

ESTTA Tracking number: **ESTTA540407**

Filing date: **05/29/2013**

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

## Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

### Opposer Information

Name	DIRECTV, LLC		
Entity	Limited Liability Company	Citizenship	California
Address	2230 East Imperial, Hwy El Segundo, CA 90245 UNITED STATES		

Attorney information	James E. Griffith Foley & Lardner LLP 321 North Clark Street, Suite 2800 Chicago, IL 60654 UNITED STATES PTOMailChicago@foley.com,jgriffith@foley.com,jgreene@foley.com,jolsen@foley.com Phone:312-832-4500
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### Applicant Information

Application No	85810827	Publication date	05/21/2013
Opposition Filing Date	05/29/2013	Opposition Period Ends	06/20/2013
Applicant	Cheeky Fly Fishing, LLC 25 Peterborough St. #21 Boston, MA 02215 UNITED STATES		

### Goods/Services Affected by Opposition

Class 025. First Use: 2010/07/15 First Use In Commerce: 2010/07/15 All goods and services in the class are opposed, namely: Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms; Baseball caps and hats; Fishing shirts; Fleece tops; Hats; Hooded sweatshirts; Sweatshirts; T-shirts
Class 028. First Use: 2010/07/15 First Use In Commerce: 2010/07/15 All goods and services in the class are opposed, namely: Fishing equipment, namely, fishing lure retriever; Fishing reels; Reels for fishing

### 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.	2715585	Application Date	07/03/2002
Registration Date	05/13/2003	Foreign Priority	NONE

		Date	
Word Mark	D		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 1998/10/01 First Use In Commerce: 1998/10/01 Telecommunications products, namely, receivers, receiver modules, modulators, transmitters, multiplexers, decoder boxes, data processors, integrated circuits, set-top boxes primarily comprised of a receiver and circuitry, computer controlling hardware and software for use in the aforementioned goods, satellite dishes, remote controllers, [ video display devices, namely, television sets, video projectors, and video monitors, ] antennas, installation kits primarily comprising cables, [ phone cords, ] cable ties, cable clips, ground wire, [ phone adapters, ] and parts for the aforesaid goods, video distribution equipment, namely, amplifiers, pre-amplifiers, block signal converters, routers, electrical switches, encoders, decoders, and accessories, namely, [ telephone jacks, ] chimney mounts, surge protectors, cables, connectors and fittings all for use in the direct-to-home satellite broadcasting industry</p> <p>Class 016. First use: First Use: 1994/06/17 First Use In Commerce: 1998/10/01 Cardboard floor display units for merchandising products, instruction manuals for use in connection with direct-to-home satellite equipment and services, magazines, brochures, [ books, ] and printed programming guides in the field of direct-to-home satellite services, writing paper, [ binders, ] posters, [ note pads, ] pens, [ pencils, address books, appointment books, book marks, stationery boxes, calendars, gift cards, ] decals, [ desk sets, diaries, stationery-type portfolios, bumper stickers, paper napkins ]</p> <p>Class 038. First use: First Use: 1994/06/17 First Use In Commerce: 1998/10/01 Satellite television broadcasting services, broadcasting programs via a global computer network, providing and processing interactive access to information via an electronic communication network, [ electronic mail services, ] electronic transmission of messages and data, pay-per-view transmission services, delivery of messages by electronic transmission; [ video broadcasting and messaging services, ] video-on-demand transmission services, providing multiple user access to a global computer information network, rental of satellite broadcasting equipment</p> <p>Class 041. First use: First Use: 1994/06/17 First Use In Commerce: 1998/10/01 Television programming [ and production services ], programming on a global computer network, distribution of television programs for others, providing on-line interactive computer databases of information in the fields of entertainment news, current events, sports, and providing on-line interactive computer databases of information on satellite television programming lists and schedules of others; computer data information services, namely, providing databases featuring general and local news and information to specific geographic areas; providing on-line news in the nature of current events reporting</p>		

U.S. Registration No.	2372271	Application Date	01/21/1999
Registration Date	08/01/2000	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of a stylized letter "D" and a cyclone within a rectangle.		
Goods/Services	Class 009. First use: First Use: 1998/10/01 First Use In Commerce: 1998/10/01		

	<p>Telecommunications products namely, receivers, receiver modules, decoder boxes, satellite dishes, remote controllers, video display devices, namely, television sets and video monitors, antennas, installation kits primarily comprising cables, phone cords, cable ties, cable clips, ground wire, phone adapters, and parts for the aforesaid goods, and accessories, namely, telephone jacks, chimney mounts, surge protectors, all for use in the direct-to-home satellite broadcasting industry</p> <p>Class 016. First use: First Use: 1994/06/17 First Use In Commerce: 1994/06/17</p> <p>Cardboard floor display units for merchandising products, instruction manuals for use in connection with direct-to-home satellite equipment and services, magazines, brochures, books, and printed programming guides in the field of direct-to-home satellite services, writing paper, binders, posters, note pads, pens, pencils, address books, appointment books, book marks, stationery boxes, calendars, gift cards, decals, desk sets, diaries, stationery-type portfolios, bumper stickers</p> <p>Class 025. First use: First Use: 1994/06/17 First Use In Commerce: 1994/06/17</p> <p>Clothing, namely, shirts, golf shirts, jackets, wind-resistant jackets, sweatshirts, t-shirts, caps, and hats</p>
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U.S. Registration No.	2601497	Application Date	12/04/1998
Registration Date	07/30/2002	Foreign Priority Date	NONE
Word Mark	D		
Design Mark			
Description of Mark	The mark consists of a stylized letter "D" and a cyclone within a rectangle.		
Goods/Services	<p>Class 009. First use: First Use: 2000/08/01 First Use In Commerce: 2000/08/01</p> <p>TELECOMMUNICATIONS PRODUCTS, NAMELY, RECEIVERS, RECEIVER MODULES, MODULATORS, TRANSMITTERS, MULTIPLEXERS, DECODER BOXES, [ DATA PROCESSORS, ] INTEGRATED CIRCUITS, SET-TOP BOXES PRIMARILY COMPRISED OF A RECEIVER AND CIRCUITRY, COMPUTER CONTROLLING HARDWARE AND SOFTWARE FOR USE IN THE AFOREMENTIONED GOODS, SATELLITE DISHES, REMOTE CONTROLLERS, VIDEO DISPLAY DEVICES, NAMELY, TELEVISION SETS, [ VIDEO PROJECTORS, AND VIDEO MONITORS, ] ANTENNAS, INSTALLATION KITS PRIMARILY COMPRISING CABLES, PHONE CORDS, CABLE TIES, CABLE CLIPS, GROUND WIRE, PHONE ADAPTERS, AND PARTS FOR THE AFORESAID GOODS, VIDEO DISTRIBUTION EQUIPMENT, NAMELY, AMPLIFIERS, PRE-AMPLIFIERS, BLOCK SIGNAL CONVERTERS, ROUTERS, [ ELECTRICAL SWITCHES, ] ENCODERS AND DECODERS FOR THE DISTRIBUTION OF VIDEO SIGNALS, AND ACCESSORIES, NAMELY, [ TELEPHONE JACKS, CHIMNEY MOUNTS, SURGE PROTECTORS, ] CABLES, CONNECTORS AND PARTS ALL FOR USE IN THE DIRECT-TO-HOME SATELLITE BROADCASTING INDUSTRY</p> <p>Class 016. First use: First Use: 2000/08/01 First Use In Commerce: 2000/08/01</p> <p>CARDBOARD FLOOR DISPLAY UNITS FOR MERCHANDISING PRODUCTS, INSTRUCTION MANUALS FOR USE IN CONNECTION WITH DIRECT-TO-HOME SATELLITE EQUIPMENT AND SERVICES, [ MAGAZINES, ] BROCHURES, [ BOOKS, AND ] PRINTED PROGRAMMING GUIDES IN THE FIELD OF DIRECT-TO-HOME SATELLITE SERVICES, [ WRITING PAPER, BINDERS, ] POSTERS, [ NOTE PADS, ] PENS, [ PENCILS, ADDRESS BOOKS, APPOINTMENT BOOKS, BOOK MARKS, STATIONERY BOXES, CALENDARS, GIFT CARDS, ] DECALS, [ DESK SETS, DIARIES, STATIONERY-TYPE PORTFOLIOS, BUMPER STICKERS ]</p>		

	<p>Class 025. First use: First Use: 2000/08/01 First Use In Commerce: 2000/08/01 CLOTHING, NAMELY, SHIRTS, GOLF SHIRTS, JACKETS, WIND-RESISTANT JACKETS, SWEATSHIRTS, T-SHIRTS, CAPS, HATS, SWEATERS, SWEAT PANTS, SLEEPWEAR, SHORTS, RAINWEAR [ , WRIST BANDS ]</p> <p>Class 035. First use: First Use: 2000/08/01 First Use In Commerce: 2000/08/01 DATA PROCESSING; RETAIL STORE SERVICES, NAMELY, ON-LINE RETAIL STORE SERVICES FEATURING GENERAL MERCHANDISE; AND RETAIL STORE SERVICES, AVAILABLE THROUGH COMPUTER COMMUNICATIONS [ AND INTERACTIVE TELEVISIONS ] FEATURING GENERAL MERCHANDISE</p> <p>Class 038. First use: First Use: 2000/08/01 First Use In Commerce: 2000/08/01 SATELLITE TELEVISION BROADCASTING SERVICES, BROADCASTING PROGRAMS VIA A GLOBAL COMPUTER NETWORK, PROVIDING AND PROCESSING INTERACTIVE ACCESS TO INFORMATION VIA AN ELECTRONIC COMMUNICATION NETWORK, [ ELECTRONIC MAIL SERVICES, ] ELECTRONIC TRANSMISSION OF MESSAGES AND DATA, PAY-PER-VIEW TRANSMISSION SERVICES, DELIVERY OF MESSAGES BY ELECTRONIC TRANSMISSION; [ VIDEO BROADCASTING AND MESSAGING SERVICES, ] VIDEO-ON-DEMAND TRANSMISSION SERVICES, PROVIDING MULTIPLE-USER ACCESS TO A GLOBAL COMPUTER INFORMATION NETWORK</p> <p>Class 041. First use: First Use: 2000/08/01 First Use In Commerce: 2000/08/01 TELEVISION PROGRAMMING AND PRODUCTION SERVICES, PROGRAMMING ON A GLOBAL COMPUTER NETWORK, DISTRIBUTION OF TELEVISION PROGRAMS FOR OTHERS, PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES OF INFORMATION IN THE FIELDS OF ENTERTAINMENT NEWS, FINANCIAL NEWS, CURRENT EVENTS, SPORTS, AND PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES OF INFORMATION ON SATELLITE TELEVISION PROGRAMMING LISTS AND SCHEDULES OF OTHERS</p> <p>Class 042. First use: First Use: 2000/08/01 First Use In Commerce: 2000/08/01 COMPUTER DATA INFORMATION SERVICES, NAMELY, PROVIDING DATABASES FEATURING GENERAL AND LOCAL NEWS AND INFORMATION TO SPECIFIC GEOGRAPHIC AREAS</p>
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U.S. Registration No.	1989358	Application Date	12/10/1993
Registration Date	07/23/1996	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of a rectangle with a stylized cyclone reversed out of it.		
Goods/Services	<p>Class 016. First use: First Use: 1994/06/17 First Use In Commerce: 1994/06/17 cardboard displays, writing paper, pens, printed programming guides, magazines and instruction manuals relating to satellite broadcasting services and equipment</p> <p>Class 025. First use: First Use: 1994/01/20 First Use In Commerce: 1994/01/20 clothing, namely T-shirts, hats, jackets, sweatshirts, sweaters, pants and headwear</p> <p>Class 038. First use: First Use: 1994/06/17 First Use In Commerce: 1994/06/17 satellite television broadcasting services</p> <p>Class 041. First use: First Use: 1994/06/17 First Use In Commerce: 1994/06/17</p>		

	pay-per view television programming and production services		
U.S. Registration No.	3396107	Application Date	12/13/2005
Registration Date	03/11/2008	Foreign Priority Date	NONE
Word Mark	DIRECTV PLUS		
Design Mark			
Description of Mark	The mark consists of A cyclone style design in a rectangle. "DIRECTV" appears on the lower edge and "PLUS" written vertically, from bottom to top, appears on the right edge. A "+" design appears at the corner.		
Goods/Services	Class 009. First use: First Use: 2005/07/01 First Use In Commerce: 2005/07/01 amplifiers; antennas; audio tape recorders; audio-video receivers; computer hardware; computer software for use with telecommunications products, namely, receivers, receiver modules, modulators, transmitters, multiplexers, decoder boxes, data processors, television and video recorders, integrated circuits, set-top boxes primarily comprised of a receiver and circuitry; computers and instructional manuals sold as a unit; digital video recorders; pre-amplifiers; programmable digital television recorders; receivers for satellites; remote controls for operating television equipment, video equipment and computer equipment; satellite receivers; set-top boxes;television receivers; television sets; television transmitters; video projectors; video tape recorders		
U.S. Registration No.	3687565	Application Date	12/13/2005
Registration Date	09/22/2009	Foreign Priority Date	NONE
Word Mark	DIRECTV + PLUS		
Design Mark			
Description of Mark	The mark consists of A cyclone style design in a rectangle. "DIRECTV" appears on the lower edge and "PLUS" written vertically, from bottom to top, appears on the right edge. A "+" design appears at the corner.		
Goods/Services	Class 041. First use: First Use: 2005/07/01 First Use In Commerce: 2005/07/01 Distribution of radio programs for others; Distribution of television programs for others; Entertainment services, namely, providing television programming in the field of entertainment, general news, current events, sports and weather; Entertainment in the nature of on-going television programs in the field of entertainment, general news, current events, sports and weather		
U.S. Registration No.	3396108	Application Date	12/13/2005
Registration Date	03/11/2008	Foreign Priority Date	NONE
Word Mark	DIRECTV PLUS +		
Design Mark			
Description of Mark	The mark consists of A cyclone style design in a rectangle. "DIRECTV" appears on the lower edge and "PLUS" written vertically, from bottom to top, appears on the right edge. A "+" design appears at the corner.		
Goods/Services	Class 038. First use: First Use: 2005/07/01 First Use In Commerce: 2005/07/01 Audio broadcasting; Broadcasting programs via a global computer network; Communication via computer terminals, by digital transmission or by satellite; Communications services, namely, transmitting streamed sound and audio-visual recordings via the Internet; Data transmission and reception services via		

	telecommunication means; Delivery of messages by electronic transmission; Electronic mail services; Electronic message transmission; Electronic, electric, and digital transmission of voice, data, images, signals, and messages; Pay-per-view television transmission services; Providing access to telecommunication networks; Providing multiple-user access to a global computer information network; Satellite television broadcasting; Satellite transmission services; Subscription television broadcasting; Television broadcasting; Television transmission services; Transmission of messages over electronic media; Transmission of sound and vision via satellite or interactive multimedia networks; Video broadcasting; Video-on-demand transmission services
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U.S. Registration No.	3396109	Application Date	12/13/2005
Registration Date	03/11/2008	Foreign Priority Date	NONE
Word Mark	DIRECTV + HDDVR		
Design Mark			
Description of Mark	The mark consists of A cyclone style design in a rectangle. "DIRECTV" appears on the lower edge and "HDDVR" written vertically, from bottom to top, appears on the right edge. A "+" design appears at the corner.		
Goods/Services	Class 009. First use: First Use: 2006/08/01 First Use In Commerce: 2006/08/01 amplifiers; antennas; audio tape recorders; audio-video receivers; computer hardware; computer software for use with telecommunications products, namely, receivers, receiver modules, modulators, transmitters, multiplexers, decoder boxes, data processors, television and video recorders, integrated circuits, set-top boxes primarily comprised of a receiver and circuitry; computers and instructional manuals sold as a unit; digital video recorders; pre-amplifiers; programmable digital television recorders; receivers for satellites; remote controls for operating television equipment, video equipment and computer equipment; satellite receivers; set-top boxes; television receivers; television sets; television transmitters; video projectors; and video tape recorders		

U.S. Registration No.	3396111	Application Date	12/13/2005
Registration Date	03/11/2008	Foreign Priority Date	NONE
Word Mark	DIRECTV + HDDVR		
Design Mark			
Description of Mark	The mark consists of A cyclone style design in a rectangle. "DIRECTV" appears on the lower edge and "HDDVR" written vertically, from bottom to top, appears on the right edge. A "+" design appears at the corner.		
Goods/Services	Class 038. First use: First Use: 2006/08/01 First Use In Commerce: 2006/08/01 audio broadcasting; communication via computer terminals, by digital transmission or by satellite; data transmission and reception services via telecommunication means; delivery of messages by electronic transmission; electronic, electric, and digital transmission of voice, data, images, signals, and messages; pay-per-view television transmission services; providing access to telecommunication networks; satellite television broadcasting; satellite transmission services; subscription television broadcasting; television broadcasting; television transmission services; transmission of messages over electronic media; transmission of sound and vision via satellite or interactive multimedia networks; video broadcasting; video-on-demand transmission services		

U.S. Registration No.	3396112	Application Date	12/13/2005
Registration Date	03/11/2008	Foreign Priority Date	NONE
Word Mark	D DIRECTV + HDDVR		
Design Mark			
Description of Mark	The mark consists of A cyclone style design in a rectangle. "DIRECTV" appears on the lower edge and "HDDVR" written vertically, from bottom to top, appears on the right edge. A "+" design appears at the corner.		
Goods/Services	Class 041. First use: First Use: 2006/08/01 First Use In Commerce: 2006/08/01 distribution of television programs for others; entertainment services, namely, providing television programming in the field of entertainment, general news, current events, sports and weather; entertainment in the nature of on-going television programs in the field of entertainment, general news, current events, sports and weather; entertainment services, namely, providing on-line reviews of movies; entertainment services, namely, providing prerecorded music, all on-line via a global computer network; providing ratings for television, movie and video content		

U.S. Registration No.	3382802	Application Date	02/09/2005
Registration Date	02/12/2008	Foreign Priority Date	NONE
Word Mark	DIRECTV		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 038. First use: First Use: 2005/01/01 First Use In Commerce: 2005/01/01 Satellite television broadcasting services, broadcasting programs via a global computer network, providing access to telecommunication networks, telematic sending of information, electronic mail services, electronic transmission of messages and data, pay-per-view television transmission services, delivery of messages by electronic transmission; video broadcasting and instant messaging services, video-on-demand transmission services, providing multiple-user access to a global computer information network Class 041. First use: First Use: 2005/01/01 First Use In Commerce: 2005/01/01 Television programming and production services, programming on a global computer network, distribution of television programs for others, providing on-line interactive computer databases of information in the fields of entertainment, current events, sports, and television programming lists and schedules of others		

U.S. Registration No.	2738513	Application Date	11/28/2001
Registration Date	07/15/2003	Foreign Priority Date	NONE
Word Mark	DIRECTV		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2000/10/00 First Use In Commerce: 2000/10/00 Clothing, namely, shirts, golf shirts, jackets, wind-resistant jackets, sweatshirts, t-shirts, caps, hats, sweaters, sweat pants [, sleepwear, shorts, rainwear ] [, wrist		

	bands ]
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U.S. Registration No.	2820253	Application Date	11/28/2001
Registration Date	03/02/2004	Foreign Priority Date	NONE
Word Mark	DIRECTV		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 2000/10/00 First Use In Commerce: 2000/10/00 Computer data information services, namely, providing online databases featuring general and local news and information to specific geographic areas		

U.S. Registration No.	3051285	Application Date	11/28/2001
Registration Date	01/24/2006	Foreign Priority Date	NONE
Word Mark	DIRECTV		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1998/10/01 First Use In Commerce: 1998/10/01 Telecommunications products, namely, receivers, receiver modules, modulators, transmitters, multiplexers, decoder boxes, data processors, integrated circuits, set-top boxes primarily comprised of a receiver and circuitry, computer controlling hardware and software for use in the aforementioned goods, satellite dishes, remote controllers, video display devices, namely, television sets, video projectors, and video monitors, antennas, installation kits primarily comprising cables, phone cords, cable ties, cable clips, ground wire, phone adapters, and parts for the aforesaid goods, video distribution equipment, namely, amplifiers, pre-amplifiers, block signal converters, routers, electrical switches, encoders, decoders, and accessories, namely, telephone jacks, chimney mounts, surge protectors, cables, connectors and fittings all for use in the direct-to-home satellite broadcasting industry		

U.S. Registration No.	3051286	Application Date	11/28/2001
Registration Date	01/24/2006	Foreign Priority Date	NONE
Word Mark	DIRECTV		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 038. First use: First Use: 1994/06/17 First Use In Commerce: 1994/06/17 Satellite television broadcasting services, broadcasting programs via a global computer network, electronic mail services, electronic transmission of messages and data, pay-per-view transmission services, delivery of messages by electronic transmission; video broadcasting and messaging services, video-on-demand transmission services, providing multiple user access to a global computer information network, rental of satellite broadcasting equipment		

U.S. Registration No.	2740757	Application Date	11/28/2001
Registration Date	07/22/2003	Foreign Priority Date	NONE
Word Mark	DIRECTV		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 1994/06/17 First Use In Commerce: 1994/06/17 Television programming [ and production services ], programming on a global computer network, distribution of television programs for others, providing on-line interactive computer databases of information in the fields of entertainment news, current events, sports, and providing on-line interactive computer databases of information on satellite television programming lists and schedules of others		

U.S. Registration No.	2939061	Application Date	11/21/2001
Registration Date	04/12/2005	Foreign Priority Date	NONE
Word Mark	DIRECTV		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1998/10/01 First Use In Commerce: 1998/10/01 Telecommunications products, namely, receivers, receiver modules, decoder boxes, satellite dishes; remote controllers; video display devices, namely, television sets and video monitors, antennas, computer controlling hardware and software for use in the aforementioned goods, installation kits primarily comprising cables, phone cords, cable ties, cable clips, ground wire, phone adapters, and parts for the aforesaid goods, and accessories, namely, telephone jacks, chimney mounts, surge protectors, all for use in the direct-to-home satellite broadcasting industry, decorative refrigerator magnets, calculators		

U.S. Registration No.	2639279	Application Date	11/21/2001
Registration Date	10/22/2002	Foreign Priority Date	NONE
Word Mark	DIRECTV		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 038. First use: First Use: 1994/06/17 First Use In Commerce: 1994/06/17 Satellite television transmission and broadcasting services; pay-per-view television transmission services		

U.S. Registration No.	2618102	Application Date	11/21/2001
Registration Date	09/10/2002	Foreign Priority Date	NONE
Word Mark	DIRECTV		
Design Mark			

Description of Mark	NONE
Goods/Services	Class 041. First use: First Use: 1994/06/17 First Use In Commerce: 1994/06/17 Television programming and production services; distribution of television programs for others

U.S. Registration No.	2618103	Application Date	11/21/2001
Registration Date	09/10/2002	Foreign Priority Date	NONE
Word Mark	DIRECTV		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 1994/06/17 First Use In Commerce: 1994/06/17 Cardboard floor display units for merchandising products, instruction manuals for use in connection with direct-to-home satellite equipment and services, [ magazines, ] brochures, [ books,] and printed programming guides in the field of direct-to-home satellite services, writing paper, [ binders, ] posters, [ note pads, ] pens, [ pencils, address books, appointment books, book marks, stationery boxes, calendars, gift cards,] decals, [ desk sets, diaries, stationery-type portfolios, bumper stickers, paper napkins ]		

U.S. Registration No.	2628178	Application Date	11/21/2001
Registration Date	10/01/2002	Foreign Priority Date	NONE
Word Mark	DIRECTV		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1994/06/17 First Use In Commerce: 1994/06/17 Clothing, namely, shirts, golf shirts, jackets, wind-resistant jackets, sweatshirts, t-shirts, caps, and hats		

U.S. Registration No.	4198618	Application Date	03/27/2012
Registration Date	08/28/2012	Foreign Priority Date	NONE
Word Mark	DIRECTV		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 038. First use: First Use: 2010/10/07 First Use In Commerce: 2010/10/07 Satellite television broadcasting; Satellite transmission services; Broadcasting programs via a global computer network; Video-on-demand transmission services; Pay-per-view television transmission services; Streaming of audio and video content on the internet; Electronic transmission of data via global computer networks, wireless networks and electronic communication networks; Providing access to global computer networks, wireless networks and telecommunication networks for transmission or receipt of data; Satellite television broadcasting and transmission services featuring interactive television		

	<p>viewing functions that permit users to view and share audio files, video files, photographs, images and other multimedia content between and among computers, set-top-boxes, and other audiovisual devices, all of the aforementioned services excluding the transmission of games over satellite, broadcast and global computer networks, cellular-based entertainment services, and gaming services</p> <p>Class 041. First use: First Use: 2010/10/07 First Use In Commerce: 2010/10/07</p> <p>Distribution of television programs for others; television programming; programming on a global computer network; entertainment services, namely, providing ongoing television programs featuring music, musical entertainment, information about music and entertainment in the field of music, all via satellite; providing on-line interactive computer databases in the field of entertainment information featuring television programming lists, program schedules and program- related information; providing on-line interactive computer databases featuring entertainment information and schedules about television programming, movies, and other digital images, audio, video and other multimedia materials; Entertainment services, namely, providing on-line computer games; providing computer games via satellite transmission; providing a computer game for use network-wide by network users; Entertainment services, namely, providing ongoing television programs featuring general news and local news that also include interactive functions that permit viewers to view multiple images and sources of television programming simultaneously; Entertainment services, namely, providing ongoing television programs featuring general news and local news as well as a variety of information of interest to specific geographic areas that also include interactive components that let viewers choose what to watch at various times, to obtain information about popular programs in their local viewing area and to more narrowly define the types of related information they receive and programs they view; Entertainment services, namely, ongoing television programs in the field of geographical, categorical, real-time programming ratings that also include interactive components that let viewers more narrowly define the types of related information they receive and programs they view. Entertainment services, namely, providing ongoing television programs featuring general information relating to satellite television service, satellite television equipment and hardware, satellite television programming and audio, visual and other multimedia content that also include interactive components that allow users to define their viewing preference; On-line, nondownloadable newsletters featuring general information relating to entertainment, namely, television, movies and other multimedia entertainment-related content; On-line, nondownloadable newsletters featuring general information relating to satellite telecommunication services and satellite telecommunications hardware; and entertainment services, namely, providing ongoing television programs in a wide variety of fields that also feature interactive television viewing functions that permit viewers to view and use computer applications simultaneously while viewing television programs</p>
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Attachments	<p>Notice of Opposition.pdf(795528 bytes )  Complete Exhibit A.pdf(73496 bytes )  Complete Exhibit B.pdf(384935 bytes )</p>
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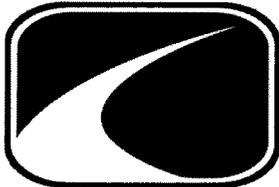
### Certificate of Service

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	s/James E. Griffith/
Name	James E. Griffith
Date	05/29/2013

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

Serial No.: 85-810,827



For the mark:

DIRECTV, LLC,

*Opposer,*

v.

CHEEKY FLY FISHING, LLC

*Applicant.*

OPPOSITION NO.  
\_\_\_\_\_

**NOTICE OF OPPOSITION**

UNITED STATES PATENT AND TRADEMARK OFFICE  
Trademark Trial and Appeal Board  
P.O. Box 1451  
Alexandria, VA 22313-1451

DIRECTV, LLC (“Opposer”), a California limited liability company, located at 2230 East Imperial Highway, El Segundo, California 90245, believes that it will be damaged by registration of the mark shown in Application Serial No. 85-810,827 (the “Application”), filed on December 26, 2012, by Cheeky Fly Fishing, LLC (“Applicant”), and hereby opposes the same. The Application was published for opposition on May 21, 2013. Opposer timely files this opposition within 30 days of the date of publication.

A description of Applicant's mark (the "CFF Logo") is as follows:



MARK:

SERIAL NO.: 85-810,827

FILED: December 26, 2012

PUBLISHED: May 21, 2013

INT'L CLASSES: 25, 28

As grounds for the Opposition, Opposer alleges that:

1. Opposer is one of the world's leading providers of digital television entertainment services. Opposer delivers a premium video experience to its customers through state-of-the-art technology, unmatched programming, and industry-leading customer service to millions of customers in the United States and in other countries in North America and South America. Continuously, since long prior to the filing date of the Application or the alleged first use date in interstate commerce stated in the Application, Opposer has been known throughout the United States as the country's leading satellite television service, offering over 265 digital channels to over 50 million viewers. Additionally, Opposer offers, distributes, and installs satellite television dish receivers, tuning boxes, and other products and services related to the delivery of high quality digital television service. Opposer's goods and services have received wide and favorable publicity throughout the United States and the many other countries in which it offers its services.

2. Opposer offers and sells a wide range of products, including clothing such as t-shirts, hats, jackets, sweatshirts, sweaters, pants, and headwear; satellite television

broadcasting services; and pay-per view television programming and production services, under the following logo (the “DIRECTV Design logo”):



3. Opposer is the owner of federal trademark registrations for the DIRECTV

Design logo in the United States, including the following:

Trademark	Registration Number	Registration Date	Goods and Services
	2715585	13-MAY-2003	<p>(INT. CL. 9) TELECOMMUNICATIONS PRODUCTS, NAMELY, RECEIVERS, RECEIVER MODULES, MODULATORS, TRANSMITTERS, MULTIPLEXERS, DECODER BOXES, DATA PROCESSORS, INTEGRATED CIRCUITS, SET-TOP BOXES PRIMARILY COMPRISED OF A RECEIVER AND CIRCUITRY, COMPUTER CONTROLLING HARDWARE AND SOFTWARE FOR USE IN THE AFOREMENTIONED GOODS, SATELLITE DISHES, REMOTE CONTROLLERS, VIDEO DISPLAY DEVICES, NAMELY, TELEVISION SETS, VIDEO PROJECTORS, AND VIDEO MONITORS, ANTENNAS, INSTALLATION KITS PRIMARILY COMPRISING CABLES, PHONE CORDS, CABLE TIES, CABLE CLIPS, GROUND WIRE, PHONE ADAPTERS, AND PARTS FOR THE AFORESAID GOODS, VIDEO DISTRIBUTION EQUIPMENT, NAMELY, AMPLIFIERS, PRE-AMPLIFIERS, BLOCK SIGNAL CONVERTERS, ROUTERS, ELECTRICAL SWITCHES, ENCODERS, DECODERS, AND ACCESSORIES, NAMELY, TELEPHONE JACKS, CHIMNEY MOUNTS, SURGE PROTECTORS, CABLES, CONNECTORS AND FITTINGS ALL FOR USE IN THE DIRECT-TO-HOME SATELLITE BROADCASTING INDUSTRY</p> <p>(INT. CL. 16) CARDBOARD FLOOR DISPLAY UNITS FOR MERCHANDISING PRODUCTS, INSTRUCTION MANUALS FOR USE IN CONNECTION WITH DIRECT-TO-HOME SATELLITE EQUIPMENT AND SERVICES, MAGAZINES, BROCHURES, [ BOOKS, ] AND PRINTED PROGRAMMING GUIDES IN THE FIELD OF DIRECT-TO-HOME SATELLITE SERVICES, WRITING PAPER, [ BINDERS, ] POSTERS, NOTE PADS, PENS, PENCILS, ADDRESS BOOKS, [ APPOINTMENT BOOKS, ] BOOK MARKS, [ STATIONERY BOXES, ] CALENDARS, [ GIFT CARDS, ] DECALS, DESK SETS, DIARIES, STATIONERY-TYPE PORTFOLIOS, [ BUMPER STICKERS, ] PAPER NAPKINS</p> <p>(INT. CL. 38) SATELLITE TELEVISION BROADCASTING SERVICES, BROADCASTING PROGRAMS VIA A GLOBAL COMPUTER NETWORK, PROVIDING AND PROCESSING INTERACTIVE ACCESS TO INFORMATION VIA AN ELECTRONIC COMMUNICATION NETWORK, [ ELECTRONIC MAIL SERVICES, ] ELECTRONIC TRANSMISSION OF MESSAGES AND DATA, PAY-PER-VIEW TRANSMISSION SERVICES, DELIVERY OF MESSAGES BY ELECTRONIC TRANSMISSION; [ VIDEO BROADCASTING AND MESSAGING SERVICES, ] VIDEO-ON-DEMAND TRANSMISSION SERVICES, PROVIDING MULTIPLE</p>

			<p>USER ACCESS TO A GLOBAL COMPUTER INFORMATION NETWORK, RENTAL OF SATELLITE BROADCASTING EQUIPMENT</p> <p>(INT. CL. 41) TELEVISION PROGRAMMING AND PRODUCTION SERVICES, PROGRAMMING ON A GLOBAL COMPUTER NETWORK, DISTRIBUTION OF TELEVISION PROGRAMS FOR OTHERS, PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES OF INFORMATION IN THE FIELDS OF ENTERTAINMENT NEWS, CURRENT EVENTS, SPORTS, AND PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES OF INFORMATION ON SATELLITE TELEVISION PROGRAMMING LISTS AND SCHEDULES OF OTHERS; COMPUTER DATA INFORMATION SERVICES, NAMELY, PROVIDING DATABASES FEATURING GENERAL AND LOCAL NEWS AND INFORMATION TO SPECIFIC GEOGRAPHIC AREAS; PROVIDING ON-LINE NEWS IN THE NATURE OF CURRENT EVENTS REPORTING</p>
	2372271	01-AUG-2000	<p>(INT. CL. 9) TELECOMMUNICATIONS PRODUCTS NAMELY, RECEIVERS, RECEIVER MODULES, DECODER BOXES, SATELLITE DISHES, REMOTE CONTROLLERS, VIDEO DISPLAY DEVICES, NAMELY, TELEVISION SETS AND VIDEO MONITORS, ANTENNAS, INSTALLATION KITS PRIMARILY COMPRISING CABLES, PHONE CORDS, CABLE TIES, CABLE CLIPS, GROUND WIRE, PHONE ADAPTERS, AND PARTS FOR THE AFORESAID GOODS, AND ACCESSORIES, NAMELY, TELEPHONE JACKS, CHIMNEY MOUNTS, SURGE PROTECTORS, ALL FOR USE IN THE DIRECT-TO-HOME SATELLITE BROADCASTING INDUSTRY</p> <p>(INT. CL. 16) CARDBOARD FLOOR DISPLAY UNITS FOR MERCHANDISING PRODUCTS, INSTRUCTION MANUALS FOR USE IN CONNECTION WITH DIRECT-TO-HOME SATELLITE EQUIPMENT AND SERVICES, MAGAZINES, BROCHURES, BOOKS, AND PRINTED PROGRAMMING GUIDES IN THE FIELD OF DIRECT-TO-HOME SATELLITE SERVICES, WRITING PAPER, BINDERS, POSTERS, NOTE PADS, PENS, PENCILS, ADDRESS BOOKS, APPOINTMENT BOOKS, BOOK MARKS, STATIONERY BOXES, CALENDARS, GIFT CARDS, DECALS, DESK SETS, DIARIES, STATIONERY-TYPE PORTFOLIOS, BUMPER STICKERS</p> <p>(INT. CL. 25) CLOTHING, NAMELY, SHIRTS, GOLF SHIRTS, JACKETS, WIND-RESISTANT JACKETS, SWEATSHIRTS, T-SHIRTS, CAPS, AND HATS</p>
	2601497	30-JUL-2002	<p>(INT. CL. 9) TELECOMMUNICATIONS PRODUCTS, NAMELY, RECEIVERS, RECEIVER MODULES, MODULATORS, TRANSMITTERS, MULTIPLEXERS, DECODER BOXES, [ DATA PROCESSORS, ] INTEGRATED CIRCUITS, SET-TOP BOXES PRIMARILY COMPRISED OF A RECEIVER AND CIRCUITRY, COMPUTER CONTROLLING HARDWARE AND SOFTWARE FOR USE IN THE AFOREMENTIONED GOODS, SATELLITE DISHES, REMOTE CONTROLLERS, VIDEO DISPLAY DEVICES, NAMELY, TELEVISION SETS, [ VIDEO PROJECTORS, AND VIDEO MONITORS, ] ANTENNAS, INSTALLATION KITS PRIMARILY COMPRISING CABLES, PHONE CORDS, CABLE TIES, CABLE CLIPS, GROUND WIRE, PHONE ADAPTERS, AND PARTS FOR THE AFORESAID GOODS, VIDEO DISTRIBUTION EQUIPMENT, NAMELY, AMPLIFIERS, PRE-AMPLIFIERS, BLOCK SIGNAL CONVERTERS, ROUTERS, [ ELECTRICAL SWITCHES, ] ENCODERS AND DECODERS FOR THE DISTRIBUTION OF VIDEO SIGNALS, AND ACCESSORIES, NAMELY, [ TELEPHONE JACKS, CHIMNEY MOUNTS, SURGE PROTECTORS, ] CABLES, CONNECTORS AND PARTS ALL FOR USE IN THE DIRECT-TO-HOME SATELLITE BROADCASTING INDUSTRY</p> <p>(INT. CL. 16) CARDBOARD FLOOR DISPLAY UNITS FOR MERCHANDISING PRODUCTS, INSTRUCTION MANUALS FOR USE IN CONNECTION WITH DIRECT-TO-HOME SATELLITE EQUIPMENT AND SERVICES, [ MAGAZINES, ] BROCHURES, [ BOOKS, AND ] PRINTED PROGRAMMING GUIDES IN THE FIELD</p>

			<p>OF DIRECT-TO-HOME SATELLITE SERVICES, [ WRITING PAPER, BINDERS, ] POSTERS, [ NOTE PADS, ] PENS, [ PENCILS, ADDRESS BOOKS, APPOINTMENT BOOKS, BOOK MARKS, STATIONERY BOXES, CALENDARS, GIFT CARDS, ] DECALS, [ DESK SETS, DIARIES, STATIONERY-TYPE PORTFOLIOS, BUMPER STICKERS ]</p> <p>(INT. CL. 25) CLOTHING, NAMELY, SHIRTS, GOLF SHIRTS, JACKETS, WIND-RESISTANT JACKETS, SWEATSHIRTS, T-SHIRTS, CAPS, HATS, SWEATERS, SWEAT PANTS, SLEEPWEAR, SHORTS, RAINWEAR [ , WRIST BANDS ]</p> <p>(INT. CL. 35) DATA PROCESSING; RETAIL STORE SERVICES, NAMELY, ON-LINE RETAIL STORE SERVICES FEATURING GENERAL MERCHANDISE; AND RETAIL STORE SERVICES, AVAILABLE THROUGH COMPUTER COMMUNICATIONS [ AND INTERACTIVE TELEVISIONS ] FEATURING GENERAL MERCHANDISE</p> <p>(INT. CL. 38) SATELLITE TELEVISION BROADCASTING SERVICES, BROADCASTING PROGRAMS VIA A GLOBAL COMPUTER NETWORK, PROVIDING AND PROCESSING INTERACTIVE ACCESS TO INFORMATION VIA AN ELECTRONIC COMMUNICATION NETWORK, [ ELECTRONIC MAIL SERVICES, ] ELECTRONIC TRANSMISSION OF MESSAGES AND DATA, PAY-PER-VIEW TRANSMISSION SERVICES, DELIVERY OF MESSAGES BY ELECTRONIC TRANSMISSION; [ VIDEO BROADCASTING AND MESSAGING SERVICES, ] VIDEO-ON-DEMAND TRANSMISSION SERVICES, PROVIDING MULTIPLE-USER ACCESS TO A GLOBAL COMPUTER INFORMATION NETWORK</p> <p>(INT. CL. 41) TELEVISION PROGRAMMING AND PRODUCTION SERVICES, PROGRAMMING ON A GLOBAL COMPUTER NETWORK, DISTRIBUTION OF TELEVISION PROGRAMS FOR OTHERS, PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES OF INFORMATION IN THE FIELDS OF ENTERTAINMENT NEWS, FINANCIAL NEWS, CURRENT EVENTS, SPORTS, AND PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES OF INFORMATION ON SATELLITE TELEVISION PROGRAMMING LISTS AND SCHEDULES OF OTHERS</p> <p>(INT. CL. 42) COMPUTER DATA INFORMATION SERVICES, NAMELY, PROVIDING DATABASES FEATURING GENERAL AND LOCAL NEWS AND INFORMATION TO SPECIFIC GEOGRAPHIC AREAS</p>
	1989358	23-JUL-1996	<p>(INT. CL. 16) CARDBOARD DISPLAYS, WRITING PAPER, PENS, PRINTED PROGRAMMING GUIDES, MAGAZINES AND INSTRUCTION MANUALS RELATING TO SATELLITE BROADCASTING SERVICES AND EQUIPMENT</p> <p>(INT. CL. 25) CLOTHING, NAMELY T-SHIRTS, HATS, JACKETS, SWEATSHIRTS, SWEATERS, PANTS AND HEADWEAR</p> <p>(INT. CL. 38) SATELLITE TELEVISION BROADCASTING SERVICES</p> <p>(INT. CL. 41) PAY-PER VIEW TELEVISION PROGRAMMING AND PRODUCTION SERVICES</p>

Attached as Exhibit A are true and correct copies of printouts from the Trademark Status and Document Retrieval (“TSDR”) electronic database of the USPTO showing registration status and title copies of the aforementioned registrations.

4. In addition to the DIRECTV Design logo, Opposer has also used, since long prior to Applicant’s filing date or alleged date of first use, other marks that include the DIRECTV Design logo as a prominent feature as trademarks and service marks for Opposer’s goods and services. Opposer is the owner of the following federal trademark registrations for marks that include the DIRECTV Design logo as a prominent feature:

Trademark	Registration Number	Registration Date	Goods and Services
	3396107	11-MAR-2008	(INT. CL. 9) AMPLIFIERS; ANTENNAS; AUDIO TAPE RECORDERS; AUDIO-VIDEO RECEIVERS; COMPUTER HARDWARE; COMPUTER SOFTWARE FOR USE WITH TELECOMMUNICATIONS PRODUCTS, NAMELY, RECEIVERS, RECEIVER MODULES, MODULATORS, TRANSMITTERS, MULTIPLEXERS, DECODER BOXES, DATA PROCESSORS, TELEVISION AND VIDEO RECORDERS, INTEGRATED CIRCUITS, SET-TOP BOXES PRIMARILY COMPRISED OF A RECEIVER AND CIRCUITRY; COMPUTERS AND INSTRUCTIONAL MANUALS SOLD AS A UNIT; DIGITAL VIDEO RECORDERS; PRE-AMPLIFIERS; PROGRAMMABLE DIGITAL TELEVISION RECORDERS; RECEIVERS FOR SATELLITES; REMOTE CONTROLS FOR OPERATING TELEVISION EQUIPMENT, VIDEO EQUIPMENT AND COMPUTER EQUIPMENT; SATELLITE RECEIVERS; SET-TOP BOXES; TELEVISION RECEIVERS; TELEVISION SETS; TELEVISION TRANSMITTERS; VIDEO PROJECTORS; VIDEO TAPE RECORDERS
	3687565	22-SEP-2009	(INT. CL. 41) DISTRIBUTION OF RADIO PROGRAMS FOR OTHERS; DISTRIBUTION OF TELEVISION PROGRAMS FOR OTHERS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING TELEVISION PROGRAMMING IN THE FIELD OF ENTERTAINMENT, GENERAL NEWS, CURRENT EVENTS, SPORTS AND WEATHER; ENTERTAINMENT IN THE NATURE OF ON-GOING TELEVISION PROGRAMS IN THE FIELD OF ENTERTAINMENT, GENERAL NEWS, CURRENT EVENTS, SPORTS AND WEATHER

	3396108	11-MAR-2008	<p>(INT. CL. 38) AUDIO BROADCASTING; BROADCASTING PROGRAMS VIA A GLOBAL COMPUTER NETWORK; COMMUNICATION VIA COMPUTER TERMINALS, BY DIGITAL TRANSMISSION OR BY SATELLITE; COMMUNICATIONS SERVICES, NAMELY, TRANSMITTING STREAMED SOUND AND AUDIO-VISUAL RECORDINGS VIA THE INTERNET; DATA TRANSMISSION AND RECEPTION SERVICES VIA TELECOMMUNICATION MEANS; DELIVERY OF MESSAGES BY ELECTRONIC TRANSMISSION; ELECTRONIC MAIL SERVICES; ELECTRONIC MESSAGE TRANSMISSION; ELECTRONIC, ELECTRIC, AND DIGITAL TRANSMISSION OF VOICE, DATA, IMAGES, SIGNALS, AND MESSAGES; PAY-PER-VIEW TELEVISION TRANSMISSION SERVICES; PROVIDING ACCESS TO TELECOMMUNICATION NETWORKS; PROVIDING MULTIPLE-USER ACCESS TO A GLOBAL COMPUTER INFORMATION NETWORK; SATELLITE TELEVISION BROADCASTING; SATELLITE TRANSMISSION SERVICES; SUBSCRIPTION TELEVISION BROADCASTING; TELEVISION BROADCASTING; TELEVISION TRANSMISSION SERVICES; TRANSMISSION OF MESSAGES OVER ELECTRONIC MEDIA; TRANSMISSION OF SOUND AND VISION VIA SATELLITE OR INTERACTIVE MULTIMEDIA NETWORKS; VIDEO BROADCASTING; VIDEO-ON-DEMAND TRANSMISSION SERVICES</p>
	3396109	11-MAR-2008	<p>(INT. CL. 9) AMPLIFIERS; ANTENNAS; AUDIO TAPE RECORDERS; AUDIO-VIDEO RECEIVERS; COMPUTER HARDWARE; COMPUTER SOFTWARE FOR USE WITH TELECOMMUNICATIONS PRODUCTS, NAMELY, RECEIVERS, RECEIVER MODULES, MODULATORS, TRANSMITTERS, MULTIPLEXERS, DECODER BOXES, DATA PROCESSORS, TELEVISION AND VIDEO RECORDERS, INTEGRATED CIRCUITS, SET-TOP BOXES PRIMARILY COMPRISED OF A RECEIVER AND CIRCUITRY; COMPUTERS AND INSTRUCTIONAL MANUALS SOLD AS A UNIT; DIGITAL VIDEO RECORDERS; PRE-AMPLIFIERS; PROGRAMMABLE DIGITAL TELEVISION RECORDERS; RECEIVERS FOR SATELLITES; REMOTE CONTROLS FOR OPERATING TELEVISION EQUIPMENT, VIDEO EQUIPMENT AND COMPUTER EQUIPMENT; SATELLITE RECEIVERS; SET-TOP BOXES; TELEVISION RECEIVERS; TELEVISION SETS; TELEVISION TRANSMITTERS; VIDEO PROJECTORS; AND VIDEO TAPE RECORDERS</p>
	3396111	11-MAR-2008	<p>(INT. CL. 38) AUDIO BROADCASTING; COMMUNICATION VIA COMPUTER TERMINALS, BY DIGITAL TRANSMISSION OR BY SATELLITE; DATA TRANSMISSION AND RECEPTION SERVICES VIA TELECOMMUNICATION MEANS; DELIVERY OF MESSAGES BY ELECTRONIC TRANSMISSION; ELECTRONIC, ELECTRIC, AND DIGITAL TRANSMISSION OF VOICE, DATA, IMAGES, SIGNALS, AND MESSAGES; PAY-PER-VIEW TELEVISION TRANSMISSION SERVICES; PROVIDING ACCESS TO TELECOMMUNICATION NETWORKS; SATELLITE TELEVISION BROADCASTING; SATELLITE TRANSMISSION SERVICES; SUBSCRIPTION TELEVISION BROADCASTING; TELEVISION BROADCASTING; TELEVISION TRANSMISSION SERVICES; TRANSMISSION OF MESSAGES OVER ELECTRONIC MEDIA; TRANSMISSION OF SOUND AND VISION VIA SATELLITE OR INTERACTIVE MULTIMEDIA NETWORKS; VIDEO BROADCASTING; VIDEO-ON-DEMAND TRANSMISSION SERVICES</p>

	3396112	11-MAR-2008	<p>(INT. CL. 41) DISTRIBUTION OF TELEVISION PROGRAMS FOR OTHERS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING TELEVISION PROGRAMMING IN THE FIELD OF ENTERTAINMENT, GENERAL NEWS, CURRENT EVENTS, SPORTS AND WEATHER; ENTERTAINMENT IN THE NATURE OF ON-GOING TELEVISION PROGRAMS IN THE FIELD OF ENTERTAINMENT, GENERAL NEWS, CURRENT EVENTS, SPORTS AND WEATHER; ENTERTAINMENT SERVICES, NAMELY, PROVIDING ON-LINE REVIEWS OF MOVIES; ENTERTAINMENT SERVICES, NAMELY, PROVIDING PRERECORDED MUSIC, ALL ON-LINE VIA A GLOBAL COMPUTER NETWORK; PROVIDING RATINGS FOR TELEVISION, MOVIE AND VIDEO CONTENT</p>
	3382802	12-FEB-2008	<p>(INT. CL. 38) SATELLITE TELEVISION BROADCASTING SERVICES, BROADCASTING PROGRAMS VIA A GLOBAL COMPUTER NETWORK, PROVIDING ACCESS TO TELECOMMUNICATION NETWORKS, TELEMATIC SENDING OF INFORMATION, ELECTRONIC MAIL SERVICES, ELECTRONIC TRANSMISSION OF MESSAGES AND DATA, PAY-PER-VIEW TELEVISION TRANSMISSION SERVICES, DELIVERY OF MESSAGES BY ELECTRONIC TRANSMISSION; VIDEO BROADCASTING AND INSTANT MESSAGING SERVICES, VIDEO-ON-DEMAND TRANSMISSION SERVICES, PROVIDING MULTIPLE-USER ACCESS TO A GLOBAL COMPUTER INFORMATION NETWORK</p> <p>(INT. CL. 41) TELEVISION PROGRAMMING AND PRODUCTION SERVICES, PROGRAMMING ON A GLOBAL COMPUTER NETWORK, DISTRIBUTION OF TELEVISION PROGRAMS FOR OTHERS, PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES OF INFORMATION IN THE FIELDS OF ENTERTAINMENT, CURRENT EVENTS, SPORTS, AND TELEVISION PROGRAMMING LISTS AND SCHEDULES OF OTHERS</p>
	2738513	15-JUL-2003	<p>(INT. CL. 25) CLOTHING, NAMELY, SHIRTS, GOLF SHIRTS, JACKETS, WIND-RESISTANT JACKETS, SWEATSHIRTS, T-SHIRTS, CAPS, HATS, SWEATERS, SWEAT PANTS, SLEEPWEAR, SHORTS, RAINWEAR [ , WRIST BANDS ]</p>
	2820253	02-MAR-2004	<p>(INT. CL. 42) COMPUTER DATA INFORMATION SERVICES, NAMELY, PROVIDING ONLINE DATABASES FEATURING GENERAL AND LOCAL NEWS AND INFORMATION TO SPECIFIC GEOGRAPHIC AREAS</p>

	3051285	24-JAN-2006	(INT. CL. 9) TELECOMMUNICATIONS PRODUCTS, NAMELY, RECEIVERS, RECEIVER MODULES, MODULATORS, TRANSMITTERS, MULTIPLEXERS, DECODER BOXES, DATA PROCESSORS, INTEGRATED CIRCUITS, SET-TOP BOXES PRIMARILY COMPRISED OF A RECEIVER AND CIRCUITRY, COMPUTER CONTROLLING HARDWARE AND SOFTWARE FOR USE IN THE AFOREMENTIONED GOODS, SATELLITE DISHES, REMOTE CONTROLLERS, VIDEO DISPLAY DEVICES, NAMELY, TELEVISION SETS, VIDEO PROJECTORS, AND VIDEO MONITORS, ANTENNAS, INSTALLATION KITS PRIMARILY COMPRISING CABLES, PHONE CORDS, CABLE TIES, CABLE CLIPS, GROUND WIRE, PHONE ADAPTERS, AND PARTS FOR THE AFORESAID GOODS, VIDEO DISTRIBUTION EQUIPMENT, NAMELY, AMPLIFIERS, PRE-AMPLIFIERS, BLOCK SIGNAL CONVERTERS, ROUTERS, ELECTRICAL SWITCHES, ENCODERS, DECODERS, AND ACCESSORIES, NAMELY, TELEPHONE JACKS, CHIMNEY MOUNTS, SURGE PROTECTORS, CABLES, CONNECTORS AND FITTINGS ALL FOR USE IN THE DIRECT-TO-HOME SATELLITE BROADCASTING INDUSTRY
	3051286	24-JAN-2006	(INT. CL. 38) SATELLITE TELEVISION BROADCASTING SERVICES, BROADCASTING PROGRAMS VIA A GLOBAL COMPUTER NETWORK, ELECTRONIC MAIL SERVICES, ELECTRONIC TRANSMISSION OF MESSAGES AND DATA, PAY-PER-VIEW TRANSMISSION SERVICES, DELIVERY OF MESSAGES BY ELECTRONIC TRANSMISSION; VIDEO BROADCASTING AND MESSAGING SERVICES, VIDEO-ON-DEMAND TRANSMISSION SERVICES, PROVIDING MULTIPLE USER ACCESS TO A GLOBAL COMPUTER INFORMATION NETWORK, RENTAL OF SATELLITE BROADCASTING EQUIPMENT
	2740757	22-JUL-2003	(INT. CL. 41) TELEVISION PROGRAMMING AND PRODUCTION SERVICES, PROGRAMMING ON A GLOBAL COMPUTER NETWORK, DISTRIBUTION OF TELEVISION PROGRAMS FOR OTHERS, PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES OF INFORMATION IN THE FIELDS OF ENTERTAINMENT NEWS, CURRENT EVENTS, SPORTS, AND PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES OF INFORMATION ON SATELLITE TELEVISION PROGRAMMING LISTS AND SCHEDULES OF OTHERS
	2939061	12-APR-2005	(INT. CL. 9) TELECOMMUNICATIONS PRODUCTS, NAMELY, RECEIVERS, RECEIVER MODULES, DECODER BOXES, SATELLITE DISHES; REMOTE CONTROLLERS; VIDEO DISPLAY DEVICES, NAMELY, TELEVISION SETS AND VIDEO MONITORS, ANTENNAS, COMPUTER CONTROLLING HARDWARE AND SOFTWARE FOR USE IN THE AFOREMENTIONED GOODS, INSTALLATION KITS PRIMARILY COMPRISING CABLES, PHONE CORDS, CABLE TIES, CABLE CLIPS, GROUND WIRE, PHONE ADAPTERS, AND PARTS FOR THE AFORESAID GOODS, AND ACCESSORIES, NAMELY, TELEPHONE JACKS, CHIMNEY MOUNTS, SURGE PROTECTORS, ALL FOR USE IN THE DIRECT-TO-HOME SATELLITE BROADCASTING INDUSTRY, DECORATIVE REFRIGERATOR MAGNETS, CALCULATORS
	2639279	22-OCT-2002	(INT. CL. 38) SATELLITE TELEVISION TRANSMISSION AND BROADCASTING SERVICES; PAY-PER-VIEW TELEVISION TRANSMISSION SERVICES

	2618102	10-SEP-2002	(INT. CL. 41) TELEVISION PROGRAMMING AND PRODUCTION SERVICES; DISTRIBUTION OF TELEVISION PROGRAMS FOR OTHERS
	2618103	10-SEP-2002	(INT. CL. 16) CARDBOARD FLOOR DISPLAY UNITS FOR MERCHANDISING PRODUCTS, INSTRUCTION MANUALS FOR USE IN CONNECTION WITH DIRECT-TO-HOME SATELLITE EQUIPMENT AND SERVICES, [ MAGAZINES, ] BROCHURES, [ BOOKS, ] AND PRINTED PROGRAMMING GUIDES IN THE FIELD OF DIRECT-TO-HOME SATELLITE SERVICES, WRITING PAPER, [ BINDERS, ] POSTERS, [ NOTE PADS, ] PENS, [ PENCILS, ADDRESS BOOKS, APPOINTMENT BOOKS, BOOK MARKS, STATIONERY BOXES, CALENDARS, GIFT CARDS, ] DECALS, [ DESK SETS, DIARIES, STATIONERY-TYPE PORTFOLIOS, BUMPER STICKERS, PAPER NAPKINS ]
	2628178	01-OCT-2002	(INT. CL. 25) CLOTHING, NAMELY, SHIRTS, GOLF SHIRTS, JACKETS, WIND-RESISTANT JACKETS, SWEATSHIRTS, T-SHIRTS, CAPS, AND HATS
	4198618	28-AUG-2012	<p>(INT. CL. 38) SATELLITE TELEVISION BROADCASTING; SATELLITE TRANSMISSION SERVICES; BROADCASTING PROGRAMS VIA A GLOBAL COMPUTER NETWORK; VIDEO-ON-DEMAND TRANSMISSION SERVICES; PAY-PER-VIEW TELEVISION TRANSMISSION SERVICES; STREAMING OF AUDIO AND VIDEO CONTENT ON THE INTERNET; ELECTRONIC TRANSMISSION OF DATA VIA GLOBAL COMPUTER NETWORKS, WIRELESS NETWORKS AND ELECTRONIC COMMUNICATION NETWORKS; PROVIDING ACCESS TO GLOBAL COMPUTER NETWORKS, WIRELESS NETWORKS AND TELECOMMUNICATION NETWORKS FOR TRANSMISSION OR RECEIPT OF DATA; SATELLITE TELEVISION BROADCASTING AND TRANSMISSION SERVICES FEATURING INTERACTIVE TELEVISION VIEWING FUNCTIONS THAT PERMIT USERS TO VIEW AND SHARE AUDIO FILES, VIDEO FILES, PHOTOGRAPHS, IMAGES AND OTHER MULTIMEDIA CONTENT BETWEEN AND AMONG COMPUTERS, SET-TOP-BOXES, AND OTHER AUDIOVISUAL DEVICES, ALL OF THE AFOREMENTIONED SERVICES EXCLUDING THE TRANSMISSION OF GAMES OVER SATELLITE, BROADCAST AND GLOBAL COMPUTER NETWORKS, CELLULAR-BASED ENTERTAINMENT SERVICES, AND GAMING SERVICES</p> <p>(INT. CL. 41) DISTRIBUTION OF TELEVISION PROGRAMS FOR OTHERS; TELEVISION PROGRAMMING; PROGRAMMING ON A GLOBAL COMPUTER NETWORK; ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONGOING TELEVISION PROGRAMS FEATURING MUSIC, MUSICAL ENTERTAINMENT, INFORMATION ABOUT MUSIC AND ENTERTAINMENT IN THE FIELD OF MUSIC, ALL VIA SATELLITE; PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES IN THE FIELD OF ENTERTAINMENT INFORMATION FEATURING TELEVISION PROGRAMMING LISTS, PROGRAM SCHEDULES AND PROGRAM- RELATED INFORMATION; PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES FEATURING ENTERTAINMENT INFORMATION AND SCHEDULES ABOUT TELEVISION PROGRAMMING, MOVIES, AND OTHER DIGITAL IMAGES, AUDIO, VIDEO AND OTHER MULTIMEDIA MATERIALS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING ON-LINE COMPUTER GAMES; PROVIDING COMPUTER GAMES VIA SATELLITE TRANSMISSION; PROVIDING A COMPUTER GAME FOR USE NETWORK-WIDE BY NETWORK USERS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONGOING TELEVISION PROGRAMS FEATURING</p>

			<p>GENERAL NEWS AND LOCAL NEWS THAT ALSO INCLUDE INTERACTIVE FUNCTIONS THAT PERMIT VIEWERS TO VIEW MULTIPLE IMAGES AND SOURCES OF TELEVISION PROGRAMMING SIMULTANEOUSLY; ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONGOING TELEVISION PROGRAMS FEATURING GENERAL NEWS AND LOCAL NEWS AS WELL AS A VARIETY OF INFORMATION OF INTEREST TO SPECIFIC GEOGRAPHIC AREAS THAT ALSO INCLUDE INTERACTIVE COMPONENTS THAT LET VIEWERS CHOOSE WHAT TO WATCH AT VARIOUS TIMES, TO OBTAIN INFORMATION ABOUT POPULAR PROGRAMS IN THEIR LOCAL VIEWING AREA AND TO MORE NARROWLY DEFINE THE TYPES OF RELATED INFORMATION THEY RECEIVE AND PROGRAMS THEY VIEW; ENTERTAINMENT SERVICES, NAMELY, ONGOING TELEVISION PROGRAMS IN THE FIELD OF GEOGRAPHICAL, CATEGORICAL, REAL-TIME PROGRAMMING RATINGS THAT ALSO INCLUDE INTERACTIVE COMPONENTS THAT LET VIEWERS MORE NARROWLY DEFINE THE TYPES OF RELATED INFORMATION THEY RECEIVE AND PROGRAMS THEY VIEW. ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONGOING TELEVISION PROGRAMS FEATURING GENERAL INFORMATION RELATING TO SATELLITE TELEVISION SERVICE, SATELLITE TELEVISION EQUIPMENT AND HARDWARE, SATELLITE TELEVISION PROGRAMMING AND AUDIO, VISUAL AND OTHER MULTIMEDIA CONTENT THAT ALSO INCLUDE INTERACTIVE COMPONENTS THAT ALLOW USERS TO DEFINE THEIR VIEWING PREFERENCE; ON-LINE, NON DOWNLOADABLE NEWSLETTERS FEATURING GENERAL INFORMATION RELATING TO ENTERTAINMENT, NAMELY, TELEVISION, MOVIES AND OTHER MULTIMEDIA ENTERTAINMENT-RELATED CONTENT; ON-LINE, NON DOWNLOADABLE NEWSLETTERS FEATURING GENERAL INFORMATION RELATING TO SATELLITE TELECOMMUNICATION SERVICES AND SATELLITE TELECOMMUNICATIONS HARDWARE; AND ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONGOING TELEVISION PROGRAMS IN A WIDE VARIETY OF FIELDS THAT ALSO FEATURE INTERACTIVE TELEVISION VIEWING FUNCTIONS THAT PERMIT VIEWERS TO VIEW AND USE COMPUTER APPLICATIONS SIMULTANEOUSLY WHILE VIEWING TELEVISION PROGRAMS</p>
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Attached as Exhibit B are true and correct copies of printouts from the TSDR electronic database of the USPTO showing registration status and title copies of the aforementioned registrations. (The registrations reflected in Exhibits A and B are collectively referred to herein as “Opposer’s Marks.”)

5. Pursuant to Section 7(b) of the Lanham Act, 15 U.S.C. §1057(b), Opposer’s federal registration certificates are prima facie evidence of the validity of Opposer’s Marks as well as Opposer’s ownership and exclusive rights to use these marks in connection with the identified goods and services. As of the filing date of this Opposition, Opposer’s exclusive rights in the marks reflected in U.S. Trademark Registration Nos. 2715585, 2372271,

2601497, 1989358, 2738513, 2820253, 3051285, 3051286, 2740757, 2939061, 2639279, 2618102, 2618103, and 2628178 have achieved incontestable status under 15 U.S.C. §1065.

6. Since at least as early as 1996, Opposer has been using the DIRECTV Design logo as a mark in connection with its goods and services, including those stated in its existing trademark registrations. Opposer's DIRECTV Design logo, by virtue of continuous and substantial use in interstate commerce, has acquired great value as the identifier of Opposer's goods and services.

7. Opposer has invested significant resources in developing, advertising, promoting, and marketing its products under the DIRECTV Design logo and in establishing its mark in the minds of consumers as designating the high quality products offered by Opposer. The DIRECTV Design logo has long been used extensively by Opposer in radio and television, online, and in print on a variety of materials, such as product packaging, brochures, pamphlets, newspaper advertisements, and the like. Through extensive use and promotion, the DIRECTV Design logo has become favorably and well known among consumers and has become a valuable asset as a symbol of Opposer, the quality of its products, and its goodwill.

8. The DIRECTV Design logo is inherently distinctive.

9. Continuously, since long prior to the filing date of the Application or the alleged first use date in interstate commerce in the Application, Opposer's goods and services have been sold under the DIRECTV Design logo through retail outlets, independent dealers, and online channels, including its online store located at [www.directv.com](http://www.directv.com).

10. Additionally, Opposer's services have been advertised under the DIRECTV Design logo in print publications, on radio and television, through online channels,

and through other means throughout the United States since long prior to the filing date of the Application or the alleged first use date in interstate commerce in the Application.

11. Continuously, since long prior to the filing date of the Application or the alleged first use date in interstate commerce in the Application, Opposer has sold many millions of dollars worth of goods and services in the United States under the DIRECTV Design logo, and has spent millions of dollars designing, advertising, and promoting goods and services under the DIRECTV Design logo.

12. Opposer has priority based on its date of first commercial use set forth in its U.S. trademark registrations for Opposer's Marks, as well as its common law rights.

13. Because of the exceptionally high quality of the technology, programming, and service provided by Opposer in connection with the goods and services sold under the DIRECTV Design logo, and the enormous amounts of money, time, and effort devoted by Opposer to the development and promotion of its products bearing and advertised under the DIRECTV Design logo, the DIRECTV Design logo has become famous as a designation for the source of Opposer's digital television entertainment services and its related products. The DIRECTV Design logo has come to be widely recognized and associated exclusively with DIRECTV in the minds of the general consuming public of the United States. The DIRECTV Design logo was famous prior to the earliest date on which Applicant can rely for purposes of priority.

14. Notwithstanding Opposer's prior rights in Opposer's Marks, Applicant filed its Application on December 26, 2012, based on use of the mark in commerce, claiming a date of first use in interstate commerce of January 18, 2012, which is well after the filing and registration dates of Opposer's Marks, as well as Opposer's common law use dates.

15. Applicant seeks registration of the CFF logo for “Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms; baseball caps and hats; fishing shirts; fleece tops; hats; hooded sweatshirts; sweatshirts; T-shirts” in Class 25, and “Fishing equipment, namely, fishing lure retriever; fishing reels; reels for fishing” in Class 28 (“Applicant’s Goods”).

16. Applicant had constructive knowledge of the Opposer’s Marks before filing the Application. Upon information and belief, based on the fame of Opposer’s Marks, Applicant had actual knowledge of Opposer’s Marks before filing the Application.

17. Applicant’s CFF Logo as contained in the Application is confusingly similar in visual and commercial impression to the Opposer’s Marks.

18. Applicant’s Class 25 goods substantially overlap and in many instances are identical or nearly identical to the Class 25 goods contained in Reg. No. 1,989,358, a registration owned by Opposer for the DIRECTV Logo. Applicant’s Class 25 goods as stated in the Application are “Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms; baseball caps and hats; fishing shirts; fleece tops; hats; hooded sweatshirts; sweatshirts; T-shirts,” whereas the Class 25 goods stated in Reg. No. 1,989,358 are “clothing, including t-shirts, hats, jackets, sweatshirts, sweaters, pants, and headwear.”

19. Opposer did not authorize Applicant’s adoption or registration of the CFF logo.

20. Applicant’s CFF logo so closely resembles Opposer’s Marks that, if used in connection with the goods in the Application, it would be likely to create confusion, mistake, or deception in the trade, and relevant consumers are likely to believe that Applicant’s products are associated with or connected with, or approved, sponsored, or authorized by Opposer, or that

Applicant's products otherwise originate from the same source as do Opposer's products, when such is not the case.

21. Registration of Applicant's Mark in Classes 25 and 28 is barred by the provisions of Section 2(d) of the U.S. Trademark Act, 15 U.S.C. § 1052(d), because it consists of a mark which so resembles Opposer's Marks, previously used in the United States and not abandoned, as to be likely, when applied to the goods of Applicant, to cause confusion, mistake or to deceive.

22. Additionally, Applicant's use and registration of the CFF Logo mark dilutes or is likely to dilute the distinctive quality of Opposer's Marks.

23. Registration of Applicant's Mark in Classes 25 and 28 is barred by the provisions of Section 43(c) of the U.S. Trademark Act, 15 U.S.C. § 1125(c), because when used, it dilutes or is likely to cause dilution of the distinctiveness and goodwill associated with Opposer's Marks, all to the damage of Opposer.

WHEREFORE, Opposer believes that it will be damaged by the registration of Applicant's Mark and prays that such registration be denied and that this Opposition be sustained.

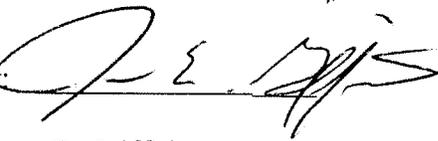
The required fee of \$600.00 is being submitted with this Notice of Opposition.

Please charge any additional costs to our Deposit Account 19-0741.

Dated: May 29, 2013

Respectfully submitted,

FOLEY & LARDNER LLP

By: 

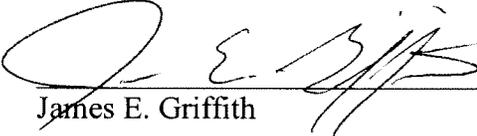
James E. Griffith  
Attorney for Opposer  
321 N. Clark Street  
Chicago, IL 60654  
(312) 832-4900

**CERTIFICATE OF SERVICE**

It is hereby certified that a copy of the foregoing NOTICE OF OPPOSITION, was served by first class mail, postage prepaid to:

Cheeky Fly Fishing, LLC  
25 Peterborough St. #21  
Boston, MA 02215

filing correspondent for Applicant, this 29th day of May, 2013.

  
James E. Griffith

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Print

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**Mark:** D



**US Serial Number:** 76427432

**Application Filing Date:** Jul. 03, 2002

**US Registration Number:** 2715585

**Registration Date:** May 13, 2003

**Register:** Principal

**Mark Type:** Trademark, Service Mark

**Status:** The registration has been renewed.

**Status Date:** May 15, 2013

**Publication Date:** Feb. 18, 2003

### Mark Information

### Related Properties Information

### Goods and Services

### Basis Information (Case Level)

### Current Owner(s) Information

**Owner Name:** DIRECTV, LLC

**Owner Address:** 2230 EAST IMPERIAL HWY  
EL SEGUNDO, CALIFORNIA 90245  
UNITED STATES

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** CALIFORNIA

### Attorney/Correspondence Information

### Prosecution History

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**Mark:**



**US Serial Number:** 75625374

**Application Filing Date:** Jan. 21, 1999

**US Registration Number:** 2372271

**Registration Date:** Aug. 01, 2000

**Register:** Principal

**Mark Type:** Trademark

**Status:** The registration has been renewed.

**Status Date:** Jul. 29, 2010

**Publication Date:** May 09, 2000

### Mark Information

### Related Properties Information

### Goods and Services

### Basis Information (Case Level)

### Current Owner(s) Information

**Owner Name:** DIRECTV, LLC

**Owner Address:** 2230 EAST IMPERIAL HWY  
EL SEGUNDO, CALIFORNIA 90245  
UNITED STATES

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** CALIFORNIA

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Mark: D



US Serial Number: 75600012

Application Filing Date: Dec. 04, 1998

US Registration Number: 2601497

Registration Date: Jul. 30, 2002

Register: Principal

Mark Type: Trademark, Service Mark

Status: The registration has been renewed.

Status Date: Sep. 28, 2012

Publication Date: May 02, 2000

Notice of Allowance Date: Jul. 25, 2000

## Mark Information

## Related Properties Information

## Goods and Services

## Basis Information (Case Level)

## Current Owner(s) Information

Owner Name: DIRECTV, LLC

Owner Address: 2230 EAST IMPERIAL HWY  
EL SEGUNDO, CALIFORNIA 90245  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: CALIFORNIA

## Attorney/Correspondence Information

## Prosecution History

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**Mark:**



**US Serial Number:** 75975011

**Application Filing Date:** Dec. 10, 1993

**US Registration Number:** 1989358

**Registration Date:** Jul. 23, 1996

**Register:** Principal

**Mark Type:** Trademark, Service Mark

**Status:** The registration has been renewed.

**Status Date:** Sep. 28, 2006

**Publication Date:** Jan. 24, 1995

**Notice of Allowance Date:** Apr. 18, 1995

### Mark Information

### Related Properties Information

### Goods and Services

### Basis Information (Case Level)

### Current Owner(s) Information

**Owner Name:** DIRECTV, LLC

**Owner Address:** 2230 EAST IMPERIAL HWY  
EL SEGUNDO, CALIFORNIA 90245  
UNITED STATES

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** CALIFORNIA

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Mark: DIRECTV PLUS



US Serial Number: 78772509

Application Filing Date: Dec. 13, 2005

US Registration Number: 3396107

Registration Date: Mar. 11, 2008

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

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

Status Date: Mar. 11, 2008

Publication Date: Aug. 22, 2006

Notice of Allowance Date: Nov. 14, 2006

## Mark Information

## Related Properties Information

## Goods and Services

## Basis Information (Case Level)

## Current Owner(s) Information

Owner Name: DIRECTV, LLC

Owner Address: 2230 EAST IMPERIAL HWY  
EL SEGUNDO, CALIFORNIA 90245  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: CALIFORNIA

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Mark: DIRECTV + PLUS



US Serial Number: 78772562

Application Filing Date: Dec. 13, 2005

US Registration Number: 3687565

Registration Date: Sep. 22, 2009

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Service Mark

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

Status Date: Sep. 22, 2009

Publication Date: Aug. 22, 2006

Notice of Allowance Date: Nov. 14, 2006

## Mark Information

## Related Properties Information

## Goods and Services

## Basis Information (Case Level)

## Current Owner(s) Information

Owner Name: DIRECTV, LLC

Owner Address: 2230 EAST IMPERIAL HWY  
EL SEGUNDO, CALIFORNIA 90245  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: CALIFORNIA

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Mark: DIRECTV PLUS +



US Serial Number: 78772638

Application Filing Date: Dec. 13, 2005

US Registration Number: 3396108

Registration Date: Mar. 11, 2008

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Service Mark

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

Status Date: Mar. 11, 2008

Publication Date: Aug. 22, 2006

Notice of Allowance Date: Nov. 14, 2006

## Mark Information

## Related Properties Information

## Goods and Services

## Basis Information (Case Level)

## Current Owner(s) Information

Owner Name: DIRECTV, LLC

Owner Address: 2230 EAST IMPERIAL HWY  
EL SEGUNDO, CALIFORNIA 90245  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: CALIFORNIA

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**Mark:** DIRECTV + HDDVR



**US Serial Number:** 78772645

**Application Filing Date:** Dec. 13, 2005

**US Registration Number:** 3396109

**Registration Date:** Mar. 11, 2008

**Filed as TEAS Plus:** Yes

**Currently TEAS Plus:** Yes

**Register:** Principal

**Mark Type:** Trademark

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

**Status Date:** Mar. 11, 2008

**Publication Date:** Aug. 29, 2006

**Notice of Allowance Date:** Nov. 21, 2006

### Mark Information

### Related Properties Information

### Goods and Services

### Basis Information (Case Level)

### Current Owner(s) Information

**Owner Name:** DIRECTV, LLC

**Owner Address:** 2230 EAST IMPERIAL HWY  
EL SEGUNDO, CALIFORNIA 90245  
UNITED STATES

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** CALIFORNIA

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**Mark:** DIRECTV + HDDVR



**US Serial Number:** 78772651

**Application Filing Date:** Dec. 13, 2005

**US Registration Number:** 3396111

**Registration Date:** Mar. 11, 2008

**Filed as TEAS Plus:** Yes

**Currently TEAS Plus:** Yes

**Register:** Principal

**Mark Type:** Service Mark

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

**Status Date:** Mar. 11, 2008

**Publication Date:** Aug. 29, 2006

**Notice of Allowance Date:** Nov. 21, 2006

### Mark Information

### Related Properties Information

### Goods and Services

### Basis Information (Case Level)

### Current Owner(s) Information

**Owner Name:** DIRECTV, LLC

**Owner Address:** 2230 EAST IMPERIAL HWY  
EL SEGUNDO, CALIFORNIA 90245  
UNITED STATES

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** CALIFORNIA

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**Mark:** D DIRECTV + HDDVR



**US Serial Number:** 78772713

**Application Filing Date:** Dec. 13, 2005

**US Registration Number:** 3396112

**Registration Date:** Mar. 11, 2008

**Filed as TEAS Plus:** Yes

**Currently TEAS Plus:** Yes

**Register:** Principal

**Mark Type:** Service Mark

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

**Status Date:** Mar. 11, 2008

**Publication Date:** Aug. 29, 2006

**Notice of Allowance Date:** Nov. 21, 2006

### Mark Information

### Related Properties Information

### Goods and Services

### Basis Information (Case Level)

### Current Owner(s) Information

**Owner Name:** DIRECTV, LLC

**Owner Address:** 2230 EAST IMPERIAL HWY  
EL SEGUNDO, CALIFORNIA 90245  
UNITED STATES

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** CALIFORNIA

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**Mark:** DIRECTV



**US Serial Number:** 78564081

**Application Filing Date:** Feb. 09, 2005

**US Registration Number:** 3382802

**Registration Date:** Feb. 12, 2008

**Register:** Principal

**Mark Type:** Service Mark

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

**Status Date:** Feb. 12, 2008

**Publication Date:** Mar. 13, 2007

**Notice of Allowance Date:** Jun. 05, 2007

## Mark Information

## Related Properties Information

## Goods and Services

## Basis Information (Case Level)

## Current Owner(s) Information

**Owner Name:** DIRECTV, LLC

**Owner Address:** 2230 EAST IMPERIAL HWY  
EL SEGUNDO, CALIFORNIA 90245  
UNITED STATES

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** CALIFORNIA

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Mark: DIRECTV



US Serial Number: 76342848

Application Filing Date: Nov. 28, 2001

US Registration Number: 2738513

Registration Date: Jul. 15, 2003

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Mar. 27, 2013

Publication Date: Jun. 18, 2002

Notice of Allowance Date: Sep. 10, 2002

### Mark Information

### Related Properties Information

### Goods and Services

### Basis Information (Case Level)

### Current Owner(s) Information

Owner Name: DIRECTV, LLC

Owner Address: 2230 EAST IMPERIAL HWY  
EL SEGUNDO, CALIFORNIA 90245  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: CALIFORNIA

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**Mark:** DIRECTV



**US Serial Number:** 76342804

**Application Filing Date:** Nov. 28, 2001

**US Registration Number:** 2820253

**Registration Date:** Mar. 02, 2004

**Register:** Principal

**Mark Type:** Service Mark

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Mar. 17, 2010

**Publication Date:** Jun. 18, 2002

**Notice of Allowance Date:** Sep. 10, 2002

### Mark Information

### Related Properties Information

### Goods and Services

### Basis Information (Case Level)

### Current Owner(s) Information

**Owner Name:** DIRECTV, LLC

**Owner Address:** 2230 EAST IMPERIAL HWY  
EL SEGUNDO, CALIFORNIA 90245  
UNITED STATES

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where** CALIFORNIA

**Organized:**

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Print

**Generated on:** This page was generated by TSDR on 2013-05-22 12:29:21 EDT

**Mark:** DIRECTV



**US Serial Number:** 76342834

**Application Filing Date:** Nov. 28, 2001

**US Registration Number:** 3051285

**Registration Date:** Jan. 24, 2006

**Register:** Principal

**Mark Type:** Trademark

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Mar. 09, 2012

**Publication Date:** Jan. 25, 2005

**Notice of Allowance Date:** Apr. 19, 2005

### Mark Information

### Related Properties Information

### Goods and Services

### Basis Information (Case Level)

### Current Owner(s) Information

**Owner Name:** DIRECTV, LLC

**Owner Address:** 2230 EAST IMPERIAL HWY  
EL SEGUNDO, CALIFORNIA 90245  
UNITED STATES

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** CALIFORNIA

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**Mark:** DIRECTV



**US Serial Number:** 76342841

**Application Filing Date:** Nov. 28, 2001

**US Registration Number:** 3051286

**Registration Date:** Jan. 24, 2006

**Register:** Principal

**Mark Type:** Service Mark

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Mar. 13, 2012

**Publication Date:** Jan. 25, 2005

**Notice of Allowance Date:** Apr. 19, 2005

### Mark Information

### Related Properties Information

### Goods and Services

### Basis Information (Case Level)

### Current Owner(s) Information

**Owner Name:** DIRECTV, LLC

**Owner Address:** 2230 EAST IMPERIAL HWY  
EL SEGUNDO, CALIFORNIA 90245  
UNITED STATES

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** CALIFORNIA

### Attorney/Correspondence Information

### Prosecution History

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### TM Staff and Location Information

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Mark: DIRECTV



US Serial Number: 76342844

Application Filing Date: Nov. 28, 2001

US Registration Number: 2740757

Registration Date: Jul. 22, 2003

Register: Principal

Mark Type: Service Mark

Status: The registration has been renewed.

Status Date: Mar. 23, 2013

Publication Date: Sep. 03, 2002

Notice of Allowance Date: Nov. 26, 2002

### Mark Information

### Related Properties Information

### Goods and Services

### Basis Information (Case Level)

### Current Owner(s) Information

Owner Name: DIRECTV, LLC

Owner Address: 2230 EAST IMPERIAL HWY  
EL SEGUNDO, CALIFORNIA 90245  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: CALIFORNIA

### Attorney/Correspondence Information

### Prosecution History

### Maintenance Filings or Post Registration Information

### TM Staff and Location Information

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**Generated on:** This page was generated by TSDR on 2013-05-22 12:31:37 EDT

**Mark:** DIRECTV



**US Serial Number:** 76340810

**Application Filing Date:** Nov. 21, 2001

**US Registration Number:** 2939061

**Registration Date:** Apr. 12, 2005

**Register:** Principal

**Mark Type:** Trademark

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** May 07, 2011

**Publication Date:** Jan. 18, 2005

### Mark Information

### Related Properties Information

### Goods and Services

### Basis Information (Case Level)

### Current Owner(s) Information

**Owner Name:** DIRECTV, LLC

**Owner Address:** 2230 EAST IMPERIAL HWY  
EL SEGUNDO, CALIFORNIA 90245  
UNITED STATES

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** CALIFORNIA

### Attorney/Correspondence Information

### Prosecution History

### Maintenance Filings or Post Registration Information

### TM Staff and Location Information

### Assignment Abstract Of Title Information - Click to Load

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**Mark:** DIRECTV



**US Serial Number:** 76341049

**Application Filing Date:** Nov. 21, 2001

**US Registration Number:** 2639279

**Registration Date:** Oct. 22, 2002

**Register:** Principal

**Mark Type:** Service Mark

**Status:** The registration has been renewed.

**Status Date:** Nov. 02, 2012

**Publication Date:** Jul. 30, 2002

### Mark Information

### Related Properties Information

### Goods and Services

### Basis Information (Case Level)

### Current Owner(s) Information

**Owner Name:** DIRECTV, LLC

**Owner Address:** 2230 EAST IMPERIAL HWY  
EL SEGUNDO, CALIFORNIA 90245  
UNITED STATES

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** CALIFORNIA

### Attorney/Correspondence Information

### Prosecution History

### Maintenance Filings or Post Registration Information

### TM Staff and Location Information

### Assignment Abstract Of Title Information - Click to Load

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**Mark:** DIRECTV



**US Serial Number:** 76341175

**Application Filing Date:** Nov. 21, 2001

**US Registration Number:** 2618102

**Registration Date:** Sep. 10, 2002

**Register:** Principal

**Mark Type:** Service Mark

**Status:** The registration has been renewed.

**Status Date:** Sep. 28, 2012

**Publication Date:** Jun. 18, 2002

### Mark Information

### Related Properties Information

### Goods and Services

### Basis Information (Case Level)

### Current Owner(s) Information

**Owner Name:** DIRECTV, LLC

**Owner Address:** 2230 EAST IMPERIAL HWY  
EL SEGUNDO, CALIFORNIA 90245  
UNITED STATES

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where** CALIFORNIA

**Organized:**

### Attorney/Correspondence Information

### Prosecution History

### Maintenance Filings or Post Registration Information

### TM Staff and Location Information

### Assignment Abstract Of Title Information - Click to Load

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**Mark:** DIRECTV



**US Serial Number:** 76341183

**Application Filing Date:** Nov. 21, 2001

**US Registration Number:** 2618103

**Registration Date:** Sep. 10, 2002

**Register:** Principal

**Mark Type:** Trademark

**Status:** The registration has been renewed.

**Status Date:** Sep. 28, 2012

**Publication Date:** Jun. 18, 2002

### Mark Information

### Related Properties Information

### Goods and Services

### Basis Information (Case Level)

### Current Owner(s) Information

**Owner Name:** DIRECTV, LLC

**Owner Address:** 2230 EAST IMPERIAL HWY  
EL SEGUNDO, CALIFORNIA 90245  
UNITED STATES

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** CALIFORNIA

### Attorney/Correspondence Information

### Prosecution History

### Maintenance Filings or Post Registration Information

### TM Staff and Location Information

### Assignment Abstract Of Title Information - Click to Load

### Proceedings - Click to Load



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**Mark:** DIRECTV



**US Serial Number:** 76341195

**Application Filing Date:** Nov. 21, 2001

**US Registration Number:** 2628178

**Registration Date:** Oct. 01, 2002

**Register:** Principal

**Mark Type:** Trademark

**Status:** The registration has been renewed.

**Status Date:** Sep. 28, 2012

**Publication Date:** Jul. 09, 2002

### Mark Information

### Related Properties Information

### Goods and Services

### Basis Information (Case Level)

### Current Owner(s) Information

**Owner Name:** DIRECTV, LLC

**Owner Address:** 2230 EAST IMPERIAL HWY  
EL SEGUNDO, CALIFORNIA 90245  
UNITED STATES

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where** CALIFORNIA

**Organized:**

### Attorney/Correspondence Information

### Prosecution History

### Maintenance Filings or Post Registration Information

### TM Staff and Location Information

### Assignment Abstract Of Title Information - Click to Load

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**Mark:** DIRECTV



**US Serial Number:** 85580882

**Application Filing Date:** Mar. 27, 2012

**US Registration Number:** 4198618

**Registration Date:** Aug. 28, 2012

**Register:** Principal

**Mark Type:** Service Mark

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

**Status Date:** Aug. 28, 2012

**Publication Date:** Jun. 12, 2012

### Mark Information

### Goods and Services

### Basis Information (Case Level)

### Current Owner(s) Information

**Owner Name:** DIRECTV, LLC

**Owner Address:** 2230 East Imperial Hwy  
El Segundo, CALIFORNIA 90245  
UNITED STATES

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** CALIFORNIA

### Attorney/Correspondence Information

### Prosecution History

### TM Staff and Location Information

### Assignment Abstract Of Title Information - Click to Load

### Proceedings - Click to Load

