreign Priority Date	04/28/2009

Word Mark	BECKHAM SIGNATURE STORY
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Design Mark	<b>BECKHAM SIGNATURE STORY</b>
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Description of Mark	NONE
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Goods/Services	<p>Class 003. First use:</p> <p>Soaps, namely, deodorant soap, skin soap, liquid soap, shaving soap, toilet soap; perfumery and perfumes; essential oils; cosmetics; hair lotions; eau de cologne; cologne; eau de toilette; scents, namely, aftershave, eau de toilette, perfumery and perfumes; pre-shave and after-shave lotions, balm, cologne, creams and gels; body milk for cosmetic use; moisturizing cream and preparations, namely, facial moisturizer and skin moisturizer; after-shave and after-shaving preparations; articles for hair care, namely, shampoo, hair rinses, hair conditioners, hair tonics, hair cleaning preparations, hair care preparations; body care products and preparations, namely, skin moisturizers for the body, face and feet, moisturizing gels for the body, face and feet, non-medicated cleansers for the body, face and feet, body wash, body scrubs; cosmetic preparations for hair and body care; hand lotions; anti-perspirants; deodorants; fragranced anti-perspirants; fragranced deodorants; hair conditioners and other hair care cosmetics, namely, hair conditioners, hair care preparations, cosmetic preparations for the hair and scalp; shaving lotions; non-medicated skin and foot creams and lotions; fragranced skin care products and preparations, namely, fragranced skin moisturizers, fragranced skin cleansers; fragranced body care products and preparations, namely, fragranced body wash, fragranced body scrubs, fragranced gels for the body, fragranced shower gels, fragranced beauty creams, fragranced beauty lotions, fragranced beauty gels, fragranced facial moisturizer; fragranced facial care products and preparations, namely, moisturizers, fragranced creams, fragranced lotions, fragranced moisturizing gels, fragranced toners, fragranced peels all for the skin; shaving cream; shaving gel; shaving foam; pre- and post-shave balm; pre- and post-shave gel; non-fragranced facial cleanser; facial moisturizers; non-fragranced pre- and post-shave and shaving products and preparations, namely, shaving cream, shaving gel, shaving foam, pre-and post-shave balm, pre-and post-shave lotion, pre-and post-shave cream, pre-and post- cosmetic shave milk, after-shave lotion, after-shave cream, after-shave milk, after-shave gel, after-shave balm, pre-and post-shave gel, eau de cologne, cologne</p>
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U.S. Registration No.	4208454	Application Date	05/14/2010
Registration Date	09/18/2012	Foreign Priority Date	NONE
Word Mark	BECKHAM		

Design Mark	<h1>BECKHAM</h1>
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Description of Mark	NONE
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Goods/Services	<p>Class 003. First use:</p> <p>Cleaning preparations; scents, namely, perfumery and perfumes, eau de cologne, cologne and eau de toilette; cosmetic creams, gels for the skin; moisturizing cream and moisturizing preparations for the skin; after-shave and after-shaving preparations; body and beauty care cosmetics; cosmetic preparations for body care; hand lotions; lotions for the hair, skin and body; toilet waters; deodorants for personal use; non-medicated skin creams and lotions; fragranced non-medicated skin care preparations; fragranced cosmetic body care preparations; fragranced facial skin moisturizer; non-fragranced skin cleanser; non-fragranced facial wash; Soaps; essential oils; cosmetics; hair lotions; dentifrices; after sun preparations, namely, tanning and after-sun milks, gels, oils and lotions; pre-shave and after-shave lotions, balm, cologne, milks; preparations for the hair; anti-perspirants; fragranced anti-perspirants; fragranced deodorants for personal use; hair care, colouring and styling preparations and products; hair conditioners and other hair care cosmetics; shaving lotions; hair dyes; car polish and shampoos; styling gels, lotions, mousse and sprays; shaving cream; shaving gel; shaving foam; pre- and post-shave balm; pre- and post-shave gel; facial moisturizers; non-fragranced post-shave creams and liquids; non-fragranced pre-shave preparations, namely, pre-shave creams and liquids; shaving preparations; non-fragranced facial scrub; tinted facial moisturizer; tinted body moisturizer; self-tanning preparations; lip balm; eye cream; anti-aging preparations for face and body, namely, anti-aging cleansers, creams, moisturizers and toners; anti-cellulite preparations, namely, creams and lotions for cellulite reduction</p>
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U.S. Application/Registration No.	NONE	Application Date	NONE
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Registration Date	NONE
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Word Mark	BECKHAM
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Goods/Services	<p>apparel items, eyewear, jewelry, television shows, sports equipment and playthings, sporting goods, footwear, sunglasses, motor oil, food products, restaurant services, entertainment services, charitable services, sports training services, telephones, car parts, soft drinks, books, movies, calendars, personal care and beauty products, bags, purses, body care products, cleaning preparations, fragrances, scents and perfumery, toiletry products, stationery items, pens, watches, sweets, posters, videos, books, razors and websites</p>
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Attachments	<p>76618483#TMSN.gif ( 1 page )( bytes )  79064708#TMSN.gif ( 1 page )( bytes )  79074855#TMSN.jpeg ( 1 page )( bytes )</p>
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### **Certificate of Service**

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

Signature	/Stacey R. Halpern/
Name	Stacey R. Halpern
Date	11/26/2012

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

Beckham Brand Limited and David Beckham,

Opposers,

v.

Cassady Closeouts, LLC,

Applicant.

) I hereby certify that this correspondence and all marked attachments are  
) being electronically filed with the Trademark Trial and Appeal Board  
) through their web site located at <http://estta.uspto.gov> on:

November 26, 2012

(Date)



Stacey R. Halpern

**NOTICE OF OPPOSITION**

Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451

Dear Sir or Madam:

Opposers, Beckham Brand Limited, a United Kingdom private limited company and David Beckham, an individual, both located at c/o Lee & Thompson, Green Garden House 15-22 St. Christopher's Place, London W1M 5HE, United Kingdom, believes they are or will be damaged by registration of the mark shown in Application Serial No. 85090691 ("Applicant's Application") filed July 22, 2010 by Cassady Closeouts, LLC, a Virginia limited liability company, located at 125 Dixon Drive, Hardy, Virginia 24101 ("Applicant"), and hereby opposes the same.

A description of Applicant's Application is as follows:

Mark	:	BECKHAM HOME
Serial No.	:	85090691
Filed	:	July 22, 2010
Published	:	May 29, 2012
Int'l. Class	:	20
Goods	:	chairs; desks; entertainment centers; furniture for house, office and garden; love seats; office furniture; office tables; ottomans; recliners; seating furniture; sofas; tables; picture frames
Alleged Date of First Use	:	ITU

As grounds for opposition, it is alleged:

1. For many years prior to the filing date of Applicant's Application, David Beckham, an individual, Victoria Beckham, an individual, and their authorized licensees and related entities, including, but not limited to Beckham Brand Limited (collectively "Beckham") have designed, developed, marketed, manufactured, promoted, offered for sale, sold and/or provided a variety of products and services in connection with the name and mark BECKHAM and/or other marks containing or consisting of the term BECKHAM (collectively the "Beckham Marks") throughout the United States and the world.

2. David Beckham is one the world's most iconic athletes who currently plays for Los Angeles Galaxy. David Beckham has played for Manchester United, Real Madrid, Milan and the English national team. David Beckham's professional career began in 1972, when he was 17. With Manchester United, David Beckham won the Premier League title six times, the FA Cup twice, and the UEFA Champions League. David Beckham left Manchester United for Real Madrid in 2003, where he remained for four seasons, winning the La Liga championship in his final season with the club. In January 2007, David Beckham began playing with Los Angeles Galaxy. While a Galaxy player, he was loaned to AC Milan. With David Beckham, Los Angeles Galaxy won their third MLS Cup. David Beckham is part of a small elite group of players to have won three league titles in three different countries. Further, David Beckham was named one of the ambassadors of the 2012 London Olympics and is also goodwill ambassador for various charitable organizations, including but not limited to, UNICES.

3. David Beckham is married to Spice Girl, Victoria Adams Beckham, also known as Posh Spice. Besides being known as an entertainer, Victoria Beckham is also known as a fashion designer and businesswoman.

4. The name and mark BECKHAM are an elite global advertising brand. The goods and services provided in connection with authorized uses of one or more of the BECKHAM Marks, include, but are not limited to, apparel items, eyewear, jewelry, television shows, sports equipment and playthings, sporting goods, footwear, sunglasses, motor oil, food products, restaurant services, entertainment services, charitable services, sports training services, telephones, car parts, soft drinks, books, movies, calendars, personal care and beauty products, bags, purses, body care products, cleaning preparations, fragrances, scents and perfumery, toiletry products, stationery items, pens, watches, sweets, posters, videos, books, razors and websites (“Beckham’s Goods and Services”). Further, authorized endorsements and licenses relating to one or more of the BECKHAM Marks, include, but are not limited to, Adidas International Marketing BV, Burger King, Coty Deutschland GMBH, 19 Entertainment Limited, LA Galaxy, Gillette, The Football Association, Telstar Records Limited, Castrol Limited, De Rigo S.P.A, Harper Collins Publishers Limited, Pepsi-Co Inc., Upper Deck, Vodafone Global Products & Services Limited, Fremantle-Media Enterprises Limited, Hakuhodo Inc., Hodder & Stoughton, Marks & Spencer, Tsubasa Systems Co Ltd, GB Posters Limited, Go3 Limited, Sanford LP, Breitling, Giorgio Armani Spa, Meiji Seika-Kaisha Ltd, Danilo Promotions Limited Sainsbury’s, Samsung and H & M.

5. Beckham is the owner of and relies on United States Trademark Registration No. 3,342,223 (the “223 Registration”) for the mark **BECKHAM** for sunglasses; blank video tapes; pre-recorded video tapes featuring or relating to soccer and skills relating to soccer; pre-recorded DVDs featuring or relating to soccer and skills relating to soccer; pre-recorded CDs featuring sound or music recordings about soccer and skills relating to soccer and music; blank laser-read discs for recording and playing sound and video; blank audio tapes; pre-recorded audio tapes featuring sound or music recordings about soccer and skills relating to soccer and music; compact

disc players and recorders; blank computer tapes and discs; exposed photographic film; phonograph records featuring sound or music recordings about soccer and skills relating to soccer and music; recordings of sound or images on video tape, CDs, DVDs and audio tape featuring sound or music recordings about soccer and skills relating to soccer and music; motion picture films featuring sports personalities and/or featuring or relating to soccer and skills relating to soccer; computer software for educational, instructional and teaching purposes relating to soccer and skills relating to soccer; computers; computer peripherals; blank data carriers; computer game programs; video cameras, video recorders and video players; radios and television sets; tape recorders and players; loudspeakers; microphones; visual display units (vdus); record players; electrical communication apparatus and instruments, namely, telephones, cellular telephones, mobile telephones, radio telephones, personal digital assistants (pdas) and hand-held computers; electronic games consoles; interactive educational video and computer games programs; video game software; computer screen saver software. downloadable screen savers, picture message graphics, ring tones and logo graphics for mobile and cell telephones via a global computer network and wireless mobile phones; mobile phone ring tones; cases for mobile telephones in Class 9; posters; diaries; calendars; photographs; signed photographs; autographs and autographed paper items, namely, posters, calendars, photographs, photograph albums, autograph albums, notelets, gift token cards, record token cards, picture cards, trading cards; photograph albums; autograph albums; soccer magazines; newspapers; newsletters featuring or relating to soccer; instruction manuals; greeting cards; notelets; note pads and note books; stickers and decalcomanias; paper and card-board; document files; lever arch files; soccer books; soccer periodical publications; printed instructional and teaching materials for use in teaching the rules and skills relating to soccer; record token cards, namely, folded pieces of paper or card, or envelopes in which can be placed, a record token; gift token cards, namely, folded pieces of paper

or card, or envelopes in which can be placed, a gift token; wrapping paper; stationery; writing implements; drafting rulers; erasers; pencil sharpeners; pen and pencil cases; picture cards; printed matter, namely, printed guides and instruction sheets for use with board games and jigsaw puzzles in Class 16; clothing, namely, t-shirts, shirts, jackets, sweatshirts, hooded tops, pullovers, jumpers, shorts, boxer shorts, underwear, socks, scarves, dressing gowns, pajamas, bibs, romper suits, baby sleepsuits, dungarees, braces, wristbands, tracksuits, ties, lingerie, hosiery; footwear; headgear, namely, hats, caps, bandanas and berets; soccer shirts, jerseys, socks and shorts; soccer boots and studs therefor; sports wear, namely, t-shirts, shirts, jackets, sweatshirts, hooded tops, pullovers, jumpers, shorts and tracksuits; sports clothing for playing soccer, namely, soccer shirts, soccer shorts and soccer socks; footwear for playing soccer in Class 25; toys, namely, bath toys, bendable toys, children's art activity toys, collectable toy figures, infant toys, musical toys and water squirting toys; dolls; games and playthings, namely, board games, jigsaw puzzles, interactive educational games, toy vehicles, ride-on toys, rocking horses, air pistols, toy masks, play cosmetics for children, toys for pets, bathtub toys, mobiles, building games, dominoes, chess and checkers games, skittles, backgammon games, dice, dice games, tables for indoor soccer, ball games; toy figures and modeled plastic toy figurines; toy action figures and accessories therefor; play figures; scale model figures, namely, figures of soccer players and soccer club managers; soft sculpture toys and rag dolls and toy figures of fabric, fur and other materials; miniatures and models of vehicles, soccer players and soccer stadiums; model kits of vehicles, soccer players and soccer stadiums; sporting articles, apparatus and equipment, namely, jump ropes, hand weights, skipping ropes, free weights, soccer goals. articles, apparatus and equipment for use in the training for, and playing of, soccer, namely, manually-activated exercise equipment and machines for physically exercising parts of the human body, electronically-activated exercise equipment and machines for physically exercising parts of the human body, machines and appliances, all for

physical exercise, weights for physical fitness training, jogging machines, powered treadmills for running, pulleys, weightlifting machines, rowing machines, treadmills, stairclimbers and stair steppers, cross-trainers, exercise bikes, multi-station weight training equipment, weight lifting benches and bench accessories, chest expanders, exercise treadmills, exercise tables, exercise bars, exercise benches, stationary exercise bicycles, exercise doorway gym bars, exercise equipment for lateral movement in a skating motion, weight lifting machines, exercise platforms, exercise trampolines, exercise weight cuffs, exercise weights, manual leg exercisers, weight lifting belts, weight lifting gloves, ankle and wrist weights for exercise; soccer balls; shin pads for athletic use; goalkeepers gloves; sports bags; ordinary playing cards; card games; trading cards, namely, trading card games; printed lottery scratch cards; self contained hand held gaming devices and games, namely, hand held units for playing video games; board games, jigsaw puzzles; playing cards in class 28; performance of sport and skills related to sport, namely, participation in soccer sporting events and sporting exhibitions featuring soccer and skills relating to soccer; entertainment and entertainer services, namely, entertainment in the nature of soccer games, entertainment in the nature of soccer tournaments and competitions, personal appearances of or by a sports personality; performance in, namely, personal appearances of or by a sports personality, and production of radio and television programs; performance in, namely, personal appearances of or by a sports personality and production of motion picture films, television shows, and/or recordings of sound or of images; entertainment in the nature of theatre and musical theatre productions; publication of books and of text; rental of recordings of sound and of images provided on CD, DVD and video tape; rental of video games; arranging and conducting of colloquiums, conferences, congresses, seminars, symposiums and training workshops in the field of soccer; arranging and conducting of courses of instruction relating to, or connected with, soccer; arranging and conducting of lectures and seminars for educational, entertainment,

coaching and training purposes in the field of soccer, and skills relating to soccer; arranging and conducting educational demonstrations; arranging and conducting sporting festivals featuring sports personalities for educational and entertainment purposes; arranging and conducting sporting and training events in the field of soccer, and skills relating to soccer; arranging and conducting technical instruction courses in the field of soccer, and skills relating to soccer; sport camp services. coaching, instructional and training services for sporting activities. conducting instructional, teaching and coaching classes, courses, seminars, presentations and workshops in the field of soccer, and skills relating to soccer; education, teaching and coaching services in the form of music, television and radio programs in the field of soccer or skills relating to soccer; educational demonstrations, namely, live or pre-recorded demonstrations conducted through the personal appearances of a sports personality for teaching, educational and coaching purposes; professional training and coaching services in the field of soccer, and skills relating to soccer; provision of courses of instruction, education and coaching relating to soccer and skills relating to soccer; educational services, namely, personal coaching and teaching services in the field of soccer and skills relating to soccer; practical training relating to, or connected with, soccer and skills relating to soccer; entertainment services, namely, providing online games over the internet and mobile telephone networks in Class 41, which was registered on November 20, 2007. The '223 Registration is based on an application filed in the U.S. Patent and Trademark Office ("PTO") on October 29, 2004. Thus, the filing date and registration date of the mark shown in the '223 Registration are both prior to the date Applicant filed Applicant's Application. A true and correct copy of the specifics of the '223 Registration obtained from the PTO's TSDR database is attached hereto and made of record.

6. Beckham is the owner of and relies on United States Trademark Registration No. 3,774,911 (the "'911 Registration") for the mark **INTIMATELY BECKHAM** for soaps for

personal use; perfumery and perfumes; essential oils; cosmetics; hair lotions; eau de cologne; cologne; eau de toilette; scented body spray; sun block; after sun lotions, creams, gels, milks and skin care preparations in the nature of body balms; pre-shave and after-shave lotions, balm, cologne, creams, gels, milk and moisturizing cream; after-shave and after-shaving preparations, namely, lotions, balm, cologne, creams, gels, milk and moisturizers; articles for hair care, namely, shampoos, conditioners, heat protection sprays, hot oil treatments in the nature of hair oils, hair serums; body care products and preparations, namely, skin moisturizers, depilatory waxes, exfoliants for hair and skin, anti-wrinkle creams, skin firming creams, skin cleansers, toning creams, hand creams, cuticle cream, cuticle conditioners, nail creams, nail softeners and nail hardeners, body wash, body scrubs, body beauty gels, body emulsions, body masks, facial scrubs, shower gels, self-tanning preparations, age spot reducing creams and anti-blemish treatments in the nature of spot remover, non-medicated acne treatment preparations, namely, cosmetic acne cleansers and creams, age retardant gel and lotions, anti-aging creams, aromatherapy creams, aromatherapy oils, aromatherapy lotions, baby oil, bathing lotions, beauty creams, beauty lotions, beauty gels, beauty masks, beauty milks, beauty serums, and exfoliant creams; preparations for the hair and body, namely, body and beauty care preparations in the nature of cosmetics, exfoliants for the hair and skin, facial cleansers, facial concealers, facial masks, facial scrubs, facial washes, hair bleach, hair decolorants, massage oils and skin emollients; hand lotions and toilet waters; anti-perspirants; deodorants; fragranced anti-perspirants. fragranced deodorants; hair care preparations, hair color, and hair styling preparations; shaving lotions; hair dyes and cosmetics, car polish and cleaning preparations; non-medicated skin creams and lotions; styling gels, lotions and mousse; fragranced non-medicated skin care preparations; fragranced body care preparations in the nature of cosmetics; fragranced facial moisturizer; fragranced face care preparations in the nature of cosmetics in International Class 3, which was registered on the Principal Register on April

13, 2010. The '911 Registration is based on an application filed in the PTO on October 3, 2008. Thus, the filing date and registration date of the mark shown in the '911 Registration are both prior to the date Applicant filed Applicant's Application. A true and correct copy of the specifics of the '911 Registration obtained from the PTO's TSDR database is attached hereto and made of record.

7. Beckham is the owner of and relies on United States Trademark Registration No. 4,008,093 (the "'093 Registration") for the mark **BECKHAM SIGNATURE STORY** for soaps, namely, deodorant soap, skin soap, liquid soap, shaving soap, toilet soap; perfumery and perfumes; essential oils; cosmetics; hair lotions; eau de cologne; cologne; eau de toilette; scents, namely, aftershave, eau de toilette, perfumery and perfumes; pre-shave and after-shave lotions, balm, cologne, creams and gels; body milk for cosmetic use; moisturizing cream and preparations, namely, facial moisturizer and skin moisturizer; after-shave and after-shaving preparations; articles for hair care, namely, shampoo, hair rinses, hair conditioners, hair tonics, hair cleaning preparations, hair care preparations; body care products and preparations, namely, skin moisturizers for the body, face and feet, moisturizing gels for the body, face and feet, non-medicated cleansers for the body, face and feet, body wash, body scrubs; cosmetic preparations for hair and body care; hand lotions; anti-perspirants; deodorants; fragranced anti-perspirants; fragranced deodorants; hair conditioners and other hair care cosmetics, namely, hair conditioners, hair care preparations, cosmetic preparations for the hair and scalp; shaving lotions; non-medicated skin and foot creams and lotions; fragranced skin care products and preparations, namely, fragranced skin moisturizers, fragranced skin cleansers; fragranced body care products and preparations, namely, fragranced body wash, fragranced body scrubs, fragranced gels for the body, fragranced shower gels, fragranced beauty creams, fragranced beauty lotions, fragranced beauty gels, fragranced facial moisturizer; fragranced facial care products and preparations, namely, moisturizers, fragranced creams, fragranced lotions, fragranced moisturizing gels,

fragranced toners, fragranced peels all for the skin; shaving cream; shaving gel; shaving foam; pre- and post-shave balm; pre- and post-shave gel; non-fragranced facial cleanser. facial moisturizers; non-fragranced pre- and post-shave and shaving products and preparations, namely, shaving cream, shaving gel, shaving foam, pre-and post-shave balm, pre-and post-shave lotion, pre-and post-shave cream, pre-and post- cosmetic shave milk, after-shave lotion, after-shave cream, after-shave milk, after-shave gel, after-shave balm, pre-and post-shave gel, eau de cologne, cologne in International Class 3, which was registered on the Principal Register on August 9, 2011. The '093 Registration was filed on October 23, 2009. Thus, the filing date and registration date of the mark shown in the '093 Registration, are both prior to the date Applicant filed Applicant's Application. A true and correct copy of the specifics of the '093 Registration obtained from the PTO's TSDR database is attached hereto and made of record.

8. Beckham is the owner of and relies on United States Trademark Registration No. 4,208,454 (the "454 Registration") for the mark **BECKHAM** for cleaning preparations; scents, namely, perfumery and perfumes, eau de cologne, cologne and eau de toilette; cosmetic creams, gels for the skin; moisturizing cream and moisturizing preparations for the skin; after-shave and after-shaving preparations; body and beauty care cosmetics; cosmetic preparations for body care; hand lotions; lotions for the hair, skin and body; toilet waters; deodorants for personal use; non-medicated skin creams and lotions; fragranced non-medicated skin care preparations; fragranced cosmetic body care preparations; fragranced facial skin moisturizer; non-fragranced skin cleanser; non-fragranced facial wash; Soaps; essential oils; cosmetics; hair lotions; dentifrices; after sun preparations, namely, tanning and after-sun milks, gels, oils and lotions; pre-shave and after-shave lotions, balm, cologne, milks; preparations for the hair; anti-perspirants; fragranced anti-perspirants; fragranced deodorants for personal use; hair care, colouring and styling preparations and products; hair conditioners and other hair care cosmetics; shaving lotions; hair dyes; car

polish and shampoos; styling gels, lotions, mousse and sprays; shaving cream; shaving gel; shaving foam; pre- and post-shave balm; pre- and post-shave gel; facial moisturizers; non-fragranced post-shave creams and liquids; non-fragranced pre-shave preparations, namely, pre-shave creams and liquids; shaving preparations; non-fragranced facial scrub; tinted facial moisturizer; tinted body moisturizer; self-tanning preparations; lip balm; eye cream; anti-aging preparations for face and body, namely, anti-aging cleansers, creams, moisturizers and toners; anti-cellulite preparations, namely, creams and lotions for cellulite reduction in International Class 3, which was registered on the Principal Register on September 18, 2012. The '454 Registration is based on an application filed in the PTO on May 14, 2010. Thus, the filing date of application and registration date of the mark shown in the '454 Registration are both prior to the date Applicant filed Applicant's Application. A true and correct copy of the specifics of the '454 Registration obtained from the PTO's TSDR database is attached hereto and made of record.

9. Beckham is the owner of the U.S. Registrations specified above (collectively "Beckham's Federal Registrations"). Beckham's Federal Registrations are valid, subsisting, unrevoked and uncanceled; as such they constitute prima facie evidence of the validity of the registered marks and of the registrations thereof, and of Beckham's ownership of the marks shown therein and/or Beckham's exclusive right to use the marks in commerce in connection with the goods and services named therein, without condition or limitation. Beckham's Federal Registrations also constitute notice to Applicant of Beckham's claim of ownership of the marks shown therein; all as provided in Section 7(b), 22 and 33(a) of the Trademark Act of 1946, as amended.

10. Beckham's Federal Registrations are derived from applications filed in the PTO on dates prior to the filing of Applicant's Application. Beckham's Federal Registrations are valid and subsisting. In view of the substantial similarity of the respective marks and the related nature of

the goods and services of the respective parties, it is alleged, that the mark in Applicant's Application so resembles the registered marks in Beckham's Federal Registrations, previously used in the United States and not abandoned, as to be likely to cause confusion or to cause mistake or deceive.

11. Beckham's use of the BECKHAM Marks has been valid and continuous since at least as early as the dates of first use indicated above and has not been abandoned. The BECKHAM Marks are symbolic of extensive goodwill and consumer recognition built up by Beckham through time and effort in advertising and promotion.

12. In view of the substantial similarity of the respective marks and the related nature of the goods and services of the respective parties, it is alleged that the mark in Applicant's Application so resembles the BECKHAM Marks previously used in the United States, and not abandoned, as to be likely to cause confusion, or to cause mistake or deceive.

13. Since well before the filing date of Applicant's Application, Beckham has consistently used one or more of the BECKHAM Marks in interstate commerce. The Beckham name and the BECKHAM Marks by virtue of substantial use, have acquired great value as an indicator of Beckham and Beckham's Goods and Services, and distinguish them from the goods and services of others.

14. Since at least as early as the dates of first use stated above, Beckham has used one or more of the BECKHAM Marks in connection with the sale and/or promotion of Beckham's Goods and Services.

15. If Applicant is allowed to register the mark in Applicant's Application, Applicant's corresponding prima facie exclusive right to use the BECKHAM HOME mark nationwide will conflict with Beckham's lawful and prima facie exclusive right to use the BECKHAM Marks nationwide.

16. Since prior to the filing date of Applicant's Application, Beckham has used the BECKHAM Marks. Such use has been valid and continuous, and has not been abandoned. The relevant class of the public has come to associate Beckham with the BECKHAM name and BECKHAM Marks.

17. Beckham has invested substantial amounts of time, effort and money in the BECKHAM Marks throughout the United States and the world. By reason of Beckham's widespread and continuous use of the BECKHAM Marks on or in connection with Beckham's Goods and Services, in addition to the protection afforded by the Beckham's Federal Registrations, Beckham has extensive, non-registered statutory and common law rights in the BECKHAM Marks.

18. Beckham, through sales, advertising and promotion of Beckham's Goods and Services in connection with one or more of the BECKHAM Marks since a date prior to the filing date of Applicant's Application, has built up at great expense and effort, valuable goodwill symbolized by the BECKHAM Marks.

19. Beckham's Goods and Services have received widespread success.

20. In view of Beckham's prior rights in the BECKHAM Marks, Applicant is not entitled to registration of the BECKHAM HOME mark pursuant to Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

21. Applicant's mark BECKHAM HOME is likely to cause confusion with the registered marks identified above. Additionally, Applicant seeks registration for goods closely related to Beckham's Goods and Services, as well as the goods identified in Beckham's registrations, detailed above. As such, when the mark BECKHAM HOME is used on or in connection with the goods identified in Applicant's Application, it is likely to cause confusion, or to cause mistake or to deceive within the meaning of Section 2(d) of the Trademark Act, 15

U.S.C. § 1052(d).

22. Applicant's mark BECKHAM HOME is likely to cause confusion with the registered marks identified above. Additionally, Applicant seeks registration for goods closely related to Beckham's Goods and Services, as well as the goods identified in Beckham's registrations detailed above. Applicant's BECKHAM HOME mark and use thereof is likely to cause confusion in, or to cause mistake by, or to deceive the trade and purchasing public into believing that Applicant's goods originate with Beckham or are otherwise authorized, licensed or sponsored by Beckham.

23. Applicant's mark BECKHAM HOME is likely to cause confusion with the BECKHAM Marks. Applicant seeks registration for goods closely related to Beckham's Goods and Services. As such, when the mark BECKHAM HOME is used on or in connection with the goods identified in Applicant's Application, it is likely to cause confusion, or to cause mistake or to deceive within the meaning of Section 2(d) of the Trademark Act, 15 U.S.C. § 1052(d).

24. The mark in Applicant's Application is likely to cause confusion with the BECKHAM Marks. Additionally, Applicant seeks registration for goods closely related to Beckham's Goods and Services. Applicant's BECKHAM HOME mark and use thereof is likely to cause confusion in, or to cause mistake by, or to deceive the trade and purchasing public into believing that Applicant's goods originate with Beckham or are otherwise authorized, licensed or sponsored by Beckham.

25. Through extensive use and advertising of the BECKHAM Marks, they have become famous for Beckham's Goods and Services since a date well prior to the filing date of Applicant's Application.

26. Through extensive use and advertising of the BECKHAM Marks, they have become famous since a date well prior to the filing date of Applicant's Application

27. Through extensive use and advertising of the marks in Beckham's Federal Registrations, the name and marks have become famous for the goods and services listed therein since a date prior to the filing date of Applicant's Application.

28. Through extensive use and advertising of the marks in Beckham's Federal Registrations, the marks shown therein have become famous for Beckham's Goods since a date prior to the filing date of Applicant's Application.

29. Through extensive use and advertising of the marks in Beckham's Federal Registrations, the marks shown therein have become famous for Beckham's Services since a date prior to the filing date of Applicant's Application.

30. Through extensive use and advertising of the BECKHAM Marks, they have become famous for Beckham's Goods since a date well prior to the filing date of Applicant's Application.

31. Through extensive use and advertising of the BECKHAM Marks, they have become famous for Beckham's Services since a date well prior to the filing date of Applicant's Application.

32. Applicant's use and registration of the mark shown in Applicant's Application will dilute the distinctive quality of the BECKHAM Marks within the meaning of Section 43(c) of the Trademark Act, 15 U.S.C. 1125(c), and will lessen the ability of the BECKHAM Marks to distinguish the products and services of Beckham, regardless of the category of products or services in connection with which Applicant uses the BECKHAM HOME mark.

33. Applicant's use and registration of the mark shown in Applicant's Application will dilute the distinctive quality of the name and mark BECKHAM within the meaning of Section 43(c) of the Trademark Act, 15 U.S.C. 1125(c), and will lessen the ability of the name and mark BECKHAM to distinguish the products and services of Beckham, regardless of the category of

products or services in connection with which Applicant uses the BECKHAM HOME mark.

34. Applicant's use and registration of the mark shown in Applicant's Application is likely to dilute the distinctive quality of the BECKHAM Marks within the meaning of Section 43(c) of the Trademark Act, 15 U.S.C. 1125(c), and will lessen the ability of the BECKHAM Marks to distinguish the products and services of Beckham, regardless of the category of products or services in connection with which Applicant uses the BECKHAM HOME mark.

35. Long before any use of or alleged rights of Applicant in the mark hereby opposed, the BECKHAM Marks became famous and distinctive for Beckham's Goods and Services.

36. Long before any use of or alleged rights of Applicant in the mark hereby opposed, the BECKHAM Marks became famous and distinctive for Beckham's Goods.

37. Long before any use of or alleged rights of Applicant in the mark hereby opposed, the BECKHAM Marks became famous and distinctive for Beckham's Services.

38. Long before any use of or alleged rights of Applicant in the mark hereby opposed, the BECKHAM Marks became famous and distinctive for Beckham.

39. Applicant has no license, consent or permission from Beckham to use or register the BECKHAM HOME mark.

40. The BECKHAM portion of the mark shown in Applicant's Application is identical to the mark shown in the '223 Registration.

41. The BECKHAM portion of the mark shown in Applicant's Application is identical to the mark shown in the '454 Registration.

42. The BECKHAM portion of the mark shown in Applicant's Application is identical to the BECKHAM portion of the mark shown in the '911 Registration.

43. The BECKHAM portion of the mark shown in Applicant's Application is identical to first term of the mark shown in the '093 Registration.

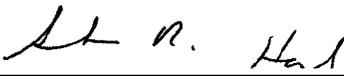
44. The term HOME is disclaimed in Applicant's Application.
45. Beckham used the BECKHAM mark prior to Applicant's first use of the BECKHAM HOME mark.
46. Beckham used the BECKHAM name prior to Applicant's first use of the BECKHAM HOME mark.
47. There are no limitations as to the channels of trade in Applicant's Application.
48. There are no limitations as to the channels of trade in Beckham's Federal Registrations.
49. Applicant selected the term BECKHAM to trade off Beckham's goodwill.
50. Applicant adopted a mark containing the term BECKHAM after viewing an article about Victoria Posh Beckham.
51. Applicant adopted and applied to register BECKHAM HOME with full knowledge of Beckham's prior use of, and the fame of, Beckham's BECKHAM name and the BECKHAM Marks. Applicant was also on constructive notice of Beckham's exclusive rights in the BECKHAM Marks by virtue of Beckham's Federal Trademark Registrations therefor.
52. Use of the mark sought to be registered by Applicant is likely to cause confusion or to cause mistake or to deceive the purchasing public by reason of the BECKHAM Marks, by creating the mistaken belief that Applicant's goods are approved, endorsed, or sponsored by Beckham, or that Beckham is the source of Applicant's goods, or that the goods of Applicant are in some other way associated with Beckham, all to Beckham's grave injury and harm.
53. By reason of all the foregoing, Beckham will be gravely damaged by the registration of the mark shown in Applicant's Application because registration of this mark would be in violation of Beckham's trademark and trade name rights.

WHEREFORE, Beckham prays that Applicant's Application be rejected and stricken, that no registration be issued thereon to Applicant, and that this Opposition be sustained in its favor.

Respectfully submitted,

KNOBBE, MARTENS, OLSON & BEAR, LLP

Dated: November 26, 2012

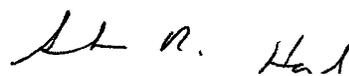
By: 

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Attorneys for Opposers,  
Beckham Brands Limited  
and David Beckham

**CERTIFICATE OF SERVICE**

I hereby certify that I served a copy of the foregoing **NOTICE OF OPPOSITION** upon Applicant's counsel by depositing one copy thereof in the United States Mail, first-class postage prepaid on November 26, 2012, addressed as follows:

R. Randall Frisk  
BAHRET & ASSOCIATES LLC  
320 N. Meridian St., Ste. 510  
Indianapolis, IN 46204-1724



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Stacey R. Halpern

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**Mark:** BECKHAM

**US Serial Number:** 76618483

**Application Filing Date:** Oct. 29, 2004

**US Registration Number:** 3342223

**Registration Date:** Nov. 20, 2007

**Register:** Supplemental

**Mark Type:** Trademark, Service Mark

**Date Amended to Current** Sep. 14, 2007

**Register:**

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

**Status Date:** Nov. 20, 2007

## Mark Information

**Mark Literal Elements:** BECKHAM

**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

## Foreign Information

**Foreign Registration** 001796473

**Number:**

**Foreign Registration Date:** Feb. 05, 2002

**Foreign** EUROPEAN (EU) OFFICE FOR

**Foreign Expiration Date:** Aug. 07, 2010

**Application/Registration** HARMONIZATION IN THE INTERNAL MARKET

**Country:** (OHIM)

**Foreign Registration** 004082161

**Number:**

**Foreign Registration Date:** Mar. 01, 2006

**Foreign** EUROPEAN (EU) OFFICE FOR

**Foreign Expiration Date:** Oct. 20, 2014

**Application/Registration** HARMONIZATION IN THE INTERNAL MARKET

**Country:** (OHIM)

## 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 incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** SUNGLASSES; BLANK VIDEO TAPES; PRE-RECORDED VIDEO TAPES FEATURING OR RELATING TO SOCCER AND SOCCER; PRE-RECORDED DVDS FEATURING OR RELATING TO SOCCER AND SKILLS RELATING TO SOCCER; PRE-FEATURING SOUND OR MUSIC RECORDINGS ABOUT SOCCER AND SKILLS RELATING TO SOCCER AND MUSIC; BLANK DISCS FOR RECORDING AND PLAYING SOUND AND VIDEO; BLANK AUDIO TAPES; PRE-RECORDED AUDIO TAPES FEATURING MUSIC RECORDINGS ABOUT SOCCER AND SKILLS RELATING TO SOCCER AND MUSIC; COMPACT DISC PLAYERS AND BLANK COMPUTER TAPES AND DISCS; EXPOSED PHOTOGRAPHIC FILM; PHONOGRAPH RECORDS FEATURING SOUND RECORDINGS ABOUT SOCCER AND SKILLS RELATING TO SOCCER AND MUSIC; RECORDINGS OF SOUND OR IMAGES ON CDS, DVDS AND AUDIO TAPE FEATURING SOUND OR MUSIC RECORDINGS ABOUT SOCCER AND SKILLS RELATING TO SOCCER AND MUSIC; MOTION PICTURE FILMS FEATURING SPORTS PERSONALITIES AND/OR FEATURING OR RELATING TO SOCCER AND SKILLS RELATING TO SOCCER; COMPUTER SOFTWARE FOR EDUCATIONAL, INSTRUCTIONAL AND TEACHING PURPOSES AND SKILLS RELATING TO SOCCER; COMPUTERS; COMPUTER PERIPHERALS; BLANK DATA CARRIERS; COMPUTERS, VIDEO CAMERAS, VIDEO RECORDERS AND VIDEO PLAYERS; RADIOS AND TELEVISION SETS; TAPE RECORDERS AND LOUDSPEAKERS; MICROPHONES; VISUAL DISPLAY UNITS (VDUS); RECORD PLAYERS; ELECTRICAL COMMUNICATIONS INSTRUMENTS, NAMELY, TELEPHONES, CELLULAR TELEPHONES, MOBILE TELEPHONES, RADIO TELEPHONES, PDA ASSISTANTS (PDAS) AND HAND-HELD COMPUTERS; ELECTRONIC GAMES CONSOLES; INTERACTIVE EDUCATIONAL COMPUTER GAMES PROGRAMS; VIDEO GAME SOFTWARE; COMPUTER SCREEN SAVER SOFTWARE; DOWNLOADABLE PICTURE MESSAGE GRAPHICS, RING TONES AND LOGO GRAPHICS FOR MOBILE AND CELL TELEPHONES VIA A GLOBAL NETWORK AND WIRELESS MOBILE PHONES; MOBILE PHONE RING TONES; CASES FOR MOBILE TELEPHONES

**International Class:** 009 - Primary Class

**U.S. Class:** 021, 023, 026, 036, 038

**Class:**

**Class:** ACTIVE

**Status:**

**Basis:** 44(e)

**For:** POSTERS; DIARIES; CALENDARS; PHOTOGRAPHS; SIGNED PHOTOGRAPHS; AUTOGRAPHS AND AUTOGRAPHED POSTERS; CALENDARS, PHOTOGRAPHS, PHOTOGRAPH ALBUMS, AUTOGRAPH ALBUMS, NOTELETS, GIFT TOKEN CARDS, PICTURE CARDS, TRADING CARDS; PHOTOGRAPH ALBUMS; AUTOGRAPH ALBUMS; SOCCER MAGAZINES; NEWSLETTERS FEATURING OR RELATING TO SOCCER; INSTRUCTION MANUALS; GREETING CARDS; NOTELETS; NOTEBOOKS; STICKERS AND DECALCOMANIAS; PAPER AND CARD-BOARD; DOCUMENT FILES; LEVER ARCH FILES; SOCCER PERIODICAL PUBLICATIONS; PRINTED INSTRUCTIONAL AND TEACHING MATERIALS FOR USE IN TEACHING THE RULES RELATING TO SOCCER; RECORD TOKEN CARDS, NAMELY, FOLDED PIECES OF PAPER OR CARD, OR ENVELOPES PLACED THEREON, A RECORD TOKEN; GIFT TOKEN CARDS, NAMELY, FOLDED PIECES OF PAPER OR CARD, OR ENVELOPES PLACED THEREON, A GIFT TOKEN; WRAPPING PAPER; STATIONERY; WRITING IMPLEMENTS; DRAFTING RULERS; ERASERS; PEN AND PENCIL CASES; PICTURE CARDS; PRINTED MATTER, NAMELY, PRINTED GUIDES AND INSTRUCTION SHEETS; BOARD GAMES AND JIGSAW PUZZLES

**International Class:** 016 - Primary Class

**U.S. Class:** 002, 005, 022, 023, 029, 037

**Class:**

**Class:** ACTIVE

**Status:**

**Basis:** 44(e)

**For:** CLOTHING, NAMELY, T-SHIRTS, SHIRTS, JACKETS, SWEATSHIRTS, HOODED TOPS, PULLOVERS, JUMPERS, SHORTS, UNDERWEAR, SOCKS, SCARVES, DRESSING GOWNS, PAJAMAS, BIBS, ROMPER SUITS, BABY SLEEPSUITS, DUNGEE WRISTBANDS, TRACKSUITS, TIES, LINGERIE, HOSIERY; FOOTWEAR; HEADGEAR, NAMELY, HATS, CAPS, BANDANAS; SOCCER SHIRTS, JERSEYS, SOCKS AND SHORTS; SOCCER BOOTS AND STUDS THEREFOR; SPORTS WEAR, NAMELY, JACKETS, SWEATSHIRTS, HOODED TOPS, PULLOVERS, JUMPERS, SHORTS AND TRACKSUITS; SPORTS CLOTHING FOR SOCCER, NAMELY, SOCCER SHIRTS, SOCCER SHORTS AND SOCCER SOCKS; FOOTWEAR FOR PLAYING SOCCER

**International** 025 - Primary Class**U.S Class:** 022, 039**Class:****Class** ACTIVE**Status:****Basis:** 44(e)

**For:** Toys, NAMELY, BATH TOYS, BENDABLE TOYS, CHILDREN'S ART ACTIVITY TOYS, COLLECTABLE TOY FIGURES, INFANT TOYS AND WATER SQUIRTING TOYS; DOLLS; GAMES AND PLAYTHINGS, NAMELY, BOARD GAMES, JIGSAW PUZZLE EDUCATIONAL GAMES, TOY VEHICLES, RIDE-ON TOYS, ROCKING HORSES, AIR PISTOLS, TOY MASKS, PLAY COSMETIC TOYS FOR PETS, BATHTUB TOYS, MOBILES, BUILDING GAMES, DOMINOES, CHESS AND CHECKERS GAMES, SKITTLES GAMES, DICE, DICE GAMES, TABLES FOR INDOOR SOCCER, BALL GAMES; TOY FIGURES AND MODELED PLASTIC TOY ACTION FIGURES AND ACCESSORIES THEREFOR; PLAY FIGURES; SCALE MODEL FIGURES, NAMELY, FIGURES OF AND SOCCER CLUB MANAGERS; SOFT SCULPTURE TOYS AND RAG DOLLS AND TOY FIGURES OF FABRIC, FUR AND MINIATURES AND MODELS OF VEHICLES, SOCCER PLAYERS AND SOCCER STADIUMS; MODEL KITS OF VEHICLES, AND SOCCER STADIUMS; SPORTING ARTICLES, APPARATUS AND EQUIPMENT, NAMELY, JUMP ROPES, HAND WEIGHT ROPES, FREE WEIGHTS, SOCCER GOALS; ARTICLES, APPARATUS AND EQUIPMENT FOR USE IN THE TRAINING FOR SOCCER, NAMELY, MANUALLY-ACTIVATED EXERCISE EQUIPMENT AND MACHINES FOR PHYSICALLY EXERCISING BODY, ELECTRONICALLY-ACTIVATED EXERCISE EQUIPMENT AND MACHINES FOR PHYSICALLY EXERCISING PART OF BODY, MACHINES AND APPLIANCES, ALL FOR PHYSICAL EXERCISE, WEIGHTS FOR PHYSICAL FITNESS TRAINING, ELECTRICALLY-POWERED TREADMILLS FOR RUNNING, PULLEYS, WEIGHTLIFTING MACHINES, ROWING MACHINES, TREADMILLS, STAIR STEPPERS, CROSS-TRAINERS, EXERCISE BIKES, MULTI-STATION WEIGHT TRAINING EQUIPMENT, WEIGHT LIFTING BENCH ACCESSORIES, CHEST EXPANDERS, EXERCISE TREADMILLS, EXERCISE TABLES, EXERCISE BARS, EXERCISE STATIONARY EXERCISE BICYCLES, EXERCISE DOORWAY GYM BARS, EXERCISE EQUIPMENT FOR LATERAL MOVEMENT, WEIGHT LIFTING MACHINES, EXERCISE PLATFORMS, EXERCISE TRAMPOLINES, EXERCISE WEIGHT CUFF WEIGHTS, MANUAL LEG EXERCISERS, WEIGHT LIFTING BELTS, WEIGHT LIFTING GLOVES, ANKLE AND WRIST WEIGHTS, SOCCER BALLS; SHIN PADS FOR ATHLETIC USE; GOALKEEPERS GLOVES; SPORTS BAGS; ORDINARY PLAYING CARDS, TRADING CARDS, NAMELY, TRADING CARD GAMES; PRINTED LOTTERY SCRATCH CARDS; SELF CONTAINED HAND DEVICES AND GAMES, NAMELY, HAND HELD UNITS FOR PLAYING VIDEO GAMES; BOARD GAMES, JIGSAW PUZZLES;

**International** 028 - Primary Class**U.S Class:** 022, 023, 038, 050**Class:****Class** ACTIVE**Status:****Basis:** 44(e)

**For:** PERFORMANCE OF SPORT AND SKILLS RELATED TO SPORT, NAMELY, PARTICIPATION IN SOCCER SPORTING EVENTS, EXHIBITIONS FEATURING SOCCER AND SKILLS RELATING TO SOCCER; ENTERTAINMENT AND ENTERTAINER SERVICES, ENTERTAINMENT IN THE NATURE OF SOCCER GAMES, ENTERTAINMENT IN THE NATURE OF SOCCER TOURNAMENT COMPETITIONS, PERSONAL APPEARANCES OF OR BY A SPORTS PERSONALITY; PERFORMANCE IN, NAMELY, PERFORMANCE OF OR BY A SPORTS PERSONALITY, AND PRODUCTION OF RADIO AND TELEVISION PROGRAMS; PERFORMANCE IN APPEARANCES OF OR BY A SPORTS PERSONALITY AND PRODUCTION OF MOTION PICTURE FILMS, TELEVISION SHOW RECORDINGS OF SOUND OR OF IMAGES; ENTERTAINMENT IN THE NATURE OF THEATRE AND MUSICAL THEATRE, PUBLICATION OF BOOKS AND OF TEXT; RENTAL OF RECORDINGS OF SOUND AND OF IMAGES PROVIDED ON CD, DVD, AND RENTAL OF VIDEO GAMES; ARRANGING AND CONDUCTING OF COLLOQUIUMS, CONFERENCES, CONGRESSES, SEMINARS AND TRAINING WORKSHOPS IN THE FIELD OF SOCCER; ARRANGING AND CONDUCTING OF COURSES OF INSTRUCTION OR CONNECTED WITH, SOCCER; ARRANGING AND CONDUCTING OF LECTURES AND SEMINARS FOR EDUCATIONAL OR COACHING AND TRAINING PURPOSES IN THE FIELD OF SOCCER, AND SKILLS RELATING TO SOCCER; ARRANGING AND CONDUCTING EDUCATIONAL DEMONSTRATIONS; ARRANGING AND CONDUCTING SPORTING FESTIVALS FEATURING SPORTS PERFORMANCE FOR EDUCATIONAL AND ENTERTAINMENT PURPOSES; ARRANGING AND CONDUCTING SPORTING AND TRAINING EVENTS FOR SOCCER, AND SKILLS RELATING TO SOCCER; ARRANGING AND CONDUCTING TECHNICAL INSTRUCTION COURSES;

SOCCER, AND SKILLS RELATING TO SOCCER; SPORT CAMP SERVICES; COACHING, INSTRUCTIONAL AND TRAINING SPORTING ACTIVITIES. CONDUCTING INSTRUCTIONAL, TEACHING AND COACHING CLASSES, COURSES, SEMINAR AND WORKSHOPS IN THE FIELD OF SOCCER, AND SKILLS RELATING TO SOCCER; EDUCATION, TEACHING AND COACHING IN THE FORM OF MUSIC, TELEVISION AND RADIO PROGRAMS IN THE FIELD OF SOCCER OR SKILLS RELATING TO SOCCER; DEMONSTRATIONS, NAMELY, LIVE OR PRE-RECORDED DEMONSTRATIONS CONDUCTED THROUGH THE PERSONALITY OF A SPORTS PERSONALITY FOR TEACHING, EDUCATIONAL AND COACHING PURPOSES; PROFESSIONAL TRAINING AND SERVICES IN THE FIELD OF SOCCER, AND SKILLS RELATING TO SOCCER; PROVISION OF COURSES OF INSTRUCTIONAL SERVICES IN THE FIELD OF SOCCER, AND SKILLS RELATING TO SOCCER; COACHING RELATING TO SOCCER AND SKILLS RELATING TO SOCCER; EDUCATIONAL SERVICES, NAMELY, PERSONALIZED TEACHING SERVICES IN THE FIELD OF SOCCER AND SKILLS RELATING TO SOCCER; PRACTICAL TRAINING RELATING TO SOCCER AND SKILLS RELATING TO SOCCER; ENTERTAINMENT SERVICES, NAMELY, PROVIDING SERVICES CONNECTED WITH, SOCCER AND SKILLS RELATING TO SOCCER; ENTERTAINMENT SERVICES, NAMELY, PROVIDING SERVICES OVER THE INTERNET AND MOBILE TELEPHONE NETWORKS

**International Class:** 041 - Primary Class

**U.S Class:** 100, 101, 107

**Class:**

**Class:** ACTIVE

**Status:**

**Basis:** 44(e)

### Basis Information (Case Level)

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

### Current Owner(s) Information

**Owner Name:** Beckham, David

**Owner Address:** c/o Lee & Thompson  
Green Garden House 15-22 St Christopher's Place  
London W1M 5HE  
UNITED KINGDOM

**Legal Entity Type:** INDIVIDUAL

**Citizenship:** UNITED KINGDOM

### Attorney/Correspondence Information

#### Attorney of Record

**Attorney Name:** AMY E CARROLL

**Docket Number:** 33228.300/12

#### Correspondent

**Correspondent:** AMY E CARROLL

**Name/Address:** DRINKER BIDDLE & REATH LLP  
1500 K ST NW STE 1100  
WASHINGTON, DISTRICT OF COLUMBIA 20005-1209  
UNITED STATES

**Phone:** 202-842-8889

**Fax:** 202-842-8465

**Correspondent e-mail:** [amy.carroll@dbr.com](mailto:amy.carroll@dbr.com)

**Correspondent e-mail:** No

**Authorized:**

**Domestic Representative:**

Domestic Representative Amy E. Carroll

Phone: 202-842-8889

Name:

Fax: 202-842-8465

Domestic Representative e-mail: [amy.carroll@dbr.com](mailto:amy.carroll@dbr.com)

Domestic Representative e-mail Authorized:

## Prosecution History

Date	Description	Proceedi
Nov. 20, 2007	REGISTERED-SUPPLEMENTAL REGISTER	
Oct. 15, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	76568
Oct. 15, 2007	APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER	
Sep. 14, 2007	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Sep. 14, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Sep. 14, 2007	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Mar. 14, 2007	FINAL REFUSAL MAILED	
Mar. 13, 2007	FINAL REFUSAL WRITTEN	80804
Feb. 21, 2007	TEAS/EMAIL CORRESPONDENCE ENTERED	76568
Feb. 20, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	76568
Feb. 20, 2007	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Aug. 21, 2006	NON-FINAL ACTION MAILED	
Aug. 18, 2006	NON-FINAL ACTION WRITTEN	80804
Jul. 31, 2006	AMENDMENT FROM APPLICANT ENTERED	69712
Jul. 20, 2006	CORRESPONDENCE RECEIVED IN LAW OFFICE	69712
Jul. 20, 2006	PAPER RECEIVED	
Feb. 22, 2006	LETTER OF SUSPENSION MAILED	
Feb. 22, 2006	SUSPENSION LETTER WRITTEN	80804
Jan. 27, 2006	AMENDMENT FROM APPLICANT ENTERED	76568
Dec. 14, 2005	CORRESPONDENCE RECEIVED IN LAW OFFICE	76568
Jan. 10, 2005	UNRESPONSIVE/DUPLICATE PAPER RECEIVED	
Dec. 22, 2004	UNRESPONSIVE/DUPLICATE PAPER RECEIVED	
Jan. 27, 2006	ASSIGNED TO LIE	76568
Dec. 14, 2005	PAPER RECEIVED	
Jan. 10, 2005	PAPER RECEIVED	
Dec. 22, 2004	PAPER RECEIVED	
Jun. 14, 2005	NON-FINAL ACTION MAILED	
Jun. 13, 2005	NON-FINAL ACTION WRITTEN	80804
Jun. 06, 2005	ASSIGNED TO EXAMINER	80804
Nov. 09, 2004	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

TM Staff Information - None

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**Generated on:** This page was generated by TSDR on 2012-11-26 13:56:21 EST

**Mark:** INTIMATELY BECKHAM

INT

**US Serial Number:** 79064708

**Application Filing Date:** Oct. 03, 2008

**US Registration Number:** 3774911

**Registration Date:** Apr. 13, 2010

**Register:** Principal

**Mark Type:** Trademark

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

**Status Date:** Apr. 13, 2010

**Publication Date:** Jan. 26, 2010

## Mark Information

**Mark Literal Elements:** INTIMATELY BECKHAM

**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

**Name Portrait Consent:** The name "Beckham" in the mark identifies "David Beckham", a living individual whose consent is of record.

## Related Properties Information

**International Registration** [0991704](#)  
**Number:**

**International Registration** Oct. 03, 2008  
**Date:**

**Claimed Ownership of US** [3184025](#)  
**Registrations:**

## 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 incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Soaps for personal use; perfumery and perfumes; essential oils; cosmetics; hair lotions; eau de Cologne; cologne; eau de toilette; sun block; after sun lotions, creams, gels, milks and skin care preparations in the nature of body balms; pre-shave and after-shave cologne, creams, gels, milk and moisturizing cream; after-shave and after-shaving preparations, namely, lotions, balm, cologne moisturizers; articles for hair care, namely, shampoos, conditioners, heat protection sprays, hot oil treatments in the nature of hair body care products and preparations, namely, skin moisturizers, depilatory waxes, exfoliants for hair and skin, anti-wrinkle creams; skin cleansers, toning creams, hand creams, cuticle cream, cuticle conditioners, nail creams, nail softeners and nail hardeners; scrubs, body beauty gels, body emulsions, body masks, facial scrubs, shower gels, self-tanning preparations, age spot reducing blemish treatments in the nature of spot remover, non-medicated acne treatment preparations, namely, cosmetic acne cleanse retardant gel and lotions, anti-aging creams, aromatherapy creams, aromatherapy oils, aromatherapy lotions, baby oil, bathing beauty lotions, beauty gels, beauty masks, beauty milks, beauty serums, and exfoliant creams; preparations for the hair and body beauty care preparations in the nature of cosmetics, exfoliants for the hair and skin, facial cleansers, facial concealers, facial toner washes, hair bleach, hair decolorants, massage oils and skin emollients; hand lotions and toilet waters; anti-perspirants; deodorants; fragrances; deodorants; hair care preparations, hair color, and hair styling preparations; shaving lotions; hair dyes

and cleaning preparations; non-medicated skin creams and lotions; styling gels, lotions and mousse; fragranced non-medicated  
 fragranced body care preparations in the nature of cosmetics; fragranced facial moisturizer; fragranced face care preparations  
 cosmetics

**International Class:** 003 - Primary Class

**U.S Class:** 001, 004, 006, 050, 051, 052

**Class Status:** ACTIVE

**Basis:** 66(a)

## Basis Information (Case Level)

<b>Filed Use:</b> No	<b>Currently Use:</b> No	<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> Yes	<b>Currently 66A:</b> Yes	<b>Amended 66A:</b> No
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

## Current Owner(s) Information

**Owner Name:** Beckham Brand Limited; c/o Lee & Thompson

**Owner Address:** Green Garden House,  
 15-22 St. Christopher's Place; London W1M 5HE  
 UNITED KINGDOM

**Legal Entity Type:** Private Limited Company

**State or Country Where Organized:** UNITED KINGDOM

## Attorney/Correspondence Information

**Attorney of Record - None**

### Correspondent

**Correspondent Name/Address:** Stacey R. Halpern

Knobbe, Martens, Olson & Bear, LLP  
 2040 Main Street, Fourteenth Floor  
 Irvine, CALIFORNIA 92614  
 UNITED STATES

**Phone:** 949-760-0404

**Fax:** 949-760-9502

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

**Correspondent e-mail Authorized:** No

### Domestic Representative

**Domestic Representative Name:** Stacey R. Halpern

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Domestic Representative e-mail:** [efiling@kmob.com](mailto:efiling@kmob.com)

**Domestic Representative e-mail Authorized:** Yes

## Prosecution History

Date	Description	Proceed
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Jul. 30, 2010	FINAL DISPOSITION NOTICE SENT TO IB	
Jul. 30, 2010	FINAL DISPOSITION PROCESSED	67445
Jul. 13, 2010	FINAL DISPOSITION NOTICE CREATED, TO BE SENT TO IB	
Apr. 13, 2010	REGISTERED-PRINCIPAL REGISTER	
Jan. 26, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jan. 26, 2010	PUBLISHED FOR OPPOSITION	
Dec. 23, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	74215
Dec. 22, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 25, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Nov. 24, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Nov. 24, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 03, 2009	NOTIFICATION OF PRIORITY ACTION E-MAILED	6326
Sep. 03, 2009	PRIORITY ACTION E-MAILED	6326
Sep. 03, 2009	PRIORITY ACTION WRITTEN	83183
Sep. 03, 2009	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Aug. 31, 2009	ATTORNEY REVOKED AND/OR APPOINTED	
Aug. 31, 2009	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Aug. 31, 2009	WITHDRAWN FROM PUB - OG REVIEW QUERY	61844
Aug. 20, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	74215
Aug. 20, 2009	ASSIGNED TO LIE	74215
Aug. 14, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 13, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Aug. 12, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Aug. 12, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Aug. 12, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 19, 2009	NEW REPRESENTATIVE AT IB RECEIVED	
Mar. 20, 2009	REFUSAL PROCESSED BY IB	
Feb. 27, 2009	NON-FINAL ACTION MAILED - REFUSAL SENT TO IB	
Feb. 27, 2009	REFUSAL PROCESSED BY MPU	72589
Feb. 27, 2009	NON-FINAL ACTION (IB REFUSAL) PREPARED FOR REVIEW	
Feb. 27, 2009	APPLICATION FILING RECEIPT MAILED	
Feb. 26, 2009	NON-FINAL ACTION WRITTEN	83183
Feb. 23, 2009	ASSIGNED TO EXAMINER	83183
Feb. 23, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Feb. 20, 2009	LIMITATION OF GOODS/SERVICES FROM IB ENTERED	68359
Feb. 19, 2009	SN ASSIGNED FOR SECT 66A APPL FROM IB	

### International Registration Information (Section 66a)

International Registration 0991704  
Number:

Priority Claimed Flag: Yes

International Registration Oct. 03, 2008  
Date:

Date of Section 67 Priority Aug. 27, 2008  
Claim:

**Intl. Registration Status:** REQUEST FOR EXTENSION OF PROTECTION PROCESSED

**Date of International Registration Status:** Feb. 19, 2009

**Notification of Designation Date:** Feb. 19, 2009

**Date of Automatic Protection:** Aug. 19, 2010

**First Refusal Flag:** Yes

### TM Staff and Location Information

**TM Staff Information - None**

#### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Apr. 13, 2010

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**Generated on:** This page was generated by TSDR on 2012-11-26 13:58:10 EST

**Mark:** BECKHAM SIGNATURE STORY

**US Serial Number:** 79074855

**Application Filing Date:** Oct. 23, 2009

**US Registration Number:** 4008093

**Registration Date:** Aug. 09, 2011

**Register:** Principal

**Mark Type:** Trademark

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

**Status Date:** Aug. 09, 2011

**Publication Date:** May 24, 2011

## Mark Information

**Mark Literal Elements:** BECKHAM SIGNATURE STORY

**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

**Name Portrait Consent:** The name "BECKHAM" identifies a living individual whose consent is of record.

## Related Properties Information

**International Registration** [1018591](#)  
**Number:**

**International Registration** Oct. 23, 2009  
**Date:**

**Claimed Ownership of US** [3184025,3631399](#)  
**Registrations:**

## 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 incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Soaps, namely, deodorant soap, skin soap, liquid soap, shaving soap, toilet soap; perfumery and perfumes; essential oils; cos de cologne; cologne; eau de toilette; scents, namely, aftershave, eau de toilette, perfumery and perfumes; pre-shave and after cologne, creams and gels; body milk for cosmetic use; moisturizing cream and preparations, namely, facial moisturizer and ski and after-shaving preparations; articles for hair care, namely, shampoo, hair rinses, hair conditioners, hair tonics, hair cleaning preparations; body care products and preparations, namely, skin moisturizers for the body, face and feet, moisturizing gels for non-medicated cleansers for the body, face and feet, body wash, body scrubs; cosmetic preparations for hair and body care; h perspirants; deodorants; fragranced anti-perspirants; fragranced deodorants; hair conditioners and other hair care cosmetics, r hair care preparations, cosmetic preparations for the hair and scalp; shaving lotions; non-medicated skin and foot creams and care products and preparations, namely, fragranced skin moisturizers, fragranced skin cleansers; fragranced body care produc namely, fragranced body wash, fragranced body scrubs, fragranced gels for the body, fragranced shower gels, fragranced bea beauty lotions, fragranced beauty gels, fragranced facial moisturizer; fragranced facial care products and preparations, namely creams, fragranced lotions, fragranced moisturizing gels, fragranced toners, fragranced peels all for the skin; shaving cream; s pre- and post-shave balm; pre- and post-shave gel; non-fragranced facial cleanser; facial moisturizers; non-fragranced pre- an

products and preparations, namely, shaving cream, shaving gel, shaving foam, pre-and post-shave balm, pre-and post-shave cream, pre-and post- cosmetic shave milk, after-shave lotion, after-shave cream, after-shave milk, after-shave gel, after-shave shave gel, eau de cologne, cologne

**International Class:** 003 - Primary Class

**U.S Class:** 001, 004, 006, 050, 051, 052

**Class Status:** ACTIVE

**Basis:** 66(a)

### Basis Information (Case Level)

<b>Filed Use:</b> No	<b>Currently Use:</b> No	<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> Yes	<b>Currently 66A:</b> Yes	<b>Amended 66A:</b> No
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

### Current Owner(s) Information

**Owner Name:** Beckham Brand Limited

**Owner Address:** c/o Lee & Thompson  
Green Garden House 15-22St. Christopher's Place  
London W1M 5HE  
UNITED KINGDOM

**Legal Entity Type:** PLC

**State or Country Where Organized:** UNITED KINGDOM

### Attorney/Correspondence Information

#### Attorney of Record

**Attorney Name:** Stacey R. Halpern

**Docket Number:** FFWAT32.0111

#### Correspondent

**Correspondent Name/Address:** Stacey R. Halpern

Knobbe, Martnes, Olson & Bear, LLP  
2040 Main Street, Fourteenth Floor  
Irvine, CALIFORNIA 92614  
UNITED STATES

**Phone:** 949-760-0404

**Fax:** 949-760-9502

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

**Correspondent e-mail Authorized:** No

#### Domestic Representative

**Domestic Representative Name:** Stacey R. Halpern

**Phone:** 949-760-0404

**Fax:** 949-760-9502

**Domestic Representative e-mail:** [efiling@kmob.com](mailto:efiling@kmob.com)

**Domestic Representative e-mail Authorized:** Yes

## Prosecution History

Date	Description	Proc
Apr. 13, 2012	FINAL DECISION TRANSACTION PROCESSED BY IB	
Mar. 20, 2012	FINAL DISPOSITION NOTICE SENT TO IB	
Mar. 20, 2012	FINAL DISPOSITION PROCESSED	72589
Nov. 09, 2011	FINAL DISPOSITION NOTICE CREATED, TO BE SENT TO IB	
Aug. 09, 2011	REGISTERED-PRINCIPAL REGISTER	
Jul. 12, 2011	NOTIFICATION PROCESSED BY IB	
May 24, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 24, 2011	PUBLISHED FOR OPPOSITION	
May 13, 2011	NOTIFICATION OF POSSIBLE OPPOSITION - PROCESSED BY IB	
May 04, 2011	NOTIFICATION OF POSSIBLE OPPOSITION SENT TO IB	
May 04, 2011	NOTICE OF START OF OPPOSITION PERIOD CREATED, TO BE SENT TO IB	
Apr. 27, 2011	NOTIFICATION OF POSSIBLE OPPOSITION SENT TO IB	
Apr. 27, 2011	NOTIFICATION OF POSSIBLE OPPOSITION CREATED, TO BE SENT TO IB	
Apr. 21, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	68171
Apr. 21, 2011	ASSIGNED TO LIE	68171
Apr. 06, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 18, 2011	EXAMINER'S AMENDMENT ENTERED	88888
Mar. 18, 2011	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Mar. 18, 2011	EXAMINERS AMENDMENT E-MAILED	6328
Mar. 18, 2011	EXAMINERS AMENDMENT -WRITTEN	82434
Feb. 24, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Feb. 23, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Feb. 23, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Oct. 13, 2010	LIMITATION FROM THE IB EXAMINED, NO ACTION IS NEEDED	68359
Oct. 01, 2010	LIMITATION OF GOODS RECEIVED FROM IB	
Aug. 26, 2010	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Aug. 26, 2010	NON-FINAL ACTION E-MAILED	6325
Aug. 26, 2010	NON-FINAL ACTION WRITTEN	82434
Aug. 05, 2010	ATTORNEY REVOKED AND/OR APPOINTED	
Aug. 05, 2010	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Aug. 05, 2010	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Aug. 04, 2010	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Aug. 04, 2010	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Aug. 04, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 12, 2010	REFUSAL PROCESSED BY IB	
Feb. 05, 2010	NON-FINAL ACTION MAILED - REFUSAL SENT TO IB	
Feb. 05, 2010	REFUSAL PROCESSED BY MPU	68359
Feb. 05, 2010	NON-FINAL ACTION (IB REFUSAL) PREPARED FOR REVIEW	

Feb. 04, 2010	NON-FINAL ACTION WRITTEN	82434
Jan. 28, 2010	ASSIGNED TO EXAMINER	82434
Dec. 03, 2009	APPLICATION FILING RECEIPT MAILED	
Nov. 29, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 26, 2009	SN ASSIGNED FOR SECT 66A APPL FROM IB	

### International Registration Information (Section 66a)

**International Registration Number:** 1018591

**Priority Claimed Flag:** Yes

**Intl. Registration Status:** REQUEST FOR EXTENSION OF PROTECTION PROCESSED

**Notification of Designation Date:** Nov. 26, 2009

**First Refusal Flag:** Yes

**International Registration Date:** Oct. 23, 2009

**Date of Section 67 Priority Claim:** Apr. 28, 2009

**Date of International Registration Status:** Nov. 26, 2009

**Date of Automatic Protection:** May 26, 2011

### TM Staff and Location Information

**TM Staff Information - None**

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Aug. 09, 2011

[STATUS](#)    [DOCUMENTS](#)[Back to Search](#)

**Generated on:** This page was generated by TSDR on 2012-11-26 14:00:18 EST

**Mark:** BECKHAM

**US Serial Number:** 85039117

**Application Filing Date:** May 14, 2010

**US Registration Number:** 4208454

**Registration Date:** Sep. 18, 2012

**Register:** Principal

**Mark Type:** Trademark

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

**Status Date:** Sep. 18, 2012

**Publication Date:** Jul. 03, 2012

## Mark Information

**Mark Literal Elements:** BECKHAM

**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

**Acquired Distinctiveness:** In whole

**Claim:**

**Name Portrait Consent:** The name(s), portrait(s), and/or signature(s) shown in the mark identifies David Beckham, whose consent(s) to record.

## Related Properties Information

**Claimed Ownership of US** [3342223](#)

**Registrations:**

## Foreign Information

**Foreign Registration** 001796473

**Number:**

**Foreign Registration Date:** Feb. 05, 2002

**Foreign** EUROPEAN (EU) OFFICE FOR

**Foreign Expiration Date:** Aug. 07, 2020

**Application/Registration** HARMONIZATION IN THE INTERNAL MARKET

**Country:** (OHIM)

## 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 incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Cleaning preparations; scents, namely, perfumery and perfumes, eau de cologne, cologne and eau de toilette; cosmetic cream moisturizing cream and moisturizing preparations for the skin; after-shave and after-shaving preparations; body and beauty care preparations for body care; hand lotions; lotions for the hair, skin and body; toilet waters; deodorants for personal use; non-me

lotions; fragranced non-medicated skin care preparations; fragranced cosmetic body care preparations; fragranced facial skin  
 fragranced skin cleanser; non-fragranced facial wash; Soaps; essential oils; cosmetics; hair lotions; dentifrices; after sun prep  
 and after-sun milks, gels, oils and lotions; pre-shave and after-shave lotions, balm, cologne, milks; preparations for the hair; ar  
 anti-perspirants; fragranced deodorants for personal use; hair care, colouring and styling preparations and products; hair cond  
 care cosmetics; shaving lotions; hair dyes; car polish and shampoos; styling gels, lotions, mousse and sprays; shaving cream;  
 foam; pre- and post-shave balm; pre- and post-shave gel; facial moisturizers; non-fragranced post- shave creams and liquids;  
 shave preparations, namely, pre-shave creams and liquids; shaving preparations; non-fragranced facial scrub; tinted facial mo  
 moisturizer; self-tanning preparations; lip balm; eye cream; anti-aging preparations for face and body, namely, anti-aging clear  
 moisturizers and toners; anti-cellulite preparations, namely, creams and lotions for cellulite reduction

**International** 003 - Primary Class

**U.S Class:** 001, 004, 006, 050, 051, 052

**Class:**

**Class Status:** ACTIVE

**Basis:** 44(e)

## Basis Information (Case Level)

<b>Filed Use:</b> Yes	<b>Currently Use:</b> No	<b>Amended Us</b>
<b>Filed ITU:</b> Yes	<b>Currently ITU:</b> No	<b>Amended ITU</b>
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44I</b>
<b>Filed 44E:</b> Yes	<b>Currently 44E:</b> Yes	<b>Amended 44I</b>
<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:** Beckham, David

**Owner Address:** c/o Lee & Thompson Green Garden House  
 15-22 St. Christopher's Place  
 London W1M 5HE  
 UNITED KINGDOM

**Legal Entity Type:** INDIVIDUAL

**Citizenship:** UNITED KINGDOM

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Stacey R. Halpern

**Docket Number:** FFWAT32.010T

### Correspondent

**Correspondent** STACEY R. HALPERN

**Name/Address:** KNOBBE, MARTENS, OLSON & BEAR, LLP  
 2040 MAIN ST FL 14  
 IRVINE, CALIFORNIA 92614-8214  
 UNITED STATES

**Phone:** 949-760-0404

**Fax:** 949-760-9502

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

**Correspondent e-mail** No  
**Authorized:**

### Domestic Representative

**Domestic Representative** Stacey R. Halpern  
**Name:**

**Phone:** 949-760-0404

Fax: 949-760-9502

Domestic Representative e- [efiling@kmob.com](mailto:efiling@kmob.com)  
mail:Domestic Representative e- Yes  
mail Authorized:

## Prosecution History

Date	Description	Proce
Sep. 18, 2012	REGISTERED-PRINCIPAL REGISTER	
Jul. 03, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jul. 03, 2012	PUBLISHED FOR OPPOSITION	
Jun. 13, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
May 27, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	73787
May 21, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 19, 2012	EXAMINER'S AMENDMENT ENTERED	73787
May 18, 2012	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
May 18, 2012	EXAMINERS AMENDMENT E-MAILED	6328
May 18, 2012	EXAMINERS AMENDMENT -WRITTEN	76151
Apr. 25, 2012	LIE CHECKED SUSP - TO ATTY FOR ACTION	73787
Oct. 11, 2011	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	73787
Apr. 11, 2011	NOTIFICATION OF LETTER OF SUSPENSION E-MAILED	6332
Apr. 11, 2011	LETTER OF SUSPENSION E-MAILED	6332
Apr. 11, 2011	SUSPENSION LETTER WRITTEN	76151
Feb. 24, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Feb. 23, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Feb. 23, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Aug. 28, 2010	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Aug. 28, 2010	NON-FINAL ACTION E-MAILED	6325
Aug. 28, 2010	NON-FINAL ACTION WRITTEN	76151
Aug. 27, 2010	ASSIGNED TO EXAMINER	76151
Jun. 09, 2010	APPLICANT AMENDMENT PRIOR TO EXAMINATION - ENTERED	73787
Jun. 09, 2010	ASSIGNED TO LIE	73787
May 26, 2010	TEAS VOLUNTARY AMENDMENT RECEIVED	
May 19, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 18, 2010	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:** Sep. 18, 2012