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

Proceeding	91210504
Party	Defendant TRUE & CO.
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

GURU DENIM, INC. d/b/a TRUE)	
RELIGION BRAND JEANS and TRUE)	
RELIGION APPAREL, INC.,)	
)	
Opposers,)	Opposition No. 91210504
)	
v.)	
)	
TRUE & CO.,)	
)	
Applicant.)	

ANSWER TO NOTICE OF OPPOSITION

Applicant, True & Co. (“Applicant”), respectfully submits its Answer to the Notice of Opposition filed by Guru Denim, Inc. d/b/a True Religion Brand Jeans and True Religion Apparel, Inc. (“Opposers”) in the above-referenced matter. Applicant denies any allegations not expressly admitted and responds to the Notice of Opposition as follows:

In response to the opening un-numbered paragraphs, Applicant is without knowledge or information sufficient to form a belief as to the truth of the allegations that Opposers are California corporations having their principal place of business at 2263 East Vernon Avenue, Vernon, California 90058, and therefore denies these allegations. Applicant admits that it owns Serial No. 85/530,144 (the “Application”). Applicant denies that Opposers are being or will be damaged by the Application or mark that is the subject of the Application. Applicant admits that Opposer Guru Denim, Inc. has been granted extensions to oppose the Application and that the Notice of Opposition was filed before the expiration of the extensions granted. Applicant is without knowledge or information sufficient to form a belief as to the truth of the allegations that Opposer True Religion Apparel, Inc. is the parent corporation of Opposer Guru Denim, Inc. d/b/a True Religion Brand Jeans, that Opposers are “related companies,” or that Opposer True

Religion Apparel, Inc. is in privity with Opposer Guru Denim, Inc., and therefore denies these allegations. Applicant further denies that any grounds exist for the opposition of the Application, but acknowledges that Opposers seek such relief.

In response to the numbered paragraphs of the Notice of Opposition, Applicant states as follows:

1. Applicant admits the allegations in paragraph 1.
2. Applicant is without knowledge or information sufficient to form a belief as to the truth of the allegations of paragraph 2 and therefore Applicant denies these allegations.
3. Applicant is without knowledge or information sufficient to form a belief as to the truth of the allegations of paragraph 3 and therefore Applicant denies these allegations.
4. Applicant is without knowledge or information sufficient to form a belief as to the truth of the allegations of paragraph 4 and therefore Applicant denies these allegations.
5. Applicant is without knowledge or information sufficient to form a belief as to the truth of the allegations of paragraph 5 and therefore Applicant denies these allegations.
6. Applicant admits that according to the U.S. Patent and Trademark Office's online database, Opposer Guru Denim, Inc. is the owner of Registration No. 2,917,187 for TRUE RELIGION BRAND JEANS WORLD TOUR FASHION FOR THE SENSES SECTION ROW SEAT and Design for "Label [sic] for Clothing, namely, men's, women's, and children's pants, slacks, jeans, shorts, overalls, shirts, t-shirts, blouses, vests, skirts, jackets, coats, sweaters, sweatshirts, sweatpants, and hats" and that this registration issued on January 11, 2005. Applicant is without knowledge or information sufficient to form a belief as to the truth of the remaining allegations of paragraph 6 and therefore Applicant denies these allegations.
7. Applicant is without knowledge or information sufficient to form a belief as to the truth of the allegations of paragraph 7 and therefore Applicant denies these allegations.

8. Applicant admits that according to the U.S. Patent and Trademark Office's online database, Opposer Guru Denim, Inc. is the owner of Registration No. 3,282,490 for TRUE RELIGION BRAND JEANS and Design for "Pants, Jeans, Shorts, Overalls, Shirts, T-Shirts, Vests, Skirts, Jackets, Sweatshirts, Sweatpants" and that this registration issued on August 21, 2007. Applicant is without knowledge or information sufficient to form a belief as to the truth of the remaining allegations of paragraph 8 and therefore Applicant denies these allegations.

9. Applicant is without knowledge or information sufficient to form a belief as to the truth of the allegations of paragraph 9 and therefore Applicant denies these allegations.

10. Applicant admits that according to the U.S. Patent and Trademark Office's online database, Opposer Guru Denim, Inc. is the owner of Registration No. 3,162,614 for TRUE RELIGION for "Clothing, namely, pants, jeans, jackets, skirts, shorts, sweatpants, sweatshirts, and vests" and that this registration issued on October 24, 2006. Applicant is without knowledge or information sufficient to form a belief as to the truth of the remaining allegations of paragraph 10 and therefore Applicant denies these allegations.

11. Applicant is without knowledge or information sufficient to form a belief as to the truth of the allegations of paragraph 11 and therefore Applicant denies these allegations.

12. Applicant admits that according to the U.S. Patent and Trademark Office's online database, Opposer Guru Denim, Inc. is the owner of Registration No. 3,120,797 for TRUE RELIGION BRAND JEANS for "Clothing, namely, pants, jeans, jackets, skirts, shorts, sweatpants, sweatshirts, and vests" and that this registration issued on July 25, 2006. Applicant is without knowledge or information sufficient to form a belief as to the truth of the remaining allegations of paragraph 12 and therefore Applicant denies these allegations.

13. Applicant is without knowledge or information sufficient to form a belief as to the truth of the allegations of paragraph 13 and therefore Applicant denies these allegations.

14. Applicant admits that according to the U.S. Patent and Trademark Office's online database, Opposer Guru Denim, Inc. is the owner of Registration No. 3,120,798 for TRUE RELIGION BRAND JEANS for "On-line retail store services featuring clothing; retail store services featuring clothing" and that this registration issued on July 25, 2006. Applicant is without knowledge or information sufficient to form a belief as to the truth of the remaining allegations of paragraph 14 and therefore Applicant denies these allegations.

15. Applicant is without knowledge or information sufficient to form a belief as to the truth of the allegations of paragraph 15 and therefore Applicant denies these allegations.

16. Applicant admits that according to the U.S. Patent and Trademark Office's online database, Opposer Guru Denim, Inc. is the owner of Registration No. 3,162,615 for TRUE RELIGION for "On-line retail store services featuring clothing; retail store services featuring clothing" and that this registration issued on October 24, 2006. Applicant is without knowledge or information sufficient to form a belief as to the truth of the remaining allegations of paragraph 16 and therefore Applicant denies these allegations.

17. Applicant is without knowledge or information sufficient to form a belief as to the truth of the allegations of paragraph 17 and therefore Applicant denies these allegations.

18. Applicant is without knowledge or information sufficient to form a belief as to the truth of the allegations of paragraph 18 and therefore Applicant denies these allegations.

19. Applicant is without knowledge or information sufficient to form a belief as to the truth of the allegations of paragraph 19 and therefore Applicant denies these allegations.

20. Applicant is without knowledge or information sufficient to form a belief as to the truth of the allegations of paragraph 20 and therefore Applicant denies these allegations.

21. Applicant is without knowledge or information sufficient to form a belief as to the truth of the allegations of paragraph 21 and therefore Applicant denies these allegations.

22. Applicant is without knowledge or information sufficient to form a belief as to the truth of the allegations of paragraph 22 and therefore Applicant denies these allegations.

23. Applicant is without knowledge or information sufficient to form a belief as to the truth of the allegations of paragraph 23 and therefore Applicant denies these allegations.

24. Applicant is without knowledge or information sufficient to form a belief as to the truth of the allegations of paragraph 24 and therefore Applicant denies these allegations.

25. Applicant is without knowledge or information sufficient to form a belief as to the truth of the allegations of paragraph 25 and therefore Applicant denies these allegations.

26. Applicant is without knowledge or information sufficient to form a belief as to the truth of the allegations of paragraph 26 and therefore Applicant denies these allegations.

27. Applicant is without knowledge or information sufficient to form a belief as to the truth of the allegations of paragraph 27 and therefore Applicant denies these allegations.

28. Applicant is without knowledge or information sufficient to form a belief as to the truth of the allegations of paragraph 28 and therefore Applicant denies these allegations.

29. Applicant is without knowledge or information sufficient to form a belief as to the truth of the allegations of paragraph 29 and therefore Applicant denies these allegations.

30. Applicant is without knowledge or information sufficient to form a belief as to the truth of the allegations of paragraph 30 and therefore Applicant denies these allegations.

31. Applicant is without knowledge or information sufficient to form a belief as to the truth of the allegations of paragraph 31 and therefore Applicant denies these allegations.

32. Applicant is without knowledge or information sufficient to form a belief as to the truth of the allegations of paragraph 32 and therefore Applicant denies these allegations.

33. Applicant denies the allegation in paragraph 33 that “Opposers’ trade names, trademarks, and service marks are famous as defined in 15 U.S.C. § 1125(c).” Applicant is without

knowledge or information sufficient to form a belief as to the truth of the remaining allegations of paragraph 33 and therefore Applicant denies these allegations.

34. Applicant denies the allegations in paragraph 34.

35. Applicant denies the allegations in paragraph 35.

36. Applicant denies the allegations in paragraph 36.

37. Paragraph 37 contains a prayer for relief to which no response is required.

AFFIRMATIVE DEFENSE

1. Opposer True Religion Apparel, Inc. did not file an extension of time to oppose the Application and therefore may lack standing.

WHEREFORE, Applicant prays that the Notice of Opposition be dismissed in its entirety and with prejudice, and that the prayer for relief contained therein be denied.

DATED: June 12, 2013

Respectfully submitted,

/s/ Lisa Pearson

Lisa Pearson

Olivia Harris

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Attorneys for Applicant

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Opposers,)	Opposition No. 91210504
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v.)	
)	
TRUE & CO.,)	
)	
Applicant.)	

CERTIFICATE OF SERVICE

A true and correct copy of the attached document has been served on counsel for Opposers via first class mail addressed as follows:

Susan G. L. Glovsky
Hamilton, Brook, Smith & Reynolds, P.C.
530 Virginia Road
P.O. Box 9133
Concord, Massachusetts 01743-9133

Dated: June 12, 2013

/s/ Olivia Harris
Olivia Harris